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THIS ISSUE:—IRVIN S. COBB WOULD BE A SUNDAY EDITOR.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Ever y Saturday

Vol. 57. No. 1 NEW YORK, MAY 31, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
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Capitalize Chicago's Buying Habits

The bulk of department store advertising—"upstairs" and down, in the "Loop" and out of it—is available to the Chicago shopper in one medium—

THE CHICAGO DAILY NEWS.

That's convenience!

The bulk of local advertising—shop news in general—is always available in the same medium—The Chicago Daily News. That's business—capitalizing convenience!

The majority of Chicago merchants—from department store head to neighborhood grocer—prefer that the manufacturer's advertising of products they carry appear, as their own advertising does, in The Chicago Daily News. That's consistent merchandising policy.

Therefore the general advertiser who follows the lead of the department stores and local merchants in Chicago, and places his advertising in the medium that is read for necessary day by day shopping news eliminates chance in securing a reading for his copy, and obtains the dealer co-operation he needs. That medium is

The Chicago Daily News

FIRST IN CHICAGO

OHIO FIRST

MEANS JUST WHAT IT SAYS

The man who has studied business conditions knows that Ohio offers a rich field for those who have something worthwhile to sell.

It has producing farms, busy factories, splendid hardwood forests, rich petroleum, coal and natural gas fields. It has a population of 5,759,394, or 141.4 inhabitants per square mile.

OHIO'S Purchasing Power Makes It the FIRST Logical Market

Ohio has 16,125 factories, or an average of one factory for every 2.5 square miles of territory. The yearly payroll of Ohio factories amounts to $944,651,000.

There are 23,515,000 acres of farm land, mostly improved. Although this is about 90% of the state's area, yet 63% of the population lives in incorporated towns and villages, showing the intensity of Ohio's population.

Ohio farms average 91.6 acres and are worth $3,095,666,336. Nearly 180,000 farms are owned by their operators. Think what this means to the maker of farm implements.

Ohio is fifth in electric railway mileage. It is thirty-fifth in area and fourth in population.

Advertising in This Group Will Bring You Big Results

The papers here named are reaching the representative people of their respective communities. Cultivate these spenders. Investigate Ohio, First.

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	4,771	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

If You Would Buy

Prestige

and

Leadership

Use

THE ERIE DAILY TIMES

Erie's FIRST Newspaper
Now In Its New Home

36 Years of Service to the Community
and still growing—*in everything*

FIRST
in
Circulation :: News :: Advertising

Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York Chicago Atlanta Kansas City San Francisco



The Open Door to the Half-a-Million Homes in Philadelphia and Vicinity

"Anyone who knows The Bulletin and the Philadelphia people can readily accept the conclusion that no worth-while home in Philadelphia has its supper without The Bulletin.

"The Bulletin's circulation is sold 94 per cent within Philadelphia and its suburbs." —JASON ROGERS, in *Advertisers' Weekly*.

"In Philadelphia nearly everybody reads The Bulletin"

The circulation of The Philadelphia Bulletin is larger than any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

Net paid daily average for 6 months ending March 31, 1924:

512,445 copies a day

NEW YORK—814 Park-Lexington Building (46th and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, SATURDAY, MAY 31, 1924 | No. 1

Quarter Century Survey of Press Content Shows Demand for Facts

Remarkable Analysis of 110 Newspapers Published Now and in 1899 Indicates General Decrease in Opinion—Big Increase in Advertising Proportion—Tendency to Departmentalize Press

By PAUL W. WHITE

ANALYSIS of the contents of newspapers at both ends of the past quarter century shows some remarkable facts.

While the American newspaper of today is fundamentally unchanged in character, the past 25 years have wrought interesting revisions of editorial opinion as to proportions of interest demanded by the reading public.

The writer has just completed a survey of 110 newspapers in 63 cities, for comparison with an analysis made of the same number of newspapers in 14 cities 25 years ago by Professor D. F. Wilcox, well-known franchise and public utility expert. To make his finding Professor Wilcox classified the subject matter of more than 9,000 columns of newspaper material, while the writer has classified the subject matter of 19,200 columns.

Here is the table of percentages found by Professor Wilcox in 1899:

I. News	55.3
(a) War News	17.9
(b) General	21.8
Foreign	1.2
Politics	6.4
Crime	3.1
Miscellaneous	11.1
(c) Special	15.6
Business	8.2
Sport	5.1
Society	2.3
II. Illustrations	3.1
III. Literature	2.4
IV. Opinion	7.1
(a) Editorials	3.9
(b) Letters	3.2
V. Advertisements	32.1

Following in the paths of Professor Wilcox, the writer during spare time of 3 months, examined 19,200 columns. An effort was made to survey at least two issues of every newspaper. The results of this analysis follow:

I. News	40.5
(a) General	22.1
Foreign	2.3
Politics	6.5
Crime	4.9
Miscellaneous	8.4
(b) Special	18.4
Business	7.9
Sport	7.5
Theatre	1.5
Society	0.8
Radio	0.9
II. Illustrations	5.7
III. Literature	5.3
IV. Opinion	2.7
(a) Editorials	2.2
(b) Letters	0.5
V. Advertisements	45.8
(a) Classified	14.3
(b) Display	31.5

Elsewhere on this page is presented another table wherein the percentages are reduced to columnar inches. These figures offer a competent basis for comparisons of the content of newspapers of today as compared to those of a generation ago. It must be explained before this comparison is attempted that the "war news" listed by Professor Wilcox probably referred to news concerning the negotiations concluding the Spanish-American War, the Philippine Insurrection, and possibly the first dispatches on the Boer War.

These figures tend to prove that though the columnar inches alloted to news of all kinds have increased, the percentage is considerably lower. This development is not surprising when one considers the tremendous growth of other departments. Then, too, the "boiling down" of news has ever been the goal of newspapers and press services so that many articles now appearing in newspapers are considered deserving of one-third the space assigned 25 years ago.

An encouraging feature of the news tables is the increase in foreign news. There is little doubt that the World War, with the United States entering into its many complexities, served as an impetus to international thought and heightened desire for news from foreign lands.

That there is not an increase in political news larger than is shown in the tables is a subject for considerable speculation. The average number of columnar inches for 1924, 166.40, is remarkably low in a presidential year, and even more so since the bruiting about of political misconduct has been placed under the heading "politics." It may be safe to assume that this finding is indicative of flagging interest in politics.

Those reformers who believe that newspaper attention to crime is somewhat instrumental in bringing about "crime waves" are possibly borne out by the rising amount of news devoted to lawlessness of all kinds. Certainly crime is given too much attention in some of the newspapers examined (particularly those on the Pacific Coast). It is interesting to note that in some of the so-called "yellow journals" surveyed, the amount of crime news was appreciably lower than in some of their more concededly respectable brethren. For instance, in issues of the same date, crime occupied 159.6 inches in the *New York American;* 168.2 in the *Denver Post;* 170.1 in the *San Francisco Call;* while in the *New York Times,* there were 180 in.; and in the *Kansas City Star,* 203.7.

Of miscellaneous news, the increase can be explained by the variety of subjects handled today as compared to those of a generation ago. These include, education, health, and religion, the last named of which the editor of 1899 was loth to include in his columns.

Variety of subjects is also responsible for the tremendous gains in special news. Business news, for instance, has increased largely because newspapers have employed trained financial writers, and have demanded more complete accounts of market conditions. Particularly true is this of newspapers on or near the Eastern seaboard.

The profusion of sport news is accounted for by the large number of sports now "covered," as compared to the small number of 25 years ago. Baseball, prize-fighting, and football are still predominant, of course; but tennis, golf, lacrosse, soccer, and other sports have their following, and newspapers that have attemped to slight any of these so-called "minor sports" have soon noticed a falling off in circulation.

Probably the decline in society news, a drop of nearly 100 per cent, is the most significant of all the news findings. The cause of this decline may be found in the ever-increasing population; where people become absorbed by the very size of a city, there is little likelihood that they are going to be tremendously interested in the affairs of their neighbors. This idea is brought out by the figures on the newspapers of separate cities that were surveyed in the preparation of this paper. New York, it was found, was lowest in the percentage of society news, while Chicago and Philadelphia were also far down in the list. Boston, in fact, was the only one of the first 10 cities of the United States, that carried more than the average of 20.48 inches a day.

It is probable that when Professor Wilcox made his survey he intended literature to mean the serial stories that appeared in many newspapers of the time. The writer, however, has used this generic term to cover all of the vast amount of "feature" news, most of which is syndicated; "columns," save when they are obviously editorial; serial stories; articles prepared by theologians, scientists, and other experts; and fashion notes and women's and magazine pages. Admittedly this is a diverse classification, but it is so arranged in order to show the attempts made to increase circulation by providing magazine entertainment in the daily press. More than one-twentieth of the newspaper of today (and, if cartoons and illustrations are also to be considered, one-ninth of the newspaper) is devoted to such attempts.

The elimination of individual journalism before mentioned is probably responsible for the falling off in editorial opinion. Newspapers have begun to crowd columns and other features into their editorial pages with the result that a small decrease is noticeable in the number of inches assigned to editorials, and a considerable loss in the inches formerly given over to "letters to the editor" and editorial exchanges. This elimination, or rather curtailment, of "letters to the editor," so long a medium in which Vox Populi, Constant Reader, and A Friend expressed their convictions is evidence of the lost intimacy between reader and editor.

By far the largest increase in any department of the newspaper has been in advertising. There are very few nationally known products not advertised in the newspapers, and of course local patronage has been seen to be quite dependent (in the case of large stores and shops) on newspaper advertising.

However, despite this enormous increase, one great source of advertising revenue of 1899 has been eliminated today—patent medicines and charlatans being now forbidden space.

It is evident that the business department of a newspaper has become more and more important. When one considers that in the last 25 years the circulation of daily newspapers throughout the United States has jumped approximately 15,000,000, and that the financial demands of present-day journalism have grown consistently more complex, there is seen to be ample cause for this development.

CHANGED IDEA OF WHAT PUBLIC WANTS

WITH the arbitrary selection of a 12-page, 7-column, 1680-inch newspaper as typical of the papers examined by Wilcox in 1899, and a 16-page, 8-column, 2560-inch newspaper as typical of the papers examined by the writer translated into terms of inches of space, become:

	1899		1924	
I. NEWS	929.04		1036.80	
a. War		300.72		
b. General		366.24		565.76
1. Foreign		20.16		58.88
2. Politics		107.52		166.40
3. Crime		52.08		125.44
4. Mis'c.		186.48		215.04
c. Special		262.08		471.04
1. Business		137.76		202.24
2. Sport		85.68		186.88
3. Theater				38.40
4. Society		38.64		20.48
5. Radio				23.04
II. ILLUSTRATIONS	52.08		145.92	
III. LITERATURE	40.32		135.68	
IV. OPINION	119.28		69.12	
a. Editorial		65.52		56.32
b. Letters		53.76		12.80
V. ADVERTISING	539.28		1172.48	
a. Classified				366.08
b. Display				806.40

GOOD TYPOGRAPHY IN NEWSPAPER MAKING

The "Double-Truck" Probably Is the Newspaper's Most Complicated "Take"—Some Important Things to Do in Planning "Double-Trucks"—Five Specimens and Interesting Hunches Well Worth Considering

By H. FRANK SMITH

Article XIV

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers as well as individual items, such as headings, advertisements, editorial wages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK

Replies Cannot Be Made by Mail

ONE of the most complicated "takes" the newspaper has to contend with is the double-page spread, and while the order for insertion pleases the business office, the great raft of copy (*to come*) and cuts (*being made*) worry the composing room, almost to distraction—sometimes.

Under the most favorable conditions the composition of an attractive double-page newspaper ad is not an easy task—requiring, as it does, a quick and accurate visualization of the advertiser's idea as expressed in the layout, and a quicker and more accurate reproduction of this idea into slugs, type, and decorative materials—all assembled into one reasonably harmonious unit.

Late copy and later cuts, aided and abetted by an inadequate layout and indefinite instructions, usually complicate the conditions and add to the difficulties under which the average "double-truck" is finally completed.

And when the job is really finished—and we give it the once-over in the printed paper—we are justified, perhaps, in taking pride in a big job well done.

* * *

Some Important Things to Consider In Planning "Double-Trucks."

OF course there must be a plan (layout and instructions)—and a dang good one, too, if our double-spread is going to be done quickly and effectively. The majority of double-page newspaper ads seem to indicate that the importance of the planned-in-advance layout is entirely overlooked and the material thrown together on the two pages in any old way in an effort to make the edition. This method is wrong, costly and unprofitable.

On the other hand, we frequently run across "double-pages" so carefully planned and composed that they might be called masterpieces of newspaper typography—which is proof that there must be certain principles of planning that may easily be followed, if we can organize these principles for quick reference. Let's try:

1—First and most important, the double-page must be planned on a layout sketched to the *exact size* of the two pages on which the advertisement is to be printed—instead of roughing up the idea in any old way on any size paper and putting it up to the composing room to get the stuff in type by hook or crook.

2—After the over-all size has been made *exactly*, (a) indicate the border desired; (b) sketch in the main head and company name and address; (c) position the big feature, whether it's an illustration, a special sale, the store editorial, or whatnot—but get these details placed.

3—At this stage we have a *skeleton* layout, planned to exact size. Now break up the remaining space into columns, or units of space, to accommodate the copy and cuts—keeping in mind the importance of orderly arrangement, and also still keeping the columns, or units of space, *exact size*.

4—After the width of columns, or units of space, have been indicated sketch in the important heads, paste in proofs of cuts, and indicate displayed prices—if any are used.

5—Plan to leave out meaningless boxes, rules, ornaments and dingbats. Don't smother the ad with useless typographic material that has nothing to do with what is offered for sale. Simplicity adds to the legibility by clarifying the whole composition.

6—Since the double-page has no competition for attention it is not necessary to worry about bold displays—that is, bold types and borders. Big display can be used—but light face materials employed. Don't use the stud-horse type and funeral borders—strive for emphasis and attention value through attractiveness and orderly arrangement.

There is More Than One Way to Lay Out a Striking Double-Page

IT is indeed remarkable, if not surprising, to note the many different ways in which the double-page ad, or "two pages facing," may be planned or laid out for the newspaper. A few years back two individual pages seemed to be the style; then some daring chap introduced the "double-truck"—utilizing the usual white space between individual pages and which is generally known as the "gutter" and welding the two individual pages in one whole unit.

Other treatments of the "double page" quickly followed, until now we have a range of choice to satisfy the most finicky advertiser—providing someone will get on the job and do a little contriving in the form of a planned-in-advance layout *before* the copy begins to reach the composing room.
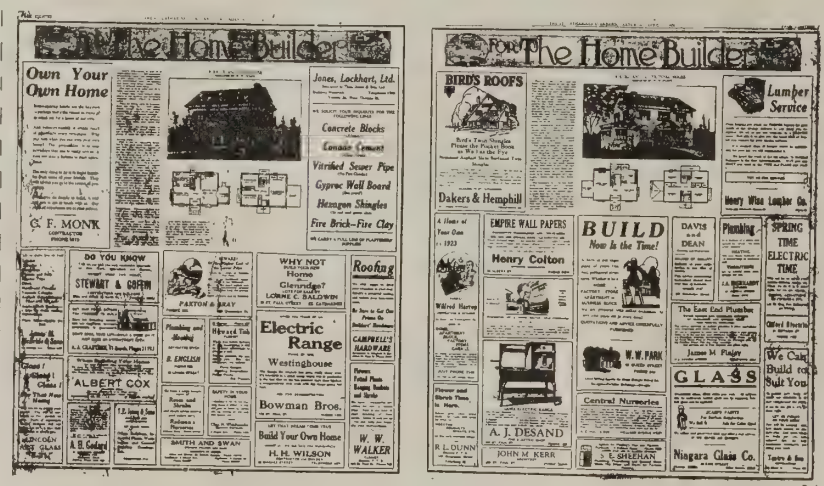
Five "Double-Trucks" and Hunches Well Worth Considering

THE five specimens accompanying this article serve to illustrate some of the different ways in which a double-page "spread" may be treated from a layout and typographical standpoint—although these few specimens do not exhaust the possibilities by any means. Referring to the specimens, we find the following interesting things:

Specimen No. 1—This is an example of the double-page of yesterday—that is, the style is two individual pages hooked up by uniform display heads and rule-and-border-treatment. These two pages would have been more attractive had the same family of type faces been used—instead of so many different kinds. However, there is a pleasing quietness about the two pages—that makes the whole attractive and much better than the usual run of double-pages of this kind.

Specimen No. 2—A "double-truck" of today—where all the space on the two pages except that required for the lock-up has been used to advantage. Note (1) the streamer head running across the two pages; (2) the placing of the dominant feature; (3) the grouping of related articles in one unit; (4) the treatment and position of the different boxed items; and (5) the same type face and borders used throughout. Considering the time in which this material must be prepared, type set, prices checked, proofs o.k'd, etc.—this Namm advertisement from the New York Evening Journal is a splendid illustration of the effectiveness of the planned-in-advance layout—especially when the layout is based on the principles of orderly arrangement (as this one is).

Specimen No. 3—Here we have a "double-truck" where the outside columns are utilized for reading matter—one of the ways in which the "double-truck" treatment is frequently modified. This particular ad is well planned as far as breaking up into orderly units is con-



SPECIMEN NO. 1

The "double-truck" of yesterday—where two individual pages are hooked up by uniform heads and uniform rule-and-border treatment.



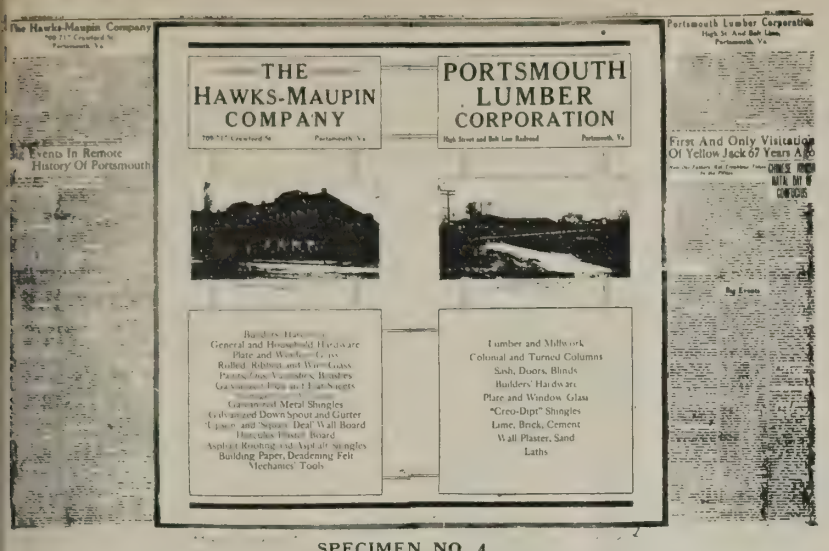
SPECIMEN NO. 2

A "double-truck" of today—where all the space on the two pages (except that required for lock-up) is utilized to advantage.



SPECIMEN NO. 3

A layout in which the "double-truck" idea is modified to include text matter in the outside columns of each page.



SPECIMEN NO. 4

A "double-truck" effect in which two good ideas are incorporated—three columns of text in outside columns, and hooking up two advertisers in one unit of space.



SPECIMEN NO. 5

A splendid example of "double-truck" layout. Note great amount of material, and how simply and attractively it has been arranged.

cerned, but it seems to be screaming unnecessarily loud for attention—since it has no competition. That's another matter, however; merely note the treatment of two outside columns, which illustrates another way of handling the "double-truck."

Specimen No. 4—This example offers a couple of suggestions, and good ones: (1) a "double-truck" effect by utilizing three columns of text on outside of each page (a good hunch for a layout), and (2) getting two different advertisers to team up for a "double-truck" effect (a good selling idea). The pages probably would have been more effective—had more thought and care been taken with the typography.

Specimen No. 5—A notable example of effective double-page layout and typography. Encouraged by a splendid heading running across both pages, we can start at the beginning of this ad and read leisurely to the end—without having to handle a lot of panels and boxes, and getting all tangled up in a maze of other typographical rubbish. Note particularly what was left out of this ad, as well as what was put into it. The most general practice with a double-page ad is to enclose it in a wide, freakish border of some kind: then fill the inside with a lot of other different borders, some boxes and a few unrelated dingbats thrown in for good measure—which wastes valuable space, increases composition costs, eats up hours of extra time, crowds and smothers the ad so that it is hard to get interested in it and much harder to read it, and because of these handicaps, probably, greatly reducing its pulling power—and profitableness. This admirable double-page of the Chicago Tribune furnishes still another example of the excellent results of the planned-in-advance layout.

While the "double-truck" is usually a difficult problem, because of the great raft of material that must go into it and especially on account of the lateness with which the copy is generally sent to the composing room—nevertheless it offers the newspaper a real opportunity to show what it can do in an emergency.

The best way, and the easiest, to meet an emergency is to be prepared for it—and this means we must observe more closely and study more carefully the many possibilities of the "double-truck" in the matter of better typography, better arrangement, better illustrations and better layouts.

COUNTRY SHOPS SLOVENLY

Oregon Editor Suggests "Clean-Up" Week for Weekly Newspapers

William J. Hayner, proprietor of the *Sutherlin (Ore.) Sun,* suggests in *Oregon Exchanges* that printing offices observe "Clean-up Week."

"During the 40 years or more in which I have been engaged in the printing business in various states, it has been my privilege to visit many country shops, and on several occasions it has surprised me that some of these junk-shop printeries were able to function to the extent of producing a weekly newspaper or a sale bill," he said. "Invariably these offices had so many dead ads and jobs standing around in a pied condition, that the cases where this material should have been contained nothing but a few thin spaces, two or three fff's and a half dozen $ marks.

"There is absolutely no excuse for the dirty and slovenly condition in which we find the mechanical department of many country print shops, and the sooner proprietors of such places recognize this fact and inaugurate a 'clean-up' week, the better it will be for their business."

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

By H. FRANK SMITH

Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you. The suggestions will be made with reasonable promptness and frankly and in a spirit of helpfulness. What's on your mind now—typographically?

Ask Definite Questions, and Address Letter and Papers (in one package) to

H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK

NATIONAL BULLETIN, QUINCY, CAL.—While we have frequently commented on the Bulletin, we cannot let this opportunity go by without again complimenting George Secor, the owner and editor, upon the exceptional attractive typography and makeup of each succeeding issue of his splendid paper. Publishers desiring to get a few lessons in the art of effective newspaper typography and makeup should secure copies of the Bulletin. Mr. Secor proves that it can be done by showing in each issue ways and means of doing it.

NEWS, BATON ROUGE, LA.—Opening up subheads with two-point leads will improve your otherwise very attractive front pages. Replace solid-black border used on some of your ads with something more pleasing. Editorial page nicely handled. Isn't classified head too light? Try something a little heavier—think you will like it better; and it will put a little more life in the page.

HUGH H. LOPER, JOURNAL-CHRONICLE, OWATONNA, MINN.—You folks do not need any suggestions from me about newspaper typography. The Journal-Chronicle is equal in every way to the best that I have seen among the weekly papers. If you do not believe this, enter your paper in the next contest for best front pages, attractive makeup, *or anything*—you'll get some of the prize money! Owatonna is very fortunate, indeed, to be represented by such an attractive paper.

CARLETON B. CLYMA, MESSENGER, STUART, FLA.—If everything in Stuart is as attractive and pepful as the Messenger, it must be the kind of a live community where a fellow would like to live. The Messenger is only a 5-column paper, but it has more "go-getting" stuff in it (in the form of newsy news, newsy ads, and newsy features—all splendidly set up and made up) than most papers three or four times its size. If the rest of the community keeps up with the pace set by the Messenger, verily Stuart will grow by leaps and bounds!

STROYAN LEITH, PETERBORO, CAN.—Thank you for your recent cordial letter. On pages 208-210 EDITOR & PUBLISHER Year Book for 1924 you will find a complete list of the best books on printing, publishing and estimating, together with the authors and publishers. If you want books concerning printing only, write for catalogs to American Printer, 239 West 39th street, New York, or the Inland Printer, 632 Sherman street, Chicago.

E. A. GIANTVALLEY, NEWS, JACKSON HEIGHTS, N. Y.—The only suggestion I would make would be for you to pep up the heads a little by setting them in larger sizes of upper-and-lower case—at least the more important ones. There is a certain monotony about the typography that minimizes the attractiveness of the News, and since Jackson Heights is one of New York's most progressive communities I would try to reflect this spirit in the News by pepping up its dress. The publication carries enough interesting matter to make the effort well worth while. Go ahead—and let's see how it looks.

PAUL DODGE, NEWS, TUCUMCARI, N. M.—Except for the light-face italic heads, I should say that the News looks about as spiffy as one would want. Italic lightface is not a good type for so many heads and I would suggest that you change this face to a bold face italic, and use this style head a little more sparingly. Think heads on your editorials should be a size larger, or caps of the face you are now using. Ads look good, makeup and presswork fine—let's see some recent issues.

NEWS-RECORD, MIAMI, OKLA. — We always like to look over the News-Record because the news is presented with a makeup that has a wallop in it. I cannot imagine anyone getting hold of a copy of this paper without giving it a pretty careful reading. The folks in Miami must enjoy reading the News-Record.

STANDARD, WESTPORT, CONN.—While this paper has always been noted for the exceptional care with which it is published, a recent bank supplement is entitled to special notice because of the splendid way in which eight extra pages were handled typographically—and otherwise. It must be a source of considerable satisfaction to the staff that can turn out a paper as attractive as the Standard.

E. & P. DONS "CHAPS"

Cowboy Cover Adorns Paper Distributed at Oklahoma to N.E.A.

Copies of EDITOR & PUBLISHER distributed to members of the National Editorial Association in convention last week at Oklahoma City were stitched into a new brown cover. "Welcome to Oklahoma" read the legend above the design of a cowboy adhering to the arched back of a bronco, while below the picture appeared "Compliments of Jim Brown, EDITOR & PUBLISHER." "Back Home" was the caption for the back-cover design, a drawing of an apparently busy newspaper office. Thanks and appreciation of EDITOR & PUBLISHER for this courtesy are due and hereby expressed to the Oklahoma Publishing Company, publisher of the Daily Oklahoman and Times.

KANSAS NEWSPAPER FAMILY

Six Jarrells Engaged in Various Forms of Journalism

Jack Jarrell, a Topeka, Kan., high school student, has joined the editorial staff of the *Topeka State Journal,* making the Jarrells a 100 per cent newspaper family.

J. F. Jarrell, the father, is publicity director of the Atchison, Topeka & Santa Fe Railway and for many years was a newspaper editor and reporter. Mrs. Jarrell is a short story writer, has published one novel and formerly was a reporter on the *Topeka State Journal* and the *Topeka Daily Capital.* Jack's two brothers are newspaper men, Arch being on the *Wichita Beacon* and Sanford a political reporter on the *New York Herald Tribune.* His sister, Barbara, is assistant editor of *Action Stories* and *Novelets,* two magazines published in New York.

EXPENSES EAT 88 PER CENT OF INCOME OF 61 INLAND PAPERS

Mechanical Department Budget Takes Almost 40 Per Cent of Total Revenue, Six-Month Survey Indicates—Editorial Expense About 14 Per Cent

By ARTHUR ROBB

THE first authentic compilation of newspaper cost figures covering any considerable number of newspapers, divided according to size is presented below on this page, by courtesy of the Inland Daily Press Association's committee on cost-finding, which has just completed in two years the first phase of its analysis of newspaper operation costs.

While the figures presented—covering the last six months of 1923—are not all that could be desired, for the obvious reason that they were not determined by applying uniform rules to individual reports, but on the interpretation of a set of rules by each publisher, they represent a new step in newspaper education. And, it may be assumed that the divisions of expenditure and income on the report blank filled out by each of the 61 publishers meant approximately the same thing to most of them and that the percentage totals shown are close enough to truth for practical, if not scientific, comparison.

Progress toward a uniform system of accounting will no doubt be made by the committee, which will continue its work under the chairmanship of E. H. Harris, *Richmond (Ind.) Palladium.* He succeeds C. R. Butler, *Mankato (Minn.) Free Press,* who will remain a member of the committee he has headed for two years, and they will have associated with them A. L. Miller, *Battle Creek (Mich.) Enquirer-News.*

Taking as its base, 100 per cent., the total income of each paper from all sources, the committee divided this into sources of income and avenues of outgo, and classified the 61 papers according to circulation—19 less than 5,000; 20, between 5,000 and 10,000; 19 over 10,000, and three not classified.

Taking the income columns first, it appears that advertising produces about 70 per cent. of the newspaper revenue. The 19 papers of less than 5,000 circulation took from advertising 68.5 per cent of their total income; those between 5,000 and 10,000 circulation received an average of 74.2 per cent from advertising; those over 10,000 circulation averaged 73.1 per cent.

Circulation then supplies from 24.8 to 30 per cent of the income, the latter figure being the average for the less than 5,000 circulation dailies; the former figure being taken from the 5,000-10,000 classification. Those having greater than 10,000 circulation averaged an income from it of 25.8 per cent.

Miscellaneous sources of income cover a variety of items, it may be guessed, the majority, however, representing sale of waste paper and metal. The less than 5,000 circulation dailies averaged 1.5 per cent in this column; the 5,000-10,000 class, 1.4 per cent, and the larger papers 1.1 per cent.

Turning from income to outgo, and using the same 100 per cent (the total income) as a base, it develops that mechanical department expense is by far the largest item on the publisher's books, no matter what his size. This department, whose total includes paper and ink, averages 36.7 for the dailies of less than 5,000 circulation; 37 per cent in the 5,000-10,000 class, and 38.7 in the papers having more than 10,000 circulation.

Breaking up the total into its larger components it develops that mechanical payroll—composing room, pressroom, and in easily 45 of the 61 papers, stereotyping—accounts for 21.1 per cent in the less than 5,000 group; 19.3 per cent in the 5,000-10,000 class, and 16.9 per cent among the larger papers.

Departmental expense, which should include metal, repairs, upkeep of machinery and equipment, and possibly light and power, averages 5.2 per cent in Class A, 3.6 per cent in Class B, and 7.4 per cent in Class C.

In this item, in the mechanical and other departments, arises the question of what publishers include as "departmental expense." It is inconceivable that, with a uniform system of accounting and allotment of expense, there should be such diversity of expense as appears under "Mechanical Department Expense" among papers of each of the three classes. In Class A, the extremes under this head are seven-tenths of one per cent, and 28 per cent; in Class B, the spread is between 1 per cent and 9.5 per cent; in Class C, the top and bottom of the scale are 7 per cent and 1.6 per cent.

Paper and ink, however, are stable items, and the averages for the groups are: Class A, 10.4 per cent; Class B, 13.9 per cent; Class C, 18.4 per cent. The reasons for the upward curve in this proportion are obvious.

Second in rank as a consumer of income is General Administration. Here again rises the question of what items are included. Taxes, interest on current or funded obligations, depreciation, rent, light, power, legal services, discounts taken and accorded, dues to various organizations, contributions, salaries to the chief executives and to clerical help in general administration—all these and other items may help to swell the total, or some of them may have been apportioned among the various departments sharing in their creation.

Without definite data, it is futile to speculate on the composition of this total, but that opinions differed on what items are "General Expense" is evident from the widely varying proportions reported.

(*Continued on page 26*)

CLASS A—19 REPORTS—CIRCULATION LESS THAN 5,000. Apportionment of Revenue to Departmental Expenditures.

Sources of Revenue			Editorial			Advertising				Circulation			Mechanical				Gen'l Administration			Total Expense	Net Cost of Advertising Per Inch in Cents	Page Cost Comp.
Advertising %	Circulation %	Miscellaneous %	Pay Roll %	Dept. Exp. %	Total %	Pay Roll %	Spl. Rep. %	Dept. Exp. %	Total %	Pay Roll %	Dept. Exp. %	Total %	Pay Roll %	Dept. Exp. %	Paper and Ink %	Total %	Pay Roll %	Dept. Exp. %	Total %	%		
67.1	30.2	2.7	6.3	5.	11.3	6.1	1.5	1.	8.6	3.2	1.1	4.3	19.4	2.5	6.8	28.7	13.8	19.6	33.4	86.3	23.	4.46
72.5	27.2	.3	11.1	6.9	18.	3.4	1.2	.5	5.1	10.8	3.4	4.2	19.7	3.1	11.	33.8	11.	15.4	26.4	97.5	26.	3.93
72.7	27.1	.2	18.3	3.8	22.1	4.3	...	.8	5.1	4.5	3.6	8.1	19.6	6.3	9.7	35.6	7.1	22.5	29.6	100.5	23.7	4.97
74.4	24.6	1.	8.6	10.3	18.9	10.9	.5	2.	13.4	.6	.3	.9	20.8	28.	12.	60.8	.4	.8	1.2	95.2	18.5	4.36
66.2	32.5	1.3	12.8	10.5	23.3	6.8	1.5	.9	9.2	7.9	.9	8.8	19.1	3.8	10.8	33.7	9.1	11.9	21.	96.	24.9	5.23
66.	22.	12.	5.	3.	8.	13.	...	...	13.	3.	...	3	25.	5.	12.	42.	5.	6.	11.	77.	18.	3.80
62.3	37.2	.5	11.1	3.	14.1	3.5	.9	1.2	5.6	8.6	2.2	10.8	38.1	.9	9.3	47.3	7.6	8.	15.6	93.4	32.6	...
69.8	30.2	...	7.	9.3	16.3	3.	.5	9.	12.5	4.5	6.4	10.9	20.	3.1	6.	29.1	8.	19.	27.	95.8	20.	4.69
71.	27.5	1.5	7.7	4.3	12.	8.7	.3	.4	4.4	4.3	2.	6.3	16.7	5.5	13.2	35.4	4.6	5.8	10.4	68.5	13.7	4.06
72.	27.	1.	13.4	5.6	19.	5.8	...	1.1	6.9	7.4	1.7	9.1	30.	5.8	14.5	50.3	4.7	8.5	13.2	98.5	...	4.00
75.3	24.7	...	10.5	3.5	14.	4.6	1.3	3.4	9.3	8.7	2.5	11.2	27.2	5.2	10.7	43.1	10.8	10.6	21.4	99.	29.	5.92
69.	31.	...	7.1	4.5	11.6	1.1	1.5	2.6	5.2	8.	2.1	10.1	17.9	1.4	8.7	28.	7.5	8.3	15.8	70.7	20.	6.47
65.	34.	1.	15.5	9.6	25.1	8.4	...	2.1	10.5	3.5	3.8	7.3	14.6	7.1	9.3	31.	13.2	3.8	17.	90.9	21.5	4.55
64.	35.	1.	9.5	3.	12.5	3.	.6	2.7	6.3	5.6	3.6	9.2	18.2	1.6	11.2	31.	11.9	10.1	22.	81.	19.2	...
65.	32.	3.	9.9	6.1	16.	1.5	.5	1.	3.	7.9	4.9	12.8	22.8	6.4	12.2	41.4	14.9	11.9	26.8	102.9	...	...
58.	41.	1.	9.9	3.9	13.8	1.	5.3	3.6	9.9	6.2	15.4	21.6	15.2	6.3	13.8	35.3	6.9	5.5	12.4	93.	25.5	5.69
68.2	29.8	2.	5.9	7.	12.9	4.7	1.3	.3	6.3	8.1	2.	10.1	17.5	2.7	9.4	29.6	10.9	10.9	21.8	80.7	22.9	5.77
76.	23.	1.	6.9	4.1	11.	4.	...	3.	7.	1.2	2.8	4.	16.	3.	10.2	29.2	18.3	10.7	29.	80.2	16.5	4.65
66.5	33.	.5	10.8	3.8	14.6	1.5	1.	.1	2.6	7.	1.7	8.7	23.2	.7	7.1	31.	13.3	13.8	27.1	84.	22.2	4.60
Average 68.5	30.	1.5	9.9	5.6	15.5	4.7	1.	1.9	7.6	5.8	3.2	9.	21.1	5.2	10.4	36.7	9.4	10.7	20.1	89.	22.2	4.81

CLASS B—20 REPORTS—CIRCULATIONS 5,000 TO 10,000.

71.9	23.8	4.3	6.8	4.2	11.	5.5	.4	2.3	8.2	3.3	2.	5.3	17.7	1.9	13.3	32.9	6.4	12.6	19.	76.4	27.1	6.40
70.7	29.3	...	7.3	7.8	15.1	6.9	...	...	6.9	15.1	...	15.1	36.3	...	20.6	56.9	...	...	...	94.	36.	...
67.4	31.1	1.5	7.7	3.8	11.5	3.8	.2	2.2	6.2	9.7	4.	13.7	18.6	3.	10.6	32.2	7.9	12.8	20.7	84.3	21.3	5.60
...	...	...	8.2	7.1	15.3	3.1	1.2	2.1	6.4	7.1	6.	13.1	15.4	2.5	12.1	30.	9.7	14.	23.7	88.5	35.3	4.90
77.8	21.8	.4	7.1	5.7	12.8	4.5	3.	2.6	10.1	3.3	4.6	7.9	18.9	2.4	17.4	38.7	7.2	11.5	18.7	88.2	32.8	5.77
69.	31.	...	10.	8.	18.	4.	.9	2.8	7.7	3.	11.	14.	23.	4.	12.	39.	6.	9.	15.	93.7	17.	4.48
79.3	20.5	.2	5.4	8.	13.4	3.5	...	6.4	9.9	3.	2.2	5.2	15.7	9.5	10.3	35.5	10.2	9.3	19.5	83.5	30.1	5.53
77.8	22.	.2	10.3	4.5	14.8	1.9	2.1	.5	4.5	2.1	1.7	3.8	18.	6.5	15.5	40.	6.	2.8	8.8	71.9	28.	6.15
66.4	31.8	1.8	5.9	4.4	10.3	1.6	2.4	1.1	5.1	7.2	8.6	15.8	14.9	6.1	10.5	31.5	13.2	7.	20.2	82.9	21.6	10.85
80.	19.	1.	11.2	6.6	17.8	6.5	2.1	3.9	12.5	2.6	1.7	4.3	25.2	4.4	17.4	47.	4.9	11.8	16.7	98.3	30.1	5.77
...	...	...	9.7	4.7	14.4	2.9	...	1.7	4.6	7.8	4.	11.8	15.9	1.9	12.	29.8	19.4	5.7	25.1	85.7	33.1	3.97
76.2	17.2	6.6	7.3	6.9	14.2	3.8	.6	1.7	6.1	7.3	3.1	10.4	21.	7.5	12.8	41.3	7.3	2.8	10.1	82.1	31.2	8.77
72.	27.	1.	8.2	4.6	12.8	6.9	1.6	2.8	11.3	3.3	2.	5.3	18.4	4.2	12.8	35.4	12.8	11.8	24.6	89.4	30.4	5.75
76.7	22.7	.6	7.	6.7	13.7	2.1	...	.8	2.9	2.5	2.1	4.6	16.4	1.6	15.5	33.5	7.4	9.2	16.6	71.3	24.9	5.33
87.	12.	1.	12.	7.	19.	9.	...	8.	17.	...	...	...	20.5	6.	18.	44.5	11.	9.	20.	100.5	41.	7.01
79.1	18.8	2.1	6.4	5.7	12.1	6.5	...	1.9	8.4	5.6	5.4	11.	17.5	3.4	15.1	36.	7.7	19.6	27.3	94.8	37.8	6.31
72.9	26.7	.4	7.7	4.5	12.2	4.9	.2	1.8	6.9	7.4	2.6	10.	20.4	2.9	12.5	35.8	9.1	13.9	23.	87.9	39.3	8.89
74.	23.	3.	7.1	4.7	11.8	3.4	...	2.2	5.6	2.3	2.1	4.4	15.8	3.3	13.7	32.8	13.4	12.6	26.	103.3	19.5	...
66.	34.	...	8.4	3.3	11.7	4.2	...	2.1	6.3	12.4	4.4	16.8	17.2	3.2	10.5	30.9	8.4	6.6	15.	80.7	28.7	4.99
72.	27.	1.	10.3	6.5	16.8	4.	1.9	2.8	8.7	8.3	5.3	13.6	20.3	1.	15.2	36.5	4.5	8.5	13.	88.6	32.7	4.66
Average 74.2	24.4	1.4	8.2	5.7	13.9	4.5	.8	2.5	7.8	5.7	3.6	9.3	19.3	3.8	13.9	37.	8.6	9.5	18.1	87.3	29.9	6.17

CLASS C—19 REPORTS—CIRCULATIONS OVER 10,000.

73.1	26.1	.8	5.9	7.5	13.4	4.2	1.9	1.2	7.3	6.	11.3	17.3	18.5	3.5	16.	38.	5.8	18.	23.8	99.8	48.1	6.82
69.	30.	1.	5.7	6.8	12.5	3.6	1.8	.6	6.	7.5	7.4	14.9	13.8	1.6	21.2	36.6	7.5	8.8	16.3	86.3	43.3	6.67
72.1	27.	.9	5.7	4.8	10.5	3.5	2.	1.8	7.3	10.	3.	13.	19.1	3.7	16.6	39.4	4.3	9.6	13.9	84.1	31.	9.24
76.	23.	1.	6.	4.	10.	8.	...	2.	10.	6.	4.	10.	14.	7.	16.	37.	14.	6.	20.	87.	51.	7.44
67.	32.	1.	7.	4.5	11.5	3.4	2.	1.3	6.7	5.8	2.7	8.5	15.4	2.2	17.2	34.8	8.3	13.2	21.5	83.	33.4	6.02
73.4	26.6	...	4.6	4.3	8.9	3.2	1.	.2	4.4	3.	5.1	8.1	14.	3.2	15.1	32.3	23.2	12.	35.2	88.9	44.6	5.60
68.	31.	1.	6.1	5.4	11.5	3.7	.9	6.3	10.9	9.5	18.1	27.6	17.9	2.6	16.4	36.9	5.1	10.7	15.8	102.7	43.7	7.01
72.7	25.7	1.6	7.6	4.	11.6	4.1	...	1.6	5.7	5.3	4.8	10.1	15.3	2.5	17.2	35.	5.5	6.	11.5	73.9	38.9	9.56
77.9	21.9	.2	8.4	5.5	13.9	3.5	.6	.5	4.6	8.8	6.2	15.	15.4	2.	17.1	34.5	3.6	8.9	12.5	80.5	45.	6.64
81.3	17.3	1.4	10.6	3.2	13.8	4.6	1.9	.7	7.2	...	.3	.3	18.5	3.3	18.1	39.9	4.1	7.4	11.5	72.7	...	...
76.3	22.5	1.2	6.6	6.1	12.7	3.3	2.1	.6	6.	2.5	8.9	11.4	20.9	1.6	22.9	45.4	7.5	11.1	18.6	94.1	56.	8.54
70.6	26.8	2.6	9.	6.	15.	1.8	1.	.2	3.	3.6	14.4	18.	14.4	5.6	17.	37.	5.3	7.7	13.	86.	45.	8.94
72.4	27.3	.3	10.7	5.1	15.8	8.3	2.	1.2	11.5	11.7	6.	17.7	17.6	3.3	15.3	36.2	7.4	6.1	13.5	94.7	44.4	7.92
76.3	23.1	.6	6.	6.4	12.4	8.5	1.5	1.2	11.2	8.5	6.7	15.2	20.3	5.3	18.3	43.9	4.5	9.7	14.2	96.9	57.	7.77
73.8	26.	.2	9.4	1.9	11.3	6.9	1.8	1.7	10.4	4.3	6.6	10.9	17.7	3.3	19.	40.	8.6	8.7	17.3	89.9	36.	5.16
73.8	26.7	.1	8.1	2.8	10.9	2.8	.5	.7	4.	3.3	8.4	11.7	13.1	1.8	21.3	36.2	4.7	8.	12.7	75.5	38.4	7.47
71.5	27.3	1.2	5.	10.	15.	4.6	1.1	1.8	7.5	6.1	9.9	16.	16.2	4.1	17.6	37.9	10.9	10.2	21.1	97.5	24.8	8.60
79.	16.	5.	5.7	7.5	13.2	3.	1.6	.6	5.2	.2	8.9	9.1	18.6	6.3	24.4	49.3	7.1	10.3	17.4	94.2	57.5	9.09
65.9	33.3	.8	16.3	7.9	24.2	4.4	1.1	1.1	6.6	4.4	8.4	12.8	20.6	2.	22.7	45.3	4.8	3.	7.8	96.7	33.9	7.05
Average 73.1	25.8	1.1	7.6	5.5	13.1	4.5	1.3	1.3	7.1	5.6	7.4	13.	16.9	3.4	18.4	38.7	7.5	9.2	16.7	88.6	40.6	7.13

UNCLASSIFIED—CLASS NOT INDICATED—3 REPORTS.

72.	25.	3.	8.2	5.	13.2	6.	1.6	1.	8.6	9.	6.8	15.8	14.3	2.8	18.9	36.	7.7	7.5	15.2	88.8	48.4	7.86
70.4	28.2	1.4	9.	6.	15.	6.2	.3	7.	13.5	1.1	2.1	3.2	21.3	5.	12.	38.3	11.	19.	30.	100.	41.	5.30
66.4	32.4	1.2	8.2	8.4	16.6	5.	1.5	1.1	7.6	7.3	11.7	19.	13.7	1.5	20.2	35.4	4.4	9.1	13.5	92.1	54.	7.27

COBB PRAISES "TYRANNY" OF SYNDICATES

Noted Humorist Says It Is Benevolent, Aiding Newspapers, Subscribers and Writers—Discusses American Journalism—Would Like to Be Sunday Editor—Hands Bouquet to Don Marquis

By PHILIP SCHUYLER

"NEWSPAPER syndicates aren't going to go.

"All the protest in the world will never kill them."

Irvin Shrewsbury Cobb, in smart gray suit, silk shirt, gay tie and spats, shifted an unlighted cigar from one side of his mouth to the other and snorted. You don't know what snort means until you have met Mr. Cobb. When he snorts one sees a British bulldog instead of an author and journalist. One hears an intermingling of the words "rotten" and "good."

That snort, in fact, figured rather prominently in conversation with the American humorist this week in the upstairs lounge of the Lambs Club, New York. Sometimes it was directed at those gloomy critics who insist the American press has seen far better days and is fast sinking into nothing but an indignant daily snort itself. Other times it was aimed at those altogether too saccharine optimists who smirk outrageously about the eternal sunshine of journalistic skies.

Yes, Cobb tried hard to be optimistic but wavered frequently on the verge of pessimism during this interview, in which he discussed the "benevolent tyranny" of syndicates, newspapers in general and a few in particular, the tribe of newspaper men, and finally indulged in a personal if, deciding what he would do were he to return to newspaper work tomorrow.

"Syndicates are bringing about a widespread standardization of newspapers," he agreed, but insisted, "that's the trend of the times. Why should newspapers be an exception?

"Wayne Wheeler in Washington is standardizing our morals—or, at least trying to. He is the real ruler of this country today, let me tell you.

"Thought, mode and habit are all becoming standardized in the United States. Why not the newspapers?" he repeated.

"Really," here Cobb became as serious and earnest as he looks, which must be difficult, "syndicates have proved the salvation of the small town newspapers of this country.

"The benevolent tyranny of the syndicates, indeed, has given these papers a new lease on life.

"With the increase in good roads, the enhancing of transportation facilities generally, aiding distribution of the large city dailies, the country press of America was doomed until the syndicates stepped in and offered to help their owners to build up as good a paper as their city neighbor.

"The plan of the syndicates of having a graduating scale of prices has kept the monster press from swallowing up the smaller.

"Talent? Why, syndicates offer greater opportunity for developing men and women of talent than the newspapers of the old days could ever expect to offer.

"They make it possible for writers or artists to win greater reward in reputation and money than ever before was possible.

"But, of course, there's another side to the shield."

Another snort was due from Cobb at this point, and was faithfully delivered. He went so far as to remove his cigar during a brief pause and to contemplate its cold tip ruminatively. I think he even took off his gray felt hat and then put it on again.

"Well," he resumed, "let's say the syndicates are nine-tenths good and one-tenth bad, for newspapers, the subscribers, and the writers."

So that has been dutifully said.

"Good old days?" Cobb echoed the question which had been flung out in an effort to stir up the glad tales of a veteran looking backwards over journalistic history.



Says IRVIN COBB:

"The benevolent tyranny of syndicates has given the country press of America a new lease on life."

* * *

"Thought, mode, and habit are all becoming standardized in the United States today. Why not the newspapers?"

* * *

"Today we are in the Day of the Proprietor, and the predominating influence in the newspaper world is the man who owns a newspaper."

* * *

"Every day in newspaper work will always bring with it the spice of new adventure."

* * *

"Humor is both over-done and under-done in American newspapers. Some of the best humor is being written by the columnists."

* * *

"Considering what a newspaper man gives in intelligence, experience, training, judgment and native ability, all of them from the highest executive to the lowliest reporter are poorly paid—scandalously paid."

As everyone knows, Irvin Cobb has spent a good share of his 48 years as plain newspaper man before wrapping himself up in the chrysalis of journalist to emerge with an author's butterfly wings, including besides a walking stick, lunch at the Lambs Club, dinner at the Lotos Club, and an estate at Ossining, N. Y., called "Rebel Ridge."

At 16 he was a reporter, and at 19 was editor of the *Paducah (Ky.) News*, at that time the youngest, and Cobb claims, the worst editor in the country.

He has "written his way out" of the newspaper profession through the syndicates and magazines and is fast approaching a secure place in American literature, edging in between Mark Twain and Booth Tarkington.

"Good old days?" Cobb snorted again, as though to say that's an old wife's tale.

"All old men look back on a scintilating youth. In retrospect we always forget the bumps," he observed.

"As I see it, there has been three distinct periods in the history of American journalism. First came the Day of the Editor, when personal journalism was in full sway and editorial opinions of the big editors were eagerly awaited daily.

"Then came the Day of the Reporter, when real news stories were written, and well written. I think I belonged to this period, and I am glad of it.

"Today we are in the Day of the Proprietor, and the predominating influence in the newspaper world is the man who owns a newspaper. News stories and editorials have lost some of their power. Today it is the newspaper owner who is well known like Hearst, Ochs, Patterson and McCormick, the Pulitzers, Munsey and Scripps.

"We are losing something by this change, but romance will never disappear. Every day in newspaper work will always bring with it the spice of new adventure.

"Just think, no matter how much energy is put into a day's newspaper work, what has been created is all dead the same night. A new world must be built up with each day. We must recreate from the ground up to bring out the same finished product."

All this eulogy of newspapering led Cobb up to his "if."

"If I should go back to newspaper work tomorrow," he declared, "I would become a Sunday editor." That sounded anti-climactical.

"Oh, I've got all sorts of ideas for the Sunday editor's job," he resumed with enthusiasm.

"I'd try to get entirely away from the views of the moment. Isn't it true that most Sunday newspaper magazine sections are largely re-edited from the news of the week?

"Well, I'd divorce it entirely from the news and find entirely new features which wouldn't in the least savor of news. I'd try to hit the golden mean between the ultra-sensational and the sober Sunday pages."

But just about at this stage, Cobb's enthusiastic If began to dwindle—to lose its capital "I."

"The pay of a newspaper man is rotten," he observed. "The changes of time have increased wages somewhat, but certainly not proportionately.

"Considering what a newspaper man gives in intelligence, experience, training, judgment, and native ability, all of them from the highest executive to the lowliest reporter are poorly paid, scandalously paid.

"Just take a bank president in a small city. He receives two or three times as much as the managing editor of the local newspaper, while the average managing editor has far greater responsibilities than the bank president."

A sort of gloom had settled about the American humorist. A gloom that must be pierced. So naturally the subject turned towards humor.

Cobb on this subject was also ready with his wavering snort.

"Humor is overdone and underdone in American newspapers," he remarked.

"It wasn't long ago that I noticed in a New York newspaper a ghastly murder story, which a reporter had tried to make humorous.

"I think the best newspaper in the United States is the *Chicago Tribune*. It would be the *New York Times* if only Mr. Ochs had a sense of humor.

"Some of the best humor in American newspapers," he concluded, "is being written in the personal columns, notably the one conducted by Don Marquis on the *New York Tribune*. A lot of fellows are writing brilliant stuff in columns all over the country. It is a mighty good thing, too.

"But Marquis, I think, is one of the greatest natural humorists America ever has produced. Curiously enough, the three best columners today all appear in the Tribune—Marquis' on the editorial page and Grantland Rice's and Bill McGeehan's in the sporting pages."

NEWS MEN PLAN "JINX" GOLF TOURNAMENT

Visiting Writers at Cleveland G. O. P. Meet to Test Skill on Local Links Friday, June 13—Cups for Prizes

News writers going to Cleveland to cover the Republican national convention are urged to take along their golf paraphernalia so they can compete in a jinx tournament arranged by newspaper men of that city for Friday, the thirteenth of June.

The tournament will be on a blind handicap basis, and the biggest dub in the fraternity can hope to win a prize. Each player will chose his handicap based upon the score of one of the players—probably Ring Lardner—who will be pace maker.

If the player thinks he can play better than the pace maker he will take a minus handicap, otherwise he will add as many strokes to his score as he believes the pace maker will play the course better than his score.

The successful contestants will be the best guessers, but guessing is a feature of journalism in which political writers naturally feel at home.

The tournament will be played on the Oakwood course which measures 6,289 yards and has a par of 70 strokes. Walter Hagen won the Western Open championship on it in 1921 by defeating Jock Hutchinson and Jimmy Barnes. Hagen's score was 287. The course, while not extremely difficult, is deceiving and it affords a good test of golf. It is not far from the city.

For the convenience of those who may wish to leave the city on early evening trains, the tournament will start at 9:30 a. m. and will be played in foursomes at regular intervals. Lunch will be served all contestants, and prizes will be awarded after a buffet supper in the club house in the evening.

The prizes are:

To the low medalist, a sterling silver cup.

To the handicap winner, a sterling silver cup.

To the runner up, a sterling silver cup.

For the longest drive from the first tee, a bronze trophy.

For the low ringer score on holes 5, 7, 9, 13, 16 and 17.

"Ball a Birdie" on any player breaking par on any hole.

A. N. A. ASKS NEWSPAPERS TO ABOLISH SPECIAL EDITIONS

Hit Catalog and Program Advertising at Three-Day Cleveland Convention—170 Members Attend—20 Will Go to London Meet

(*By Telegraph to* EDITOR & PUBLISHER)

CLEVELAND, May 28.—Primarily, the Association of National Advertisers at their 3 day semi-annual convention which closed today considered reduction of the cost of distribution, methods of advertising and selling, and the use of helpful methods. One hundred and seventy of the 300 members attended. About 20 members will represent the association at the London convention of the A. A. C. W. and they will meet with the Incorporated Society of British Advertisers, a body similar to the American organization. President P. L. Thompson, who presided at all general sessions, and Secretary John Sullivan will go to London.

R. N. Fellows, of the Addressograph Company, was appointed to the directorate to succeed Stanley Twist, of the same company, resigned.

W. S. Ashby was appointed to represent the Association on the National Commission of the A. A. C. W., succeeding the late George B. Sharpe.

Resolutions as follows were adopted before adjourning.

Favoring private ownership and operation of railways and other transportation facilities;

Co-operation of the public and government in encouraging railways to earn fair returns on their investment;

Opposition to "political agitation against railroads revealed in recent bills in Congress" and favoring fair-mindedness towards transportation problems.

Opposing advertising in special editions, catalogs, programs, etc., declaring the money thus expended by association members "and economic waste and an unjustifiable charge against the cost of distribution.

Condemning the policy of newspaper publishers of soliciting retailers, wholesalers and others for advertising for special editions, the methods declared to be "unethical, unsound and a menace to legitimate advertising."

The American Newspaper Publishers Association was asked by resolution to "co-operate with the A. N. A. in combatting these practices" and the officers and executive board of the A.N.P.A. asked to urge members to cease from these practices "in the interest of legitimate use of newspaper advertising and to avoid needless controversy between manufacturers and their distributive outlets."

Sessions of the advertising men were practically all executive, but during the Tuesday evening annual banquet at the Hotel Statler an address by Dr. Charles A. Eaton, of the National Lamp Works, was broadcast by station WJAX, of the Union Trust Company. Dr. Eaton praised the class of advertising the association members represent, saying "it helps sell America to Americans." He pointed out that good advertising is like honest merchandising—pays in the long run, because the clean advertiser invites public confidence and holds the esteem of his clients or customers, no matter whether he is advertising clothing or food, automobiles, or machinery.

During the first day's sessions Joseph P. Harris, vice-president of the Cleveland Trust Company, talking on "A Banker's View of Business Today," declared that "fundamentally business conditions are sound and that with these conditions there can be no serious depression."

He said during the past 30 days there "have been 3 developments of outstanding significance in the business world."

The first is the universal approbation of the Dawes and McKenna reports on international finance and the willingness of France, England, Belgium, Italy and Germany to accept the plans.

Second, the unmistakable evidence that industry, trade and transportation are slowing down.

Third, the lowering of discount rates by the New York Federal Reserve Bank.

With Congress adjourned, he said, confidence will come.

G. H. Abercrombie, secretary and sales manager of the Fuller Brush Company, Hartford, Conn., said the key to successful salesmanship is not criticism, but encouragement.

"A man will work for money only so long," he said. "After that you must give him responsibility to keep him satisfied. We try to instill this doctrine in all of our 6,500 employees throughout the nation."

E. D. Reed, of the F. F. Dalley Company, Buffalo, formulated a plan for a co-operative advertising movement like the "pride in appearance" once started in Cleveland last fall by retailers of men's clothing and furnishings and backed by the National Retail Clothiers' and Furnishers' Association. The plan was discussed Monday at a group session devoted to "personal appearance." The purpose of Reed's plan is to interest men in improving their appearance by having more changes of wearing apparel.

Paul B. Zimmerman, of the National Lamp Works, Cleveland, outlined ways of getting dealers to follow selling plans and hooking up with national advertising campaigns.

The services of advertising as taught in the University of Wisconsin were discussed by Prof. Edward H. Gardner of that institution.

During the Tuesday sessions Edward Edwin T. Hall, of the Ralston Purina Company, St. Louis, gave a practical demonstration of the Purina chow advertising with the aid of a miniature country town, and dressed himself up in the costume of "Purina Charley."

"Our famous checkerboard advertising," he said, "is designed to catch the eye and hold it. We base our methods on experiments which have proved that one appeal to the eye is worth 22 to the ear.

"Convincing local dealers that their advertising must supplement ours is one of the most important tasks of the national advertiser."

G. F. Lord, of the Chevrolet Motor Company, Detroit, discussing the sale of automobiles, said that "everybody is a prospect, regardless of the number of cars he or she may own or the price paid for them.

"We used to wait for the customer to come to us," he said. "Now we go after him with advertising of all kinds—daily newspapers, national magazine, billboards and other ways, and we are getting customers by the thousands."

M. E. Yadon, of the Bradley Knitting Mills Company, Delavan, Wis., said, "Direct mail advertising is important—that to get this advertising to the public, the manufacturer should sell, not give. to the dealer."

John Howie Wright, editor of *The Postage*, deplored the fact that most direct mail advertising is "dumped into the waste bascket because this matter does not jump right into the subject."

"Anything that can be sold can be sold by the printed word," he continued. "Effective advertising depends upon what you say, how you say it, who you say it to and how often you say it."

W. E. Yadon then told how he sold bathing suits where people had never learned to swim because there were natural swimming pools. He did it by an educational advertising campaign.

A special committee report Tuesday recommended the modified use of outdoor plans. Mrs. W. L. Lawton, Glenn Falls, N. Y., chairman of the National Committee on the restriction of outdoor advertising, supported a move to restrict bill boards. She said the aim of her committee is "to conserve scenic and civic beauty and not to abolish outdoor advertising entirely."

P. L. Thompson, association president, Tuesday evening pleaded for "a better understanding of public utilities." He is publicity manager for the Western Electric Company. His talk was broadcast.

Wednesday morning Martin L. Pierce of the Hoover Company, on "Better Sales Methods—Where the merchant is ultimate consumer," aroused considerable discussion.

Harry MacDonald, president of the Painted Bulletin Association, discussed "How we are meeting the demand for betterment of our medium"—by more artistic methods that appeal to the eye.

A joint luncheon and session of the visitors with the Cleveland Advertising Club at the Statler was held at noon.

After luncheon Samuel A. Weisenberger, advertising manager for the Halle Brothers Company's department store, Cleveland, said that "If your business gets a black eye, it's the advertising manager's fault."

MOORE DIRECTS LIGHT FOR W. R. HEARST

Publisher of Fort Worth Record Takes Charge of San Antonio Daily—Reveals Details of Sale—Price "Nearly a Million"

Details of the sale of the *San Antonio Light* by H. L. Beach and C. S. Diehl to William Randolph Hearst, were made public May 22, in San Antonio by D. D. Moore, publisher of the *Fort Worth (Tex.) Record* who represented Mr. Hearst.



D. D. Moore

Moore informed EDITOR & PUBLISHER the price paid was "nearly one million dollars." Except for the retirement of Beach and Diehl no immediate changes are contemplated in the business or editorial departments, Moore said.

Mr. Moore will, in addition to his duties as publisher of the Record only other Hearst paper in Texas, also direct the Light for the present, spending part of his time in San Antonio.

Sale of the Light to Hearst was made May 12, Moore revealed. Change to the Hearst make-up was effected this week. Under the new ownership, the Light, which already has the Associated Press service will take the Hearst wire services and such Hearst features as are desired as fast as they are released from others having them under contract, Moore declared.

Mr. Moore stated that the Light will continue only afternoon and Sunday morning editions as at present. Reorganization of the publishing company, including election of directors is scheduled for next week. The Light's Associated Press membership now is in the name of Col. Diehl. Regarding the foreign advertising situation, Mr. Moore said it was the Hearst policy to carry out all contracts.

Col. Diehl said on May 22 he had no immediate plans but said he would continue to reside in San Antonio. Beach is understood to contemplate a European tour. Diehl and Beach have had the Light more than 13 years.

"We are retiring because we received a good price and as everybody must retire some time we thought this a good time for us," said Col. Diehl. It was reported, but not confirmed, that the Light purchase price included $600,000 cash.

Mr. Moore would only say that the total, including that assumed, was "not quite" a million.

C. P. Taft, of Cincinnati, was among those associated in the Light ownership with Beach and Diehl.

REPORT HEARST BUYING MILWAUKEE SENTINEL

Hearst Executives Await Definite Information Before Denying or Confirming Revived Rumor of Sale

Reports were current in New York and Milwaukee this week that William R. Hearst had purchased the *Milwaukee Sentinel*, a morning, evening and Sunday newspaper. EDITOR & PUBLISHER is advised by its Milwaukee correspondent that the presence in that city this week of M. Annenberg, circulation chief of the Hearst newspapers, had given force to the revived report of the Sentinel's sale to Mr. Hearst. Mr. Annenberg declined to comment.

A Hearst official in New York told EDITOR & PUBLISHER that he had no definite information on the reported transaction.

Another variation of the gossip that Mr. Hearst had assumed the operation but not the ownership of the Sentinel was not confirmed.

The *Sentinel* is owned and published by C. F. Pfister, and edited by George Lounsbury.

Mr. Pfister replied to a request for a statement that could make no comment at the present time.

If the Sentinel passes to Mr. Hearst's ownership, and if, as seems logical, he merges its evening edition with his *Wisconsin News* and its Sunday edition with his *Sunday Milwaukee Telegram*, he will have 13-issues-a-week operations in the following cities:

BOSTON—*Morning Advertiser* (tabloid); *Evening American; Sunday Advertiser* (regular format).

NEW YORK—*American* (morning and Sunday); *Evening Journal*.

BALTIMORE—*American* (morning and Sunday); *News* (evening).

WASHINGTON—*Herald* (morning and Sunday); *Times* (evening.)

CHICAGO—*Herald & Examiner* (morning and Sunday); *American* (evening)

MILWAUKEE — *Sentinel* (morning) *Wisconsin News* (evening); *Sunday Milwaukee Telegram*.

SAN FRANCISCO—*Examiner* (morning and Sunday); *Call-Post* (evening).

LOS ANGELES—*Examiner* (morning and Sunday); *Herald* (evening).

In addition to these, Mr. Hearst also owns these evening and Sunday papers—*Detroit Times, Syracuse Telegram and American, Rochester Journal & Post Express* and *Sunday American, Atlanta Georgian* and *Hearst's Sunday American, San Antonio Light*.

Cities in which he publishes only morning and Sunday papers are Seattle with the *Post-Intelligencer*, and Fort Worth, with the *Record*.

No Sunday papers accompany the Hearst enterprises in Albany, where he owns the *Times-Union;* nor in Oakland where his property is the *Post-Enquirer*.

Claims Church Advertising Record

May 27, 1924.

To EDITOR & PUBLISHER: In your edition of May 23, you carried a paragraph in which the *Baltimore News* claims a record for church advertising.

The *Brooklyn Eagle*, ever since the first of the year, has consistently carried 16 to 18 columns of church advertising every Saturday. For Easter the Eagle carried four and one-half pages of church advertising, and since then we have carried about a page and a half. I think this is a greater record than that of the Baltimore News.

During the year 1923 the Eagle carried 217,816 lines of church advertising. These are the figures as computed by the *New York Evening Post* Statistical Bureau.

T. F. MULHERN.
Classified Advertising Manager.

Add Less Known Characters: The Mother of the Queen of the May. Also did she wake the daughter who left the early call?—*F. P. A., Conning Tower*

WOULD MAKE U. S. "BEST DRESSED NATION"

Reed Promoting National "Dress Up" Campaign Stressing Importance of Personal Adornment and Correct Attire—Would Enlist Newspapers, Schools, Women's Clubs, and Ad Associations

By E. D. REED

Advertising Manager, F. F. Dalley Company, Inc.

DURING the past two years considerable attention has been given to the personal appearance appeal in the advertising of a few national advertisers. The effort, however, has not been cumulative in effect, owing to the small amount of prominence given the idea by the individual companies concerned. However, the thought of the excellent results that could be obtained through the general adoption of this "pride in appearance" idea if properly worked out, has resulted in a number of conferences called by the F. F. Dalley Corporation and members of the Association of National Advertisers, Inc. In order to make a definite start it was decided to incorporate an association for the promotion in a large way of the "pride in appearance" idea.



E. D. Reed

The objects of the association will be wide and embrace the "dress up" idea from every possible angle. Every one admits the economic value of such an association when it is considered that manufacturers and retailers of every conceivable product used either for personal wear or adornment, are interested in increased sales—a larger turnover.

For instance, the clothing industry will be interested in the promotion of the "pride in appearance" idea—proper dress, a frequent change, an additional suit, etc. The same will appeal to manufacturers of hats, shoes, shirts, collars, neckties, hosiery, etc.

We believe the shoe manufacturers are already trying to instill the idea of "No tan shoes after 6 P. M." They are playing a lone hand but this idea gains from the cumulative force of a combined attack by all personal wear and adornment factors.

There are many reasons for the promotion of this "pride in appearance" idea at this time. People have become careless of their appearance through the use of the motor car, which is directly the opposite result that should be expected. It is a condition favorable to a change. The new thought (and an admirable one) of getting a little fresh air and exercise by walking a block or two before hopping the car, train, bus or subway in the morning and the same in the evening, means that these people will respond to the "personal appearance" idea and these walkers will represent an excellent subject for an example of the necessity of pride in appearance.

Many newspapers and magazine articles have appeared on the subject of personal appearance from time to time. In 1916 the *Saturday Evening Post* published the story entitled "Skinner's Dress Suit," while just last month Dr. Orisen Swett Marden had an article in *Success Magazine*. on the "Psychology of Clothes" but clothes are only one item, although a very important one, in the "personal appearance" category. The teeth, hair, complexion, hands, eyes, all features in general are included, and tooth paste, tooth brushes, shaving cream, shaving apparatus, face cream, lotions, soap, hair brushes, hat brushes, clothes and clothes brushes, barber, neckties, underwear, corsets, hosiery, hose supporters, shoes, shoe polish, shoe strings, all pertain to the personal comfort and appearance of the people.

The same publications that have printed columns on personal appearance lines have also decried the fact that we are a poorly dressed nation. It should be the reverse, the United States should be the world's best dressed nation. It will be our object to make the United States the best dressed nation of the world.

The papers are full of suggestions for styles and fashions, but the individuality of these appeals have lacked the force that a real Pride in Appearance Campaign would have run in accordance with modern merchandising ideas.

Our schools and colleges are all more or less interested in this problem of instilling personal pride in their scholars and students. That the importance of personal appearance must be instilled into the mind of those whom our colleges and universities are turning out as leaders of men, has long been acknowledged. West Point Academy is one example.

Success is, in a great degree influenced by appearance, possibly more than anything other than ability.

Appearances often make or break a business.

If we can get the great American public to realize the harm it is doing itself through lack of this very important item and get the public awakened and alive to their personal appearance, we need not worry about the prosperity of the business of any individual or company manufacturing things that are used for personal adornment and which assist in the *improvement of personal appearance.*

The reaction will be all-embracing, as wide in scope as it is economically sound. How many people today through lack of interest in the subject generally, or indifferent to appearances, let their shoes run down at the heel, wear threadbare suits, shapeless hats or scuffed gloves? We all know their number is legion. Admitting this then, is it not also a fact that most people when made conscious of their remissions will correct them. It is a delicate subject when attempted personally, an easy one when tackled broadly.

To promote this movement, publicity is of primary importance. By the use of magazines, newspapers, billboards, street cars, etc., we can make the public realize its negligence in dress and personal appearance by stressing the benefits and pleasure to be derived from keeping one's appearance or the "pride in appearance" thought, creating a jealousy of it that does not even exist today.

The extent to which this appeal may be elaborated upon is without any bounds, the field for the imagination is large and varied in this to any extent we wish to go. It is already an item of intense human interest, the inherent desire has but to be aroused. There is no limit to the copy appeal and the material for it is inexhaustible.

There is every reason in the world why every man, woman, boy and girl should for their own advancement, social or commercial, realize the importance of their personal appearance.

It will be very easy to point out to them that there exists no more pleasant or easy avenue to gain these ends.

In all our advertising, magazine, newspapers, billboard, street cars, etc., we will put across the message of our slogan, which has not yet been chosen. Around this slogan all our advertising will be built. By continued repetition and by prominent display we will soon make this slogan a "by-word" with the American public. We can teach them how to dress, point out the right way; the wrong way. We can, by continually bringing it to their attention have them notice the neatness and confidence of their well dressed neighbors and passers-by. We can by the very natural interest in their fellow men create a new standard of judgment.

It recalls the old adage "Fine Feathers Make Fine Birds." It is true. We can give our magazine and newspaper advertisements a real human interest and economic appeal.

There is also the endorsement of our leading educationalists and employers. Many of us are familiar with the fact that the Pullman Company require every colored porter to have his hands manicured and his shoes polished every day before every trip and his linen coat must be kept spotlessly white and clean. Our public school teachers will all be glad to co-operate in promoting such a fundamentally sound principle as pride in personal appearance.

Through newspapers, schools, colleges and universities, through local clubs and organizations, women's clubs, etc., we can promote the idea of "personal dress up" and "pride in appearance."

We can have America dressing for functions, we can have the cellar equipped with a duster for the furnace work, the garage equipped for tinkering at the car, the man will slip on his smoking jacket at home and his office coat will be religiously donned and removed. For driving, riding, walking, golfing, shooting, boating, hunting, party, banquet or business, we will instill a desire for wearing those things which have singled out certain nations and people who take pride in dress, and make the doing of these things a *desire*, accomplishing our ends with twofold results in business created.

We are all more or less familiar with the success of the Orange Growers "Sunkist" and the cranberry, "Eatmor Cranberries," and "Sunmaid" raisins, "Have you had your iron today?" and the florist's "Say it with Flowers," the "Save the Surface and Save All," prune growers, walnut growers, Portland Cement Association, and so on. There are many others.

The story of their success is indeed interesting.

Take for instance the Paint Manufacturers Association, they started their "Save the Surface and Save All" campaign with the idea of doubling the paint business in 5 years. Through their very efficient collective effort they report that in just two and one half years they have reached their objective. Their assessment of members was 1-8 of 1 per cent of each manufacturer's sales.

Surely the human appeal of pride in personal appearance has a far greater potential value in business, considering its many varieties, than the appeal of paint, which is limited. It is doubtful if any manufacturer would admit that his product for personal wear or adornment is secondary to paint. Collectively, then, an appeal affecting the products of all kinds for personal adornment or wear, should succeed just in proportion to their greater importance in the affairs of the people.

FRANCE PAYS A NEW HIGH HONOR TO GIBBONS

Director of Paris Edition of the Chicago Tribune Decorated



FLOYD GIBBONS, famous in the history of the World War, has just received new honors. In recognition of his recent trip across the Sahara Desert, Marshal Foch, in Paris, pinned on his lapel the Cross of the Legion d'Honneur, the scene being depicted in the accompanying photograph.

Present at the ceremony were Mr. and Mrs. Edward J. Gibbons, the parents of the famous newspaperman.

Gibbons also possesses a decoration from the French Government for bravery above and beyond the call of duty. He saved the life of a wounded officer by carrying him through shell fire to safety. The photograph shows him still wearing a mask for his left eye which was torn out by machine gun fire as he lay in a bullet-swept wheat-field, in advance of the front lines of the U. S. Marine Corps in company with several officers.

Floyd Gibbons is at present director of the Paris Edition of the *Chicago Tribune*, and also plays an important part in the Chicago Tribune news service in Europe.

He recently spoke before the American Club in Paris, relating the adventures encountered upon his trip across the Sahara Desert to Timbuctoo. He is now making plans for covering Capt. Amundsen's forthcoming flight across the North Pole in an aeroplane. Gibbons will accompany the explorer on the flight.

N. E. A. WAIVES RULE TO ELECT BRONSON PRESIDENT AS MARK OF GRATITUDE

Vice-President Marble Steps Aside for Oklahoman, Who Arranged Present Tour, But Will Conduct Association During His Illness

By WALLACE ODELL

(Retiring President, National Editorial Association.)

EL RENO, Okla., May 25.—The National Editorial Association paid splendid tribute today to Edward S. Bronson, editor of the *El Reno American*, when it elected him president. Mr. Bronson is critically ill and the association wanted to recognize his work for the organziation and what he did to make this wonderful trip possible. His election was without precedent and was made possible through the unselfish and sacrificing spirit of George W. Marble, *Fort Scott (Kan.) Tribune-Monitor*, who are re-elected vice- president and acting president. Mr. Marble will carry on all work of the association, whose members expressed deep appreciation of his act.

By W. F. BICKFORD

(*By Telegraph to* EDITOR & PUBLISHER)

OKLAHOMA CITY, May 28.—Members of the National Editorial Association, Mexico-bound, aboard their special train, rolled out of Oklahoma at the close of a $500,000 artillery demonstration staged by the War Department on the Fort Sill military reservation. As if to complete the desired effect of reproducing a bit of the terrain along the Western front of six years ago, a drizzling rain fell all the night before and resumed as the N. E. A. folk set forth from their hotel for the "battle-field."

Accompanied by Gov. M. E. Trapp and his staff, numerous army officers, guides, and several thousand Oklahomans attracted by the promise of the greatest explosion of Uncle Sam's ammunition since the war ended, the editors fared to a mountainside. Artillery mobilized from other Southwestern posts, machine guns, infantry and aircraft detachments from the Fort Sill forces, took part in the problem, which was the conquest of trenches on a hillside across the valley from the editors' vantage-point.

The editors concluded their Oklahoma City session with a dramatic abandonment of the rule of succession which has come to prevail in the election of their president, as told above. Acting President Marble, with President Bronson's approval, has named the following vice-presidents by States—

ALABAMA—D. K. Wiggins, *Hartselle Enterprise.*
ARIZONA—J. H. Westover, *Yuma Sun.*
ARKANSAS—Erwin Funk, *Rogers Democrat.*
CALIFORNIA—Timothy Brownhill, *La Puente Journal.*
COLORADO—Edwin A. Bemis, *Littleton Independent.*
CONNECTICUT—O. S. Freeman, *Watertown News.*
DELAWARE—James F. Alee, Jr., *Dover State Sentinel.*
FLORIDA—A. W. Newett, *Groveland Graphic.*
GEORGIA—G. S. Chapman, *Sandersville Progress.*
IDAHO—W. Lloyd Adams, *Rexburg Standard.*
ILLINOIS—William J. Smith, *Waukegan Sun.*
INDIANA—Charles H. Beeson, *Winchester Journal.*
IOWA—Walter H. Beall, *West Union Argo-Gazette.*
KANSAS—O. W. Little, *Alma Enterprise.*
KENTUCKY—William Grote, *Vanceburg Sun.*
LOUISIANA—Lyman H. Tucker, *Hammond Sun.*
MAINE—Charles H. Fogg, *Houlton Times.*
MARYLAND—P. G. Stromberg, *Ellicott City Times.*
MASSACHUSETTS—Lewis R. Hovey, *Haverhill Record.*
MICHIGAN—Homer Harwood, *Warren Watchman.*
MINNESOTA—Herman Roe, *Northfield News.*
MISSISSIPPI—Clayton T. Rand, *Philadelphia Democrat.*
MISSOURI—William Southern, Jr., *Independence Examiner.*
MONTANA—O. S. Warden, *Great Falls Tribune.*
NEBRASKA—J. P. O'Furey, *Hartington News.*
NEVADA—D. E. Williams, *Fallon Eagle.*
NEW HAMPSHIRE—Chas. G. Jenness, *Rochester Courier.*
NEW JERSEY—Dixie Anzer, *West Hoboken Hudson News.*
NEW MEXICO—Don W. Lusk, *Silver City Independent.*
NEW YORK—T. J. Blain, *Port Chester Item.*
NORTH CAROLINA—J. A. Sharpe, *Lumberton Robesonian.*
NORTH DAKOTA—George P. Collins, *Carrington Independent.*
OHIO—A. C. Callaghan, *Bellevue Gazette.*
OKLAHOMA—Elmer V. Jesse, *Mangum Star.*
OREGON—A. E. Voorhies, *Grants Pass Courier*
PENNSYLVANIA—Charles M. Meredith, *Quakertown Free Press.*
RHODE ISLAND—Jonathan F. Comstock, *Cranston News.*
SOUTH CAROLINA—H. H. Woodward, *Conway Herald.*
SOUTH DAKOTA—W. C. Lusk, *Yankton Press Dakotan.*
TENNESSEE—John C. Rogers, *Dyersburg Gazette.*
TEXAS—Sam P. Harben, *Richardson Echo.*
UTAH—Charles England, *Logan Journal.*
VERMONT—Harry E. Parker, *Bradford United Opinion.*
VIRGINIA—F. W. Sprague, *Scottsville News.*
WASHINGTON—E. L. Wheeler, *Waitsburg Times.*
WEST VIRGINIA—S. S. Buzzerd, *Berkeley Springs Messenger.*
WISCONSIN—H. E. Howe, *Prairie du Chien Courier.*
WYOMING—A. L. Duhig, *Thermopolis Record.*

Secretary H. C. Hotaling of St. Paul, and Treasurer W. W. Aikens of Franklin, Ind., were re-elected, and the new members of the executive committee, which soon will select next year's convention-place, are H. U. Bailey, *Princeton (Ill.) Bureau County Republican;* J. C. Lochner, *Clermont (Fla.) Press;* and Herman Roe, *Northfield (Minn.) News.* Holdover members of the executive committee are: G. M. Moss, *Whitefish (Mont.) Pilot;* George B. Dolliver, *Battle Creek (Mich.) Moon-Journal;* and L. C. Hall, *Wareham (Mass.) Courier.*

Resolutions were adopted condemning any increase in postal salaries until a commission now at work has completed its effort to determine mail transportation costs and suggesting that the government discontinue the practice of printing return addresses on stamped envelopes free of charge.

SONGS OF THE CRAFT

(*Specially Written for* EDITOR & PUBLISHER)

By Henry Edward Warner

FUGITIVES

Floating somewhere in the nebulous air,
Or hitched to a shimmering Star,
Or wherever there gleams the aurora of dreams
Such as dreams of the Hopefulest are,
There are fugitive thoughts of a book or a play,
Or a plot that reached never an end,
And ever and ever they drift on their way
With the fortunes we never shall spend.

Drifting away in the blue and the gray
Of a sky that is studded with light,
There are thoughts that were born on the blush of a morn
And that never survived to the Night!
There are men anchored fast to The Job who would soar
On the wings of their dreams that have fled,
Who are only held back by the Copy Desk's roar.
For a yarn worth a Number One head!

Oh, life is to laugh! . . . and the Pride of the Staff
Sits wishing with meaningful eyes,
For he's just sent his Best to the critical test
Of the morons where Hollywood lies!
And the Column Man frowns as he opens his mail
That is stamped with the stamps he enclosed!
And why should the Poet turn sickened and pale
At the Fate of a Thing he composed?

Yet we shall not fret, while we try to forget
All the fugitive thoughts of our dreams,
Where we've tackled and flunked, all the stuff has been junked
And is lost in the glare of the gleams
That light up the way for such fugitive things,
As the fragments that flicker and flare
Do one little turn, till their memory clings
To their patch in the nebulous air.

WHO'S WHO IN N. E. A. PARTY

ARKANSAS

W. D. Palmer, *Rogers Daily Post.*
Mr. and Mrs. Chas. Young, *Helena World.*
Mr. and Mrs. C. A. Berry, *El Dorado Daily News.*
Mr. and Mrs. Erwin Funk, *Rogers Democrat.*
L. D. Freeman, Jr., *Harrisburg News.*

ALABAMA

M. D. Wiggins, *Hartselle Enterprise.*

COLORADO

Alfred F. Isham, *Brighton Blade.*
Edwin A. Bemis, *Littleton Independent.*
Geo. T. Haubrich, Secretary Colorado Press Association, Denver.
Mrs. H. E. Hogue, *Eaton Herald.*
Mr. and Mrs. George C. McCormick, *Fort Collins Express-Courier.*

CONNECTICUT

Geo. Woodruff,* *Litchfield Enquirer.*

DISTRICT OF COLUMBIA

W. L. Daley, Washington Representative, N. E. A.

FLORIDA

A. W. Newett, *Groveland Graphic.*
Mr. and Mrs. J. C. Lochner, *Clermont Florida Publisher.*

GEORGIA

G. S. Chapman, *Sandersville Progress.*

ILLINOIS

Mr. and Mrs. H. U. Bailey, *Princeton Republican.*
W. E. Babb, *Chicago Rock Island Magazine.*
Lyman F. Black, *Elgin Daily News.*
Mr. and Mrs. Horace Crihfield, *Atlanta Argus.*
E. H. Childress, *Fairfield Press,.*
R. L. Davis, *Mount Sterling Democrat-Message.*
C. T. Taylor, *Mount Sterling Democrat-Message.*
Mr. and Mrs. F. E. Evans, *Belleville Advocate.*
L. B. Frazier, Aurora Press Club.
Mr. and Mrs. Paul Goddard, *Washington Reporter.*
Miles T. Lamey, *Barrington Review.*
Wright Patterson, Publishers Auxiliary.
Mr. and Mrs. Ed. W. Reef, *Carbondale Free Press.*
Mr. and Mrs. Chas. F. Renich, *Woodstock Daily Sentinel.*
Wilson M. Smith, *Waverly Journal.*
Roy L. Seright, *Harrisburg Register.*
Mr. and Mrs. A. T. Spivey, *East St. Louis Daily Journal.*
H. J. Schmidt, *Nashville Journal.*
Mrs. Mabel Shaw, *Dixon Evening Telegraph.*
W. J. Smith, *Waukegan Daily Sun.*
Mr. and Mrs. C. K. Todd, *La Harpe La Harper.*
D. D. Bruner, *Industry Press.*
Mrs. W. L. Black,* *Elgin Daily News.*
Mrs. Wm. McCredie, Jr., *Elgin Daily News.*
Miss Marion McCredie, *Elgin Daily News.*
Mr. and Mrs. P. N. Mason, *Buda Plaindealer.*
H. L. Williamson, Secretary Illinois Press Association, Springfield.

INDIANA

Mrs. Charlotte Woodring, *Peru Journal.*
Mrs. Amanda Sanders, *Syracuse Journal.*
H. A. Buettner, *Syracuse Journal.*
Mr. and Mrs. Robert A. Todd, *Franklin Republican.*
W. W. Aikens, *Franklin Daily Star.*
Chas. Beeson and W. E. Beeson, *Winchester Journal.*

IOWA

Mr. and Mrs. Ralph E. Shannon, *Washington Evening Journal.*
Mr. and Mrs. Harry E. Taylor, *Traer Star-Clipper.*
Mr. and Mrs. Marion Bruce, *Rolfe Arrow.*
Miss Mary Doxsee, *Monticello Express.*
Mrs. Estelle LesPrevost, *Clinton Herald.*
Mr. and Mrs. H. J. Green, *Decorah Public Opinion.*

KANSAS

Miss Dora Adriance, *Seneca Courier-Tribune.*
Angelo C. Scott, *Iola Daily Register.*
W. D. Greason, *Paola Republican.*
Mr. and Mrs. George Harman, *Valley Falls Farmers Vindicator.*
O. W. Little, *Alma Enterprise.*
George Marble, *Fort Scott Tribune-Monitor.*
Mr. and Mrs. Clark T. Richardson, *Garnett Review.*
Mr. and Mrs. John Redmond, *Burlington Republican.*
Mr. and Mrs. George Yust, *Sylvia Sun.*

KENTUCKY

Mr. and Mrs. Wm. Grote, *Vanceburg Sun.*

LOUISIANA

Mr. and Mrs. F. W. Bott, *New Orleans Linotype Bulletin.*

MAINE

Mrs. Chas. H. Fogg, *Houlton Times.*

MASSACHUSETTS

Mr. and Mrs. L. M. Marshall, *Manchester Cricket.*
L. C. Hall, *Wareham Courier.*
Mr. and Mrs. J. C. Brimblecom, *Newton Graphic.*

MINNESOTA

Mr. and Mrs. J. M. Freeman, *Olivia Times.*
H. C. Hotaling, Executive Secretary, St. Paul.
Mrs. H. C. Hotaling, *Mapleton Blue Earth County Enterprise.*
C. I. Johnson, *St. Paul, West St. Paul Times.*
Mr. and Mrs. J. P. Kinney, *Alexandria Citizen-News.*
Mr. and Mrs. Emil Leicht and Son, *Winona Herold.*
Herman Roe, *Northfield News.*
R. R. Wise, *Brainerd Journal Press.*
Mrs. C. K. Blandin, *St. Paul Pioneer Press.*
Mrs. Irene Passer, *St. Paul Pioneer Press.*
J. P. Coughlin, *Waseca Herald.*
H. C. Miller, *St. Peter Free Press.*

MISSOURI

Mr. and Mrs. J. S. Hubbard,*Columbia Missouri Publisher.*
Miss Ella Pearl Smith, *Clinton Eye.*
A. H. Volkman, *Rock Port Mail.*
O. J. Ferguson, *Frederickstown Democrat-News.*
Walter Williams, President, World's Press Congress, Columbia.
Mrs. H. F. Staple and daughter Frieda, *Rock Port Mail.*
Wm. Nolan, *Monroe City News.*

MICHIGAN

A. A. Howard, *Watervliet Record.*
Geo. B. Dolliver, *Battle Creek Moon-Journal.*
Homer Harwood, *Warren Watchman.*

MISSISSIPPI

Mr. and Mrs. James Faulk, *Meridian Herald.*
Mr. and Mrs. L. H. Bowen, *Brookhaven Times.*

MONTANA

G. M. Moss, *Whitefish Pilot.*

NEBRASKA

Mr. and Mrs. W. T. Pickett, *Wahoo Wasp.*
Mrs. Josephine Mickel, *Seward Independent-Democrat.*
Miss Catherine Dougan, *Seward Independent-Democrat.*
Mrs. M. G. Perkins and daughter, *Freemont Herald.*
Mr. and Mrs. Frank Edgecombe, *Geneva Signal.*

NEW YORK

John E. Allen, *Brooklyn Linotype News.*
Mr. and Mrs. Wallace Odell, *Tarrytown Daily News.*
John P. Herrick, *Olean Breeze.*
Miss Marjori Herrick, *Olean Breeze.*
Mr. and Mrs. John Clyde Oswald and two children, *American Printer.*
Mr. and Mrs. Thomas Blain, *Port Chester Daily Item.*
A. E. McCall, *Bath Plaindealer.*
Roy Milliken, *Utica Times.*
W. S. Travis, *Utica Times.*

NEW JERSEY

Mr. and Mrs. Dixie Anzer, *West Hoboken Hudson News.*
Mrs. Lyle Arney, *West Hoboken News.*

NORTH DAKOTA

Geo. P. Collins, *Carrington Independent.*
E. L. Peterson, *Dickinson Press.*

OHIO

Mrs. Clara Amos, *Sidney Daily News.*
Mrs. Robert McCormack, *Sidney Shelby County Democrat.*
A. C. Callaghan, *Bellevue Gazette.*
Miss Margaret Callaghan, *Bellevue Gazette.*
Frank A. Knapp, *Bellevue Gazette.*

OKLAHOMA

E. S. Bronson, *El Reno American.*
Mrs. N. B. Canavan, *El Reno American.*
Miss Mary Kavanaugh, *El Reno American.*
Mr. and Mrs. John P. Hinkel, *Stillwater Gazette.*

(*Continued on page 22*)

ADVERTISING BUILT AMERICA'S WEALTH DANA TELLS COAST AD CLUBS

800 Delegates Attend Fresno Convention—Coolidge Sends Greetings—Newspapers Lauded as Media—Spencer of Seattle Conceded Presidency

(*By Telegraph to* EDITOR & PUBLISHER)

FRESNO, Cal., May 28.—"Co-operative Advertising—How the Pacific Coast is Selling Itself to the World," was the underlying theme of the twenty-first annual convention of the Pacific Coast Advertising Clubs' Association which opened in this city Sunday, May 25.

Numbered among the 800 delegates in attendance at the four-day sessions were some of the best known figures in the advertising and merchantile fields of the Pacific Ciast. Authorities who came to tell their secrets of success and to learn what the other fellow is doing to build and maintain the prosperity of the 3 states, California, Oregon and Washington, and Territory of Hawaii included in the Association's jurisdiction.

Opening the session was the address of Marshall Dana, associate editor of the *Portland (Ore.) Journal,* at a great open air meeting in Roeding Park.

Immediately preceding Mr. Dana's address was a speech by Lou E. Holland, president of the Associated Advertising Clubs of the World, who said that in a recent conversation with President Coolidge, the President had expressed the hope that "Truth In Advertising" would bring about a better understanding between all nations, for then there would be no more wars.

Both Dana and Holland were introduced by Don Francisco, co-manager of Lord and Thomas, Los Angeles, president of the P. C. A. C. A.

Declaring that the United States still would be near the log cabin days of progress without advertising, Mr. Dana pointed out how the United States could never have accumulated, without advertising, a wealth of 300 billions in the nation's short life when all the world's wealth at the beginning of American independence was not more than 1,000 billion dollars.

"We could never have owned half of the world's railways, three-quarters of the tlephones, nine-tenths of the automobiles, and all but 2 per cent of the world's raidio. We never could have spread in a century 3,000 miles over a raw territory and make the last stand the best. We could not today be converting as much of Nature's resources into uses good for humanity as the rest of the world combined, nor could we find the uses and the consumers without advertising. Advertising is to business as electric current is to the dynamo.

"Advertising is the chief of staff in making America the greatest nation in the world. It has elevated our standards of living by keeping before us the incentive to possess the better things of life.

"It has put cleanliness and sanitation in the kitchen. It has made the old fashioned, little used, 'front room' over into a real living room by finishing it with the best of nationally advertised products.

"It furnishes us the modern facilities of the bath, the shave and the clothing we put on. It is our most intelligent adviser as to the things we eat and the beverage wherewith we warm or refresh ourselves.

"Advertising is the first ally of public health. It is the exponent of courage and the antithesis of fear.

"Business takes heart when it begins to advertise. Advertising will make business men community leaders in good times, but more so in worse times.

"It is the voice of Business, the voice of Nature and the voice of the fields, of the orchards, and the forests.

"It is the voice of appeal to come out of the crowded places and revel in the beautiful, the wholesome and the good. It is the agency whereby the Pacific Coast Advertising Clubs may justify their Pacific Coast character.

"Let the west advertise all the west."

The general sessions opened Monday and were conducted through Tuesday and Wednesday, May 26, 27 and 28.

Under the direction of Don Francisco, C. M. C. Raymond, executive secretary Advertising Club of Los Angeles, secretary; W. C. Beaumont, president of the Fresno Advertising Club, and Harry B. Gregory, general manager of the *Fresno Republican,* chairman of the general convention committee, the convention program was fulfilled without a hitch.

Lloyd Spencer, past president of the Seattle Advertising Club, was nominated for the office of president to succeed Francisco.

There were no other candidates for the position and his election was conceded.

Seattle was chosen as the 1925 convention place without competition.

The complete list of officers nominated follows: President Lloyd Spencer, Seattle, past president of the Seattle Club; Raymond P. Kelly, Spokane, for re-election as president for Eastern Washington; Guy Llewellyn, Tacoma, director of the Tacoma Club, for vice-president in Western Washington; Marshall Dana, Portland, past president of the Portland Club, for vice-president in Oregon; W. C. Beaumont, Fresno, president of the Fresno Club, for vice-president in Northern California and Hawaii; A. Carman Smith, Los Angeles, president of the Los Angeles Club, for vice-president of Southern California; Florence Gardner, secretary of the San Francisco, Club for vice-president of women's participation.

A. Loomis of Portland was appointed to fill the unexpired term until the election, Wednesday, of W. S. Kirkpatrick of Portland, vice-president for Oregon.

The new Petaluma Club and the new Advertising Club of Honolulu applied for membership. Petaluma was admitted, and the Honolulu application was approved subject to ratification by the A. A. C. W.

President Don Francisco presided at the dinner meeting Monday evening. He reported on his stewardship of association affairs during the year.

His reports showed that the Pacific Coast Advertising Clubs' Association, which is affiliated with the A. A. C. W. as District No. 12, now comprises 19 clubs in Pacific Coast cities with a total membership of 3467.

A personal message from President Coolidge was read as follows:

"Please express to the Pacific Coast Advertising Clubs' Association my greetings and good wishes. Advertising is the given word of the producers to the consumer. As advertising men, it is your duty to see that that word is not broken and to keep faith with the public, which relies upon you for guidance in the daily affairs of life."

A feature of the convention was offered by the *Fresno Bee.* This was a series of news stories from the home towns of the convention delegates published under 2 column reproductions of the mastheads of the newspapers in the various cities included in the jurisdiction of the P. C. A. C. A.

Expressing Gov. F. W. Richardson's regrets at not being able to attend the sessions, David C. Williams, state assemblyman from the 49th district, extended the governor's greetings to the delegates.

Paul Shoup, vice-president of the Southern Pacific, president of the Associated Oil Company, and president of the Pacific Electric Railway, declared that advertising was the stimulus that made California increase its population 3 or 4 times in one decade.

"Advertising is essential to Pacific Coast prosperity," he said. "We are isolated from the rest of the world by oceans and mountains, which are still somewhat of a barrier, but we have overcome much by advertising."

Miss Alice Irwin of the Los Angeles Club spoke on the "Woman's Viewpoint of Advertising." She said, "the primary function of advertising is to sell goods and the secondary function is to educate."

Walter Weohlke, editor of the *Sunset Magazine* of San Francisco, said in an address on "Why Advertise a Community?" that the sole reason a community should advertise is to stimulate its growth. The community that advertises must offer something to induce the purchase of what it has to offer, he said.

Paul S. Armstrong, advertising manager of the California Fruit Growers' Exchange, declared that there is no question but that newspapers in the aggregage stand far in the lead of all other advertising media.

"No advertiser can afford to ignore the newspapers. All advertising media are good, but some are better in particu-

(*Continued on page 27*)

JUDAH HEADS AD MANAGERS

Named President California Daily Newspaper Group at Fresno Meet

(*By Telegraph to* EDITOR & PUBLISHER)

Fresno, Cal., May 28.—H. E. Judah of the *Santa Cruz News,* was re-elected president of the California Association of Dail Newspaper Advertising Managers at the convention held in Fresno yesterday in connection with the convention of the Coast Advertising Clubs Association. J. A. Long of the *Richmond Independent,* was elected secretary-treasurer.

Santa Cruz was awarded the next state session, which will be held August 11, this year.

A promotion committee under the chairmanship of J. C. Allison, business manager of the *Marysville Appeal,* was named to carry on a publicity campaign during the year to obtain 100 per cent participation in affairs of the Association by the advertising managers of Daily Newspapers in California.

Within the next 60 days regional meetings will be held at Fresno, San Francisco, Los Angeles, San Jose, Sacramento Modesto, Santa Cruz.

Speakers at the sessions here were Gordon E. Blade, *Fresno Republican;* Donald S. Mains; *Tulare Register;* Alvin Long, San Jose; John A. Dignan, campaign director, California Gas Appliance Society, San Francisco.

RICHARDSON REELECTED

California's Governor Heads State Press For 22nd Time

(*By Telegraph to* EDITOR & PUBLISHER)

LONG BEACH, Cal., May 28.—Friend W. Richardson, governor of California, was elected president of the California Press Association for the 22nd Consecutive time at the annual dinner of the Association meeting here.

"I would be willing to step down in favor of someone else," the governor said, but none appeared to contest with him for the honor.

Justus F. Craemer of the *Orange News,* was re-elected vice-president. Other officers re-elected were, Oran A. King, *Jackson Ledger,* secretary; Robert W. Walker, *Vallejo Times,* Treasurer.

In New Orleans it's THE ITEM

FLYNN LAUNCHES NEW ST. LOUIS DAILY

American, Published Mornings and Sundays is English Edition of Amerika, German Paper—Has No Editorial Page

St. Louis, May 26.—The St. Louis *American,* St. Louis' new morning newspaper, made its first appearance Friday, May 23. The American is published by Col. J. D. Flynn, who is well known in the Oklahoma publishing field. The paper is the English edition of the *Amerika,* a German language newspaper which has been in existence 52 years.

Glenn Ross, formerly with the *Tulsa (Okla.) Press, Muskogee (Okla.) Phoenix, and Fort Smith (Ark.) Southwest American,* is business manager of the paper; R. A. Woolford, formerly of the *Kansas City Journal* is advertising manager, and Floyd G. Bryan, formerly of the *Tampa (Fla.) Tribune,* is circulation manager.

Ashley Green, formerly with the *New York American,* is city editor, and Fuqua Turner, formerly with the old *St. Louis Republic,* is Sunday and feature editor.

The American has the wire news service of the Universal Service and the United News. The Sunday paper was without a colored supplement. The paper daily for 2 cents, and Sunday for 5 cents.

"A Newspaper With a Heart and Soul for the Hearth and Home," is the American's slogan. Col. Flynn says that he is a Republican, but "the paper is not concerned in politics as much as it is in principles."

The American has no editorial page. Its only editorial comment is a column—the first on page one, which is called "Keeping People Posted," by Col. Flynn. These are short paragraphs devoted to local subjects.

The Daily Record, a court paper, carried an announcement of the sale of 2,000 share of stock of the Amerika Publishing Company, by G. S. Pollard, pledgee, at the east door of the Court House next Friday at noon. This stock was purchased by Flynn from Pollard, who was president of the publishing company. Col. Flynn declined to discuss the matter.

There is no unemployment in
PORTSMOUTH, OHIO
and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio like the dew.
National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York
5 So. Wabash Ave. Chicago

DETROIT TIMES
Over 200,000
DAILY
Over 250,000
SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

The result of his enterprise exceeded Mr. Bennett's fondest expectations and we quote his editorial published near the close of 1836, in which he said:

"The surprising success of the Herald has astonished myself. I began on $500, was burned out, once had my office robbed, have been opposed and calumniated by the whole newspaper press, ridiculed, contemned, threatened, yet here I am, at the end of 15 months, with an establishment, the materials of which are worth nearly $5,000, nearly all paid for, and the prospect of making the Herald in two years produce a revenue of at least $30,000 a year; yet I care not. I disregard, I value not money. I rise early, and work late, for character, reputation, the good of mankind, the civilization of my species. It is my passion, my delight, my thought by day and my dream by night to conduct the Herald, and to show the world and posterity that a newspaper can be made the greatest, most fascinating, most powerful organ of civilization that genius ever dreamed of. The dull, ignorant, miserable, barbarian papers around me are incapable of arousing the moral sensibilities, or pointing out fresh paths for the intellectual career of an energetic generation."

His enterprise as a publisher was remarkable. Though he could ill afford it, yet when the great fire in December, 1835, destroyed the Merchants' Exchange and adjoining blocks of buildings, causing a loss of over a million dollars, he had a picture and a map specially engraved at heavy expense, and again on March 19, 1836, he published a large map of New York City, on which all his numerous advertisers' locations were noted. Of this issue, he sent out an "extra edition of 10,000 to all points," though it severely strained his resources.

The rush of business in the spring of 1836 so overwhelmed him that his cellar at 148 Nassau street had to be abandoned and on April 9 he removed to a large airy office on the first floor of the prominent Clinton Hall building, corner of Nassau and Beekman streets. Here he installed a full modern equipment, bought a safe and a second-hand mahogany counter, while in rear was his "den" or sanctum, where he could retire to pen his brilliant editorials. Over the door was a large sign bearing the words "Herald Office" and still further impressing Day and Wisner of the Sun with the proximity of their dangerous rival.

By August the circulation had increased so much and the newsboys were selling the Herald at such extortionate figures, that he raised the price to two cents a copy at retail. His patrons willingly paid it, and as he remarked to an old medical friend, "the whole city reads the Herald and my presses are taxed to the utmost to supply the demand."

Mr. Bennett had only a few enemies—they were his competitors in business and the political and financial evil-doers whom he struck with lightning-like effect—while he had hosts of friends, several of whom demonstrated it most impressively in September, 1836, when Mr. Bennett was fined $500 for accidentally publishing the name of John Haggerty in a list of insolvents. He promptly paid the fine and the next day his friends raised a similar amount and presented it as a testimonial to him that he was "an honest, fearless editor."

The Hamblin Assault

After the burning of the Bowery Theatre in the latter part of 1836, Thomas S. Hamblin, the manager, was practically ruined, and his friends planned a monster benefit for him. This was strongly opposed by Mr. Bennett in several caustic articles as unnecessary, with the result that both Hamblin and his associates became infuriated, and finally went to the Herald office and personally assaulted Mr. Bennett in his private office. Mr. Bennett manfully resisted, but was badly beaten, his furniture wrecked, and, worst of all, during the *melee*, someone went to the cash drawer and stole more than $300. Mr. Bennett justly denounced Hamblin in the bitterest terms, while the latter and his friends were championed by practically all the other papers in town, and Noah in the Star dwelt on the fact that retribution had at last overtaken Bennett and that he richly deserved punishment. Col. Webb also gloated over the disaster that had befallen "the scoundrel, Bennett," for a few days before the Herald had branded the Courier and Enquirer as "that trough of infamy." On February 27, 1837, Hamblin and his associates in the outrage were tried, found guilty, and made a monetary settlement with Mr. Bennett, though prior to that, the defenders of Hamblin had insinuated that an employe of the Herald, taking advantage of the confusion, might have committed the theft. It is only fair to say that in 1850, Mr. Bennett publicly announced his regret at the incident and appealed to the public to aid Hamblin in his effort to save the Bowery Theatre from foreclosure at that time.

Two Famous Herald Editors

The year 1837 was notable in the annals of the Herald, due to Mr. Bennett employing two men who became famous as journalists and were loyal and able workers in the Herald's editorial department and greatly aided the proprietor in his labors. They were William H. Atree and Frederic Hudson.

Probably no one was more relied upon by Mr. Bennett as an editorial assistant than William H. Atree, of whom he once remarked:

"Bill Atree possesses many of my qualities; he has sound judgment, fearlessness, is absolutely accurate in his reports, and is a brilliant writer withal."

Atree arrived in the United States in 1834, and secured employment in Conner's type foundry. His occupation proving uncongenial, he resigned and became a reporter on the Transcript, at much smaller wages than he had been receiving. He enlivened its columns with his witty and realistic police court stories, rapidly raising its circulation, and incidentally rousing the envy of Day and Wisner of the Sun, who so grossly libelled him that he obtained their indictment. The Courier then offered him a largely increased salary, which he accepted, and on joining its staff, at once began a series of studied attacks on certain individuals, resulting in his being waylaid and so severely beaten that a fatal result was feared. Even the Sun expressed indignation and aided in trying to discover his assailants. Disgusted with journalism, on his recovery, Atree went South to carve out a fortune in the new territory of Texas, from which he sent interesting letters to the Courier. Mr. Bennett got in touch with him after his adventures in Texas and Mexico and brought him back to New York as the Herald's first news editor, a connection which he retained until 1844.

Frederic Hudson came from Boston to New York in 1836 with his brother to seek employment, and in 1837, as a youth of 17 years, was hired by Mr. Bennett as messenger and office boy. He had the benefit of what was considered a good education in those days, having graduated from the famous Mayhew School, and to great aptitude he joined the reportorial "nose for news." He became an active and willing assistant to Mr. Atree and his subsequent rise to become the director of the Herald's editorial staff and his elevating of the tone of the paper to the dignified attitude it gradually assumed in the discussion of politics and the news is fully dwelt upon elsewhere.

Another selection of Mr. Bennett's for his editorial staff did not turn out so satisfactorily. A man around whom was thrown the charitable cloak of anonymity and was later referred to as "Ariel," was a remarkable character, talented and brilliant as a writer, but absolutely untrustworthy in private life. Holding the responsible post of chief editorial assistant and doing some excellent work, it was discovered that he had developed kleptomaniac traits and so flagrantly betrayed the confidence of his employer that he was summarily discharged. He had been stealing anything in the office that he could conveniently conceal and carry to his lodgings, including even the spermaceti candles then used for lighting purposes. His rooms were searched and heaps of uncatalogued articles belonging to the Herald were found and restored.

"Ariel" died soon after his discharge and Mr. Bennett not only condoned his faults, but actually provided for his impoverished family.

(*Continued next week*)

Mr. Publisher
or
Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

248,612

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the month of

April, 1924

showing a gain of 10,139 average net paid daily circulation over the month of April, 1923.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon
FICTION
First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day (*six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt.*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
by Gelett Burgess

W. E. HILL PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper medical writers

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

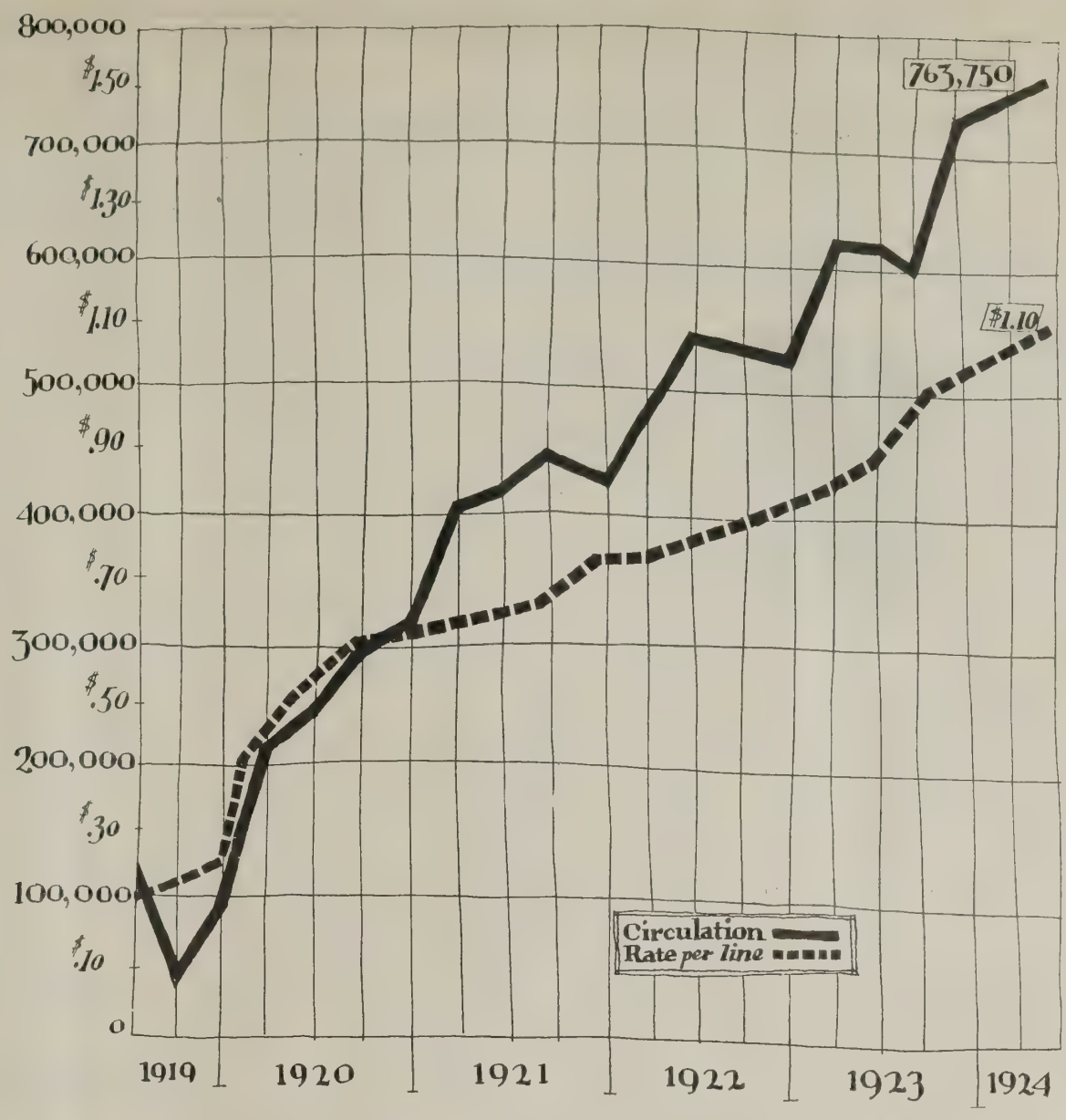
SENTENCE SERMONS
Roy L. Smith

Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's Page and Page of Sports.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos

Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York



How well chosen FEATURES *increase* ADVERTISING REVENUE

(*an example from life*)

WHILE the whole journalistic world has marvelled at the circulation growth of The News, New York's Picture Newspaper, it has not given sufficient thought, perhaps, to the parallel increase in advertising rates. The News recently issued its seventeeth rate card. In less than five years its rates have increased from 20 cents a line to $1.10 a line—and with every change the rate per line per 1,000 circulation has decreased.

Thus the use and promotion of Chicago Tribune features has helped to build up not only the largest newspaper circulation in America but has caused a steady increase in advertising rates. Features offered by The Chicago Tribune Newspapers Syndicate are carefully selected and intelligently edited to build circulation for The Chicago Tribune and The News of New York—both noted for their outstanding success. These features are not created to peddle for profit but, primarily, to build up the circulation and prestige of The Tribune and The News. Other newspapers in the United States and Canada may obtain these features at a modest cost.

The Sunday News of New York added 150,000 circulation by adopting an eight-page tabloid comic section. This comic section is available to other publishers at a moderate price. Why not buy the complete set of features used by The Chicago Tribune and the News of New York?

THE CHICAGO TRIBUNE *Newspapers* SYNDICATE

Tribune Square, CHICAGO **25 Park Place, NEW YORK**

Buy - - - - Leadership!!

ROUND TABLE DISCUSSIONS TO FEATURE COLUMBUS CLASSIFIED MEET

Detailed Program Prepared Covering Ad-Takers' Most Difficult Problems—President Irvin, Des Moines Register and Tribune to Open Sessions

COMPLETE program for the fifth annual convention of the Association of Classified Advertising Managers to be held at Columbus, O., June 9, 10, 11, and 12 was made public this week by John L. Irvin, of the *Des Moines Register & Tribune*, president.



JOHN L. IRVIN

The program follows:

MONDAY, JUNE 9

9:00 a. m. Registration.

10:00 a. m. Assembly and organization of convention.

Opening address: John L. Irvin, president of the Association of Newspaper Classified Advertising Managers.

Reports of officers and committees.

11:00 a. m. Inspirational address by nationally known publisher on classified advertising.

11:30 a. m. Purpose and outline of program by Charles W. Nax, chairman of program committee.

1:30 p. m. "Voluntary Patronage and How to Increase it by Promotion in Own Newspaper."

1. Should promotion advertising seek to secure more readers for classified advertising or to create new advertisers, or both?

2. Should promotion advertising be written to build the entire classified section or specific classifications?

3. To what extent are the use of testimonials desirable in promotion advertising?

4. In promotion advertising of specific classifications, what is the best method of tie-upthrough the street solicitor with the advertiser?

5. What plan of promotion is best for tie-up between the telephone solicitor and the advertiser?

6. Is it profitable to attempt to teach advertisers to write better copy by promotional advertising, or can the space be used otherwise to better advantage?

7. How can the editorial department cooperate with the classified department in the promotion of classified advertising through news features?

8. Is large space at regular intervals more efficient promotion than smaller space used every day?

9. What kind of copy is best for first page publicity?

10. Is promotion advertising on the classified pages more desirable or less desirable than run-of-paper?

11. Do comic strips on the classified pages actually promote reader interest in classified advertising?

12. Many classified departments have considerable difficulty in securing promotion space in their own newspaper with consistent regularity. Can this be accomplished by a budget system, and how?

13. What per cent of classified revenue should be devoted to promotion?

14. Is it advisable to have a promotion department as part of the classified department, or should classified promotion copy be prepared by the general publicity department of the newspapers?

"VOLUNTARY PATRONAGE; HOW TO INCREASE IT BY THE USE OF THE TELEPHONE"

1. Is it advisable and profitable to call telephone subscribers suggesting the use of classified advertising? If so, what form of approach and conversation should be used?

2. How can ad-takers and telephone solicitors promote voluntary patronage?

STREET SALESMEN

1. How can street salesmen promote voluntary patronage?

NOVELTIES, PRIZES, ETC.

1. What kind of novelties can be used to promote voluntary patronage?

2. Are stunts, prizes, etc., of any permanent value in promoting voluntary patronage?

TUESDAY, JUNE 10

9:00 a. m. Telephone Room—Ad Takers.

1. What bonus plan can be used to stimulate more-than-one-insertion orders through ad takers?

2. What is the best method of training ad-takers to assist the advertiser in preparation of copy?

3. What is the best form of conversation to be used by the ad-taker to complete transaction after ad is taken?

TELEPHONE SOLICITATION

1. Can men be employed as successfully as women in telephone soliciting?

2. What is the best and quickest method of training telephone salespeople and ad-takers?

3. What is thte best method of payment for telephone salespeople?

4. Is it best to solicit over the telephone by classification or by district?

5. What is the best method of clipping and sorting leads for telephone solicitors?

6. Is too persistent solicitation beneficial or detrimental to the newspaper?

7. Can more or an equal amount of business be secured from contract advertisers at lower cost over the telephone, or should they receive personal calls?

8. What new classifications can be developed by telephone solicitors, and how?

9. What method of tabulation can be used for records of telephone solicitors without loss of time to the solicitor?

TELEPHONE EQUIPMENT

1. Can the typewriter be successfully employed in taking ads over the telephone?

2. What new equipment is being used in the telephone room?

3. Is a separate switchboard and telephone number advisable for the classified advertising department?

TUESDAY, JUNE 10

11:30 a. m. Exclusion of fake and misleading advertising and standardized code of rules for same.

12:00 a. m. Convention photo.

2:00 p. m. Joint meeting with the Association of Newspaper Executives.

"The Importance of Classified Advertising to a Newspaper," F. L. Tate, classified manager, *Toronto Star*.

"How to Get More Classified Advertising for Your Readers," H. G. Barringer, classified manager, *Indianapolis News*.

"How to Get More Readers for Your Classified Advertisers," R. E. Seiler, classified manager, *Los Angeles Examiner*.

WEDNESDAY, JUNE 11

9:00 a. m. Street solicitors.

1. Methods of instruction to new staff members and how soon should they be expected to produce?

2. Methods of payment for services to street salesmen?

3. Methods of clipping and sorting leads for street salesmen?

4. Methods of teaching street salesmen how to develop new business?

5. Should street salesmen collect weekly or monthly bills from their customers?

6. Are women solicitors as successful as men and, if so, on what classifications?

7. Is it better to have street salesmen work by districts or by classifications?

8. What plans are most successful in maintaining interest and enthusiasm of street salesmen?

9. How can the work of the salesmen be made more effective by assisting them with direct mail advertising?

10. What can be done to assist the salesman so that the maximum amount of advertising will be secured from contract accounts?

11. Methods of follow-up, by executive organization, of advertisers that street salesmen fail on.

11:30 a. m.—DISCUSSION: Lineage, Measurements, Statistics.

1:30 p. m. Separate meeting for small and large newspapers. Mr. A. T. Miller, *Nashville Banner*, chairman small group, and R. E. Seiler, *Los Angeles Examiner*, chairman large group. Subjects to be discussed to be left to discretion of chairmen, or as they come up in the meeting.

THURSDAY, JUNE 12

9:00 a. m. Mail solicitation.

1. How can direct mail be employed successfully in the solicitation of local advertising?

2. Which classifications can be developed profitably by direct mail in the foreign field?

3. Which are the best methods of building profitable lists of advertisers for mail order solicitation?

4. What are the essentials of a good sales letter?

5. Is it advisable to use booklets, coupons, testimonials, or other enclosures with sales letters?

6. Should 1c or 2c postage be used and why?

7. Can an economical cost system be installed for mail order solicitation?

8. Is it advisable to have newspapers listed in catalogues or booklets of classified advertising agencies?

11:00 a. m. Discussion: The Classified Journal.

11:30 a. m. Election of officers and directors.

1:30 p. m. Classified calendar showing seasons best for different classifications and businesses.

2:00 p. m. Consideration of a national campaign on the service value of classified; how to write a good ad, why to run it 7 or more times, when to use a "Wanted" classified advertisement—to be prepared by a group or committee selected by the convention and to run simultaneously in all papers.

Basis of campaign: Read and use the ads in your own paper. What classified means to the public. Every newspaper represents an exclusive advertisement reading patronage, and advertising clientele. How to prepare the ad—why it should be inserted for more than one time, etc.

The purpose—to awaken greater public interest in classified of all newspapers as an every-day public utility.

2:30 p. m. Report and discussion of progress made in use of term, "Classified" Ads.

3:00 p. m. 5 minute paper or talk by members present on any classified subject.

Gold prizes, $50, $25, $15, $10.

Additional subjects to be discussed at various intervals:

Counter help.

Daily contract, and most successful lineage for same.

Sub-branches.

Use of display type in classified.

Should classified rates be more than display? If so, why?

Standardized contract form.

Developing advertising from national advertisers and manufacturers now using display.

How to sell your own organization on the advantages of your own paper.

Desirability of special pages such as Poultry Show, Used Cars, Real Estate, Own Your Own Home Day, etc.

Typographical appearance and arrangement.

Credits, best method of keeping records for bad pay.

Legal notices, should they be classified or display?

ADDRESSES WANTED

Elmore Broderick
R. Gilbert Gardner
Kenneth M. Keegan

Remember!

IT REQUIRES the use of only *one* medium — at one *low* advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL
FIRST - by Merit

"Let the Next Witness Be Called"

Advertising media are always on trial. Circulation figures are convincing only in so far as they are supported by A. B. C. audit. The publisher's claims of market coverage and consumer influence find credence only when they are confirmed by the testimony of advertisers who have paid the bills for space and checked the records of their sales department. Past performance and consistent delivery of value received weigh heavily with the jury.

The Cincinnati Times-Star claims a daily city circulation reaching four out of every five homes in greater Cincinnati. The Audit Bureau of Circulations places this at 109,150 copies net. This is 22,734 copies more than the second evening paper and 67,271 copies more than the unaudited statement of the publisher of the leading morning paper.

The Cincinnati Times-Star claims to be the buyers' guide for its field. Display advertisers both local and national testified to this last year by placing in its columns 11,710,139 lines of display advertising, an excess of 4,481,358 lines over the second evening paper and of 2,192,708 lines over the leading morning paper, including its Sunday magazine edition.

Times-Star leadership in circulation and in display lineage has been consistently maintained without a break for sixteen years. It is greater today than at any time in the past.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

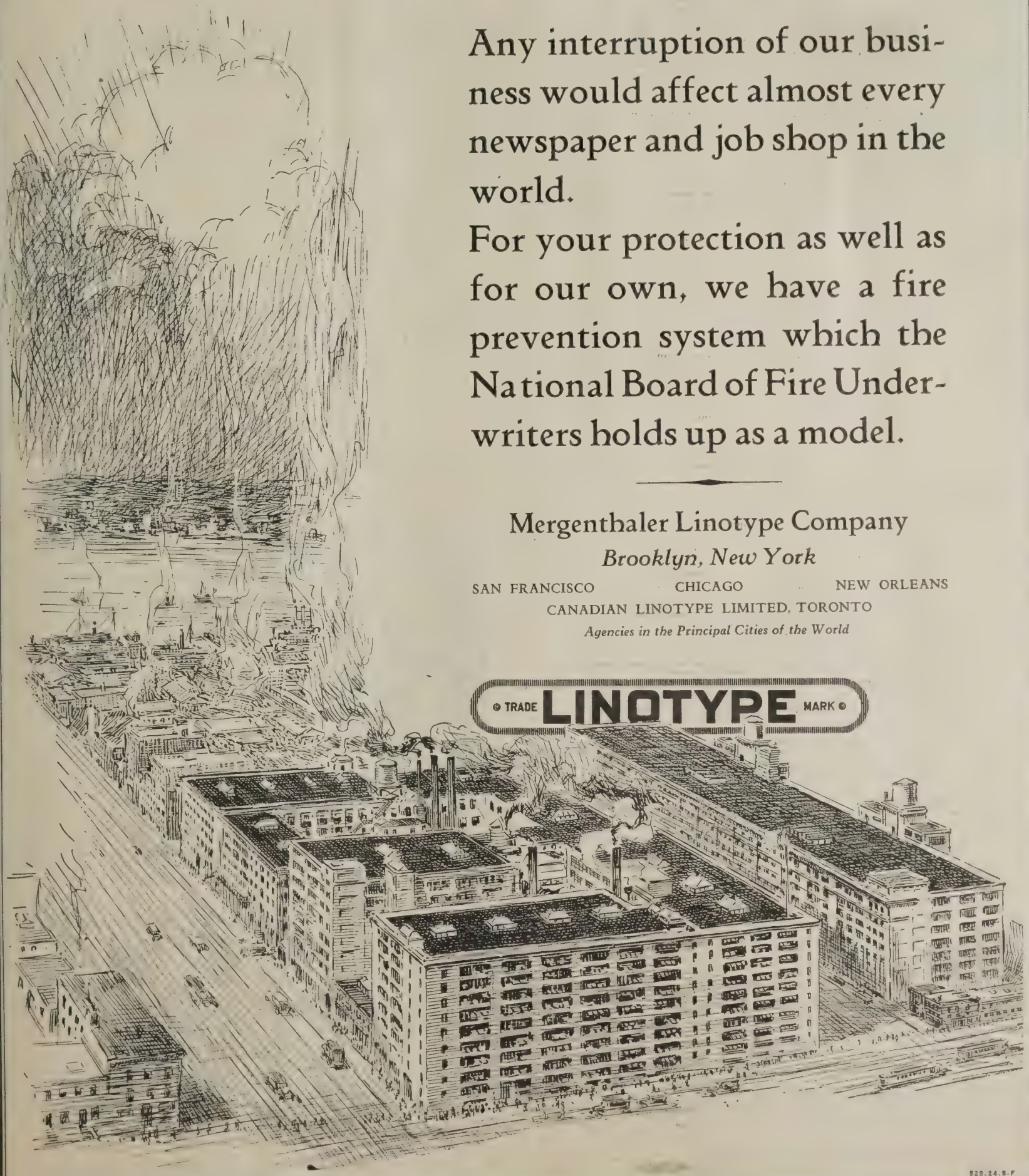
There are certain fundamental beliefs on which the Linotype Company has built its business

YOUR INTERESTS AS WELL AS OURS

Any interruption of our business would affect almost every newspaper and job shop in the world.

For your protection as well as for our own, we have a fire prevention system which the National Board of Fire Underwriters holds up as a model.

Mergenthaler Linotype Company
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World



528.24.5-F

Composed entirely on the LINOTYPE *in the Benedictine Series*

A. N. A. E. TO CONSIDER ALL PHASES OF NEWSPAPER ADVERTISING

Frank Carroll Announces Complete Program of 3 Day Columbus Joint Convention With Classified Men —Prominent Speakers Listed

NEWSPAPER advertising will be discussed from every angle by a host of prominent speakers at the annual convention of the Association of Newspaper Advertising Executives, Columbus, O., June 9, 10 and 11, the program for which was announced this week by Frank T. Carroll, advertising manager of the *Indianapolis News*, president.



F. T. Carroll

The convention meetings will be held in the Assembly Room of the Deshler Hotel, Columbus, in conjunction with the sessions of the Association of Newspaper Classified Advertising Managers.

The program follows:

MONDAY MORNING, JUNE 9.

Registration 8.00 a. m. to 10.00 a. m.

Opening Session, 10.00 a. m.

The Hon. Vic. Donahey, Governor of Ohio; James J. Thomas, Mayor of Columbus, and Robert F. Wolfe, publisher of the *Columbus Dispatch* and the *Ohio State Journal*, will address briefly a joint session of the two associations on Monday morning. After these addresses the classified managers will start their separate meetings, while the members of the Association of Newspaper Advertising Executives will hear reports covering the activities of the past year, announcement of committee members and other business matters.

MONDAY AFTERNOON, LOCAL DISPLAY ADVERTISING.

These sessions will start at 2.00 o'clock, and be devoted to local display advertising problems. The principal speakers will be Joseph B. Mills, publicity director of the J. L. Hudson Company, large department store of Detroit, whose subject will be "Department Store Advertising from the Inside," and James W. Fisk, merchandising counsel of the *Milwaukee Journal*, who will cover the subject, "The Service a Newspaper Should Give in Selling Retail Advertising."

"Is it Good Policy to Publish Special Editions in Order to Maintain Lineage Even if They are Not Profitable?" H. W. Roberts, advertising manager, the *Cleveland Plain Dealer*.

"Effective Contests for Newspaper Advertising Salesmen," Ralph Hirsch, advertising manager, the *Ohio State Journal*.

"Effective Methods of Securing and Developing Good Local Display Salesmen," W. E. Donahue, local display advertising manager, the *Chicago Tribune*, and A. L. Poorman, advertising manager, the *Providence Journal-Bulletin*. Two speakers were assigned to this subject on account of its unusual importance to newspaper advertising managers.

MONDAY NIGHT ENTERTAINMENT

All registered members of the A. N. A. E. and the Association of Newspaper Classified Advertising Managers, and registered guests, will be entertained at a theatre party at the Keith Theatre on Monday night. Official Badge will admit bearer to the theatre.

TUESDAY MORNING, NATIONAL ADVERTISING.

Three formal addresses will feature the national advertising session of Tuesday morning, starting promptly at 9.00 o'clock.

"Developing More National Advertising for Newspapers," Wm. A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association.

"The Iowa Idea—a Discussion of the Co-operative Advertising Placed by Iowa Newspapers," Harry T. Watts, business manager, the *Des Moines Register and Tribune*.

"Linking Newspapers and Window Display Advertising," Clyde P. Steen, secretary, Window Display Advertising Association.

Brief addresses will be delivered by 7 well known newspaper men, and time allowed for general discussion after each talk.

"Recent Developments of Merchandising Service and Merchandising Service Policies," Carl P. Slane, publisher, *Peoria Journal Transcript*, and G. R. Katz, E. Katz Special Advertising Agency.

"Methods of Enlisting the Support of Retailers and Wholesalers for Newspaper Advertising," Harvey R. Young, advertising manager, the *Columbus Dispatch*.

"Should Newspapers Sell Tie-up Advertising for Exclusive Magazine Campaigns," H. S. Conlon, advertising manager, the *Grand Rapids Press*.

"Should Newspapers Sell Tie-up Advertising for National Newspaper Campaigns," W. E. Donahue, manager local display advertising, the *Chicago Tribune*.

"Should Agency Contracts be Accepted for One Year from Date or One Year from the First Insertion?" Joseph W. Simpson, national advertising department of *Philadelphia Bulletin*.

"The Non-cancellable Contract as a Method of Protecting the Newspaper and Dealers when Merchandise is Sold upon the Promise of Advertising," W. F. Johns, advertising manager, the *Minneapolis Journal*.

TUESDAY, NOON.

Three separate noon luncheons will be held to give an opportunity for the discussion of special matters that can not have a place on the general program. One luncheon meeting will include representatives of all newspapers published in cities of less than 50,000 population. Another luncheon will be for representatives of morning newspapers, and the third luncheon for evening newspaper men. The chairmen of these meetings will be:

Harvey R. Young, advertising manager, the *Columbus Dispatch*, evening newspapers.

E. J. Treffinger, vice-president, the *Richmond (Ind.) Item*, morning newspapers.

Chas. L. Nicholson, advertising manager, the *Hutchinson (Kan.) News*, newspapers in cities of less than 50,000 population.

Representatives of the newspapers published in cities of under 50,000 may elect to attend the luncheons of morning or evening newspapers if desired.

TUESDAY AFTERNOON, CLASSIFIED ADVERTISING.

A joint session will be held on Tuesday afternoon, starting at 2.00 o'clock. The members of the Association of Newspaper Classified Advertising Managers will discuss vital classified advertising problems of particular interest to advertising managers, business managers, general managers and publishers.

TUESDAY, ENTERTAINMENT.

The women attending the joint convention will be entertained at a luncheon bridge at the Maramor, with service at 1.00 o'clock. An afternoon program is being planned by Mrs. Charles Hardin, Mrs. Harvey Young, Mrs. Ralph Hirsch, Mrs. M. R. Thomas and the other members of the Columbus committee. Suitable prizes are being donated by various Columbus retail stores.

The principal social event of the convention will occur on Tuesday night. Special cars will take the men and women attending the joint convention to Olentangy Park, Columbus, where a barbecue frolic will be staged. It will be strictly informal, and Ralph Hirsch, of the *Ohio State Journal* has already "tagged" a prize baby beef, and has arranged for a complete menu of a most attractive nature. After the barbecue, the extensive amusement park will be available to the delegates. The convention badge will entitle the wearer to rides on all amusement devices, to the dance hall, the swimming pool, prize fight and the numerous other attractions put on especially for the convention. A large section of the spacious dance hall will be reserved for the exclusive use of the members of the two associations and their guests.

WEDNESDAY MORNING, JUNE 11.

This session, starting at 9.00 o'clock, will be devoted to problems that concern the general management of a complete advertising department.

Principal speakers will be David Gibson, publisher, the *Lorain Journal*, on "Newspaper Advertising Salesmanship," and Douglas V. Martin, Jr., promotion manager, the *St. Louis Globe-Democrat*, who will speak on "How a Newspaper May Promote Its Own Sales by Advertising."

"Efficient Methods of Measuring and Billing Advertising Space," Fred E. Hussey, *Rochester (N. Y.) Democrat-Chronicle*.

"The Advantages and Disadvantages of the 12-em Column," Brent Williams, manager, service and promotion department, *St. Louis Post-Dispatch*.

"Analysis of Advertising Selling Costs," Don Bridge, manager merchandising and national advertising department, *Indianapolis News*.

"The Advantages and Disadvantages of the Pyramid Make-Up," M. R. Thomas, advertising manager, *Columbus Citizen*.

"Practical Rules Determining the Classification of Advertising as National or Local," Joseph W. Simpson, national advertising department, *Philadelphia Bulletin*, and J. K. Groom, director of national advertising, Northern Illinois Group.

"General Problems of Business Management," W. P. McKinney, secretary-treasurer, *Marietta (O.) Times*.

WEDNESDAY NOON.

Group luncheons will be held on Wednesday noon to complete the discussion of matters pertaining to the specific problems of the newspapers in the three general classifications. The same chairmen will take charge of the luncheons.

WEDNESDAY AFTERNOON, BUSINESS SESSION

This session, starting at 2:00 o'clock, will be devoted to the business matters of the Association. Probably the most important feature of the meeting will be presentation of a Code of Ethics covering the selling and handling of newspaper advertising. Committees will report, policies for the new year will be discussed, and officers elected. This will be the final session of the convention.

WEDNESDAY, LADIES ENTERTAINMENT

Ladies attending the joint convention will meet at the Deshler Hotel at 10.00 o'clock Wednesday morning for an automobile ride around Columbus. The party will have lunch at the Columbus Country Club at 1.00 o'clock. Ohio State University will also be visited.

LUNCH CLUB SPEAKERS.

Members of the Association of Newspaper Advertising Executives will address the various luncheon clubs during convention week.

N. Y. Ad Men Plan York Memorial

Prominent New York advertising men are on a special commission just appointed by Mayor Hylan to present to the City of York, England, this summer a memorial to commemorate the naming of New York after the old English city. The commission, which will present the memorial in the old Guild Hall at York about the middle of July, includes: H. H. Charles, president of the New York Advertising Club, Frank Presbrey, Francis H. Sisson, and A. C. Pierson.

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443

Who's Who in the CONSOLIDATED PRESS



LAWRENCE PERRY

LAWRENCE PERRY, who writes sports exclusively for the newspapers served by the Consolidated Press, has just been chosen by the Encyclopædia Britannica to contribute the chapter on the status of world sports.

Lawrence Perry specializes on amateur sports. He began his career on the New York Sun and in 1906 went to the New York Evening Post, joining the Consolidated Press in 1920.

Lawrence Perry makes trips annually to various sections of the country acquainting himself with athletes and athletic systems. As a consequence, his sources of information are far-reaching. Some of Mr. Perry's exclusive stories in recent weeks included his interview with Chancellor Flint of Syracuse who defended the present trend of intercollegiate athletics, expert analyses of the winter indoor track meets, disclosures as to the increasing number of southern and western college baseball stars making good in the big leagues, and predictions regarding the Olympic trials which have been borne out by developments.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

1,251,000 Individuals In

PENNSYLVANIA

Are Members of Building and Loan Associations With Assets of $624,000,000

PENNSYLVANIA, with a population of 9,106,000 (estimated 1923), leads the country with 3,316 Building and Loan Associations. This is over one-third of all those in the remainder of the country.

The market for household equipment and supplies is growing. Pennsylvania's workers are earning salaries and wages which enable them to accumulate assets in Building and Loan Associations alone of over $624,000,000. A fund like this giving these people homes of their own and home comforts is indicative of the wealth of Pennsylvania.

Reports from 1,636 banks in Pennsylvania show individual deposits in these banks amounting to $3,715,000,000. This is another reason why Pennsylvania offers trade advantages sufficiently attractive to manufacturers.

Pennsylvania is a producer, and with it comes a demand from its workers for goods of all kinds, and Pennsylvania's daily newspapers carry your message to these people.

These listed dailies are daily selling merchandise for National Advertisers through Pennsylvania storekeepers—these papers can help these men put the goods out for you.

DOMINATE PENNSYLVANIA WITH THESE NEWSPAPERS AND YOU WILL GET LEADERSHIP IN MERCHANDISING

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	30,627	.09	.09
***Allentown Call ..... (S)	19,595	.09	.09
†††Beaver Falls Tribune ..... (E)	5,702	.025	.025
†††Bloomsburg Press ..... (M)	7,130	.029	.029
††Carbondale Leader ..... (E)	5,682	.025	.025
***Chester Times ..... (E)	15,547	.055	.055
††Coatesville Record ..... (E)	6,097	.035	.03
***Connellsville Courier ..... (E)	6,302	.02	.02
†††Easton Express ..... (E)	21,270	.07	.07
††Easton Free Press ..... (E)	12,711	.05	.05
***Erie Times ..... (E)	26,820	.08	.08
**Harrisburg Telegraph ..... (E)	39,537	.095	.095
***Oil City Derrick ..... (M)	6,765	.035	.035
***Pottsville Republican and Morning Paper ..... (E&M)	15,354	.08	.07
†††Scranton Republican ..... (M)	28,492	.12	.10
†††Scranton Times ..... (E)	41,544	.12	.11
***Sharon Herald ..... (E)	6,287	.0285	.0285
***Sunbury Daily Item ..... (E)	4,416	.025	.021
***Warren Times-Mirror .... (E&M)	9,090	.036	.036
***Washington Observer and Reporter ..... (M&E)	17,042	.06	.06
***West Chester Local News..... (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.... (E)	23,690	.08	.05
***Williamsport Sun ..... (E)	19,561	.06	.05
†††York Dispatch ..... (E)	18,317	.05	.05
†††York Gazette and Daily..... (M)	17,435	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

EDITORIAL

RING OUR BELL!

IN the field of daily journalism, EDITOR & PUBLISHER has come to be a service station. What it accomplishes through its columns is generally known. What it does day by day for all those engaged in publishing and advertising, through specific request, is known to few. Perhaps we owe it to ourselves and to our friends to discuss this service and call down upon our heads more of this pleasant, wholly gratuitious "trouble."

Here are just a few specimens of EDITOR & PUBLISHER recent special acts of service to readers and advertisers:

Furnishing to an advertising agency, by wire, a comprehensive list of news agencies and American correspondents and picture concerns in Germany.

Giving a city editor the basis of defense against an attempt to force a revelation concerning the source of a story given in confidence.

Supply a publisher with a formula upon which to calculate his manufacturing costs and justify his rate claims.

Refereeing a question between newspaper executives concerning the salary one felt justified in drawing.

Supplying a newspaper with data concerning the total number of newspaper readers in the United States.

Locating for an advertising agency a newspaper named "The Herald," which used stationery which gave no city address. One of the commonest requests is for the address of newspaper men who have changed bases.

No week passes that we do not give a dozen or more leads as to agencies placing certain advertising accounts.

Space buyer's charts, market surveys, advertising and circulation statistics, are being constantly mailed, on request, and each week sees its quota of queries from agencies regarding local conditions of specific newspapers.

There is a constant flow of special requests regarding mechanical equipment, syndicate features, supplies of all kinds, and many of our friends insist upon having our opinion concerning such novelties introduced into the field as "rain insurance" and circulation schemes of all sorts.

"Newspaper at ——— declines to accept our advertising, without stating reason. Wire if newspaper is public carrier and compelled to publish legitimate advertising," was a telegram recently received from an out-of-town agency.

Compiling certain advertising statistics over a period of five years for a publisher in an income tax dispute.

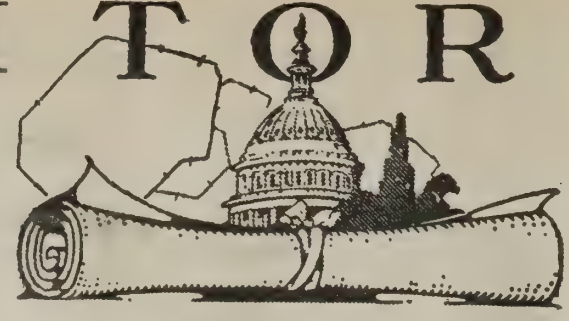
We have numerous requests for authoritative books on special subjects in journalism. The Spring brought the usual bombardment of queer problems from journalism students, at work on their valedictory masterpieces. Our observation is that these young men are often over-loaded with information on editorial subjects and shy of sound information bearing on advertising, circulation and mechanical departments.

Job hunters are always with us and we earnestly do what we can to direct their oft nervous foot-steps; a bright young man put a sensible little liner, at half the rate, in EDITOR & PUBLISHER and had the grace to return last week and tell us that he had landed a job worth $9,000 per annum. A publisher in New Jersey who got a first-class managing editor through EDITOR & PUBLISHER also did us the honor of a telephone message of praise.

Within two days three prominent magazine writers, all former reporters, called at this office for data upon which to base articles. Each one, of course, came in with the preconception that the newspapers were going to the dogs and that monstrous conditions were being worked through mergers and "chains."

The countless special problems brought to our staff demand immediate and earnest attention. We want every reader to know that our natural advantage in possessing information of every description in the field of journalism is regarded as a part of our service and is at their disposal. If your problem concerns newspapers or advertising—ring our bell!

It seems to be the unanimous opinion of small, high-priced magazines that the road to circulation is newspaper muck-raking.



KINGS

CHAPTER III. 14

And if thou wilt walk in my ways, to keep my statutes and my commandments, as thy father David did walk, then I will lengthen thy days.

YOUR LITTLE PARTNERS

"DEAR Editor: Please help me to buy a pig." Years ago this serio-comic appeal was received by Arthur Capper, Kansas editor-senator, from a youngster living on a desolate farm. The child's wish was gratified and from one little pig came many and relative prosperity for a striving lad.

But the letter had more important effect. It was the start of the Capper Pig Clubs for boys and the Capper Poultry Clubs for girls. The Senator goes into partnership with the members of these clubs, lending them enough money to start pure-breed pens. Having loaned more than $100,000 without security, Mr. Capper recently proudly announced that he had not lost a cent through such financing, and has won the friendship of thousands of aspiring children.

Almost every newspaper publisher has business relations of the highest importance with boys and many understand and appreciate boy nature. There are few elements in newspaper publishing more delicate or more worthy of scrupulous attention, viewed either from good citizenship or from good business.

EDITOR & PUBLISHER puts the question: Are you in partnership with your newsboys? That word partnership means more than mere commerce. It means a common understanding of aims and sharing of benefits. It means close association and personal concern. From the publisher's side it means a real sense of fatherhood to a great number of dependent youngsters. From the boy's side it means duty. You may snap your fingers at many powerful antagonists if you have on your side the children of the town.

A knowledge of shorthand is one of the most valuable accomplishments of a reporter, all statements to the contrary notwithstanding. It is important to quote people correctly and the shorthand reporter, not ashamed to use his book and pencil, usually turns out the best story.

May 31, 1924 Volume 57, No. 1

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*
Rosalie Armistead Higgins

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

A GRACEFUL ACT

THE National Editorial Association paid a courteous and just tribute to Edward S. Bronson by electing him its president, well knowing that his delicate health would not permit him to actively serve. It was a recognition of the work that Mr. Bronson had done for the association, the latest feature of which was the brilliant excursion of the association into Mexico. His election was without precedent in the annals of the editorial organization and was made possible through the unselfish and sacrificing spirit of George W. Marble, who was re-elected vice-president who, as the acting president, will carry on the work of the office. EDITOR & PUBLISHER joins with the retiring president, Wallace Odell, and the members of the association in expressing appreciation of Mr. Marble's graceful act.

A newspaper publisher in the middle west writes that he is treating with silent contempt the threats of the K. K. K. to boycott his advertisers if the newspaper does not publish certain articles concerning foes of the klan. Another method would be to publish certain articles about the klan and see to it that they led conspirators to the place where conspirators belong.

NOT UNRESPONSIVE

"THE average publisher is very slow in expressing appreciation of anything," said Secretary H. C. Hotaling, at the Newspaper Editorial Association convention, but this is by no means the experience of EDITOR & PUBLISHER. On the contrary, we find newspaper publishers as a class highly sensitive to the requirements of good journalism and willing lavishly to patronize those who minister to it. We are ordinarily in agreement with the able secretary of the N. E. A., but in this instance we feel that he misstated a general conclusion to make a forceful, arousing argument for co-operation.

"Joe," Park Row boot-black, looked up and said: "Next Saturday I go back to Italy, to my father's house and work in vinyard. Work only little there and have wife and children in sun. Here work all time, get few dollars, pay landlord everything for dirty rooms in Allen street. You Americans work, work, work, but never breathe air. You all work crazy."

WRITING TALENT

HERE and there flashes of good writing!

News stories which comprehend their subjects without waste of words or ponderous, labored, self-conscious effort.

Lucid writing, a column length strewn with wit, epigrams, glistening description, easy conversation, by some one with sound understanding of the text.

It is the new literature. It is uncommon, for few are capable of expressing what they see and fewer still are able to articulate a sense of feeling.

Bring into journalism interesting people, who have something to say and know how to say it!

It is to the point in the discussion regarding the financing of newspapers through stock issues that the Minneapolis Daily Star, in which some 6,000 farmers and laborers purchased $750,000 stock, is in the hands of a receiver, largely by reason of quarrels over management.

SHOULD BENNETT RETURN?

FROM week to week we are giving our readers a taste of old-time personal journalism, through publication of the serial "Herald of the Bennetts." It is a fascinating story, bristling with adventures of "red-blooded men," but with the facts fresh in your mind do you now feel that journalism has lost through impersonality of editorship? Would those who deplore the passing of the "good old days" be much in favor of a return of James Gordon Bennett? We think he would lead a futile and desolate existence today.

PERSONALS

JOSEPH PULITZER'S new 75-foot schooner, the "Discoverer," was recently launched at Wiscasset, Me. A coast cruise planned by Mr. Pulitzer has been postponed until after the Democratic national convention.

F. A. Miller, editor of the *South Bend (Ind.) Tribune,* was recently made delegate from the Thirteenth Indiana district to the national Republican Convention in Cleveland, June 10.

A. H. Alfred, owner of the *Lewiston (Idaho) Tribune,* recently underwent an operation in a Portland, Ore., hospital. He is on his way to recovery.

Layette Young, publisher of the *Des Moines (Ia.) Capital,* with his wife, is in San Francisco for an indefinite stay.

Fred Wolf, editor, *Newport (Wash.) Miner,* is making a 3 months' tour on the Atlantic coast. His paper is being edited during his absence by Ruth McGlade, his daughter.

IN THE EDITORIAL ROOMS

EDGAR R. BEAN, make-up editor, *New York Daily News,* has been appointed night news editor, succeeding Edwin H. McCloskey who died recently. Don Fitch has been promoted from the copy desk to take Bean's place, while Robert G. Shand is the new copyreader.

Chaplin Collins, desk man on the *Seattle (Wash.) Post-Intelligencer,* has resigned to enter the publicity department of the Seattle Chamber of Commerce.

Herman Roe of the *Northfield (Minn.) News,* and Mrs. Roe, are parents of a daughter, born May 9.

Lloyd Evans of the *St. Paul Dispatch* rewrite desk, and Mrs. Evans are Parents of twin girls.

F. N. Wild, former city editor of the *Stillwater (Minn.) Daily Gazette* and later publisher of a paper at Sand Point, Idaho, is in a St. Paul sanitarium convalescing from a nervous breakdown.

C. P. Streeter, farm editor of the *Cedar Rapids (Ia.) Gazette,* has been elected to Gamma Sigma Delta, honorary agricultural society, and will be initiated June 2, at the Iowa State College, Ames.

Max Lief is now running a radio column for the *New York Daily News,* captioned the "Radio Review."

Louis S. Siniff has been appointed night city editor of the *Sioux City (Ia.) Journal.*

Leon Ryan has been added to the sports staff, the *Sioux City (Ia.) Journal,* assisting his brother, Joe Ryan, sports editor.

Helen Cowles LeCron, editor of the book page in the *Des Moines (Ia.) Sunday Register,* has been elected librarian of the Iowa Press and Authors' Club.

William T. Noonan, editor, *Baudette (Minn.) Region* and member of the legislature, has resumed work after 6 weeks in a hospital.

T. R. Kelly has resigned as news editor of the *St. Paul Dispatch* and has been succeeded by James Tucker, reporter.

Jack Abbott, son of Ernest Hamlin Abbott, editor of the *Outlook,* has joined the staff of the *Wichita (Kan.) Eagle.*

Nicholas Radford and O. P. Russell, formerly of the *Philadelphia Public Ledger* copy desk, returned recently from a trip to France. They have joined the staff of the *New York Evening Post.*

Captain Francis McCullagh, who spent some time in Russia as correspondent for the *New York Herald,* will come to the United States next fall on a lecture tour.

Benjamin Eastwood, formerly chief clerk of the division passenger agent's office, of the New York Central Railroad at Syracuse, has been appointed manager of the travel bureau of the *Buffalo Courier and Enquirer.*

Rufus M. Eddy, managing editor of the *Palmyra (N. Y.) Courier* since 1920, has been appointed managing editor and advertising manager of the *Newark (N. Y.) Courier,* recently purchased by A. Bolles of New York.

Joseph H. Riseley, III., until recently managing editor of the *Perth Amboy (N. J.) Record,* has become associated with R. Hoe & Co. in New York.

Lawrence M. Benedict, representing the *Akron (O.) Beacon-Journal, Springfield (O.) Sun and Toledo (O.) Times* in Washington, has gone to Columbus, where he will conduct the State Capitol bureau for the same newspapers.

Ralph McCanna has resigned from the *Chicago Tribune* to do publicity work for the Chicago sanitary district.

IN THE BUSINESS OFFICE

WALTER EVANS, manager of the classified advertising department of the *Kansas City Journal-Post,* and Mrs. Evans are parents of a son, Walter Penn Evans.

Miss Valeria Weller, of the business and advertising office of the *Independence (Kan.) Reporter,* has resigned.

Max Balthaser has resigned as business manager of the *Paducah (Ky.) News-Democrat* and become part owner of the Paducah Printing Company.

HOLDING NEW POSTS

HAROLD P. BRADLEY, managing editor, *Gloversville (N. Y.) Herald,* to city editor, *New Rochelle (N.Y.) Standard.* He is succeeded by Leo Fenley, formerly telegraph editor of the *Herald.*

Edward Olwin, from *Duluth News-Tribune,* to copy desk, *St. Paul Dispatch.*

ON THE MECHANICAL SIDE

J. H. GREENAWALT, acting president of the Danville (Ill.) Typographical Union, No. 230, was elected president at the annual meeting last week.

WITH THE ADVERTISERS

I. L. Grimes, formerly advertising manager of the Firestone Tire and Rubber Company, Akron, O., has resigned to become advertising manager of the Wheeling Steel Corporation, Wheeling, W. Va.

H. R. Swartz, president of the Intertype Corporation and treasurer of the Advertising Club of New York, and C. K. Woodbridge, president of the Dictaphone Products Corporation, sailed May 28 on the *Aquitania* for England, where they will remain until after the convention of the A. A. C. W.

WITH THE SPECIALS

EMMETT Finley, secretary and general manager of the American Press Association, publishers' representatives, will attend the New Jersey Press Association meeting at Wernersville, Pa., June 20 to 23.

Carroll J. Swan, 44 Bromfield street, Boston, Mass., has been appointed New England representative of the *New York Herald-Tribune.*

Frost, Landis & Kohn, publishers' representatives, New York, have been appointed national advertising representatives by the *Gastonia (N. C.) Gazette* and the *La Grange (Ga.) Reporter.*

ON THE AGENCY FIELD

CAMPBELL - EWALD Advertising Agency, of Detroit, has just opened two offices on the Pacific coast. The one in San Francisco is in the Chronicle Building, that in Los Angeles in the Los Angeles Railway Building.

Charles W. Wrigley Company, Wrigley Building, 400 North Michigan avenue, Chicago, last week obtained articles of incorporation from the secretary of state of Illinois. The company is authorized to engage in a general advertising business. The authorized capital is $25,000. Incorporators are: Ednyfed H. Williams, Charles F. Keyser and Charles W. Wrigley.

FOLKS WORTH KNOWING

FRANCIS H. SISSON, former newspaper publisher, now vice president of the Guarantee Trust Company of New York, has had wide experience in the publishing and advertising field, his association with this line of work having commenced during his early school days in Galesburg, Ill., where he was born. He is a graduate of Knox College, and also of Harvard College, where he did post-graduate work.



F. H. Sisson

Sisson was formerly editor and publisher of daily newspapers in the Middle West, including the *Galesburg (O.) Evening Mail* and the *Peoria (Ill.) Transcript* and has been interested in various magazine and advertising activities since coming to New York 15 years ago. For several years he was vice-president and General manager of the H. E. Lesan Advertising Agency, of New York and Chicago.

Previous to his association with the Guaranty Trust Company, Sisson was prominent in railroad circles as assistant chairman of the advisory committee of the Association of Railway Executives, and in this capacity and in his editorial, advertising and banking experience he has written and spoken extensively on business and financial subjects.

In addition to directing the advertising activities of the Guaranty Trust Company, Sisson is chairman of the Public Relations Commission of the American Bankers Association, and also chairman of the executive committee of the association's trust company division.

Sisson is a member of a number of important economic organizations, including the Academy of Political Science. He also is a member of Phi Beta Kappa. He was given a degree of LL. D. by Knox College in 1921, and was made a Chevalier of the Order of the Crown by the King of Belgium in recognition of services during the war.

O. R. Hardwell, formerly copy chief of the Wendell P. Colton Agency, New York, has joined the service staff of Albert Frank & Co., New York.

MARRIED

BERTON BRALEY, newspaper poet, to Miss Elliott Taylor, a New York writer, at Doylestown, Pa., May 24.

Arthur Logan Poorman, former advertising manager of the *Springfield (Ill.) State Register* and occupying a similar position with the *Providence (R. I.) Journal,* to Miss Helen Seagrave Wynn, in New York City, May 15.

William J. Stringer, editor and publisher of the *Teague (Tex.) Chronicle,* to Miss Vasa Ward, May 16.

Arthur E. Kelly of the *Omaha (Neb.) News,* to Miss Doyne Chambers of Des Moines, Ia.

Michael W. Strauss, assistant city editor, *Chicago Evening Post,* to Miss Nancy Foster Porter, May 24, at the home of the bride's parents at Hubbard Woods, Ill., a suburb of Chicago.

PRESS ASSOCIATION NOTES

A. H. UHL, night city editor at the Newark bureau of the Associated Press, has been transferred to New York as second night west wire editor.

Frederick D. Grab has been transferred from the Philadelphia bureau of the Associated Press to the New York office as night filing editor.

Lawrence C. Martin has resigned as bureau chief of the United Press in Washington to become publicity man for Yellowstone National Park, a post formerly held by Harry Frantz, also of the United Press. William J. Losh, of the Washington bureau of the U. P. has succeeded Martin.

John R. Z. Henle, formerly of the *Fort Madison (Ia.) Democrat,* is the new second State editor for the Associated Press at Des Moines, Ia.

Thomas B. Morgan has been appointed manager of the Rome, Italy, bureau of the United Press Associations, effective June 1, succeeding Camilio Ciamferro, resigned.

NEW PLANTS AND EQUIPMENT

BRATTLEBORO (Vt.) *Phoenix* has installed a new Model E, Duplex web-perfecting flat-bed press.

Waterbury (Conn.) Republican has let all contracts for the construction of its new home.

Chattanooga (Tenn.) News has purchased additional ground at the rear of its plant to provide room for future expansions. The consideration was $20,000.

SPECIAL EDITIONS

MINNEAPOLIS (Minn.) Tribune, annual Outing Number, Sunday, May 25.

The Pittsburgh Post
has signed a contract
for the Haskin service
for one year. . . .

ASSOCIATION CHIEFS

DEAN of the editorial profession in Alleghany and Cattaraugus counties, New York State, F. A. Crumb, editor and manager of the *Alfred (N. Y.) Sun,* is the 1924 president of the Alleghany-Cattaraugus Press Association.



F. A. CRUMB

In 1876 at the age of 14, he entered the office of the Brookfield (N. Y.) Courier and has been in the printing and publishing business continuously since that date. For 2 years he conducted a job office in Syracuse. Then he came to Alfred where, in 1883, he assisted in the establishment of the Sun.

Crumb is a member of the Western New York Press Association, the New York State Press Association, and the National Editorial Association.

ASSOCIATIONS AND CLUBS

COLORADO EDITORIAL ASSOCIATION has a somewhat unusual plan for its operation. Each member newspaper is asked to contribute 10 inches of space each week, free of charge, to be sold by the association through the *Inter-Mountain Press,* official organ, to provide the necessary finances for the field manager's work. Under the agreement, which 121 Colorado newspapers have entered, the association is to receive one-fourth of the receipts and the *Inter-Mountain Press,* one-fourth.

Woman's Advertising Club of New Orleans has elected Mrs. Margot Ingles, advertising manager of the Maison Blanche Company, president, and Miss Rose Michaelis, corresponding secretary.

Northern Minnesota Editorial Association's annual outing is scheduled to be held at Alexandria, Minn., June 26, 27, 28 and 29, A. G. Ruthledge, secretary, has announced. Members of the Seventh District Editorial Association, of which Theodore Christianson of Dawson is president, has accepted the invitation to join in the meeting. The program arranged includes sports of all kinds, annual ball game, fishing, automobiling, swimming, boating, banquet and smoker.

Country Press Club held its spring meeting May 9, at Valley Springs, S. D.

Advertising Club of New York, members inspected the U. S. S. Virginia at the Brooklyn Navy Yard, May 24, on the invitation of Captain Thomas J. Senn, commanding officer.

Des Moines (Ia.) Advertising Club has elected Ray W. Lockard, manager of the Periodical Publishers' Service bureau, president.

Women's Advertising Club of Omaha recently elected the following officers: Mary Carlson, president; Mrs. Mary Hultz, vice-president; Carita Herzog, treasurer, and Lucille Latham, secretary.

Northeast Missouri Publishers' Association will hold its annual summer meeting in Paris, Mo., in July, the date to be announced later.

Walla Walla (Wash.) Advertising Club has elected the following officers: president, J. L. Cundiff; first vice-president, J. L. Jones; second vice-president, Leslie Hoagland; secretary, J. E. Ransom; treasurer, N. A. Davis.

San Diego (Cal.) Advertising Club has elected W. Hugh Strong, advertising manager of the Marston Store, president, to succeed U. S. Grant. Austin Cordtz succeeds W. W. Fell as vice-president.

Lowell (Mass.) Press Club has been organized and the following officers elected: president Charles E. Gallagher; vice-president, Arthur F. Woodies; secretary, William Trottier; treasurer, Frank E. MacLean.

Michigan League of Home Dailies met May 22 and 23 at Hotel Pantling, Grand Rapids.

New Jersey Press Association will hold its sixty-eighth annual convention and tour June 20-23 inclusive at South Mountain Manor, Wernersville, Pa. The committee in charge are: John E. Clarey, Jr., of the *Madison Eagle,* president; Charles H. Frost, *Plainfield Courier-News,* W. B. R. Mason, *Bound Brook Chronicle,* and John W. Clift, *Summit Herald.*

White House Photographers' Association entertained at its second annual banquet May 3. Among the guests were Senator Samuel M. Shortridge of California, Postmaster General New, Senator Stanfield of Oregon, C. Bascom Slemp and Edward T. Clark, secretaries to the President; Representatives: Bloom, of New York; Britten of Illinois, and McLeod of Michigan.

Illinois Press Association, will hold its next annual meeting Nov. 20-22 at the University of Illinois, Urbana.

Lynn, (Mass.) Press Club held its first annual ball and frolic Friday evening, April 25. Proceeds of the affair will go towards a fund for disabled and deceased newspapermen and their families. In connection with the ball a souvenir in the form of a 32-page miniature tabloid newspaper was issued.

Obituary

CHARLES E. PEARCE, 66, for many years advertising manager of the *Lawrence (Mass.) American* and later with the *Lawrence Telegram,* died on May 22, in a hospital at Boston.

JOHN K. CUSHING, 34, editor of the *Marting (Cal.) Gazette,* died May 20, following an operation.

PATRICK J. MCSHERRY, for 52 years a pressman on the *Brooklyn Eagle,* died in Asbury Park, N. J., May 23.

MILTON KERNS, 78, for a number of years editor of *High Tide,* a weekly publication of Pittsburgh, died at his home in Bellevle, Pa., May 7.

HENRY F. URBAN, 61, New York correspondent for the *Berlin Lokal Anzeiger,* died May 13, in New York.

HOWARD SULLIVAN, former Chicago newspaper man, died May 10, at Denver. He was at one time editor of the *Great Falls (Mont.) Tribune.*

MRS. MAYME O'LEARY QUIGLEY, wife of S. M. Quigley, editor of the *Wabasha (Minn.) Herald,* died May 21.

ARION C. PIERCE, 79, for 35 years foreman of the mechanical department of the *Lewiston (Me.) Journal,* died last week.

CARL BOWEN JOHNSON, editor of the *Franklin (Mass.) Sentinel,* died, May 23, following 6 months' illness.

MRS. MARGARET GRAHAM HORTON, wife of the editor of debates in the Senate at Ottawa, Canada, and one of the founders of the Canadian Women's Press Club, died in Montreal, May 20.

WALTER J. LEWIS, 70, one of the early newspaper compositors in Salt Lake City and for many years prominent in publishing circles died recently.

GEORGE A. PERRY, for many years editor of the *Charlotte (Mich.) Tribune,* died recently at Hollywood, Cal.

DANIEL J. CASEY, 19, police reporter on the *Boston American* for the last 2 years, and one of the youngest men in Boston ever to hold such a job, died at his home in Dorchester after an illness of two months.

CHARLES F. STURTEVANT, one-time editor of the *Jamaica Plain (Mass.) News,* died May 13, after a brief illness.

T. J. HART, JR., 24, former reporter for the *San Antonio Evening News* and prior to that with the *San Antonio Light,* died at a hospital at Fort Sam Houston last week.

CHARLES A. WORTH, 58, for 30 years mechanical superintendent of the *Youth's Companion,* Boston, and formerly of the *Watertown (Mass.) Enterprise,* died at Watertown last week.

ALBERT S. RADCLIFFE, 82, former circulation manager for the *Springfield (Ill.) State Register,* died May 14 in his home in Springfield. He was manager of circulation department nearly 30 years, retiring 15 years ago.

THEODORE FISHER, 81, for 34 years editor of the *Farmington (Mo.) Times,* died May 14 at the home of his daughter in New Orleans, La.

THOMAS COMMERFORD MARTIN, 67, editor and author, died May 17, in Pittsfield, Mass.

JOHN DEAN FINLAY, former publisher of *Owen Sound (Ont.) Advertiser,* died May 17, after lengthy illness.

HOWARD D. SULLIVAN, formerly of the editorial staff of the *Denver Rocky Mountain News,* died recently in Denver.

HARRY A. QUARRELS, advertising and circulation manager of the *Texarkana (Tex.) Four States Press,* died this week, following a short illness.

Payne First to Type A. P. Dispatches

John A. Payne, who died suddenly in Cincinnati on May 23, was in his earlier years employed as a telegraph operator by the Associated Press, and it is said he was one of the first to use a typewriter in copying press dispatches. The late Addison C. Thomas, then Central Division superintendent of the A. P., happened in the office of the old *Nashville (Tenn.) American* one day where Payne was working as operator, and noticed a typewritten piece of A. P. copy in a waste basket. He rescued it and learning that Payne was taking the report on the typewriter regularly sent him the various Associated Press offices to introduce the practice.

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallers Building, Chicago
Ford Building, Detroit

More than a million buyers of goods read the

NEW YORK EVENING JOURNAL

Ludlow helps you sell display advertising

"WE purchased our Ludlow in the fall of 1918. At that time it was very difficult to secure sufficient help and we were looking about for some more efficient means to handle our advertising than the old fashioned one-type-at-a-time method. The Ludlow System seemed to be the logical answer to the question," writes the Madison Courier, Madison, Indiana.

"When we changed from single type display to Ludlow display, we found it was not necessary to go through a long process of instruction to our help, as the operation of the machine is so simple that in a day or two it was running as smoothly as one might desire.

"After using the machine for almost six years, we have found it to be not only a time saver in setting advertising itself, but in make-up and lock-up of the forms. It has improved the typography and with the improvement in the appearance of the paper we have found it easier to sell advertising space, and we have increased our local display about fifty per cent. in the last four or five years. During the last few weeks we have been using the Ludlow to set italic headlines over news matter, and we find it quite an improvement over the old method of setting italic headlines. They are not only set faster, but they get a better face and look better."



Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco: Hearst Bldg. CHICAGO New York: World Bldg.

LUDLOW QUALITY COMPOSITION

The

NEW ENGLAND STATES

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
†††Boston Globe	(M&E)	278,616	.50	.50
†††Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.045	.045
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.08	.08
***New Bedford Sunday Standard	(S)	27,334	.08	.08
***North Adams Transcript	(E)	9,604	.0375	.03
††Pittsfield Eagle	(E)	16,007	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
†††Worcester Telegram-Gazette	(M&E)	84,365	.24	.21
†††Worcester Sunday Telegram	(S)	46,539	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,891	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(A).23
***Providence Journal	(M)	33,534	.10	(A).23
***Providence Journal	(S)	61,142	.15	.15
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(A) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
***Bridgeport Post	(S)	20,565	.09	.09
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.11	.10
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

††Government Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

as a group lead the country in many lines of endeavor and a wise advertiser or manufacturer will advertise a path to their door.

Statistics show that two-thirds of all the clocks, fire alarms, silver plated ware, corsets and ammunition manufactured in the United States are made in New England.

More than fifty per cent of all the brass made in the United States is produced in these states.

Nearly seven hundred places in New England can be termed manufacturing towns.

Here we find communities where intelligent, productive people have made permanent homes.

These people demand an enormous volume of merchandise every day.

The daily newspapers will move this merchandise from the dealers' shelves to the consumer, if only you will do your part and use adequate advertising space.

These New England dailies, covering the territory from the east to the west, and from the north to the south, will carry your message to the buying public of this territory.

OUT OF TOWN NEWS STANDS SELLING EDITOR & PUBLISHER

AUGUSTA, Ga.—
Steve's Place, 1140 Broad street.
BAKERSFIELD, CALIF.—
Bakersfield Magazine Agency, 1609 19th street.
BEAUMONT, Tex.—
Szafir's Book Store, Cozy News Stand.
BELLINGHAM, Wash.—
Elmo Hurley, 1331 Cornwell avenue, and
Al Buckner, 100 West Holly street.
BOISE, Idaho—
Asa Tillotson.
BOSTON—
A. McNeil, P. O. Box 5335, and
Old South News Company.
BRIDGEPORT, Conn.—
Simone's News Room.
CHICAGO—
Charles Levy, 27 N. Fifth street, and
I. B. Ury & Co., 74 W. Madison
CLEVELAND—
Schroeder's News Store, Superior street, opp. P. O.
DAVENPORT, Iowa—
Comenitz News Agency, 408 Harrison street, and
Hickey Bros., 424 Brady street, and
Martin Cigar Company, 116 Main
DAYTON, Ohio—
Wilke News Company, 125 South Ludlow street.
DES MOINES—
Mose's News Stand, 309 Fifth avenue, and
Hyman's News & Book Store, 407 Sixth avenue, and
Fidler-Pearlman News Stand, 509 Grand avenue.
DETROIT—
Ludington News Company, 928 W. Forest avenue, and
Triangle News Company.
EUGENE, Ore.—
Koke-Tiffany, 878 Willamette street.
HUTCHINSON, Kan.—
City News Stand, 101 West 15th
KANSAS CITY, Mo.—
Izzy Fleischman, 10th and Main streets, and
News Stand, 18th street near Grand avenue, and
LAKE CHARLES, La.—
Parker's News Stand.
LAWRENCE, Kan.—
R. R. Hickson, 715 Massachusetts
MANCHESTER, N. H.—
Mr. Thompson, 30 Hanover street.
MARION, Ind.—
Musser & Sons News Company, 122 West 4th street.
MASON CITY, Iowa—
Yelland & Hanes.
NEW ORLEANS—
Wallace, 105 Royal, near Canal.
OGDEN, Utah—
Vogel News Company.
OKLAHOMA CITY—
Stevenson News Agency, and
News & Book Shop.
PARSONS, KAN.—
Union News Stand, M. K. T. Station.
PITTSBURGH—
Jones Book Shop, 437 Wood street.
PROVIDENCE—
Butler Exchange News Company.
ROCK ISLAND, Ill.—
Louis Andich, 1608 Second avenue.
ST. PAUL—
St. Marie Cigar & News Company, 96 East Fifth street.
SALT LAKE CITY—
Magazine Book Store, 237 South State street.
SALEM, Ore.—
D. H. Talmadge, 193 North Commercial street.
SAN FRANCISCO—
Golden Gate, 3rd and Market streets.
SIOUX CITY, Iowa—
Fitzgibbons, 532 Fifth street.
SPRINGFIELD, Mass.—
A. R. & C. H. Marshman, Bowles Bldg.
STOCKTON, Calif.—
Stockton News Co., Hotel Main.
Scantlebury Bros., 37 N. Sutter
TOLEDO, Ohio—
Blade News Stand, P. O. Box 429.
WASHINGTON, D. C.—
L. Lee Combs, Ebbitt House Cigar Stand.

WHAT'S WHAT IN THE FEATURE FIELD

THIS election year Bob Satterfield, cartoonist, now with the Publishers Autocaster Service, New York, is having to think and draw three ways at once. For the first time, his syndicate has agreed to furnish publishers their choice in political cartoons. Satterfield, therefore, has to produce suitable cartoons for the Democrats, Independents, and Republicans.



BOB SATTERFIELD

A questionnaire has been sent out to clients by Publishers Autocaster Service, announcing the service and asking them to submit their choices. A. F. Harrison, sales manager, reports that the arrangement has been very favorably received and that many letters have reached him praising the plan.

Satterfield, who was formerly with the NEA Syndicate, is widely known as a cartoonist.

Release date for Gene Carr's new comic strip, "The Baxter Beasley's," has been set for June 2, the McClure Newspaper Syndicate, New York, announced this week. It will run daily with a full page Sundays.

The Scripps-Paine Service is removing its Pacific Coast headquarters from San Diego to 1126 Folsom street, San Francisco, Cal.

"The Improbable Success of Mr. Owen Hood," a short story by Gilbert K. Chesterton, is ready for release to newspapers June 15, by the Chicago Tribune Newspapers Syndicate, Tribune Square, Chicago.

Mary Graham Bonner, children's feature writer for the Western Newspaper Union Syndicate, is at Emerald Lake Camp in the heart of the Canadian Rockies, gathering fresh material for her series, "Daddy's Evening Fairy Tales." During the past 9 years, Miss Bonner has written and published nearly 4,000 stories for children. In private life she is the wife of Eugene E. Early, publisher of the *Jamaica (N. Y.) Queens County News.*

Mrs. Alma Whitaker, special writer on the *Los Angeles (Cal.) Times,* has contracted to write a daily article for the McClure Newspaper Syndicate, New York, on psychological philosophy. Mrs. Whitaker has become popular on the west coast and her connection with the New York syndicate will be her first introduction to a larger field.

MERCHANT SHOOTS EDITOR

Quarrel Over Editorials at Soperton, Ga., May End Fatally

(*By Telegraph to* EDITOR & PUBLISHER)

SOPERTON, Ga., May 28.—Horace M. Flanders, editor of the *Soperton News,* was shot in the chest and seriously wounded last night by Crosby Williams, prominent Soperton merchant. Williams escaped, and has not been arrested. Flanders' condition is grave. Police officers are still searching for his assailant.

Williams shot Flanders for printing editorials which he said were hurting the town, according to the police.

New Bayonne Daily Planned

Michael J. Donovan, editor of the *Bayonne (N. J.) Public Opinion,* has announced his intention of starting a daily afternoon paper within 5 weeks. The purchase of equipment already is under way and construction of the new home has been started. Bayonne has two other papers, both published in the afternoon, the *Times* and the *News.*

New Ink Company Organized

Edmund E. Sinclair, for 32 years with the Sinclair & Valentine Company; and John J. Carroll, 16 years with the same concern, have formed a new company for the manufacture of printing and lithographic inks.

Summers to Edit N. Y. Bulletin

Snowdon H. Summers, for many years connected with the *New York Evening Telegram* prior to its present ownership, has become associated with Frederick W. Enright and Frank B. Flaherty, respectively publisher and general manager of the new New York Evening Bulletin, and will assume the post of editor of the Bulletin. Summers broke into the newspaper game on the *Chicago Tribune,* and came to New York while still, as he himself says, "very green and very cubby." He was with the Evening Telegram for nearly 14 years prior to the sale of that newspaper by the James Gordon Bennett estate to Frank A. Munsey, holding important executive positions for the last 12 years of that time. From assistant city editor he became telegraph editor, then city editor, and then news editor which desk he held during the world war. In 1917 he was made managing editor of the Telegram, which position he held until his resignation at the time of Mr. Munsey's purchase. For the last three years Summers has been writing advertising for United Artists Corporation.

BRONSON NEW PRESIDENT OF N. E. A.

(*Continued from page* 10)

J. W. Kayser, *Chickasha Star.*
Miss Kayser, *Chickasha Star.*
Mr. and Mrs. A. L. Kates, *Claremore Progress.*
C. A. Looney, *Muskogee Times-Democrat.*
A. O. Leamon, *Agra Index.*
Mrs. Frank B. Lucas, Ponca City.
Floyd Miller, *Skiatook News.*
Mr. and Mrs. W. E. Marsh, Publishers Auxiliary, Oklahoma City.
N. A. Nichols, *El Reno American.*
Mrs. C. P. Rhodes, *Marland Red Rock Record.*
Mr. and Mrs. Fred P. Shepler, *Lawton Constitution.*
W. E. Schooler, *Hugo Daily News.*
Mr. and Mrs. C. M. Sarchet, *Ponca City News.*
Miss Etta Stephen, *Oklahoma City Farmer.*
Miss Ruth M. Strode, *Stillwater Daily Press.*
John R. Thacker, *El Dorado Courier.*
T. W. Maher, *El Reno Daily Democrat.*
Mrs. Sue L. Lower, *Enid Democrat.*
E. Fiel, *Enid Democrat.*

PENNSYLVANIA

Mr. and Mrs. H. B. Heywood, *Conshohocken Recorder.*
Miss Mildred Zerbey, *Pottsville Daily Republican.*
Miss Elisabeth Zerbey, *Pottsville Daily Republican.*
J. Frank Buch and daughter Mary, *Lititz Record.*
Mr. and Mrs. Chas. M. Meredith, *Quakerstown Free Press.*
Mr. and Mrs. Chas. W. Baum, *Perkasie Central News.*

SOUTH DAKOTA

Mr. and Mrs. Fred C. Kirch, *Wood Pioneer.*
W. C. Lusk, *Yankton Daily Press.*
Mr. and Mrs. H. H. Heath, *Artesian Commonwealth.*
Miss Nettie Cardin, *Sioux Falls Argus-Leader.*

TENNESSEE

Edward Albright, *Gallatin News.*

TEXAS

Cora May McKee and sister,* *Frankston Citizen.*
Mr. and Mrs. S. W. Papert, Texas Daily Press League, Dallas.*
Mr. and Mrs. W. W. Jenkins,* *Alpine Avalanch.*
Miss Ruth Jenkins,* *Alpine Avalanch.*
Mr. and Mrs. C. E. Palmer and daughter Betty,* *Texarkana Four States Press.*
Mr. and Mrs. E. S. Eberly and daughter, Western Newspaper Union, Dallas.*
Mr. and Mrs. W. T. Carter, *Killeen Herald.*

UTAH

J. E. Jones, Western Newspaper Union, Salt Lake City.
Mr. and Mrs. Chas. England, *Logan Journal.*

VIRGINIA

James C. Latimer, Secretary Virginia Press Association, Richmond.

WASHINGTON

Mr. and Mrs. E. L. Wheeler, Waitsburg.

WISCONSIN

P. C. Atkinson and son, *Eau Claire Leader.*
Mr. and Mrs. T. J. Cunningham, *Chippewa Falls Daily Gazette.*
Mr. and Mrs. F. R. Helmer, *Clinton Banner.*
Miss Helen Howe, Mrs. Randall Howe, *Ripon Press.*
Mrs. H. L. Hoard, *Fort Atkinson Union.*
Mrs. C. A. Caswell, *Fort Atkinson Union.*
Mr. and Mrs. Frank E. Noyes, *Marinette Star.*
Louis H. Zimmerman, *Burlington Standard-Democrat.*

CANADA—MANITOBA

W. J. Keyes, *Winnipeg Country Publisher.*

*Will join enroute to Mexico.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
All about the clothes worn by Filmland's beautiful women when "off location."
Irresistibly feminine and timely.
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York.

"THE METROPOLITAN FOR FICTION"
Quality—Romance—Enjoyment
Illustrations of Distinction.
Metropolitan News Service, 150 Nassau St., N. Y.

Full Page Mats

8 COL. 12 EM—ALSO 7 COL. PAGES
Camera News, Fashion Feature, Children's Pages
The International Syndicate, BALTIMORE.

Humor

Do You Follow the Latest in Laughter?
STEPHEN LEACOCK,
Ace of Humorists—Once a Week.
Metropolitan News Service, 150 Nassau St., N. Y.

Motor Service

HINTS FOR THE MOTORIST—BY CLOUGH
Popular with both automobilist and advertiser.
The International Syndicate, BALTIMORE.

Newspaper House Organ

THE AD-ROUTE—A SIX YEAR SUCCESS
Booklets 6c per copy—or mats and copy.
The International Syndicate, BALTIMORE.

Radio

DAILY OR WEEKLY RADIO—BY CHAPMAN
Chapman is the Baltimore Sun's Radio writer.
The International Syndicate, BALTIMORE.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

THE MAJOR MARKETS OF AMERICA

A New and Exclusive EDITOR & PUBLISHER Service to Space Buyers

XXXI—AUSTIN—*Located by Its Natural Beauty*

By HARRY R. DRUMMOND

AUSTIN, Tex., capital city of the largest state in the Union, is the official residence of the benevolent despot who rules more square miles of country than are contained in the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, Maryland, West Virginia, South Carolina, Kentucky, Indiana, Ohio and the District of Columbia by 3,310 square miles.

According to the 1920 census, collected by the Government of the United States, Austin had 34,876 people. In accordance with all Chambers of Commerce, the Chamber of Commerce of Austin, together with the city directory people "estimate" that there are 53,000 people now living in Austin, but a real investigator found out that there are approximately 39,000, divided into 8,850 families, occupying 8,277 residences and apartment houses, with emphatic emphasis on the residences.

There are 1,063 high class homes; 2,835 middle class homes;; 2,065 third class homes and 2,247 homes of the poorer class.

There are 45 manufacturing institutions in Austin, most of them rather small, employing, collectively 1,037 persons, who were paid $1,470,000 in wages during the year. This gang of huskies turned out $4,996,000,000 worth of merchandise from these factories last year.

There are 38 jobbing houses in Austin, and their combined turnover was something in excess of $15,000,000.

The retail portion of Austin is on three streets. Congress avenue is the big bet. It runs for one mile, leading from the river to the State House, and is a clean, roomy wide street, the "main street" of the city. Sixth street, Lavaca street and Guadelupe street, each for one half mile, are retail streets, but, in reality "side streets." However, they have many good stores on them.

There are 7 department stores in Austin. Collectively they do some $7,000,000 a year, and the combined retail turnover of the city is about $20,000,000 annually.

Scarborough's is the largest and best store in the city. Adam Johnson is second, both in quality and volume, Rosner's third, Warren's fourth, Ludeck Moffett fifth, Bohn Bros. sixth, and Penny's seventh, both in volume, quality and standing in the community.

The merchandise offered for sale in Austin is, for the most part, of good quality. There is a preponderance of what is known as "good trade" in the city, and it is catered to in very good shape by the merchants.

There are 278 miles of streets in Austin, 22 of which are paved, which indicates that paved streets are comparatively rare.

The International Great Northern, Southern Pacific and Missouri, Kansas and Texas railroads connect the rest of the world with Austin, furnishing adequate and ample transportation facilities. There are five national highways passing through Austin, making it a port of call for motorists, and also making it easy for residents of surrounding territory to reach the city easily—incidentally contributing to Austin's retail prosperity.

It is interesting to learn how Austin "happened." Back in 1836, when Texas, just freed from Mexican oppression, was a Republic, there was a commission appointed to find the most beautiful spot in Texas and there to locate the capital of the state. That is how Austin was located where it is.

It has been shown that, as a manufacturing center, Austin is not so much. The reason Austin exists is that it is the political headquarters. This, too, accounts for several otherwise curious things one sees in Austin.

The stranger, unacquainted with circumstances, walking up (or down) Congress street, might think that Austonians are different from other folks. This because of the large number of pompous, queerly dressed "statesmen" one sees on the street. Peace, brother, they are not, for the most part Austonians. They are, for the most part, "statesmen" from all over Texas who foregather in Austin to advise with Governor Pat M. Neff as to how to run the weighty affairs of the state, and how to make the proper appointments.

You see Texas "statesmen" take themselves very seriously, and must dress the part—or the "commun peepul" would not know they are "statesmen." It is a good idea, too, for, in a great many instances it is the dress alone that identifies them.

When a "statesman" eventually yields to the incessant murmur of his constituents and "accepts" and office which necessitates his being in Austin, either for a session of the legislature or during a political term, he is impressed with the living conditions and, provided he can afford it, he establishes a residence in Austin, there to live, handy for the Governor to call on him for advice, and, basking in the reflected glory of a great past, really enjoy life.

That is why there are so many beautiful homes in Austin; why Austin is prosperous beyond all statistical data, and why Austonians, particularly the ladies, are such good looking, well dressed, snappy affairs.

Texas "statesmen" almost invariably wear the uniform made famous by the late Thomas Nast and the happily present John T. McCutcheon—long black coats, wide, soft black hats, long hair, turn down collars, string ties and a deeply serious look—you know—the regulation vaudeville make up.

But their women folks will none of that. They, bless 'em, want the new and they get it, for, by jimminy, a man may run a government, but he does not run his wife nor his daughter—particularly the daughter.

However, the chief industry of Austin is the government, and the Capitol is the biggest and finest building in the city, being 317 feet high, covering six acres, costing 3,000,000 acres of Texas land, and having been built of Texas granite.

Texas, amongst other things produces great quantities of nuts. That is, the peanuts, pecans, walnuts and such, and one room of the Capitol is given over to an exhibition of Texas' agricultural products, including the various nuts. It is the one room in the Capitol that contains no oil paintings of "statesmen."

The University of Texas, with more than 4,000 students, the State School for the Deaf, with nearly 500 students, the State School for the Blind, with 250, St. Edward's College and St. Mary's Academy with more than 400 students, together with the Highlands Private School for Girls and the Austin Military Academy, all located in Austin, afford a "college town" atmosphere that adds to the charm of the city.

There are 26 churches, 2 high schools, and sixteen grade schools in the city; 7 theatres (movies), and, all in all, Austin is a market worth being placed on the commercial map as a port of call, and a pretty good one.

One point worthy of mention, and indicative of the high class trade in Austin, is the fact that the "Walk Up and Save Ten" and credit clothing stores have never been able to make a go of it there. They simply cannot get enough support to make expenses.

Which indicates a rather high order of intelligence, by and large.

Circulation that stays—pays

Our plan costs you nothing unless we bring results to you and then the cost is very small.
No Cash Outlay.
No Risks—No Schemes.
No Contests or Trickery.

Permanent circulation is the only kind that pays. Our plan makes it to the financial interest of the subscriber to continue—permanently.

We have a dignified, simple, successful plan to outline to one newspaper in each of several territories.

Write or wire. Inquiries confidential and without obligation.

HICKEY-MITCHELL CO.
Builds and Holds Circulation
Pierce Building St. Louis, Mo.

The Business Men
of your community will value the authentic statements of
ROGER W. BABSON
on the business and financial situation, above any other single piece of news that you can print.
Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.
SPECIMEN RELEASES AND RATES ON REQUEST

FOR PROMPT SERVICE
TYPE · BORDERS · ORNAMENTS
BRASS RULE
Printers' Supplies · Presses · Paper Cutters
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including our
AMERICAN CUT-COST EQUIPMENT
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Boston Baltimore Buffalo Detroit St. Louis Denver Portland
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Expert stereotypers who have been using these mats continuously pronounce them to give most satisfactory results.
Selling at the lowest prices in the market.
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Write for samples which will demonstrate the advantages of our Dry Mats.
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TELEPHONE: STUYVESANT 5909

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Edwin J. Clapp: Keep in constant touch with authorities.

FROM economist to editor—is this one of the latest rules of progression in the journalistic profession?

One notices it at least in two instances in New York City, where Edwin Jones Clapp, one time professor of economics, later consulting economist, is editor of the *New York American* and Walter Lippman, a writer on economics and politics, occupies the editorial chair of the *New York World*.

Edwin Clapp, although he doesn't say so, gives the impression that it undoubtedly would be a good rule to adopt. He has been editor of the American only since January of this year, and has been in newspaper work but a brief 3 years. He is 43 years old. After a life of scholarly leisure, the rush of newspapering still rather appalls him.

"Certainly there is no other profession in the world that requires as broad an education as journalism," Mr. Clapp remarked to me this week. "But unless you have acquired your roots beforehand," he added, "I don't see how you can ever get them in newspaper work. One is kept so continually busy reading current newspapers and magazines, it is difficult to find time for the necessary real hard study."

Mr. Clapp's 3 years of newspaper work, when he was financial editor of the *New York American*, put him into the news spirit. He believes in varied interest on the editorial page, which he would keep as up-to-the-minute as the news columns; he believes in going direct to sources for facts, not depending entirely on published matter read and digested in the seclusion of the editorial sanctum; he believes in writing down to the masses; and he believes in the psychology of typographical make-up.

Not only should the editorial page keep pace with published news, but, as far as possible, it should forge ahead, seeking new facts and new angles by personal reporting on the part of the editorial writers, in the opinion of this energetic newspapermaker. To this end he invariably utilizes his wide acquaintance, going or telephoning direct to experts to talk over their ideas and plans, before writing an editorial on an important subject.

"Talking with people, I believe, is the best way for an editor to keep pace with the march of events," Clapp declared. "I like to keep in constant touch with authorities. That is the beauty of being editor in a city like New York. There is somebody always within easy reach who is an expert on something, to whom one may talk, gaining fresh ideas and viewpoints, before they are written down."

After talking to experts, Clapp comes back to his tiny office in the American building, 238 William street, New York, and "talks off an editorial" into a dictaphone. It was thus I found him early this week.

"I became used to the dictaphone while I was a professor," he explained. "Now I can neither write nor typewrite fast enough to keep up with my thoughts."

Mr. Clapp still has about him the calm, unharried professorial air. He has kept his young appearance, and there is none of the negligence in dress common to working newspaper men. His face, smooth-shaven and with regular features, is sunburned from a month's vacation just spent on his cotton plantation in Texas.

He was asked about his experiment in cotton planting, which has created quite a stir throughout the southwest.

"Arthur Brisbane and I went down to Fort Worth last November," he explained. "I fell in love with the place and purchased a half-section of land and have an option on another half-section.

"My wife is really the one who is making the experiment. We have hired 3 farmers, whom she manages. We have a couple of tractors and a stable of riding horses. During the past month, we have just planted 250 acres, and since the part of Texas we selected is singularly free from the boll-weevil, we expect very good results."

Although not trained in the ordinary newspaper school, Clapp's education and subsequent experience has been rather more detailed, more varied, and more exhaustive.

He came to the east from Wisconsin. Graduated from Yale with the class of 1904, he first went out on the road selling ammunition. In 1907 he went to Germany to complete his studies, being awarded his Ph. D. degree from the University of Berlin in 1910. Returning to Yale, he became an instructor in political economy. He held this position one year, then transferring to the School of Commerce, New York University, becoming there assistant professor of trade and transportation.

For the next 2 years he was special commissioner for the Board of Directors of the Port of Boston, coming back to New York University as economics professor, in 1914, and remaining until 1920. From 1918 to 1919 he was also chief of the economics section of the Information and Education Service, of the United States Department of Labor.

Gibbons Lectures in Paris

Floyd Gibbons, director for Europe for the *Chicago Tribune*, addressed the American Club in Paris, May 8. He described his recent trip in North Africa, across the Sahara to Timbucktoo.

Winchester, Tenn., Has New Weekly

Thomas C. Price, recently editor and owner of the *Lincoln County (Tenn.) News*, started publication of the *Winchester News*, a weekly, May 22. Associated with him is J. N. Martin.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

"The Largest Business of its kind in America."

Hotaling's News Agency

DISTRIBUTORS

Out-of-Town Newspapers Exclusively

If we don't handle your paper in New York we both lose money.

308 WEST 40th STREET
NEW YORK CITY

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

THE BIG FUNDAMENTAL OF BENJAMIN & KENTNOR CO. service is a knowledge of the market covered by each newspaper represented.

This knowledge is gained by first hand study, and is always comprehensive, authentic and reliable.

It is as important to KEEP accounts as to GET them — and any account secured by over solicitation or over statement is always in danger.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 West 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

first IN CENTRAL OHIO

COLUMBUS IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first three months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 738,391 lines.

DISPATCH .....5,126,244 lines
SECOND PAPER 2,505,764 lines
THIRD PAPER .1,882,089 lines

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning
and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

What They Are Saying

Significant Sayings and Writings of Leaders in the Field of Newspaper Publishing and Advertising.

"PRECIOUS STREAKS OF FINE GOLD"

"THE newspaper business is not a romance. It is just a plain, workaday, business world, warped a little, perhaps, with none too firm foundations, hungry for young life, but filled with uneven, precious streaks of fine gold, that remains after the dross has been washed away."—Philip Kinsley of the *Chicago Tribune* staff.

* * *

NEWS INTERPRETATION VS. SPEED

"I BELIEVE the time is coming when newspapers of the world will not lay so much stress on the lightning flashing of news events as they will on the interpretation of the significance of those events. That was the purpose of newspapers several decades ago and I'm convinced that they will revert to it."—Sidney F. Wicks, *Manchester Guardian.*

* * *

POUNDING THE BIG BASS DRUM

"PRICE is to the average advertisement like the bass drum is to the band. It's always at the tail end, but the band wouldn't be complete without it. Yet the mere pounding of the drum wouldn't mean anything without the music that accompanies it. Before price means anything, it must be accompanied by description."—Albert W. Stone, of the Denver (Col.) Advertising Club.

* * *

COPY TRANSCENDS ALL "SERVICES"

"BUT merchandising service, trade research investigations, and surveys count for naught if the advertising copy is not all that it should be. Given my choice I would prefer good copy, and the proper dealer and consumer appeal, and that combination will sell more goods than all the merchandising help and publicity together. The wise advertiser can have both—and that is where a good advertising agency can and does help."—William H. Rankin, President, William H. Rankin Company.

* * *

"FAITHFUL AND ACCURATE"

"THE venality of which we hear so much from Europe does not exist in American journalism. No matter whom it hurts, the news cannot be suppressed. Nor can it be colored in the interest of a political party. Taken as a whole, the American press is not only independent, but it also strives to give its readers a faithful and accurate presentation of news, and to give both sides in reporting controversies and moot questions."—Herbert Adams Gibbons, correspondent and author, Boston.

* * *

KEEPING JOURNALISM CLEAN

"THE shyster reporter ranges all the way from the dumb-bell who cannot observe and who cannot tell what he does see and hear to the contemptible sell-out man. He must be driven out by the combined efforts of the public, other reporters and the editors. Reporters who are worth a sliver of type metal are proud to be reporters—they aren't ashamed of the title 'reporter.' And they don't try to disguise it by introducing themselves as 'special writers,' 'investigators,' or 'feature men.'"—Paul R. Leach, *Chicago Daily News*, speaking to Medill School of Journalism Students.

* * *

TO THE CARRIER BOYS

"A GREAT many young men are born with the fear in their hearts of meeting a stranger—say nothing about asking them to buy something—and the one big institution that is constantly taking the fear out of the young boy is the newspaper. In the newspaper the boy has a great chance to come up in life; to break forth from the chains of fear and bashfulness by trying to sell newspapers. Newspapers are one of the most important parts of a man's life, and there is something about a newspaper that seems to call for a young boy trying to climb the ladder of success to be the salesman—it is a fitting product for any boy to sell, and in the great life of today you will find men of the highest positions in the business world who started their career as newsboys."—Dr. Frank Crane.

* * *

SCHOOLS MUST RAISE INTELLECTUAL STANDARDS

"I SAY it is up to the schools so to form the taste of the young people that they shall loathe the trashy, sexy newspaper, the lying, cheating newspaper, the newspaper that present a picture of life in America that is false and poisonous. * * * When you give us readers that think most funny pictures are silly and most crime stories revolting and most of today's editorial too elementary, we shall throw up our hats in joy. * * * I believe, just as firmly as I believe in anything, that unless the schools are strengthened, unless America digs in for the battle against ignorance, against laxness of moral and intellectual fiber, on a scale that will dwarf all past fights against ignorance—unless the educational level rises in America, in another generation there will be no reader for the kind of newspaper I want to produce—not even for the kind of newspaper we produce today."—Marc A. Rose, Managing Editor, *Buffalo News.*

* * *

THE PROVINCE OF ADVERTISING

"ADVERTISING is not a magic word that can convert a decrepit retail establishment into a productive business overnight. * * * More often than not the merchant who complains that advertising doesn't pay is entirely correct, but the fault doesn't lie with advertising. It cannot bring people into the store, stand behind the counter and sell merchandise. It is capable of bringing prospective customers into a store, but its province ceases when they are there. Advertising will not sell an inferior article in competition with an honest product; it cannot camouflage values that are lacking. * * * The newspaper is unquestionably the best medium for retail advertising. It offers the largest possible circulation for the amount of money spent."—Don D. Patterson, Assistant Professor of Advertising, University of Missouri.

Farm and Factory Values

Indiana from a manufacturing viewpoint has $1,335,714,000 invested in 7,918 manufacturing establishments employing 329,000 persons—and expending $402,209,000 in salaries and wages. These establishments turn out products valued at approximately $1,901,000,000. Iron and steel, steel works and rolling mills constitute the most important industry. Slaughtering and meat packing is the second industry, with the automobile industry third.

Indiana's 200,000 farms are rated at $3,233,000,000. The value of all crops is approximately $500,000,000, with corn as the leading crop. It is by far the most important crop with value of practically two-thirds that of combined cereals. The value of domestic animals, poultry and bees is $261,264,000. Poultry is valued at $16,757,000; bees at $342,207.

Indiana ranks fourteenth among the States in the value of mineral products with a net value of $52,789,000. It ranks third among the States in the value of the limestone industry and sixth in coal production. Coal mining is the leading mineral industry of the State with an output valued at $60,820,000. Other minerals are valued at: Coke $27,302,000, cement $19,795,000 and petroleum $2,796,000.

Indiana is a productive territory for every National Advertiser and many are depending more and more upon these daily newspapers.

When you buy advertising in these Indiana Dailies you deal in known quality and quantity—they are the undisputed leaders in business getting.

			Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)		3,276	.025
***Evansville Courier and Journal	(M)	27,040	37,908	.08
	(E)	10,868		
***Evansville Courier and Journal	(S)		32,502	.08
***Fort Wayne Journal-Gazette	(M)		31,274	.07
***Fort Wayne Journal-Gazette	(S)		34,657	.07
***Fort Wayne News-Sentinel	(E)		41,412	.09
***Gary Evening Post-Tribune	(E)		11,410	.05
Hammond Times	(E)		15,436	.05
***Huntington Press	(M&S)		3,563	.025
***Indianapolis News	(E)		131,818	.25
***Lafayette Journal & Courier	(M)	7,372	20,247	.06
	(E)	12,875		
†††La Porte Herald	(E)		4,091	.025
***Newcastle Courier	(E)		4,603	.025
***South Bend News-Times	(M)	10,155	23,039	.06
	(E)	12,884		
***South Bend News-Times	(S)		21,440	.06
***South Bend Tribune	(S)	19,718	20,588	.06
	(E)			
***Terre Haute Tribune	(E&S)		23,608	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

VETO OF POSTAL WAGE INCREASE EXPECTED

Measure Approved by Congress Will Create $60,000,000 Deficit Is Belief —No Increase in Second-Class Rates

By Sam Bell
(*Washington Correspondent,* Editor & Publisher)

Washington, D. C., May 28.—The postal pay increase bill, passed by the Senate by a vote of 73 to 3 on Tuesday, has a two-fold interest for the newspaper industry. First the measure, which doubtless will be approved overwhelmingly by the House before the adjournment of Congress, threatens to result in an advance in postal rates, including second class matter; and second, the bill carries a rider providing for complete publicity for campaign contributions and expenditures.

As approved by the Senate, the bill sponsored by Senator Edge, who reported it for the Post Office Committee, will advance the salaries of postal employees approximately $60,000,000 annually. A draft bill prepared for the House provides advances totaling about $80,000,000, but there is every indication that the Senate bill probably will be adopted by the House or that a compromise measure will be reached in conference.

As the situation stands, there is ample indication that the measure will be vetoed by President Coolidge on the ground that the Government cannot stand the expenditure at this time, particularly as Congress has not provided the means of raising additional revenue within the postal service. Postmaster General New recommended that if the pay increase was granted second, third and fourth class rates—notably the parcel post service of the fourth class—be advanced to meet at least part of the deficit that would be created. The postmaster general's estimates that called for second class rate increases totaling about $5,000,000 annually were ignored by Congress. Senator Edge in reporting the bill to the upper house contended that the "question of raising the revenue to meet the additional expenditures incident to increasing the salaries of postal employes is one that should not be considered jointly with the salary bill," and members of the House Post Office Committee take the same view.

Actually Congress proposes at this session to advance postal expenses without increasing rates, in the hope that some way will be found to take care of the gigantic postal deficit at the next session. Mr. New has asserted that an increase in parcel post rates alone will not take care of the pay advances, and the only way to meet the situation will be to increase rates all down the line, excepting only rates on first class matter.

The three Senators who voted against the pay increase were Borah of Idaho and Fess and Willis of Ohio, all giving as their reason the necessity for Governmental economy. Senator Borah voted against the bill despite the fact the Senate accepted his amendment for full publicity for campaign contributions and expenditures.

In addition to providing for publicity during the campaign, the Borah plan requires publication of the amount of any deficit incurred and public announcement monthly thereafter of contributions received to make up the deficit.

DAILY ABSORBS FARM PAPER

Gannett Merges Maine Farmer With Portland Sunday Press Herald

Guy P. Gannett, president of the Gannett Publishing Company, of Augusta, Me., announces that beginning June 15th, the *Maine Farmer*, published in Augusta, will be combined with the Sunday edition of his *Portland Press Herald*.

The Maine Farmer is the oldest sectional farm paper in the country. The consolidation is in keeping with the policy of expansion pursued by Mr. Gannett since he bought the 2 morning newspapers in Portland less than 3 years ago and consolidated them into the Press Herald.

It is announced that the part of the combined Sunday paper devoted to the agricultural interests of the State will continue to maintain the same policy and standards of the Maine Farmer.

FORESHADOWED EVENTS

June 2—Central States Assn. of Circulation Managers, annual convention, Louisville, Ky.
June 2-3—Advertising Managers of New York State Dailies, June Session, Gloversville, New York.
June 3-4-5—International Circulation Managers Assn., annual convention.
June 3—Ad Managers Group, Paint and Varnish Mfrs., Hotel Statler, Detroit.
June 3-5—National Assn. of Employing Lithographers, annual convention, Del Monte, Cal.
June 6-7—Canadian Weekly Newspapers Assn., annual convention, Toronto, Ont.
June 9-12—Assn. of Newspaper Advertising Executives and Classified Advertising Managers Assn., joint convention, Columbus, O.

Collier's Moves Plant to Springfield

Beginning with the issue of June 7, *Collier's Magazine* will be printed in the plant of the Crowell Publishing Company at Springfield, O., instead of in New York. Editorial and business departments will remain in the latter city. The publication's change follows removal of many other magazines from New York, because of high labor and postage costs.

To Aid Pan-American Communications

To better methods of communication between the United States and all Latin-American countries, the Inter-American Congress on Electrical Communications was formally opened in Mexico City, Mexico, May 27. Through uniform regulations of communication, it is expected that closer and more cordial relations between the peoples of both Americas will be established and the ideals of Pan-Americanism will be promoted.

Sir Alfred Robbins Returns Home

Sir Alfred Robbins, retired British journalist, and head of the Council of Freemasons in Great Britain, who has been visiting this country, sailed for England, May 28, on the *S. S. Aquitania.*

EXPENSES EAT 88 PER CENT OF NEWSPAPER INCOME

(*Continued from page* 6)

Averages for the General Administration expenses for three groups, however, are: Class A, 20.1 per cent; Class B, 18.1 per cent; Class C, 16.7 per cent. Payroll charges against this department, which should ordinarily include a salary for the working owner or employed general manager, and for limited clerical assistance, average 9.4 in Class A; 8.6 in Class B, and 7.5 in Class C. Extremes in this column, which would seem to permit of little latitude, are four-tenths of one per cent and 23.2 per cent.

Departmental expense under this heading furnishes a fine assortment of percentages, although the averages are not dissimilar. The average for Class A is 10.7 per cent; for Class B, 9.5 per cent, and for Class C, 9.2 per cent. The extremes, both among the smaller papers, are eight-tenths of one per cent and 22.5 per cent.

It might here be noted that one of the smaller papers is furnishing most of the extreme highs and lows. This paper runs 60.8 per cent as its mechanical department budget, and 1.2 per cent for its general administration expense.

Editorial expense in general is far less than one-half of that of the mechanical departments. In Class A, the editorial department consumes 15.5 per cent of the total income; in Class B, its proportion is 13.9 per cent; in Class C, it is 13.1 per cent.

Editorial payrolls likewise take a smaller proportion of the total income as the latter increases. In Class A, the editors and reporters receive 9.9 per cent of the paper's revenue; in Class B, their "take" is 8.2 per cent; in Class C, they draw 7.6 per cent.

Departmental expense, other than payroll, takes about the smallest toll proportionately from all of the papers analyzed. In Class A, it is 5.6 per cent; in Class B, it is 5.7 per cent; in Class C, it is 5.5 per cent. It may be presumed that more uniformity prevailed in this account than in some of the others noted, as the things for which an editor can spend money are more or less limited—wire service, features, mats, cuts, and photos, overhead, telegraph and telephone charges, postage, stationery and other incidentals.

The totals do not indicate that any of the papers listed follow the Scripps-Howard plan of charging to editorial expense the operation and maintenance of the composing room.

Advertising department expense is comparatively low and about the same proportion for all three classes. In Class A, the total is 7.6 per cent; in Class B, it is 7.8 per cent; in Class C, it is 7.1 per cent.

Advertising department payrolls are likewise low in all classes: 4.7 in Class A, 4.5 in Class B, and 4.5 in Class C.

Compensation to special representatives, as set forth, would indicate that, with few exceptions, these newspapers make national advertising a relatively small proportion of their volume. The special payment by Class A papers averages 1 per cent; by Class B, eight-tenths of 1 per cent, and by Class C, 1.3 per cent.

Other departmental expense is subject to the variation caused by lack of uniform standards, but the averages are, after all, not far apart—Class A, 1.9 per cent; Class B, 2.5 per cent; Class C, 1.3 per cent.

Circulation department proportions are lower on the two smaller classes than on the larger papers: Class A, 9 per cent; Class B, 9.3 per cent; Class C, 13 per cent. Payrolls of this department, which ordinarily include salaries to a subscription manager, and an assistant or bookkeeper and clerical assistance, average 5.8 in Class A, 5.7 in Class B, and 5.6 in Class C. Circulation department expense in Class C more than doubles the proportional averages of Classes A and B, the latter two being 3.2 and 3.6 per cent and the first, 7.4 per cent. Heavier promotion on the larger papers would appear to account for part of the bulge.

Less than 12 cents of every dollar received remain to the newspaper owner after paying all expenses (and the table does not indicate whether Federal taxes have been included in expenses or not; presumably they have not been, and will have to come out of the 11 or 12 per cent remaining after expenses are paid. The Class A expense totals an average of 89 per cent; Class B, 87.3, and Class C, 88.6. Five of the 61 newspapers listed indicate expenses greater than their revenues. One, in the unclassified total, shows revenues equalling expenses, though this might have been due to use of another base for calculation of expense than the assigned total income.

Auxiliary to the table and a by-product of its compilation are the last two columns—the net cost of advertising per inch in cents and the page cost composition for the last six months of 1923. How these were calculated the committee has not stated, probably because it was assumed that publishers knew. At any rate the committee shows that Class A newspapers produce advertising at a net cost of 22.2 cents per inch; Class B newspapers, 29.9 cents; Class C newspapers, 40.6 cents.

Page cost for composition runs $4.81 for Class A newspapers; $6.17 for Class B newspapers, and $7.13 for Class C newspapers.

The BOWATER PAPER CO., Inc.

ENQUIRIES SOLICITED FOR NEWSPRINT, HALF-TONE NEWSPRINT, ROTA-GRAVEUR AND ALL CLASSES OF BOOK PAPER.

Sole distributors in the United States for

THE NEWFOUNDLAND POWER & PAPER CO.

(*under construction capacity* 400 *tons daily*)

342 Madison Avenue, NEW YORK, N. Y.

Telephone Vanderbilt 7186



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Ship American Ad Exhibits:—Part of the American advertising exhibits which will be placed in the stadium at Wembley for the A. A. C. W. convention July 13 to 18 were shipped from New York May 29, on the S. S. *American Banker.* More will leave June 5, on the S. S. *American Farmer.* John Logeman, Chicago, is chairman of the international exhibit committee.

Rooms at the Exposition grounds selected for the American exhibition are the "most advantageous," according to Logeman. The American exhibit will be the only part of the exposition at which American products can be exhibited. Foreign exhibitors will utilize 10,000 square feet.

"It is the greatest thing for organized advertising that has ever happened, I think, to get that exhibit into the British Empire Exposition at Wembley," Logeman said.

To Establish American Headquarters:—The A. A. C. W. headquarters in London will be located in the Bush House, London, W. C. Bracket and Strand. All credentials and other data will be issued to delegates at the foregoing address. This headquarters will be established shortly after the arrival in London of Harry Tipper, chairman, and Earl Pearson, secretary of the international program committee, and John Logeman, chairman of the international exhibit committee, who will leave New York for England on the S. S. Harding, June 12.

Lord Riddle is After Golf Game:—Andrew Milne, convention secretary, in London, has cabled Richard R. Mamlok, New York, chairman of the international golf committee, as follows: "How many golfers can you get to accept the invitation of Lord Riddle all day Friday, July 11, at Walton Heath for stroke and foresome competitions with prizes? No team matches." Delegates who desire to accept Lord Riddle's invitation should write to Richard Mamlok, A. A. C. W. headquarters, 383 Madison avenue, New York.

In charge of Lancastria Program:—Lou Holland, A. A. C. W. president, has appointed C. M. C. Raymond, secretary of the Advertising Club of Los Angeles, chairman of the entertainment committee on the S. S. Lancastria.

Financial Ad Men Name Speakers:—C. H. Handerson, chairman of the Financial Advertising Association's program committee, on May 27, appointed the following speakers to address the departmental sessions at the convention: F. L. Blanchard, Henry L. Doherty & Co., New York, on "Investment Advertising"; C. F. Berry, Union Trust Company, Detroit, Mich., "Trust Advertising"; F. W. Ellsworth, Hibernia Bank & Trust Company, New Orleans, "Savings Banking"; and H. B. Grimm, Security Trust Company, Detroit, Mich., "Special Advertising and Merchandising Plans."

Feitel Succeeds Blumenstock

C. D. Feitel has been appointed director of sales and advertising for Stix, Baer & Fuller Dry Goods Company, St. Louis with the exception of the basement departments, which will be directed by E. H. Hosbour succeeding Louis Blumenstock, who resigned his position last month as advertising and sales director. Up to the present time, Mr. Feitell has been in charge of advertising for the men's departments.

ADVERTISING BUILT U. S. WEALTH

(*Continued from page* 11)

lar instances. Newspapers are indispensable to advertising campaigns with an aspect of news value."

C. C. Milham, secretary of the All Year Club of Los Angeles, spoke about the various phases of community advertising. He told how San Diego created a tremendous increase in week-end visitors by means of newspaper advertising in Los Angeles, how Salt Lake City increased its tourist travel by means directly traceable to newspaper advertising, and how Los Angeles has attracted thousands of visitors to that city by newspaper and magazine advertising.

Vernon Churchill, representing the Honig Cooper Company of San Francisco, gave a presentation of newspapers as an advertising medium from the advertiser's standpoint.

"The welfare of 125,000 California homes as well as an investment of $600,000,000 in capital, is dependent upon the success of co-operative enterprises in California," said Ralph R. Merritt, president and managing director of the Sunmaid Raisin Growers.

Mr. Merritt said that there is no more important part in the maintenance of the prosperity of the nation than there is to be found in the maintenance of stable markets. And in this undertaking advertising, which creates and holds a continued appeal for the product, plays a role of leadership and responsibility greater than at any previous time, he said.

"Advertising clubs have taken the uncertainty out of business," said Paul Findlay, merchandising counsellor of the Honig Cooper Company of San Francisco.

Charles Everett Johnson, noted Chicago commercial artist and illustrator, declared that advertising generally has improved infinitely in the past 5 years and the average advertisement of today would rate at about 400 per cent out of a possible 600 points in appeal and artistry.

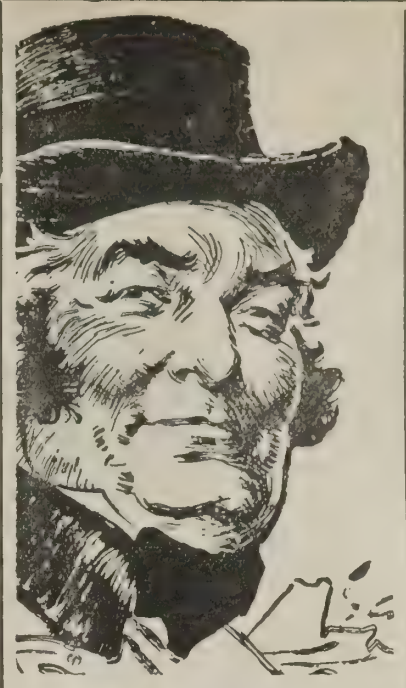
Special departments were conducted on the afternoons of the last 3 days of conference, as follows:—Advertising agencies, community advertising, direct by mail advertising, financial advertising, graphic arts, national and territorial advertising, newspaper, outdoor advertising, retail advertising, Better Business Bureaus, and advertising instruction.

H. A. Nater of the Los Angeles club won the trophy for the best 3 minute speech at the Monday luncheon on "What should an advertising club's activities include?"

A. L. Loomis of the Portland (Ore.) Advertising Club, and advertising manager *Portland Telegram,* won the 3 minute speaking contest at the luncheon on Tuesday. Twelve speakers took part. Mrs. Henrietta Dewalt of the San Francisco club was given honorable mention. The subject was: "What a community has a right to expect from its advertising club."

Lou E. Holland, president of the A. A. C. W., declared that if the National Vigilance Committee of the Associated Clubs were to release to the newspapers the information it has, there would be a great scandal, worse than that of the Teapot Dome.

A ball in the Californian, a banquet, automobile rides around Fresno and through the adjacent San Jaoquin valley were included in the entertainment features.



'JOHN BULL' takes its own medicine

LIKE all great national journals, "JOHN BULL" largely depends for its existence upon the Advertising it carries.

It receives much from advertising—but it also spends much.

There is not a weekly in Britain whose announcements loom so large in the public eye as do "JOHN BULL'S."

On every hand—everywhere—on hoardings, on flashing electric signs, in the pages of the press, "JOHN BULL'S" announcements appear. Thousands of London Tramcars carry on their rear-boards its weekly contents bills, which, also, are displayed on practically every newsstand and news agent's shop throughout Britain.

Britishers would not be allowed to forget "JOHN BULL"—even if they wanted to!

JOHN BULL

BRITAIN'S DOMINANT WEEKLY

NOTE: "JOHN BULL'S" great circulation is due to editorial merit alone. This paper runs no free competitions, free Coupon Schemes, or other fake circulation-boosting campaigns.

Net sales exceed 800,000, rate based on 600,000.

For Rate Card, Specimen Copy and full particulars write:

Philip Emanuel, Advertisement Mgr.

ODHAMS PRESS, LTD.

57-59, Long Acre London, W.C.2. England

THE

Daily Mail

with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL

NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

The Greatest Force in British Advertising is

The Times

London, England

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

MULLIGAN URGES AD RATES WHICH PROMOTE USE OF NEWSPAPER SPACE

By ROSALIE ARMISTEAD HIGGINS

NINETY-SEVEN newspapers in 21 states. That is the list of Ralph R. Mulligan, special newspaper representative with headquarters in New York. Small papers to be sure, but a mighty interesting list at that. After meeting Mr. Mulligan, one feels that he might represent half that number again, and do it well. More than 6 feet in height, and strongly built, he suggests a human dynamo. Twenty-three years in the business of special newspaper representation have not lessened his enthusiasm. He radiates cheerfulness. As he talks, the merry twinkle in his blue eyes indicate that he has the true Irish sense of humor, while his hearty laugh is unmistakable evidence of the fact.



R. R. Mulligan

Mr. Mulligan was born and reared in New York, and received his first advertising experience there, starting at the age of 20 with R. A. Craig, special newspaper representative. He went into his business for himself in 1901, and since that time he has taken an active part in advertising circles. Mr. Mulligan was a charter member of the Six Point League, and has worked untiringly and unselfishly for that organization, having served as both president and secretary. He is chairman of the Directory Committee of the Six Point League, and has done a vast amount of work on the very valuable directory of newspaper advertisers and general advertising agents, issued by the League.

With his wide experience, he has some very interesting views on the many problems which comes up to his business.

"As we frequently find that advertisers, because they fed that advertising rates are increasing so greatly, are disposed to curtail the amount of space used, it seems that possibly it might be advisable for publishers to consider whether the situation could not be met by establishing rates that would serve to encourage the use of regular space inserted at regular intervals throughout the year, lower because of continuous insertion, than present flat rates," said Mr. Mulligan.

"Even though comparisons of present rates have shown that in most instances the advertising dollar of today purchases a larger volume of circulation, this fact does not seem to register in the minds of many advertisers, and it is the feeling that they are paying relatively more today that actuates them in reducing schedules.

"Large space advertisements have their value; the concentration of effort in short campaigns has its value also. To question an advertiser's policy who uses these methods may be carrying criticism into directions which the critic should not venture, with possibly a meagre knowledge of the facts. There is undoubtedly a definite purpose which the advertiser and his advertising counsel have planned that such a campaign will accomplish. But after all, if we look back over the files of the newspapers of several years or more, we seem to find this as axiomatic, that the campaign sustained throughout the year, or the greater portion thereof, is the campaign of the firm that was advertising then and now. Contrast the large copy advertisements of then and now, the advertisements of firms which appeared possibly in what would be considered an extensive campaign in a comparatively short space of time, and we do not find many of this type of advertiser as active today in the newspapers, which emphasizes the point that advertising employed continuously, like any other effort that is constant, is most likely to be successful.

"When we refer to the rate cards of newspapers of some few years ago, we find that the cards in those days were on the basis of a rate for a certain number of insertions or a rate for volume of space or a rate which was graded in its discounts by the frequency of insertion and the size of the copy.

"The publisher figured that he entered up the order and scheduled it over a considerable number of insertions in one operation, and whether the advertisement was large or small, it took about the same time to handle it, up to the time it was placed in the forms. Therefore, these savings were carried over into the rate card. It certainly was by no means a careful determination of rates in those days, for business was not conducted on the cost factors as ascertained by any thorough analysis.

"Today cost factors are, or can be closely determined. With labor cost already high and steadily increasing, it would seem that regular space, regular insertion of copy and possibly the question of large copy over small, might be handled in such a manner that would permit lower rates being made for such business."

Mr. Mulligan was asked whether the establishment of such rates would serve to develop advertising.

"I certainly think it would. Advertising that is continuous need not become stale. It is possible to incorporate in a moderate space, bright, interesting copy. Today the art of copy-writing, illustrating, and type display, together with the facilities of newspapers to give proper printing results has progressed so greatly that copy can be kept interesting and attractive. With schedules covering a protracted period of time, using set space regularly with the inducement to increase the average space used, there would be this advantage, the publisher would have a larger volume of steady business and be able to keep his paper within certain limitations of size. At the same time the inducement for the advertiser to advertise continuously would be there. After all, it is constant, steady repetition of the sales argument that sells goods.

"My thought there is this—that if more advertising could be handled on a regular basis of stated days of insertion and in fixed space, there not only would be less fluctuation in volume of business, but there would most likely be more business. By this is meant that the advertiser would do more business, and in the same respect that the advertiser profited from his increased volume of business, this would be an example for the non-advertiser and we might well expect that many more would be converted to the use of newspaper space."

TO DISCUSS NATIONAL COPY

Ad Managers of New York State Dailies Meet at Gloversville

Discussion of national advertising will feature the June session of the Advertising Managers of New York State Dailies to be held June 2 and 3, at Gloversville, N. Y.

Principal speakers will be Walter Sammis, assistant business manager of the *New York Times*, and Thomas H. Moore, associate director of the bureau of advertising of the American Newspaper Publishers' Association.

The opening session will be called to order at the Eccentric Club, Gloversville, by President Frank A. Wood. Addresses of welcome will be delivered by John W. Sisson, Mayor of Gloversville, and Robert H. Stroud, manager of the Chamber of Commerce. The banquet will be held at the Adirondack Hotel, Wells, N. Y.

WIDE WORLD PHOTOS IN LARGER QUARTERS

Photographic Plant on Ninth Floor of N. Y. Times Annex Capable of Producing 3,500 Glossy Prints Daily

Averaging a daily turn-over of 3,500 glossy prints for newspaper reproduction, the new plant of the World Wide Photo Syndicate, New York, just completed, is an example of all that is best in this the "Picture Age" in the history of journalism.

The plant was inspected this week by EDITOR & PUBLISHER.

The 3,500 prints of more than 100 different photographs are turned out from four dark rooms, grouped about the work shop, the heart of this picture organization, occupying the ninth floor of the *New York Times* Annex.

Ten minutes after a picture is brought in from the street, it can be rushed through the various processes. Ten minutes later it is thoroughly dry and ready for mailing to clients.

Adolph S. Ochs, owner of the Times, takes great pride in showing visitors this department of his newspaper property. If the visitors are sufficiently distinguished, their pictures are taken in the private studio which is part of the plant's equipment.

An artistically decorated reception room is provided for callers. Hand-painted tiling lines the walls to the height of 4 feet. Gothic architecture is followed and the furniture is early English in style.

Hidden behind the elegance of this reception room, the wheels of the picture syndicate turn.

The work room, in charge of John Metzger, dark room manager, and also designed and built under his supervision, is the most thoroughly equipped department of its kind in the United States, World Wide officials claim.

Four developing stalls and four dark rooms are clustered about this main work shop, all of steel construction and well ventilated. Hypo tanks, even, are equipped with an overhead exhaust to carry away the fumes.

In the workshop also are 3 electrical drying machines designed by Metzger, which can be regulated to 3 different degrees of heat. Each machine is capable of drying one hundred, 6 x 8, or sixty-eight, 8 x 10 prints at one time. There is also one rotary drier to be used for rush work.

In a contiguous alcove stands the work table, where the 3,500 prints are sorted, identified, and the mimeographed captions attached. On the shelf above are 14 baskets into which pictures are placed for the foreign clients of the syndicate. The international aspect of the concern can be seen from the basket labels, which run, Bombay, Berlin, Copenhagen, London, Milan, Sydney, Rome, Paris, Melbourne, Madrid, Stockholm, Yokohama, Osaka, and Tokyo.

Just beyond this alcove is the syndicate's filing room. Walls are lined with shelves, holding photographic plates. More than 60,000 negatives are on file.

Frederico Boyd Dies in New York

Frederico Boyd, of Panama City, twice President of the Republic of Panama, who died suddenly in New York on May 25, started his career on his father's newspaper, the *Panama City Star and Herald*. From 1895 to 1903 he acted as correspondent fo the *New York Times*. Recently he had been president of the international tribunal, composed of representatives of his country and the United States, to decide questions involving the Panama Canal. Last month he was appointed as Minister to Belgium and Germany. Archibald Boyd, his father, an American of Scotch ancestry, went to Central America during the gold rush years ago, and remained to found the first English newspaper there, the *Star and Herald*.

International Paper Earnings Higher

Earnings of the International Paper Company for the first quarter of 1924 are estimated at $575,000 after all expenses and charges, Dow-Jones Company reported. It is also estimated that earnings for the first five months of 1924 are slightly higher than those reported for the same period in 1923.

N. Y. Sun Radio Fund Increases

The *New York Sun* Radio Fund, to provide radio sets for disabled war veterans in hospitals, reached $25,562.34 this week.



The Scott "Multi-Unit" Double Octuple Newspaper Press

is used by

The Norfolk Ledger, Norfolk, Virginia

In the near future a duplicate of this machine will be installed in the plant of

The Richmond Times Dispatch
Richmond, Virginia

SCOTT "MULTI-UNIT" PRESSES ARE APPRECIATED

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By OSWALD R. BLACK

He Began As Cartoonist for His School Paper



ASKED for brief history of his life Oswald R. Black, cartoonist for the *Lincoln (Neb.) Star,* typed the following autobiography:



OSWALD R. BLACK

"Being the pedigree of Oswald R. Black, cartoonist on the *Lincoln (Neb.) Star,* known to the common herd as 'Oz' (pronounced like 'A-ah-h-h,' sigh of relief, and 'Z-z-z-z-z-z,' gentle twitter of a bumblebee).

"Born at Neoga, Ill., at 2:07 a. m., October 29, 1898. Entered Beautiful Babies' Show at St. Louis World's Fair, 1904. Judges were prejudiced and awarded prize to a much homelier child.

"Acquired a working knowledge of the three R's in Cheyenne, Wyo., public schools. Brought parents to Lincoln in 1907. Have seen W. J. Bryan seven times and have watched General Pershing enter his home once.

"Was graduated from high school in 1917 with A plus in drawing and P minus in deportment. Served as cartoonist and editor of school paper. Had first date with a girl March 17, 1914, and had gone with 44 different girls up to October, 1922, then bought diamond ring and centered attentions on THE ONLY girl. Purchased marriage license No. 972,360,-285 at Cook county court house, Chicago, and was married March 17, 1923, to Alona Carpenter.

"Enlisted in army and was honorably discharged with $60 bonus and privilege to carry $10,000 life insurance.

"Began supporting self at age of 12, tending furnace and carrying papers except when there was a ball game in town. Have done everything from dressing wax figures in downtown shop windows to frying hot dogs at state fair grounds. Was a student at University of Nebraska for 5 years. Became intimately acquainted with the dean of men. Left school on account of marital duties.

"Joined editorial staff of the Lincoln Star April 1, 1919, as cub reporter. Interviewed Senator Hi Johnson and covered railroad strike. Slept on job June 5, and was demoted to dead shop run. Served as copy reader and feature writer. During summer of 1919 became cartoonist and a year later head of the art department. For the past 3 years have been drawing a half-page Sunday feature cartoon on local events under the title, 'Here in Lincoln.' Have gained 6 new subscribers to Star through cartoon work. Caricature victims have bought 4,287 extra copies within the three years. Have appeared in chalk talks and vaudeville sketches 124 times. Have disappeared after such performances 124 times.

"Member of Sigma Delta Chi, national professional journalistic fraternity; Westminster Presbyterian Church and elder in same, American Legion, Lincoln Pathfinder Club, Y. M. C. A. (expired) and Lincoln Press Club (extinct)."

FLASHES

Dr. Charles W. Eliot says he became a total abstainer at the age of 83. He has no idea how many men are determined to follow his example.—*H. I. Phillips in New York Sun.*

In China the girl bandits steal young men and marry them. Over here they never do worse than shoot their victims. —*New York American.*

War between Germany and Russia over a point of honor would be a truly humorous affair.—*Don Marquis in the New York Herald-Tribune.*

A Rumanian inventor is to exhibit in Paris a method of showing motion pictures in three dimensions without the use by the spectator of colored glasses. Next should come a device to prevent the scenario from falling flat.—*Springfield (Mass.) Republican.*

What good is a 20-year endowment policy? It takes longer than that for a man to read the policy and find out what it means.—*H. I. Phillips in New York Sun.*

Organized effort is on foot to electrify the farms, after which the women folk may, perhaps, work only from sunrise to sunset.—*Boston Transcript.*

According to a distinguished dairywoman at a recent farmer's convention, there has never been any really choice butter since mother used to make it in the old up-and-down churn. Backward, churn backward, O Time, in your flight! —*Boston Transcript.*

The highest-priced newspaper in Dallas—for the best of all reasons.

The Dallas Morning News

Supreme in Texas

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. Lytton Bldg., Chicago, Ill.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg., New York Lytton Bldg., Chicago

24 Four-Color Pictures

(16 pages)

DAZZLING TREASURES OF TUT-ANKH-AMEN

King of Egypt 3400 years ago

CURRENT HISTORY FOR JUNE

Only monthly magazine with exclusive privilege of publishing these astounding photographs.

Howard Carter, actual discoverer of the tomb with Lord Carnarvon, writes the introductory article. Professor T. George Allen, Secretary of the Oriental Institute, University of Chicago, writes of the reign of Tut-Ankh-Amen.

Over 70,000 ABC circulation—Advertising Rate, $200 a page.

Published by

The New York Times Company

Times Square, New York

25 cents a copy $3.00 a year

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—

7 or 8 columns—20" or 21"

THE WORLD COLOR PRTG. CO.

R. S. Grable, Pres.

Est. 1900 St. Louis, Mo.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

NEW ENGLAND DAILIES ELECT OFFICERS

S. E. Hudson, Publisher of the Woonsocket Call, is Named President at the Boston Meet

The New England Daily Newspaper Association at its annual meeting held Tuesday, May 20, at the Copley-Plaza in Boston, elected Samuel E. Hudson, editor and publisher of the *Woonsocket (R. I.) Call*, president. Mr. Hudson, who served as vice-president during the past year, succeeds Theodore T. Ellis, publisher of the *Worcester (Mass.) Telegram-Gazette*, in the presidency. The latter declined re-election as the Association's head. He was chosen as a member of the Board of Directors.



SAMUEL E. HUDSON

At the annual meeting the Association ratified and approved the action of the Board of Governors in electing Albert W. Fell, publisher of the *Hudson, (N. Y.) Daily Star*, as manager of the Association, in place of George F. Booth of Worcester, resigned. Mr. Booth was publisher of the *Worcester Gazette* before its purchase by the *Worcester Telegram*.



A. W. FELL

Other officers elected were: Vice-president, James T. Murray, business manager of *New Bedford (Mass.) Standard;* secretary, James M. Langley, publisher of the *Concord (N. H.) Evening Monitor;* treasurer, Albert H. Fuller, publisher *Brockton (Mass.) Enterprise.*

Board of governors, The four officers and William H. Dow, publisher, *Portland (Me.) Express;* John A. Meuhling, publisher, *Manchester (N. H.) Union and Leader*; Howard C. Rice, publisher, *Brattleboro (Vt.) Reformer*; Robert L. Wright, publisher, *Haverhill (Mass.) Gazette*; Theodore T. Ellis, retiring president, publisher of the *Worcester (Mass.) Telegram-Gazette;* George Benjamin Utter, publisher, *Westerly Sun*, and William J. Pape, publisher of the *Waterbury (Conn.) Republican-American.*

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing six time orders with newspapers in various sections for American Importer of Spanish Green Olives, 200 5th avenue, New York.

Behel & Harvey, 326 West Madison street, Chicago. Sending copy to Ohio papers on Gage Bros. Company, Chicago.

Bloomingdale-Weiler Advertising Agency, 1420 Chestnut street, Philadelphia. Reported to be placing account for Pennsylvania Hosiery Mills, Philadelphia.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Sending out copy on Curtis Candy Company, Chicago, to Northwestern papers.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. Issuing copy on Chicago Tribune.

Churchill-Hall, Inc., 50 Union Square, New York. Placing orders with some Pennsylvania newspapers for Horlacher Company, soft drink, Allentown, Pa.

Butler-Klingenfeld Company, 130 West 42nd street, New York. Placing account for Carloyd Radio & Electric Company, makers of Malone-Lemmon Neutrodyne Receivers.

Witt K. Cochrane Company, 30 North Dearborn street, Chicago. Issuing contracts on Enoz Chemical Company, Chicago.

Critchfield & Co., Brooks Bldg., Chicago. Placing orders in New York City newspapers and in vicinity, where they have distribution for Hough Shade Corp., "Vudor Porch Shade," Janesville, Wis. Making 2,800-line contracts for Fitzpatrick Brothers.

George S. De Rouville, 452 Broadway, Albany, N. Y. Making 2,500-line contracts for Colac Chemical Company.

George L. Dyer Company, 42 Broadway, New York. Making contracts and placing schedules with newspapers in various sections for American Thermos Bottle Company, 366 Madison avenue, N. Y.

Erwin, Wasey & Co., 844 Rush street, Chicago. Making 7,040-line contracts for Post Bran Flakes. Sending contracts to Ohio papers on Reserve Remedy Company, Cleveland.

Federal Advertising Agency, 6 East 39th street, New York. Making contracts with newspapers in various sections for Canadian Pacific R.R. Company, Montreal.

Florida Development Board, State Chamber of Commerce, 405 Consolidated Bldg., Jacksonville, Fla. Will later start a newspaper campaign in selected section through the Thomas Advertising Service, Jacksonville, Fla., and C. C. Carr Advertising Agency.

Charles C. Green Agency, 450 4th avenue, New York. Making 1,000-line contracts for Stuart Products Company.

Guenther-Bradford Company, 7 South Dearborn street, Chicago. Sending general contracts on Dictograph Products Company, New York. Sending general contracts on Stransky (Ford devices).

Guenther, Rudolph Russell-Law, Inc., 313 Cedar street, New York. Making 1,000-line contracts for Parfumerie, Ed Pinaud (H. & G. Klotz.)

Howard G. Harmon, 171 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for Rodol Company, insect killer.

E. W. Hellwig Company, 9 East 40th street, New York. Making contracts with some Pacific Coast newspapers for Corn Products Refining Company, "Linit" laundry starch, 17 Battery Place, New York.

J. Roland Kay Company, 163 East Erie street, Chicago. Sending schedules to Ohio papers on Sunbeam Chemical Company, Chicago (Rit).

Alfred S. Lilly Company, 5 North La Salle street, Chicago. Sending copy to midwest papers on Robert S. Straus, Chicago.

Lord & Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Sending out general orders on Quaker Oats Company, Chicago.

Matos Advertising Agency, Bulletin Bldg., Philadelphia. Reported will make up list of newspapers in June for Moore Push-Pin Company, 133 Berkley street, Philadelphia.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with some New York City newspapers for Liebmann Breweries, "Scotch Brew," Brooklyn, N. Y.

Morse International Agency, 449 4th avenue, New York. Placing orders with some New England newspapers for Longman & Martinez, "L. & M." paints, 110 William street, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Making 8,000-line contracts for Armour & Co.

Nathan Advertising Company, 22 West Monroe street, Chicago. Placing account for the Moloney Belting Company, Chicago.

Osten Advertising Corporation, 25 East Jackson Blvd., Chicago. Making 2,500-line contracts for Schoenhofen Company. Issuing contracts and 28-time orders on J. C. Paul Company, Chicago (Burnishine).

Harry Porter Company, 15 West 44th street, New York. Making contracts and placing schedules with newspapers in various sections for Nestle Food Company, baby food, 130 William street, New York.

Power, Alexander & Jenkins Company, Madison Bldg., Detroit. Reported to have secured the following accounts: Velie Motors Corporation, Moline, Ill.; Westcott Motor Car Company, Springfield, O.; Hargreaves, Inc., auto tires, Detroit; Oilking Burner Sales Corporation, oil burners, Detroit; Frost Chill Company, "Servator" soft drink dispenser, Cleveland.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Making yearly contracts for B. F. Goodrich Rubber Company.

Richardson & Briggs Company, Payne avenue & 21st street, Cleveland. Making contracts with Mid-West newspapers for New York, Chicago and St. Louis Railroad Company, Cleveland.

Ruthrauff & Ryan, 404 4th avenue, New York. Renewing newspaper contracts for Domino House.

Russel M. Seeds Company, Consolidated Bldg., Indianapolis, Ind. Reported will make up newspaper list in June for Pinex Company, medical, 123 West Columbus street, Fort Wayne, Ind.

Sherman & Lebair, 120 West 32nd street, New York. Again making contracts with newspapers in various sections for B. V. D. Company, underwear, 350 Broadway, New York.

Stack Advertising Agency, 29 East Madison street, Chicago. Sending out schedules on Swift & Co., Chicago. Issuing additional schedules on Northern Pacific Railway.

Wade Advertising Agency, 130 North Wells street, Chicago. Sending out orders for Para Paint & Varnish Company.

One Motor Vehicle to Every Four Persons in

IOWA

OWA is gaining in wealth faster than in population. That is why its 2,404,021 people have 571,061 automobiles or nearly as many as there are families.

Iowa ranks ninth in total registration with a gain of 70,903 or 14 per cent.

During the past year Iowans spent over $36,000,000 for gasoline for their automobiles alone, over $17,000,000 for tires, and over $5,000,000 for oil.

It is estimated that Iowa people will buy over 150,000 new cars this year.

With such a high percentage of automobile ownership, it is probable that the wealth of Iowa is more evenly distributed than that of any other state.

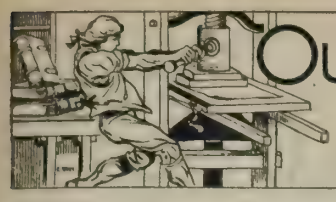
It is a pretty good thought to give the weight of your advertising to the territory that enjoys a reasonable degree of prosperity—and has enough money to spare to purchase many of the luxuries of life. Also where newspapers are read at home for the advertising as well as the telegraphic news.

Naturally the national advertiser who is alive and on the job will lose no time, but start after business in IOWA NOW.

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
***Cedar Rapids Gazette .....(E)	22,671	.07
***Council Bluffs Nonpareil.....(E&S)	16,132	.05
***Davenport Democrat & Leader.....(E)	14,485	.06
***Davenport Democrat & Leader.....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital.....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.03
†††Mason City Globe Gazette.....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .. ..(E)	13,375	.05
***Waterloo Evening Courier.....(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

IN Oklahoma, a law has been proposed by which newspaper men would be required to take out a license which could be revoked for misbehavior. The comments about the proposed law have been numerous in the press. One of the best editorials on the topic appeared in the *Nation* for April 23. Evidently its writer believes that a license would not improve the ethics of the newspaper man any more than a license has raised the standard of practice for pawnbrokers. For once, many newspaper editors will agree with the Nation when it says:

> Journalism, with all its faults, is singularly free from pretense, hypocrisy, and humbug. A man may perhaps become a journalist too easily, but he cannot too easily remain one. In this journalism is like many of the callings that are most interesting and worthwhile. A good, even if probably apocryphal, story of the Emperor William has it that he once said scoffingly: "Bah! What diploma does a man require to become a journalist?" "Your Majesty," was the rejoinder, "what diploma does one need to become an emperor?"

* * *

"HOW the people of St. Louis choose their newspapers" is the title of a pamphlet now being distributed by the *St. Louis Globe Democrat*. The pamphlet seems to answer such questions as: Why do readers prefer one newspaper to another? What is newspaper dependability? Does clean news enter into the choice of a newspaper? Is clean news desirable as a neighbor for advertising? Do women have more time to read in the morning or the evening?

As a sort of introduction, the pamphlet quotes the following words of Charles Prestwich Scott, editor of the *Manchester Guardian*:

> The primary office of a newspaper is the gathering of news. At the price of its soul it must see that the supply is not tainted. Neither in what it gives, nor in what it does not give, nor in the mode of presentation must the unclouded fact of truth suffer wrong. Comment is free, but facts are sacred. Comment also, though free, must be fair.

* * *

EVART G. ROUTZAHN and Mary Swain Routzahn are joint authors of "Publicity Methods Reading List," a pamphlet which gives selected references on publicity in social work and kindred fields. Published by the Russell Sage Foundation, New York City, it is the most complete bibliography of literature relating to publicity that has appeared in type.

Especially valuable is the second part of the pamphlet. This section is devoted to publicity methods in such special fields as boy scouts, church and sunday school, community improvement, industrial relations, public health, and school and college.

* * *

FROM Science Service, 1115 Connecticut avenue, Washington, D. C., may be obtained a circular offering suggestions to contributors. The list of "Don'ts," compiled for would-be writers of scientific articles for the public press, by Edwin E. Slosson, director of Science Service, might be followed to advantage by reporters on certain assignments, especially in the matter of leads.

* * *

THOSE who are going to London to attend the International Advertising Convention in July can get the British slant on the convention by reading "The Value of Advertising," a booklet which is being distributed with the compliments of the Yorkshire Observer. A postal sent to the Sentinel House, Southampton Row, London, W. C. 1, will bring a copy of the brochure.

* * *

CARL C. DICKEY, who until recently was connected with the Pulitzer School of Journalism, will publish shortly in the World's Work a series of articles on American newspapers. In these he will answer such questions as: Are our newspapers more honest than they used to be? Do they wield greater power than formerly? Which are the most fearless, the most timid? Have our daily papers really improved in the last few years? To what extent is big business represented in the ownership of big newspapers?

In view of the answers to these questions recently given by Mr. Villard in his book, "Some Newspapers and Newspapermen," this series of articles by Mr. Dickey is awaited with interest.

ELLIOTT BLUMENFELD, who was at one time on the staff of the *New York Times*, described "Fleet Street" in the Bookman for March. After pointing out that Fleet street in London is the shop of all who dabble in printers' ink—no matter whether the ink be used on a daily, weekly, or monthly paper—he calls attention to the places on the street of unusual interest to the American visitor.

He insists that Fleet street is not like any other street in London, nor like any other street anywhere. But he does admit that Park Row of New York has some of the inky atmosphere, even though there is much else on the Row that takes away the attention from the newspaper buildings.

He suggests that the American newspaper man who would catch the glamour and the glory that is Fleet street's very own, should visit the spot at night:

> And at eleven o'clock, when the first editions of the papers go to press, if you stand quiet on the pavement, you will hear a rumbling that grows and grows until it is a swelling roar; the very Street trembles as it gives birth to the millions of white sheets that are the Street's children. To those who love the game and the giant presses, it seems that the roar is but the echo of the thudding of men's hearts, the men who are Fleet Street.

Mr. Blumenfeld is the son of Ralph D. Blumenfeld, the American who edits the *London Daily Express*.

Texas Daily Wins Libel Action

The *Houston (Tex.) Chronicle* last week emerged victorious from a libel action for $10,000 instituted by Henry Thomas, when the Court of Civil Appeals at Galveston overruled a motion for hearing. The action was based on a story carried in the Chronicle in September, 1921, which said in effect that had Thomas, then sheriff, been in his office at a certain time a criminal would have been apprehended, saving the county the expense of a subsequent 3-year search for the man. The sheriff claimed the article a libel, intimating carelessness and nonfeasance in office. The court ruled against this claim.

Milwaukee Journal Starts Farm Page

The *Milwaukee Journal* claims that with its issue of May 10, it published the "first strictly farm page even issued by a metropolitan daily newspaper." Donald Ferguson, in charge of the farm department states the page has been established to keep Wisconsin farmers in touch with each other's activities. It is a "news" page and not a "farm trade" journal, he explains.

Germans Form Press Institute

To assist newspaper men, an institute for press science is about to be established in the Prussian State Library, Berlin. Conducted on strictly non-partisan lines, it aims to afford journalism students opportunities for practical research. The Association of German Newspaper Publishers has promised to furnish files of all German newspapers. There is also to be an extensive library of foreign dailies and of books bearing on the subject of journalism.

To Import Scandinavian Paper

Scandinavian Export Paper Company, Inc., 120 Broadway, a New York corporation has been formed to engage in the importation of Scandinavian newsprint paper. The company will be managed jointly by Harald Svenson, and Sven Belfrage, formerly with Holmens Paper Mill, Norrkoping, Sweden. The company will act as sole agents for Holmens Bruk Paper Mills, Norrkoping, Sweden. The address of the company will be 120 Broadway, New York City

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Campbell on Bulletin

J. Bart Campbell, formerly Senate representative of the International News Service and who recently has been with the Washington Press Service, has been appointed Washington correspondent of the *Philadelphia Bulletin*, to which he will devote his full time. Few men are better known at the national capital.

In the Circulation Department

The Multi-Mailer System is considered indispensable by users.

It puts the mail list under the control of the Circulation Manager.

It lessens errors and eliminates subscriber complaints.

May we tell you more about it?

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

Specials: East Beckwith
West Branham

first!
—*in* daily circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis NEWS

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

During April
The Cleveland Plain Dealer published
15,569
More Separate Paid Want Ads than ALL other Cleveland newspapers COMBINED!
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
John B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

WHAT OUR READERS SAY

A Canons of Journalism Amendment

To Editor & Publisher:

At Atlantic City I privately and casually proposed amendment to the "Canons of Journalism." Any amendment of this admirable code of ethics is serious business. Therefore I would not presume to urge the American Society of Newspaper Editors to any change except as there is a well concentrated agreement, not only on the issue itself, but also on the specific text proposed. I wish you might encourage a discussion of this question in your estimable paper Editor & Publisher. An open forum on the subject might clarify the atmosphere. Your own views would be particularly important.

You will remember the proposition I have presented. You will remember that Mr. James T. Williams, Jr., of the *Boston Transcript*, chairman of the Committee on Ethical Standards, reported the proposed amendment to the last Convention of the American Society of Newspaper Editors without recommendation. He presented it, however, in a very fair and friendly way and suggested that the reason for reporting it without recommendation—one way or the other—was the absence from the Convention of some of his committee members.

My proposition is that there is one glaring omission in the basic fidelities imposed upon American journalism by the code of ethics. Although we are known as the "Fourth Estate"—a title which specifically recognizes our responsibilities as an unofficial arm of government—there is not a word in our national code which specifically accepts this responsibility and drives it home. My thought is that the code should be amended at the end of its first paragraph. Following this sentence—" To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter"—I suggest a new sentence reading as follows:

"To its privileges under the freedom of American Institutions are inseverably joined its responsibility for an intelligent fidelity to the Constitution of the United States."

American journalism is one of the greatest beneficiaries of the Constitution and the Bill of Rights. I submit that a journalistic code which fails to acknowledge this debt is incomplete. The Constitution is a target of constant attack. I do not refer to controversial questions of interpretation. I refer to fundamentals—the structure of the government itself—the genius of representative institutions—the heart of representative democracy as necessarily opposed to pure democracy. In such uncertain times as these in which we live it is vital that any proposed constitutional changes should have the benefit of the most intelligent illumination and the most solemn deliberation lest either ignorance or prejudice shall meditate the invasion—ultimately the destruction—of the entire theory of American Constitutional control. The responsibility for illumination and deliberation rests primarily upon American journalism. No American newspaper is fit to be called "ethical"—in a correct interpretation of that word—which fails this duty.

We present this "code" to schools of journalism up and down the country. The prospective journalist is told that he can find in this code the sum total of his "ethical" responsibilities in the profession he proposes to embrace. Yet this sum total lacks a word of challenge upon the most fundamental of all journalistic responsibilities—namely, responsibility to the root and source of all journalistic freedom and stability in the United States, namely, the Constitution. I have always insisted that no man is eligible to the editorship of an American newspaper without an intimate familiarity with American history and an intelligent understanding of the Constitution and its essentialities. I have always insisted that instruction upon these subjects is more vital in a "School of Journalism" than were mechanical instruction in type sizes, etc. In other words, here is the very rock bottom of journalistic responsibilities. Is a "code" complete which ignores a paramount obligation?

I have no pride of opinion in relation to the form which this amendment to the "Canons of Journalism" shall take. My own phraseology is submitted solely to focus specific argument. Within the past year I have submitted my proposal to many members of the American Society. President Yost has approved it. "Yes," is the answer from T. E. Niles, of th *New York Evening Mail;* E. C. Hopwood, of the *Cleveland Plain Dealer;* Grove Patterson, of the *Toledo Blade;* John D. Dun, of the *Toledo Times;* Marc Rose, of Buffalo, Edgar B. Piper, of the *Portland Oregonian;* Donald Sterling, of the *Portland Journal,* and E. S. Beck, of the *Chicago Tribune.*

Walter M. Harrison, of the *Oklahoma City Oklahoman,* and Mr. Charles H. Dennis, of the *Chicago Daily News,* respond in the affirmative, but raise only a possible question regarding advisable phraseology.

David E. Smiley, of the *Philadelphia Public Ledger,* and Mr. Marvin H. Creager, of the *Milwaukee Journal,* respond in the affirmative, although adding that the idea is probably too obvious to require specific expression. Ralph E. Stout, of the *Kansas City Star,* expresses open mindedness on the subject but urges that too many concrete things must not enter the code.

Answering the suggestion that constitutional fidelities are "too obvious" to require specification, I want to suggest that the code contains many other "obvious" things. Surely it is obvious that newspapers are "constrained to be truthful." Certainly it is "obvious" that "good faith with the reader" is fundamental. Indeed, I submit that the inclusion of so many "obvious" things in the code makes the exclusion of constitutional fidelities a possible question mark and infers a latitude upon this score which we have no right to concede.

One or two letters from earnest editors have opposed by proposal because of the confusion existing in a definition of what "Constitutional Fidelities" really involve. But I submit that there can be no confusion regarding fundamentals when once written into the Constitution itself.

I beg your indulgence for this long communication. I have wanted to set forth the whole story so that you might better consider the advisability of inspiring a general discussion. I realize that the subject is more or less academic—but no more so than the code itself. My whole point is that if we are to have a code, it should be adequately comprehensive—just as I have already insisted in convention, that if we are to have a code its crass violation should be challenged.

A. H. Vandenberg.
Editor and Publisher *Grand Rapids Herald.*

Copy "Ain't What It Used to Be"

To Editor & Publisher:—In a recent issue of Editor & Publisher, Ralph Stout of the *Kansas City Star* seems to think that the "Intelligent Compositor" ain't what he used to be. Well, for that matter, the copy that comes out to the compositor ain't what it used to be either.

With the development of the multiple magazine composing machine, the printer today has plenty to do without trying to edit the copy as sent out from the city room.

And so far as the proofroom is concerned, its being a home for decrepit printers is admitted, but whose fault is it? I have been a printer for over 20 years, and never, in all that time, have I seen a foreman put an apprentice in the proofroom. Proofreaders are not born. They are made, just the same as an operator, or a bandman, or a make-up.

The typographical union in New York has done its share for the apprentices. They are watched closer than any other tradesmen. The foreman is required to report on his progress. The apprentice must attend school. He is marked on his knowledge and aptitude and should he fall below the set mark, he is kindly invited to go learn bricklaying or something more suitable.

But sometimes he does neither. He goes barnstorming, gets fired here and there, and finally gets his card in a town where union conditions are not strict, and where a suitable examination is not given to ascertain his knowledge and ability.

And so far as men going from the composing room to the city room, the route followed (as Mr. Stout says) by many of the stars of others days is concerned, the break came some 15 years ago, when a great many newspaper editors laid stress on the necessity of their staffs being composed of college men. These men were supposed to bring from their alma maters a knowledge of the King's English, such as was not possessed by the unlettered compositor.

But have they? Just read the news columns of the newspapers and see. With the exception of the dramatic and literary sections, and, of course, the editorial pages, one can find almost any sort of a violation of the rules of grammar.

On metropolitan newspapers the only men coming in close contact with the editorial staff of a daily are the make-ups, and a great many of the make-up editors of today are men who have come up from the composing room. There should be more, both for the benefit of the office and the men. A man who has been a make-up for a number of years is usually, first of all, one of the best printers in the office, and second, he is apt to be one of the most ambitious.

But the writer has worked on papers on which the foreman has intimated that he didn't want his composing room force mixing with the editorial staff; in fact, requesting the make-ups to cease suggesting changes in the typographical make-up of the paper. His theory was that the city room and the composing room should have no personal connection, or in other words, that one was mechanical and merely assimilated what was fed into it by the other. Thanks to the fact that the paper's make-ups paid little or no attention to the request, the newspaper in question was one of the cleanest in point of typography and make-up in the metropolitan field.

One other point keeps the composing room man from advancing to the city room. The wage question looms large in the eyes of the average man, who has worked at his trade for a number of years, although the writer believes that many printers would take the step were the path opened to them. There is hardly an office that doesn't have at least one printer on its staff doing space work of one sort or another.

Even without the printer becoming a writer, closer co-operation could be obtained and a better paper published if the proprietor of a newspaper could be taught that his composing room employes are just as much interested in the success of a sheet as any other department, and take great pride in the fact that they are part and parcel of a newspaper with some standing in the community.

And if he wants to find that out, let him try the suggestion box method.

Printer.

Here Is Our Representative

Complaint was made at the recent meeting of the American Society of Newspaper Editors that the cost of selling newspaper features was a considerable element in the price of this portion of the newspaper's expense.

The copy service which the Church Advertising Department offers newspapers is loaded with no personal selling expense. This weekly announcement in Editor and Publisher is our only way to reach newspaper advertising managers—and this space is donated by the paper.

Our only desire in life is to see churches make larger use of various forms of helpful publicity. We believe that they can use newspapers largely and that newspapers can show the churches the way this advertising can best be done.

The price for exclusive use of copy averages four dimes a week. We have other copy which is free to all papers.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

BUSINESS TICKLER



LAST call for June brides and ›oy and girl grad- ıates and all para- ›hernalia which heir friends pur- hase for them.

Also last call for ly screens, awnings, ›orch furniture, garden tools.

They will need your columns all sum- ner to sell radio sets, hiking shoes, weaters, camp outfits, electric goods, .erosene oil burners.

Better start work now on plumbers, ıeating apparatus dealers, as against fall ·ade.

Follow up:
Linoleum
Kerosene Oil Ranges
Knock-down bungalows
Garages
Thermos bottles
Lunch kits
Raincoats
Binoculars
Goggles
Cameras
Screens
Storage for furs, rugs and draperies
Safe deposit vault for silverware
Couch hammocks
Lawn outfits
Beach umbrellas
Bathing suits
Slip covers
"Putting next winter's coal in at Spring rices."
Golf equipment
Paper cups
Incubators
Garden tools
Young chicks
Garden hose.

SUGGEST to one or more of the drug- gists of your town the possibilities of xtra sales by arranging a standard quipment for the medicine cabinet. Many milies would gladly purchase an assort- ıent of medicines and first aid materials the druggist made the suggestion. This an especially opportune time for such move on the druggist's part as at least ıe of the leading firms of manufacturing ruggists is devoting considerable space ı national advertising to this same line. s many retail druggists carry the ad- ertised line, a tie-up would be very ffective.—Paul C. Rankin, *Lawrence Kan.) Journal-World.*

Have you thought of the possibilities f a Repair Directory? Roof gutters ıd leaders need replacing or patching, hoes need to be re-soled, hats need to be eaned, lawn mowers need to be sharp- ıed, automobiles need parts, rugs need eaning, etc. The *White Plains (N. Y.) 'eporter* recently was able to secure al- most a page of this sort of advertising, grouped under the heading "Repair Directory." — G. Harris Danzberger, Hartsdale, N. Y.

The merchants on a side street in an Iowa town of 17,000 were not big space users so a cooperative page was sold them under the heading, "Who's Who on North First St."—Donald O. Ross, *Washington (Ia.) Democrat.*

A novel way of stimulating greater interest in a forthcoming sale to be held by a department store, and consequently one of the largest users of space in a Washington (D. C.) paper has been taken by this Washington advertiser. Using a 6 inch 2 column box he announces the forthcoming sale in a small center box, and gives two excellent *examples* of values at the sale in the upper left and lower right corners of the large box.—C. M. Litteljohn, Washington, D. C.

The more daring will take to their screened piazzas and sleeping porches very soon; the others will not wait many weeks longer. With this summer exodus there is always a demand for a new hammock, swing chair, piazza settee or even folding beds. A drive on porch and lawn furniture at this time should be timely, attractive to business houses and profitable. Fred E. Beane, *Manchester, (N. H.) Union Leader.*

It would make an interesting stunt for the paper to get up a double page "Progress Pages" on which all the paper's regular advertisers would tell about the progress they had made themselves during the past 12 months and on which they would outline some of the progress they expect to make in the coming seasons. Such pages would be appropriate when retail records were being broken or at any other time. Most stores would be glad to take space on such pages and many stores would use this space in addition to their regularly contracted space.—Frank Williams, Fort Wayne, Ind.

When the regular bowling season ends it would be a good thing for the paper to get some advertising from the bowling alleys in which the alleys would urge all people who like to bowl to come to the alleys and roll duck pins during the spring and summer. Most alleys would see the benefits of such advertising and so would willingly and quickly come in on it.—Frank H. Williams, Santa Ana, Cal.

After a local robbery, it is not very difficult to secure a nice advertisement from one or more banks on safety deposit vaults. The idea also will appeal to live insurance agents as the new robbery insurance policies are becoming more and more popular.—Donald O. Ross, Washington, Ia.

BUYS FARM PAPER

Oklahoma Publishing Company Acquires Oklahoma Farmer from Capper

The Oklahoma Publishing Company, publisher of the *Oklahoma City Oklahoman* and *Times*, morning and afternoon dailies, and the *Oklahoma Farmer-Stockman*, weekly farm paper, has purchased from Senator Arthur Capper, of Topeka, Kan., the *Oklahoma Farmer* and will consolidate the latter two publications beginning with the issue of June 10.

John Fields, editor of the *Oklahoma Farmer* for many years, retires temporarily from the farm paper field. There will be no change in either editorial or advertising personnel of the *Farmer-Stockman*, according to the announcement.

Carl Williams will continue as editor with Clarence Roberts, C. W. Mullen and Mabel Bates Williams as his associates. Edgar T. Bell will continue as advertising manager, with Jake F. Thomas and Ray K. Glenn as assistants.

Will Use Dailies to Lure Tourists

The Friendly Valley Association will advertise in newspapers of 10 states during the Summer to attract tourists to the St. Croix Valley of Minnesota and Wisconsin.

Merged Dailies Buy Equipment

Following the merger of the *Arkansas City (Kan.) Traveler* and the *Arkansas City News*, both dailies, the new paper has ordered a new 16-page rotary press, capable of printing 30,000 papers an hour. Three editions are to be issued, a street edition in the afternoon at 2 o'clock, a home edition at 4 o'clock and an early mail edition for rural subscribers, in the morning. R. C. Howard, of the *News*, has retired from newspaper work.

Hat Jobbers to Advertise

Millinery Jobbers Association in convention at Chicago last week voted to form a bureau of publicity to begin a campaign to raise the standards and style elements of the millinery industry. Such a campaign would probably include a national advertising program.

Our Features:
Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

THE TACOMA NEWS TRIBUNE


Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

CIRCULATION BUILDING SUPREMACY
Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.
Wire or Write Care of Rochester Herald
HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

The Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

Your Paper Is No Better Than Its Automobile Section
The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

BEDTIME BIBLE STORIES
BY FLORENCE VINCENT
FULL COLOR ILLUSTRATIONS FROM WORLD FAMED PAINTINGS
By
TISSOT
An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.
KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

TO ABOLISH STRIKE TAX

Typographical Union President Says End of 44-Hour Week Fight Near

Charles P. Howard, president of the International Typographical Union, announced in Indianapolis, May 26, that strike assessments of one per cent on earnings of union members will be discontinued within a month. The tax was levied in the fight to establish the 44-hour week in job printing establishments of the United States and Canada.

The strike, one of the longest in the history of organized labor, began three years ago this month and $17,389,411 has been raised in assessments to conduct it. Of that sum $15,820,140 was expended for strike purposes, according to records of the union.

"We are enabled to discontinue the assessment at this time because the end of the struggle is in sight and because we have a sufficient surplus in funds to meet any contingency," said Mr. Howard. "Only 1055 printers drew strike benefits last month. As a matter of fact, the number of our members unemployed at this time is considerably less than normal. The strike is confined to 39 cities and only two local unions have more than 100 men on strike."

Gross earnings of union printers in recent months have reached a new high mark, according to union officials. The average of gross earnings per month in the last three months, as shown by the 1 per cent strike assessment record, was $12,395,632. In a three-months period of 1921 the printers' earnings average per month $8,756,355.

Prints Double Truck Cut

The *New Rochelle (N. Y.) Standard-Star* on Thursday, May 22, published a double truck half tone of the city's police force from a photograph made during an annual review. This is the second time in Westchester County that a double truck cut has been printed, the *Mt. Vernon Daily Argus* having published the first one about 2 years ago, the subject a bible class numbering more than 800 people. Both newspapers are published by Stiles & Merriam.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.
One factory overhauled Duplex Angle Bar Press. Prints 4, 6 or 8 pages. Price and terms reasonable. The Goss Printing Press Co., 1535 South Paulina St., Chicago, Illinois.

Linotypes for Sale.
Model K, two magazines and two sets mats, motor, $1,200; model 8, one magazine, mats, motor. Also model 14, one magazine, mats, notor. News-Journal, Wilmington, Ohio.

Printing Plant and Equipment.
For sale in Quincy, Ill., printing plant with 4 Miehle presses, job presses, linotype, bindery, now in operation. Operating in large brick building in town, inexpensive rent. Just the plant for publishing your own paper, considerable extra space for large rotary presses, etc. Price of plant $14,000.00. May sell some of the machinery in this plant separately; also large printing plant in Chicago. Sole agents, Wanner Machy. Co., 716 S. Dearborn, Chicago.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
One Duplex Double Steam Table and Steam Generator. Good condition, bargain. Capital News, Lansing, Michigan.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

FOR SALE
15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Englewood Times,
Chicago, Ills.

We refer you to them for their opinion



MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St.
Boston, Mass.

7 South Dearborn St.
Chicago, Ill.

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

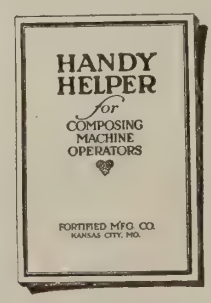
Pots That Produce Profits

Anything that will help speed up your production department will make money for you, and that's what we are all working for nowadays.

FORTIFIED

INTERCHANGEABLE ELECTRIC METAL POTS

will give you from 10 to 25 per cent greater output from your slug casting and type casting equipment—will show a profit at the end of the first year over and above the comparatively small cost of the added equipment. Fortified Electric Metal Pots are doing this for other progressive plants, they will do it for you.



contains valuable information — how to adjust machines, metal formulae and "toners," shortcuts and safeguards that save money and time. Book is free upon request to

FORTIFIED MFG. CO.
14th & Agnes Ave., Kansas City, Mo.
"Fortified Means Satisfied"

R. HOE & CO.

Offer for sale at very attractive prices

The following presses of other makes:

GOSS Straight-Line Sextuple Press, Page Length, 21.60″
GOSS Straight-Line Sextuple Press, Page Length, 23 9-16″
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾″
GOSS 24-page Two-Plate-Wide Press, page Length, 23 9-16″
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9-16″
GOSS Monitor 12-page Press, Page Length 21.60″
WISE-WOOD Octuple Press, Page length 22¾″
Two WISE-WOOD Sextuple Presses, Page Length 23 9-16″
SCOTT 32-page Two-Plate-Wide Press, with color cylinder, Page Length 23 9-16″

Full particulars furnished on request.

R. HOE & CO.
504-520 Grand Street, New York, N. Y.
7 South Dearborn St., Chicago, Ill.
7 Water St., Boston, Mass.

Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate Casting or made larger or smaller.

All kinds of chase alterations and repairs.

Write for prices.

American Steel Chase Co.
122 Centre St.
New York

GOSS STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Business Executive.
Newspaper merger leaves efficient advertising and business executive looking for position on daily newspaper in 18 to 50,000 town. Has been executive in 30,000 town past year. Eleven years newspaper and advertising experience, clean record, references from any former employer. Thirty years old, married, university trained, good appearance, protestant, can handle staff of men, create new business and actually produce. Available immediately. Full particulars on request. Please state salary and financial condition of paper. Address A-983, Editor & Publisher.

Business or General Manager.
Position desired in city of 30,000 to 60,000, east of Mississippi. Desire opening where there is strong possibility of being able to acquire an interest later. No opportunity for further advancement in present position, except through death or disability. Age 33, family, university graduate, all-round experience. Replies confidential. Address Box A-958, Editor & Publisher.

Circulation Executive
with ability to perfect an organization for producing substantial and permanent business desires connection with live daily in city of fifty thousand or upward. Ten years' experience and satisfactory references. Address Box A-970, Editor & Publisher.

Circulation Manager,
Possessing tact and ability combined with eminently successful clean record solicits .propositions. A-960, Editor & Publisher.

Circulation Manager.
Wanted, position as circulation manager on daily in Middle West. Prefer city 25,000 to 50,000. Age 35, ten years' experience, married, willing to prove ability. Address A-929, care Editor & Publisher.

Circulation Manager.
Desires city or country desk in a city of 75,000 or upwards, or to take charge of entire department on smaller dailies. Thoroughly trained in sound, constructive circulation methods, capable promotion man. Address Box A-972, Editor & Publisher.

Circulation Management
desired, preferably in big Eastern city, or upon projected new daily newspaper. Advertiser has record of building permanent new net sales and satisfactory references are offered. Would prefer service on paper upon which a gain of 25,000 to 50,000 net daily sales would place it in advantageous position over strong competitors. Box A-971, Editor and Publisher.

Composing Room Foreman.
good executive, getting maximum production without friction, expert makeup, ad man, and operator, with experience on large and small dailies. Union, locate anywhere. E. B. Landfear, 594 Franklin Ave., Nutley, New Jersey.

Classified Manager.
Eastern Publishers, Attention. Classified Manager now available. Knows promomotion, handling salesmen and systematizing work. A Classified Engineer who can build volume for your paper. Trained in Smith System, but supplements it with original ideas. Not a blustering, high-presure type, but the quiet, effective man who is an executive and can get things done. Now employed with large paper located in a Great Lakes City, but desires to move nearer my home in the East. Possess a college education and thorough experience, with excellent references. Address Box A-974, Editor & Publisher.

QUICK RESULTS!

G. T. D. writes: "I wish to recommend the "EDITOR & PUBLISHER" as an advertising medium and hope others who advertise with you will get as prompt and satisfactory results as I have experienced. My advertisement appeared in last Saturday's issue in the column 'Situations Wanted' and the followig Monday I had accepted a position, starting to work the same day."

This letter is on file in the office of EDITOR & PUBLISHER *and can be seen on request.*

Situations Wanted

Editorial Writer,
telegraph editor, desk man or proof-reader Not genius; just producer. Edward Bacon, 365 Lebanon, Melrose, Mass.

Editorial Writer
Wants position on some state or national weekly. He has had the full editorial control of one of the largest state weeklies, and has a journalistic angle that makes his writings sought for. Open for immediate employment. Address P. O. Box 614, Central Park Station, Houston, Texas.

Editorial Writer and Executive.
Sixteen years in all round newspaper work. Experienced as managing, news, city editor with publications, press associations and Washington bureaus. Has served in large cities on Atlantic and Pacific coasts. Seeks permanent location in city of 50,000 or more in West. Box A-984, Editor & Publisher.

Executive.
High grade newspaper executive who is able editorial and news writer, with thorough training in business office, desires position on Southern daily. Best of references. Minimum $65. Box A-951, Editor & Publisher.

Executive Secretary
and expert stenographer. Woman highly skilled, with intelligence in business and real application. Have done court reporting. Qualify as secretary to editor or advertising executive. College education, unusual typewriting speed. Minimum salary, $50.00. Highest references. Mrs. W. M. C., Box A-977, Editor and Publisher.

General or Business Manager.
Who has proven ability and long practical experience in direction of provincial and metropolitan newspaper making is immediately available for permanent connection in similar capacity. Eastern territory preferred, but will consider other locations. Will entertain straight salary, salary-bonus, working profit-sharing interest or option-to-purchase propositions. Confidential correspondence invited. Address H. H. Knickerbocker, formerly business manager New York Globe, care of Editor & Publisher.

Managing Editor.
Advertising agency, Mail-Order House, Magazine and Trade Journal Publishers Mechanical Production, Layout, Editorial, Executive. 15 years' experience, practical and executive. Thorough knowledge of Lithography, Rotogravure, Engraving, Illustrations, Plate and Press Work, Binding, Paper Making, Buying and Contracts, Operation and Installation of departments. Desires connection with Publisher or Advertising Agency where combined experience is required in an Executive or Representative capacity. A-981, Editor & Publisher.

Reporter.
Young journalist, 23, seeks position on eastern newspaper; expert interviewer and stenographic reporter. One year general reportorial experience; graduate Missouri School of Journalism. Initial salary secondary. Available immediately. A-954, Editor & Publisher.

Reporter or Special Writer.
Young woman, university graduate, three years' newspaper experience desires position on newspaper or publication. Will go anywhere. A-945, Editor & Publisher.

BUSINESS OPPORTUNITIES

A Real Plant for Sale.
Here is an opportunity for someone who desires to get a well paying newspaper and job office. Paper has been established since 1870 and has never changed hands. Published on Tuesdays and Fridays. This week twelve pages of each issue of seven columns by 22 inches. Chock full of advertising. Plant consists of stereotype rotary press, all equipment including new dry mat rolling in roller, (Duplex make) one model 14, one model 8 Linotype, one Ludlow Typograph, Kelly press, two jobbers. Every piece of material in the very best condition. Located within fifty miles of New York city. Address A-949, care Editor & Publisher.

Small Daily Wanted.
Have $15,000 to invest in daily newspaper in city 10,000 to 25,000 population. Want to deal with owner direct. Correspondence strictly confidential. Address Box A-965, Editor & Publisher.

Want to Purchase Interest.
Young publisher who has successfully developed and sold newspaper at profit wants to buy an interest in daily newspaper city of 25,000 to 40,000 population. Address Box A-963, Editor & Publisher.

Weekly Newspaper Wanted.
Undersigned will buy good weekly newspaper property somewhere East of Mississippi River. County seat town preferred. No brokers. Address Box A-964, Editor & Publisher

HELP WANTED

Circulation Manager.
Who has ambitions to go ahead but has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large cities between Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Bldg., New York City.

Classified Manager
of successful first newspaper in city of 25,000 to 50,000 population wanted to take interest in copyrighted system for handling want-ads, suitable for newspapers not large enough to afford an expensive system. Big field. Big opportunity. Correspondence confidential. Address, Box A-979, care of Editor and ublisher.

Managing Editor.
Wanted experienced managing editor with proven ability for new afternoon newspaper amply financed in progressive resort city. Must have initiative and imagination to give punch and, personality to snappy, live newspaper. State age, present salary, reasons for making change, married or single, salary expected, notice required in making change. Address Evening Bulletin, Box 908, St. Petersburg, Florida.

Newspaper Photographer
of experience wanted, who can not only take pictures, but who can scent the news value in them; must be capable of excellent work and furnish own cameras. Location is in a Florida resort city and job will be open October first; job will either be for the winter season or permanent if desired; prefer a permanent man; please give all information regarding yourself in reply to this advertisement; work is to be exclusively for a daily newspaper and no resale of pictures will be permitted. Address A-978, Editor and Publisher.

BUSINESS SERVICES

Help Wanted.
10,000 newspapermen to earn $25 to $60 extra weekly as trade magazine correspondents. One man earns $350 extra monthly. Send 50 cents (coin) for list of 25 best paying markets, rates paid, material wanted, etc. Compiled by experienced trade magazine correspondent. George Smedal, 2005 Pierce Street, Sioux City, Iowa.

Fress Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DE WITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

EDITORIAL WRITERS as well as baseball pitchers need "change of pace." No publisher wants a party-chained blunderbuss, lacking courage, tact, and versatility. Our No. 12323 can handle without kid gloves, yet not brutally—or with lighter touch that takes away the sting. And irresistible humor! Long desk experience. East and Middle West. Asking $45.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

NEW DAILY STARTS JUNE 3

Mechanical Installation Complete Sioux City (Ia.) Register Reports

SIOUX CITY, IA., May 26.—The first issue of the *Sioux City (Ia.) Register* will be published Tuesday, June 3, according to an exclusive announcement made to the representative of the EDITOR & PUBLISHER by R. E. Austin, managing editor of the new daily.

F. M. Kasper, president of the board of directors of the Register Publishing Company, has been named business manager.

Four Intertypes have been installed by C. V. Humphrey. Two more Intertypes have been ordered. The press has been installed and is ready for use. All equipment for the various mechanical departments is in place.

The *New York Tribune* special wire and feature service has been contracted for, as well as the Public Ledger magazine service, the complete NEA service and fiction from the Bell Syndicate. Features furnished by the George Matthew Adams syndicate will also be used.

The newspaper was started by the striking Sioux City newspaper printers.

Ad and News Separation Explained

James T. Williams, editor of the *Boston Transcript*, explained the complete separation of the news and advertising departments of the daily newspapers, speaking before the annual convention of the National Electric Light Association, at Atlantic City, May 23. The utilities, he said, are sources of news of real interest to the public, but to make this information available the same agencies that place advertising should not be used. Publicity and advertising departments, he explained, should be as separate as "the editorial and advertising departments of a well-ordered newspaper."

Agency Men Inspect Daily's Plant

The organization staff of Paul Block, Inc., of New York, Boston, Chicago and Detroit made a recent visit to the *Worcester (Mass.) Telegram Gazette* as guests of the publisher, Theodore T. Ellis. The party included 25 officials headed by Mr. Block.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

HOW have the filling stations in the paper's city boosted the price of corner lots? In most cities where filling stations are found in large numbers the prices of corner lots have gone way up in the last few years. Some comparisons could be made of former prices and present prices and all this would be very interesting to all the city's residents.—Frank H. Williams, Fort Wayne, Ind.

In the Spring floods, much damage was caused to buildings, some of them being utterly destroyed. A reconstruction story of such sections would be an excellent story. Mention could be made of scenes at the time of the flood and contrast could be made of such conditions with those of the present. Pictures of the flood scenes and the reconstruction scenes could be used as illustrations of a special story if one wished to splurge on the idea.—William J. McNulty, St. John, Canada.

Nearly all movie fans like to pick out errors they note in the pictures. One newspaper is now running a column of these daily, giving free movie tickets for the most ludicrous sent in during the week.—Bert A. Teeters, Springfield, Ohio.

Prominent citizens of your city who came from foreign lands and have won a real success furnish material for a live series, now while immigration is in the limelight.—James M. Mosely, Boston, Mass.

The Audubon Society declares that crows are not a farm pest and should not be shot; most farmers take a divergent view. Ask wild life enthusiasts and farmers in your community about this—H. G. Rhawn, *Clarksburg, (W. Va.) Exponent.*

"Where to Spend the Day," is the title of an idea used recently by an San Francisco paper with great success. Substantial prizes were offered for the best suggestion as to where a visitor might best be taken to show them the city. An interesting variety of suggestions were turned in and many of them were printed from day to day. This idea might be used to advantage by any large city paper, or even a smaller paper published in a community where there are enough places of interest to visit that the plan is justified.—Buford O. Brown, Stanford University, Cal.

The proprietor of a magazine book store told the writer recently that most of his business comes from the mechanic or small business man, adding that the big man of affairs does very little reading as a result of his social, club or civic duties. Have a reporter call upon the leading magazine store proprietor in your town for a story on this subject. It would be more interesting than a similar story from the head of the local library if you choose for the interview a man who has been in the business many years and has close personal contact with the customers.—Fred L. W. Bennett, Salt Lake City, Utah.

A good neighbor is a good friend. A column of side lights in various neighborhoods, with a little compliment on some especially good work, well deserved, can build friends and readers for the paper. —C. M. Litteljohn, Washington, D. C.

With pugilistic titles changing hands, the world's baseball championship series approaching, and interest at high pitch in other branches of athletics, the sport story's the thing these days. While youth is being served, why not turn back the leaves of life's book and give the Old Timers a chance to speak for themselves and the glories of sport in their days. A series of interviews with all the old-time athletes in your town who in their day attained any degree of prominence should make good reading. It might be well to introduce the series with a story on the old, old dispute of whether the athletes and athletics of old were better than the present day crop and the way the games are played today. Then follow the lead each day by having the subject of the daily interview give his opinions—John H. A. Kelly, Norristown, Pa.

N. Y. Times Issues Reading Instructions

"How to Read the New York Times," is the title of a pamphlet issued by the *New York Times,* giving instructions to readers in methods of obtaining the greatest benefit afforded daily by a perusal of that publication. Six suggestions are laid down: (1) possess the news; (2) read it as a continuous story; (3) use it as a text; (4) consider the significance of news; (5) form your own opinion; (6) check up on your own opinion. The booklet says: "Used in this way, the New York Times will yield you a full return for the time you spend on newspaper reading; it will give you boundless service in the way of education.

TO CONSOLIDATE CHURCH PRESS

Methodists Declare Time Unripe to Establish Daily Newspaper

First steps were taken at the general conference of the Methodist Church in Springfield, Mass., this week to start a Methodist Church newspaper, along the lines of a daily. There is a general wish to have one national church newspaper instead of the various weekly "Christian Advocates" now published.

It was decided at the conference to allow the existing area Christian Advocates to continue as they are, but each Methodist paper will print in future editions from 6 to 10 pages of uniform matter prepared by a contributing editor under the direction of the Book Committee of the Church. This is understood to be a step towards the ultimate consolidation of all the Methodist publications.

The book committee reported the time was not yet ripe to establish the daily.

Hosiery Ad Fight in Court

The Burson Knitting Company, in a petition filed in the United States district court at Detroit, Mich., has asked a court order to restrain the Associated Advertising Clubs of the World and the Detroit Better Business bureau from interfering with the firm's use of the terms "full-fashioned" and "fashioned" in connection with the Burson products. The firm claims the two names have been used two decades in its business although the defendant clubs have ruled against the firm's use of the names. The court will be asked to decide whether or not the Burson products fulfill the definition of the terms.

Model Proofreading Department

The *New York Times* has provided for its proofreading staff new working quarters that are declared by the officers of the New York Society of Proofreaders to be superior to those of any other newspaper in the country. Unnecessary noise, perhaps the most disturbing element with which the proofreader has to contend, has been effectually eliminated; the room is spacious, light, well ventilated, and in general sanitary excellence is unsurpassable, according to Society officials.

Graduates Receive "Ding's" Cartoon

Each of the 29 members of the graduating class of the Gutherie, Ia., high school were presented with a copy of J. N. (Ding) Darling's Pulitzer prize winning cartoon "In Good Old U. S. A.," by Rev. John F. Arnold who delivered the baccalaureate sermon. Rev. Mr. Arnold declared that this cartoon contained a commencement address in itself and asked each member of the class to frame it and study the message it teaches.

Lawrence (Mass.) Sun Incorporated

The Lawrence Sun Publishing Company, of Lawrence, Mass., has been incorporated for $100,000. There are 1,000 shares, with par value of $100 each. The directors are: President, Benjamin S. Pouzzner, publisher of the *Lowell Sunday Telegram,* and Alice C. Nickles.

Goes to Eight Columns

Lima (O.) News has changed its make-up to 8 columns, 12 ems.

NOW READY

A New Serial by

Mildred Barbour

Raising the Questions—

If a Married Woman Falls Out of Love with Her Husband, should she tell him?

What Happens When Two Sisters Love the Same Man?

Find the Answers in

"Marriage Scales"

Write or wire to

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street New York City

"The Baxter Beasleys"

by

GENE CARR

Will Start June 2nd

The McClure Newspaper Syndicate
373 Fourth Ave., New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

The Deseret News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

BEST RADIO

N. Y. Telegram & Evening Mail Radio Tabloid Magazine—Simultaneous publication—6 tabloid pages weekly—proofs or mats.

UNITED FEATURE SYNDICATE

A New York Corporation
Norris A. Huse, Gen. Mgr.
World Bldg. New York

Thomas W. Briggs Company
General Offices
Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page

Look us up in Dun or Bradstreet's

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates.

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

WIRE

Your space reservation for the

"ON TO BRITAIN" NUMBER OF EDITOR & PUBLISHER

Publication Date June 21 **Advertising forms close June 11**

This will be the most unusual number ever attempted in the history of international journalism and advertising.

An edition that will broaden the vision of every advertising man and every newspaperman no matter where he is located or what position he occupies.

This number will be the result of untiring co-operation between our local editorial staff, our London editor, Mr. Herbert C. Ridout and our special commissioner, Mr. H. Rea Fitch. Twelve months of painstaking work is back of this feature edition.

Nothing exactly like this "On to Britain" Number has ever been attempted heretofore. It will be a gigantic stride forward towards better understanding as between British and American advertising and publishing interests. Through its columns, American advertisers and agents will secure better understanding of British markets, media and advertising methods. **BRITISH ADVERTISING INTERESTS ON THE OTHER HAND EXPECT TO BE JUST AS COMPLETELY INFORMED THROUGH THIS EDITION AS TO AMERICAN MARKETS, MEDIA AND ADVERTISING METHODS.**

Widespread International Distribution Guaranteed

Regular Advertising Rates Will Apply

MAY FIGURES

¶ Show that in total advertising lineage for the month of May The New York Telegram and Evening Mail is third in the great New York evening market.

¶ The only evening newspapers exceeding it are The Sun and the Evening Journal.

¶ This May Record continues a standing established four months ago and consistently maintained since.

Daily Net Paid Circulation
Over 200,000

The New York Telegram *and* EVENING MAIL

Publication Office, 73 Dey St., New York

Eastern Representative
DAN A. CARROLL
110 East 42nd St.
New York

Western Representative
J. E. LUTZ
Tower Building
Chicago

THIS ISSUE:—COMPLETE REPORTS CIRCULATORS' CONVENTION.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 2 | NEW YORK, JUNE 7, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign | 10c Per Copy

Yesterday



Tell It to SWEENEY!

—and remember Marya

Extract from a letter:

HERE is an incident for your Sweeney series.

We have a new maid, Marya, nineteen years old, brought to this country by illiterate Russian parents when she was five, and reared in squalid poverty on a truck farm near Chicago. Her utter ignorance of how to cook even oatmeal or make toast is almost incredible.

In the course of showing her around, Buddie pointed out our stock of Palmolive, and told her to help herself when she needed toilet soap.

"Ah, no! I buy my own soap," said Marya.

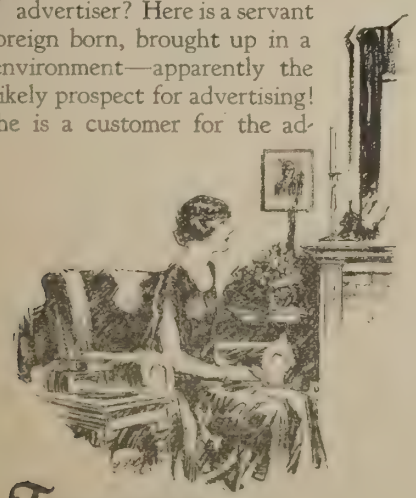
Buddie insisted that there was no necessity for buying her own, that she was welcome to all she wanted of anything we had in the house.

Marya smiled, still superior and unimpressed, and explained, "I never use anything but Woodbury's Facial."

And there, as Vanderlip said to the Senate, you are! Incidentally Marya has four young men who compete for the privilege of driving from forty to sixty miles to take her out in their cars. So it must pay to have The Skin You Love to Touch!

* * *

WHAT do you make of this, national advertiser? Here is a servant girl, foreign born, brought up in a bad environment—apparently the least likely prospect for advertising! Yet she is a customer for the advertised article, a customer made by advertising.



Tomorrow

Think a little further,—of Marya tomorrow, matron and probable mother of a family when she accedes to the inevitable and eventually marries one of the automobile-owning chaps who now seek her company. Education—chiefly a capacity for it. Tastes—few, but forming. Convictions—changing. Future—fabulous, when you remember where she started. *You may yet meet Marya in your own house, in your own club, among your own friends*—advanced pupil of life, time, opportunity, *and advertising.* Marya already is a proof and a prophecy that it pays to Tell It to Sweeney, the average man, woman and family, the common people!

* * *

REMEMBER Marya when you plan your New York advertising appropriation and campaign. Six million people in this greatest American city—six million on the make, with more wealth, more earning power, more unsatisfied ambition, more consumption capacity than any other market in the world.

And remember The News, New York's own kind of newspaper, with the Largest Daily Circulation in America—almost eight hundred thousand copies each weekday; a proven medium that covers more of this mammoth market *more thoroughly* than any other publication; doing the biggest and best advertising job in New York today, and at the lowest cost. Get the *essential* facts!

TELL IT TO SWEENEY has been issued in folder form. Write for the series on your business letterhead.

Today



The Largest Daily Circulation in America

791,663 Daily Average for May, 1924

THE NEWS

New York's Picture Newspaper

25 Park Place, New York
7 South Dearborn St., Chicago

A Few Intertype Users

Hearst Newspapers	109	Springfield (Mass.) Union	16
Scripps-Howard Newspapers	51	Springfield (Mass.) News	15
New York Times	46	Richmond News Leader	15
New York World	39	Minnesota Star	12
Cincinnati Enquirer	37	Nebraska State Journal	12
Vanderbilt Newspapers	32	Colorado Springs Telegraph	12
St. Louis Globe-Democrat	32	Williams Printing Co., Albany, N. Y.	12
Frank A. Munsey	29	St. Louis Post-Dispatch	12
Library Bureau, East Cambridge, Chicago, New York	29	Toledo Blade	12
Louisville Post-Herald	27	Il Progresso, New York	11
Indianapolis Star	25	Tacoma News-Tribune	11
Cleveland Plain Dealer	23	Trenton Times	11
Pittsburg Post	23	Lorain Journal	11
Providence Journal	21	St. Paul Dispatch	11
Memphis Commercial Appeal	18	Fremont Payne, New York	10
Omaha World-Herald	17	Peoria Journal	10
Jersey Journal	17	Knickerbocker Press	10
Portland (Ore.) Telegram	17	Wilkes Barre Record	10
		Pawtucket Times	10
		Long Beach (Cal.) Press	10

NO STANDARDIZED INTERTYPE
HAS EVER BECOME
OBSOLETE

INTERTYPE CORPORATION, BROOKLYN, NEW YORK,

with Branch Offices at: CHICAGO—Rand-McNally Building; MEMPHIS—77 McCall Street; SAN FRANCISCO—560 Howard Street; LONDON—Intertype, Limited; Sales Offices at: BOSTON—49 Federal Street; LOS ANGELES—1240 S. Main Street; Canadian Agents: TORONTO—Toronto Type Foundry Company, York & Wellington Streets.



On the Breakfast Tables of Baltimore

Eggs and bacon, a steaming cup of coffee, a copy of the morning SUN—that's the way Baltimore gets off to a good start each day.

With the Baltimorean, THE SUN is regarded as a home necessity. Father and grandfather before him enjoyed reading the morning Sunpaper before leaving for the factory or the office. Sun Carrier Service made that habit well-nigh inherent.

The Sunpapers are preeminently HOME DELIVERED and HOME READ. Morning, Evening and Sunday, 112 Sun Route Owners—responsible business men—with their corps of assistants, serve The Sunpapers into the homes of Baltimore, in many blocks stopping at every doorstep.

Sun Carrier Service guarantees the same circulation to the same people every day. Sun Carrier Service guarantees to the Advertiser the entire family as his audience, not just one reader per paper as in the case of street sales.

For Baltimore, maximum reader interest plus volume of circulation equals THE SUNPAPERS.

May Average Net Paid Circulation

Daily (M. & E.) - - - 246,938
Sunday - - - - - - - 177,767

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Philadelphia Thrift

Addressing the members of the Pennsylvania Bankers' Association the other day, CHARLES S. CALDWELL, President of the Corn Exchange National Bank, stated that Philadelphia now has 860,000 building and loan shareholders. This is the largest number that has ever been cited for this city and it is doubtless not exceeded in any other. It is a marker of the thrift that prevails in most of Philadelphia's households. It tells the story of a habit of saving, also marked by hundreds of thousands of savings accounts, which grows faster than the normal increase in population.

The above editorial from The Philadelphia Bulletin of Saturday, May 24th, throws a side-light on Philadelphia's pre-eminence for any advertising campaign.

Practically every citizen in Philadelphia is ambitious to own his own home; more than half of them do.

Home-owners make the best possible kind of "prospects" for any commodity, and they are the kind of people who usually have the money to pay for things they want.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SATURDAY, JUNE 7, 1924 No. 2

Nearly 600 Political Writers To Cover Cleveland G. O. P. Convention

Five Hundred Sixty-eight Press Seats Allotted—Elaborate Radio Connections Will Enable 20,000,000 to "Listen In"—100 Telegraphers to "Send"

TWENTY million people in the United States will be able to "listen in" on the National Republican Convention which opens in Cleveland on June 10. That fact alone will mark it as different from any previous convention. No such elaborate plans for broadcasting have ever been attempted as have been worked out by the convention committee on arrangements with Col. Carmi Thompson as chairman and James L. E. Jappe as local convention secretary.

When John T. Adams, retiring national chairman, opens the convention and is followed by Congressman Theodore E. Burton, who will make the keynote speech, they will be heard distinctly by every one of the 13,000 persons gathered in the Public Auditorium and their voices will be perfectly clear to an audience of 100,000 people outside if that many should gather near the building.

A Western Electric loud speaker has been installed at a cost of $12,000 on the west side of the platform with 12 huge horns arranged in a circle directly over the tongue of the platform where the speakers will stand. Several more horns near the ceiling will carry the words of speakers outside of the building. A microphone near the speaker picks up the voice and changes it into electrical energy which is impressed on the in-put of the amplifier that increases it 600,000 times and sends it back to the horns made up of high powered receivers which re-convert the electrical pulsations into sound.

The radio microphone of the American Telephone and Telegraph Company will also connect with the loud speaker and send the speeches out on special telephone wires to broadcasting stations in New York, Schenectady, St. Louis, Washington, Boston, Kansas City, Minneapolis, Buffalo, Chicago, Cleveland and possibly other cities. James B. Preston of the senate press gallery, Washington, is to be official announcer and give out the names of the speakers and explain any applause.

"Wire pictures" will be sent from Cleveland to New York by the new method recently perfected.

Radio broadcasting is only one means by which the proceedings of the convention will reach the people of the country. Space for 586 press desks has been built on the stage with stairs leading down on either side to the press headquarters in the Exhibit Hall in the basement of the Public Auditorium.

Here the Western Union and Postal Telegraph companies have brought in a large number of cables. The Western Union alone has 200 wires in underground cables laid especially for the convention which will connect directly with its main office in the Rose building. One hundred operators will be in attendance, besides the telegraphers of various newspapers who will have their own special leased wires. One automatic, two channel multiplex cable will connect directly with the Pacific Coast. The telephone system looks like a large local exchange.

NEW YORK PREPARES FOR DEMOCRATIC MEET

WHILE Republicans gather at Cleveland, elaborate preparations are being made for reception of press representatives who will come to New York, June 20, for the Democratic National Convention.

Leading among New York newspaper men active in convention arrangements, is Herbert Bayard Swope, executive editor of the *New York World*. To that newspaper goes credit for bringing the Democrats to New York.

Workmen are reconstructing Madison Square Garden to make space for nearly 1,000 political correspondents.

Downstairs in the Garden basement, the *New York World* and *Baltimore Sun* will jointly operate a restaurant and workrooms for newspaper men.

Charles Hambridge, of the *New York Times*, former president of the New York Newspaper Club, and representative of the press on the New York Democratic Reception Committee, has appointed committees to arrange for entertainment and service for the visiting news men.

Made up largely of veteran political writers, now retired, these committees know how to furnish service of the right kind for convention reporters. Hambridge has informed EDITOR & PUBLISHER that "service" is the keynote of the committee plans.

Entertainment, nevertheless, will not be neglected. Golf privileges for visiting newspaper men have been obtained by Hambridge at many of the metropolitan golf courses. Banquets and sight-seeing tours will be in order.

Facilities for obtaining theater tickets at box office prices will be arranged at the Newspaper Club.

Assignment of press seats for the convention made by the Standing Committee of Correspondents shows that 350 newspapers, press associations and syndicates will be allotted the 568 seats provided. When it is considered that the big press associations have been allotted 13 seats each and some of the larger papers seats in proportion, it is apparent at once that most of the newspapers represented will have only one seat.

The Standing Committee also has made arrangements with the local committees and the Republican national organization to take care of the photographers and the cartoonists by issuing floor badges, which will entitle them to roving commissions to facilitate their work.

About 70 men will represent the 6 leading press associations, all of which have made elaborate preparations to cover the convention. To write the "woman's angle," all but the Associated Press have obtained the services of women reporters.

Frederick Roy Martin, general manager, Jackson S. Elliott, assistant general manager, and Milton Garges, chief of traffic, are the Associated Press executives who will be on hand from the New York headquarters. This year will be the first in which Elliott has not done a part of the news writing since 1896, when he attended his first political convention as a newspaper man.

L. C. Probert, superintendent of the Washington bureau of the Associated Press, will be in charge of the A. P. political staff, which comprises the following writers: J. L. West, E. R. Bartly, P. F. Haupert, Kirk L. Simpson, S. T. Early, John T. Suter, Byron Price, C. B. Jones, C. S. Brandebury and J. H. Reitinger.

This corps of writers will be assisted by men from the Central Division of the Associated Press, who will be in charge of E. T. Cutter, Central Division superintendent. They are: R. J. Dustman, of the Columbus bureau; L. J. Sullivan, Chicago bureau, and J. W. McGuire, Cleveland bureau.

Joseph J. Jones, cashier of the Chicago bureau of the Associated Press, will have charge of all business and financial arrangements for the A. P. delegation. This year will be the 20th that he has served in this capacity.

M. Koenigsburg, president of International News Service, and George C. Shor, editor and manager, will attend the convention for I. N. S., which service will be represented by the following special writers:

United States Senator Medill McCormick, Republican, of Illinois, who is a noted writer as well as a prominent figure in American politics; O. O. McIntyre, magazine writer; Helen Rowland, author of the "Sayings of Mrs. Solomon" and "Meditations of a Wife"; Jack Lait, playwright and short story writer; Martin H. Glynn, former Governor of New York, prominent Democrat, and editor and publisher of the *Albany Times-Union*, recently purchased by William Randolph Hearst; and Ray Long, editor of *Cosmopolitan Magazine*.

Regular I. N. S. writers will be under the supervision of E. Barry Farris, associate editor, I. N. S. They are: George R. Holmes, Washington manager and chief Washington correspondent; William K. Hutchinson, Kenneth Clark, A. O. Hayward, George E. Durno, Roland Krebs, Albert Baenziger, David M. Church, Eddie Mahoney, Sherman Duffy, Arthur Struwe, Bill Brons, Connie McElreath and R. Borst.

Fred Ferguson, vice-president in charge of news of the United Press Associations, will direct the U. P. staff at the convention. Robert J. Bender, political writer, will handle the lead stories and will be assisted by Frazer Edwards, Paul Mallon, Milton MacKaye, Frank Getty, and Dorothy Shumate.

Raymond Clapper will write the lead stories for United News. His assistants will be Ralph Turner and Maxine Davis. Senator Arthur Capper will write special articles on the convention for United News.

William F. Lynch, traffic superintendent of the United Press, will be in charge of the U. P. and U. N. wire services.

Chester Hope, editor of Universal Service, who will be at the convention, has announced the following staff: Arthur Brisbane, Norman Hapgood, Edwin J. Clapp, Damon Runyon, Bugs Baer, Kenneth C. Beaton, George W. Hinman, John T. Lambert, James R. Nourse, Early Shaub, Winifred Van Duzer, and Wiley S. Smith.

David Lawrence and Robert T. Small will represent Consolidated News Service.

For the convenience of the motion picture photographers who wish to rush their pictures an aeroplane landing field has been made ready opposite the Auditorium on the lake front.

The presence of more than 400 women delegates and alternates brings a new note into the convention. They will be taken care of by the Woman's Committee of the National Republican Committee with Mrs. Nettie M. Clapp, state representative, as chairman. Five general hostesses for hotels, golf, club, social and motor activities have been appointed with a large number of women serving under them. There will be several hostesses in attendance at each hotel at all times and hundreds of motor cars will be at the disposal of the guests.

Among the entertainments which have been planned are a golf tournament for women, a reception and musicale at the Shaker Heights Golf Club, a tea at the Woman's Club, motor trips about the city and a lake ride on Wednesday afternoon for both men and women, with elaborate fireworks on the lake front in the evening.

All newspaper women and wives of correspondents will be given credential cards that they may enjoy all entertainments provided.

At the Women's Republican Club headquarters in the Hollenden Hotel and the Women's Coolidge headquarters at the Cleveland, tea will be served every afternoon, thus lending a social side to the meeting of committees.

The press committee, of which George F. Moran, business manager of the *Cleveland News*, is chairman, has arranged for a men's golf tournament on Friday morning at the Country Club under the auspices of the Washington Press Club, as well as a midnight theatre party Tuesday at the Prospect Theatre.

The civic spirit of the citizens of Cleveland has been aroused and nothing for the

comfort and entertainment of their guests has been neglected. If the business of nominating Calvin Coldge for President bids fair to be a bit cut and dried, the sideshows will add color and the delegates, visitors and press representatives will find the city in gala dress. Thousands of dollars have been spent within the last few months, planting trees and shrubs, cleaning up waste places and landscaping them, re-sodding the public square. The city dump on the Mall has been reclaimed and made into a parking area for automobiles.

A list of newspapers and associations assigned seats in the telegraphic press section at Cleveland are:

Adams, George Matthew Service.
Adrian Telegram.
Akron Times.
Akron Beacon-Journal.
Akron Press.
American Telegraph and Telephone Company.
Albany Knickerbocker Press.
Albany Evening News.
Albany Journal.
Alliance Review and Leader.
American Press Association.
Associated Press.
Associated Negro Press.
Associated Newspapers.
Ashtabula Star-Beacon.
Atlanta Constitution.
Atlanta Journal.
Atlantic City Press.
Atlantic City Union.
Austin American.
Australian Press Association.

Baltimore Sun.
Baltimore Evening Sun.
Baltimore American.
Baltimore News.
Battle Creek Enquirer and News.
Bell Syndicate.
Beloit (Wis.) Daily News.
Billings Gazette.
Birmingham Post.
Birmingham Age-Herald.
Bloomington Pantagraph.
Boise (Idaho) Statesman.
Booth Newspapers of Michigan.
Boston American.
Boston Herald.
Boston Christian Science Monitor.
Boston Globe.
Boston Evening Globe.
Boston Traveler.
Boston Transcript.
Boston Post.
Brooklyn Citizen.
Brooklyn Eagle.
Brooklyn Times.
Brooklyn Standard Union.
Buenos Aires La Nacion.
Buffalo Times.
Buffalo Evening News.
Buffalo Express.
Buffalo Commercial.
Buffalo Enquirer.
Buffalo Courier.
Burlington (Ia.) Hawkeye.
Butler (Pa.) Eagle.
Bucyrus Telegraph Forum.

Camden Courier.
Canton Repository.
Cedar Rapids Gazette.
Central Press Association.
Central News of America.
Champaign (Ill.) News Gazette.
Charleston (W. Va.) Gazette.
Chattanooga Times.
Cheyenne State Tribune-Leader.
Chicago Daily News.
Chicago Daily Journal.
Chicago Evening Post.
Chicago Tribune.
Chicago Herald Examiner.
Chicago Daily Worker.
Chicago Jewish Courier.
Christy Walsh Syndicate.
Cincinnati Post.
Cincinnati Times Star.
Cincinnati Commercial Tribune.
Cincinnati Enquirer.
Clarksburg Telegram.
Cleveland Press.
Cleveland News.
Cleveland Plain Dealer.
Cleveland Daily Metal Trade.
Cleveland Waechter and Anzeiger.
Cleveland Times.
Colorado Springs Gazette.
Colorado Springs Telegraph.
Columbus Dispatch.
Columbus Citizen.
Columbus Ohio State Journal.
Cologne Gazette.
Consolidated Press Association.

D. P. Syndicate.
Dallas Dispatch.
Dallas News.
Dallas Journal.
Danville Commercial News.
Daley, William L.
Davenport Democrat.
Davenport Daily Times.
Dayton Journal.
Dayton Herald.
Denver Express.
Denver Post.
Denver Rocky Mt. News.
Denver Times.
Detroit News.
Detroit Free Press.
Detroit Times.
Detroit Abend Post.
Des Moines News.
Des Moines Register.
Des Moines Tribune.
Dubuque Times Journal.
Duluth News Tribune.

East Liverpool Review.
East Liverpool Tribune.
East St. Louis Journal.
Editor & Publisher.
Elmira Star Gazette.
Elyria Chronicle Telegram.
Erie Times.
Erie Dispatch Herald.

Fargo Forum.
Federated Press.
Fort Wayne Journal-Gazette.
Fort Worth Star Telegram.
Fort Worth Record.
Fourth Estate.
Fresno Republican.

Galveston News.
Grand Rapids Herald.
Grand Junction Sentinel.
Green Bay Press Gazette.
Greensboro Daily News.
Guthrie Daily Leader.

Hamilton Daily News.
Hammond Times.
Hannibal Courier Post.
Harrisburg Telegraph.
Harrisburg Patriot.
Harrisburg News.
Hartford Courant.
Hartford Times.
Havas Agency.
Houston Chronicle.
Houston Press.
Houston Dispatch.
Hutchinson News.
Huntington Herald Dispatch.

Illinois State Journal, Springfield.
Illinois State Register, Springfield.
Indianapolis News.
Indianapolis Times.
Indianapolis Star.
International News Service.
Ithaca Journal News.

Jackson (Mich.) News.
Jamestown (N. Y.) Post.
Jamestown (N. Y.) Journal.
Janesville Gazette.
Joliet Herald News.

Kalamazoo Gazette.
Kansas City (Kan.) Kansan.
Kansas City (Mo.) Journal.
Kansas City (Mo.) Post.
Kansas City (Mo.) Times.
Kansas City (Mo.) Star.
Kenosha News.
Knoxville News.
Knoxville Sentinel.
Knoxville Journal and Tribune.
Koppe, S. S., South American newspapers.

LaCrosse Tribune and Leader Press.
Lancaster New Era.
Lancaster Intelligencer.
Lancaster News Journal.
Lanning News Bureau of Trenton, N. J.
Lansing State Journal.
Leavenworth Times.
Lewiston Journal.
Lexington Herald.
Lexington Leader.
Lima (O.) News.
Lincoln (Neb.) State Journal.
London Post.
London Times.
Lorain Times Herald.
Los Angeles Times.
Los Angeles Illustrated News.
Los Angeles Herald.
Los Angeles Express.
Louisville Post.
Louisville Courier Journal.
Louisville Times.
Louisville Herald.
Lowell Courier Citizen.

Madison Capital Times.
Marion Star.
Manchester Union and Leader.
Manchester Mirror.
Manchester (England) Guardian.
Manistee News Advocate.
Mansfield News.
Macon City Globe Gazette.
Massillon Independent.
Medford Mail Tribune.
Memphis Press.
Memphis Commercial Appeal.
Memphis News Scimitar.
McNaught Syndicate.
Milwaukee Journal.
Milwaukee Herald.
Milwaukee Sentinel.
Milwaukee Wisconsin News.
Miami Herald.
Minneapolis Journal.
Minneapolis Tribune.
Missoula Sentinel.
Mobile Register.
Moline Dispatch.
Muncie Star.
Muncie Press.
Muscatine Journal.
Muskogee Times Democrat.

Nashville Banner.
Nashville Tennessean.
National Catholic Welfare Council.
National Republican.
New Bedford Standard.
New Castle (Pa.) News.
New Britain Herald.
New London Day.
New Orleans Item.
New Orleans Times Picayune.
News League of Ohio.
Newspaper Enterprise Association.
Newark Star Eagle.
Newark News.
New York Jewish Daily Forward.
New York Sun.
New York Herald-Tribune.
New York American.
New York Evening World.
New York Evening Post.
New York Jewish Journal.
New York Times.
New York World.
New York Daily News.
New York Journal of Commerce.
New York Telegram and Evening Mail.
New York Wall Street Journal.
New York Jewish Daily News.
New York Telegraph.
New York Tribune Syndicate.
Newspaperdom.
New Haven Union.
New Haven Journal-Courier.
North Adams Transcript.
Norwich Bulletin.

Oakland Tribune.
Oklahoma News.
Oklahoma Oklahoman.
Omaha Daily News.
Omaha World Herald.
Oshkosh Northwestern.
Ottumwa Courier.
Owensboro Messenger.

Paterson News.
Peoria Journal Transcript.
Peoria Star.
Petit Parisien.
Pittsburgh Chronicle Telegraph.
Pittsburgh Gazette Times.
Pittsburgh Press.
Pittsburgh Sun.
Pittsburgh Post.
Pittsfield (Mass.) Eagle.
Philadelphia Inquirer.
Philadelphia Record.
Philadelphia Evening Bulletin.
Philadelphia Public Ledger.
Philadelphia Evening Public Ledger.
Philadelphia Jewish World.
Philadelphia North American.
Portland (Ore.) Journal.
Portland Telegram.
Portland Oregonian.
Portland (Me.) Press Herald.
Providence Bulletin.
Providence Journal.
Providence Tribune.
Pueblo Chieftain.

Reading Eagle.
Richmond (Va.) News Leader.
Richmond (Ind.) Item.
Rochester Democrat and Chronicle.
Rochester Times Union.
Rochester Journal-American.
Rockford (Ill.) Register Gazette.
Rutland Herald.

St. Albans Messenger.
St. Louis Post Dispatch.
St. Louis Star.
St. Louis Westliche Post.
St. Louis Globe Democrat.
St. Paul Pioneer Press and Dispatch.
Sacramento Star.
Sacramento Bee.
Salem (Ore.) Capital Journal.
Salt Lake Tribune.
San Diego Sun.
San Diego Tribune.
San Bernardino Sun and Telegram.
Sandusky Register.
San Francisco Daily News.
San Francisco Illustrated Herald.
San Francisco Chronicle.
San Francisco Examiner.
San Francisco Journal.
Scranton Republican.
Scranton Times.
Seattle Times.
Shreveport Journal.
Sioux City Journal.
Sioux City Tribune.
Sioux Falls (S. D.) Press.
South Bend News Times.
Spokane Spokesman Review.
Springfield (Mass.) Republican.
Springfield (Mass.) Union.
Springfield (O.) Sun.
Superior Telegram.
Syracuse Herald.
Syracuse Post Standard.
Syracuse Journal.
Syracuse Telegram American.

Tacoma News Tribune.
Terre Haute Post.
Terre Haute Star.
Toledo Blade.
Toledo Times.
Toledo News Bee.
Toronto Star.
Toronto Globe.
Topeka Capital.
Topeka State Journal.
Trenton Evening Times.
Troy Times.
Troy Record.
Tulsa World.
Tulsa Tribune.

United Press Associations.
United News.
Universal Service.
Utica Press.
Utica Observer Dispatch.

Washington (D. C.) Post.
Washington (D. C.) Star.
Washington (D. C.) News.
Washington (Pa.) Observer.
Washington (Pa.) Reporter.
Washington Press Service.
Warren Tribune.
Waterloo Courier.
Waterbury Republican.
Waterbury American.
Watertown (N. Y.) Times.
Western Newspaper Union.
Wheeling Telegraph.
Wheeling Register.
Wheeling Intelligencer.
Wichita Beacon.
Wile News Service.
Wisconsin State Journal, Madison.
Women's National News Bureau.
Worcester Telegram Gazette.
Worcester Evening Post.

Yonkers Herald.
Youngstown Telegram-Vindicator.

CANADIAN PRESS HOLDS ANNUAL MEET

Loss of Government Grant Has Not Affected Service President Smith Reports — $9,054 Surplus Over Expenditures

Vancouver, June 5.—Members of the Canadian Press from all sections of Canada attended the annual meeting of that organization in this city on June 4. Proceedings were more or less of a routine character, as no new business of importance was introduced.



E. Norman Smith

In his presidential address, E. Norman Smith of the *Ottawa Journal,* reviewed briefly the developments of the year. The organization had passed through the greatest crisis in its history successfully he said, and not only would continue as a national body but was never as strong nationally before as it was today.

Mr. Smith reviewed those happenings at the 1923 session of Parliament, which led to the cancellation of the annual grants of $50,000 for the leased wires across the 3 sparsely settled gaps in the Dominion and $8,000 towards the supplementary cable service from Britain.

However, he said, the several divisions had approved of methods recommended by the directors for absorbing the $58,000 and the leased wires and British cable service would be retained.

"And last, but not least," concluded Mr. Smith, "that great co-operative organization, the Associated Press of the United States, whose methods and ideals we have copied and followed, has defined in a new long-term contract that the basis of the relationship between our two organizations is the national co-operative character of each and made it clear that it will not be a party to anything that detracts from the present continent-wide scope of the Canadian Press."

In the news report of the management, J. F. B. Livesay, general manager, paid a tribute to the loyalty and zeal of the staff.

Reporting on cable service, Mr. Livesay stated that there had been a systematic cutting down of wordage in preparation for the loss of the government grant on April 1. In the meantime last October an agreement had been made with Sir Roderick Jones that the Canadian Press fee to Reuters be increased from £60 a month to £1,000 a year, offset by an increase from $100 to $200 a month in the fee Reuters paid the Canadian Press for filing on their behalf service from Vancouver to the Australian Press Association. This arrangement, however, was temporary and would be revised next month in London.

The financial report showed that up to August 31, 1923, operations had resulted in an accumulated surplus of $8,480.02. For the 7 months ended March 31, 1924, after which the new system of costs became effective, there was a balance of $574.47, making total surplus of $9,054.49. All 3 circuit costs showed surpluses and cable service had at March 31 surplus of $2,199.95.

Intertype Declares Dividends

At a meeting of the Intertype Board of Directors held May 20, the following dividends were declared: Regular quarterly dividend of $2.00 per share on First Preferred Stock, payable July 1, 1924, to stockholders of record at close of business June 16, 1924. Regular semi-annual dividend of $3.00 per share on Second Preferred Stock, payable July 1st, 1924, to stockholders of record at close of business June 16, 1924.

RADIO FUTURE WITH PRESS, I. C. M. A. HEARS

Weir of Syracuse New President, Hatton of Detroit, Vice-President—Next Meeting at Colorado Springs —Schmid Tells Louisville Convention What Rural Circulation Costs.

By R. R. MAXWELL

(*By Telegraph to* EDITOR & PUBLISHER)

LOUISVILLE, Ky., June 5.—Robert Weir, of the *Syracuse (N. Y.) Journal* was unanimously elected president of International Circulation Managers' Association, to succeed M. W. Florer of the *Dallas News*, at the close of the 20th annual convention held at the Brown Hotel here this afternoon. E. R. Hatton, *Detroit Free Press*, was elected first vice-president; Charles Payne, *Indianapolis Star*, was elected second vice-president and Clarence Eyster, *Peoria (Ill.) Star*, was re-elected secretary by acclamation.



R. S. WEIR

Three directors elected for a term of three years were H. W. Stodghill, *Louisville Courier Journal & Times;* Lattier Snyder, *Baltimore News*, and Wylie Baker, *Knoxville Sentinel*.

After a lively contest in which representatives of more than twelve cities took part, Colorado Springs was chosen as the meeting place for 1925. The convention, which was the largest ever held in the history of the Association, opened Tuesday morning with more than 300 delegates in attendance. President Florer delivered his annual address in which he pointed out the rapid growth of the organization and the things it has accomplished.

"I feel that the past year has been one of the best in our history, based upon the tenets of our Association, that of mutual enlightment, reciprocity and co-operation," he said. "I believe that more problems have been solved or are in the process of solution than ever before in our history.

"Publishers seem to understand more and more the great values to them of membership of their circulation managers and look upon attendance at our annual conventions as an investment which pays dividends in increased efficiency and wider knowledge of the circulation management."

Sidney D. Long, *Wichita Eagle*, responded to the address of welcome to the delegates delivered by Mayor Huston Quin who said that without circulation the newspaper cannot exist, and therefore it is the circulation men who are responsible for the uplifting and educational work of the press. Mr. Long outlined the delightful reception accorded the association meeting held in Louisville 18 years ago and thanked the mayor for the expression of welcome. Minutes of the previous convention were followed by reports of the board of directors, secretary and auditor, and reports of the various committees.



CLARENCE EYSTER

Speakers on the morning's program were Charles O. Reville, *Baltimore Sun*, who talked on "A Rotogravure Supplement—Is it Worth the Production Cost as a Circulation Builder"?; Max Halmbacher, *Oklahoma City Oklahoman-Times*, on "The Return Privilege to Railway News Companies—Does it Bring Increased Representation? Is it Abused? Advantages and Disadvantages"; James L. Farley, *Philadelphia North American*, on "Are Premiums Being Used More Generally"? and Alonzo L. Parker, *Los Angeles Times*, on "Is the Expense of Creating Home Delivery Among Tourists Justifiable"?

The afternoon session was given over to the following addresses: W. L. Argue, *Toronto Star*, on "Which Is More Important, News or Features: Is the Tendency Drifting Towards One or the Other"?; Stanley Clague, managing director of the Audit Bureau of Circulations, Chicago, and Credo Harris of WHAS radio station, the Courier Journal, Louisville.

[Important excerpts from these addresses appear on Pages 6, 7, and 8.]

"I believe that the position of circulation manager is today a position of greater power than it has ever been," said Mr. Clague. "Day by day that power and influence will increase. I hope that the A. B. C. has had some part in this and I hope the further advancement of newspaper owners appreciation of your work, you will allow the A. B. C. to continue to be of service to you.

"The growing power of the circulation manager is, however, carrying with it a growing responsibility not only to his publisher and those associated with him, but to the public and the nation.

"I am not here to decry legitimate promation enterprises in the publishing business. I do not think, however, that there will be any serious dissension from my viewpoint that schemes and so-called clever ideas that come just within the law which temporarily inflate circulation are a menace rather than a contribution to the building of a newspaper property."

Credo Harris predicted the day will come when light, heat and power will be sent by no other means than radio in his address on "The Future of Radio."

"I doubt if we shall see many wires thirty-five or forty years from now except in smaller towns. Trunk telephone and telegraph systems will probably be radioized and large cities will be using radio for telephone service. Profound scientists are already gazing into the day when a million radio telephones, foolproof and automatic, will be vitalized by a central station and operated without switchboards, without wires without a chance of going wrong.



H. W. STODGHILL

"Into whose hands, then should this public service of radio casting be intrusted? Of course, the newspapers'. The logical gatherers of news and entertainment should be disseminators, both in print and the spoken word. Just at present this does not seem to be working out, since there are more stations operated by manufacturers, but remember that this is still the period of outside expansion, with the golden harvest of selling every Tom, Dick and Harry the good or bad, or both. When this has settled down, and Tom has grown in radio intelligence with the growth of thoroughly perfected radio apparatus, there will be a decreasing reason for manufacturers, and increasing reason for newspapers, to speak directly into the homes of their respective clients.

The second annual masquerade dance of the association was held Tuesday night with Jules Brazil of Toronto official fun maker of the convention, as master of ceremonies. A shopping tour through the retail district was arranged for the ladies of the convention Tuesday morning and a bridge and Mah Johng party was held by them in the afternoon at Fontaine Ferry Park.

Sessions on Wednesday were held on the steamer *America*, on the Ohio river. The delegates arrived at Rose Island at noon where they were the guests of D. G. B. Rose of the Standard Printing Company. They were served with a chicken dinner and remained on the island three hours.

Speakers at the morning session on the trip up the river, were E. C. White, *Houston Chronicle*, on "Should the A. B. C. make deductions on dealer circulation when a newspaper shows a heavy percentage of unpaid accounts? If so, at what figure should the deduction commence?" and J. C. Montgomery, *Detroit News*, on "In radio, does the newspaper which operates a broadcaster have any advantage over a newspaper which does not operate a set, but does carry daily programs or weekly radio section?" Other speakers were J. O. Stuardi, *Mobile Register*, on "A practical system of weekly collections from country dealers, who collect monthly from their customers. How to bring it about"; J. F. Sweeney, *Winnipeg Free Press*, on "A plan that insures 100 per cent collections from carriers"; Royal Weiler, *Allentown Call*, on "Queer circulation stunts I have encountered," and A. G. Lincoln, *St. Louis Post-Dispatch*, on "The value of advertising for circulation by use of billboards and novelties. Can a newspaper remain consistent and do it?"



WYLIE BAKER

A. C. Pearson, president of the Economist Group, New York, reviewed the postal situation for the circulation men. He traced the history of second-class postage, telling why the Government took upon itself the task of distributing the mails and why Congress had seen fit to grant special rate privileges to the press.

He then pointed out that muck-raking magazines and newspapers had antagonized Congress, that the One Cent Postage League had fought incessantly the rates accorded newspapers and magazines, and that the increasing volume of advertising had paved the way for propaganda that the second-class rate was a subsidy given to the press, which had departed from its function of education and had become largely a carrier of advertising. This propaganda, aided by the hatred for newspapers of former Postmaster General Burleson and Representative Kitchin, made easy the enactment of the zone law and rate increases of the war and later years.

The one-cent flat rate, Mr. Pearson said, had made possible the best and cheapest newspapers and periodicals in the world and made the United States the leader in the use of advertising. National distribution of publications brought about by the old postal system had reduced sectionalism to a minimum in the United States and removed the bar to national development which has always afflicted other countries of large territory —China and Russia, for instance—which have never been nations because there is no national thought.

(*Continued on page* 35)

SONGS OF THE CRAFT

By Henry Edward Warner

(*Written for and Copyrighted* 1924, *by* EDITOR & PUBLISHER)

WARLEE

(Will the Craft pardon the intrusion of this reference to my summer home on the Severn . . . considering that it includes an invitation to drop in if you are ever near there? H. E. W.)

There is no place beneath the sun
So restful as the only one
That soothes my troubled spirits, when
I leave the haunts of fretful men.
There is no calm retreat that holds
Its blues, its crimsons and its golds,
Its hues and fragrances, so rare
That gods seem brewing nectars there.

It sets within a wooded frame
Hard by a stream with fish as game
As ever struck the lure, at play
On tides of any fishing day.
And should I weary of the line,
There is the wood of tree and vine—
Spring's ray-shot carpet spread for me
With violet and anemone.

No diva ever sang such notes
As burst from myriad swelling throats
Of nature's songsters, flittering high
Or crossing an untroubled sky.
No miser's heap of gold could pay
For that free concert every day;
No bribe could buy one homely hue
That streaks my treasured garden through.

And when my time has come, when Fate
Calls me to that half-opened Gate—
When human voices fade, and seem
To linger only in a dream,
Let them who watch me raise the shade
So that, unflinching, unafraid,
My parting gaze may meet the skies
That smile on Warlee's paradise.

Brass Tack Experience Testimony By I. C. M. A. Members at Louisville

LACK OF HOME DELIVERY IN NEW YORK MAKES A UNIQUE SITUATION

By PAUL O. SERGENT
Louisville Herald & Post

The general differences in the organization and operation of a circulation department in a city of one hundred thousand, and one million or over.
Paul O. Sergent.

DUE to the fact that this topic has been worded so as to include any or all cities of 1,000,000 or over, I am taking the liberty of comparing the average city of 100,000 and New York City, for the reason that any comparison which places all of these large cities into one group would be impracticable and misleading. While Chicago, Boston, Philadelphia, Detroit, Cleveland, Baltimore, St. Louis, each have a population of a million or at least close to that figure, each have their own peculiar systems.


PAUL O. SERGENT

For instance, the Philadlephia joint morning delivery system through which all of the morning newspapers make their delivery, dealing with the adult carriers operating in well defined boundaries would be a story in itself, and has no counterpart in New York.

Nor has the afternoon system of substations and newsboy carrier delivery as exists in Philadelphia, Detroit, Baltimore, and other large cities bordering on a million population, anything in common with the New York method.

The outstanding difference between the whole circulation structure in New York and the average city of one hundred thousand is the fact that in New York there is no home delivery, or any semblance of it, maintained or fostered by any New York newspaper, morning or evening, while the home delivered carrier circulation usually forms the backbone of the city circulation of the average city of 100,000. The carrier circulation in the smaller cities will oftentimes amount to 80 or 90 per cent of the city circulation.

It is true that a small percentage of New York morning newspapers are delivered to the door of the subscriber, but this figure is inconsequential and such delivery is handled in a roundabout method through a corner newsstand which makes a more or less haphazard delivery through the apartment elevator operator or building superintendent. If the subscriber is lucky he may enjoy a fairly good delivery, but more often than not, he will either recieve no paper or the regular paper which he has ordered will be substituted by another. Due to mistakes in handling, the service is so generally unsatisfactory that he ultimately gives it up and reverts to his old habit of buying from one of the newsstands.

Now and then some effort has been made to build up a carrier delivery on the New York morning newspapers but such effort has usually been short-lived or spasmodic. The plan, however, in the opinion of many experienced and able circulation managers has never been carried along for sufficient duration to give it a fair trial. Obviously this opinion refers to the residential sections of New York, where direct contact with the subscriber may be established and does not include Manhattan where 97½ per cent of the population dwell in rented flats and apartments. The 2½ home ownership in Manhattan would not encourage the idea of carrier delivery.

A large part of the newspaper circulation in greater New York is sold from day to day off the newsstands of which there are approximately 7,000. A large number of these newsdealers refuse to make any delivery whatever to subscribers and in fact, I have come in personal contact with a number of such dealers who found in attempting to sell their places of business that a newspaper route in connection with it was looked upon as a liability.

When I say that the chief difference is due to the fact that we have no home delivery in New York, you may not quite sense the full significance of this statement, unless you analyze all of the circulation promotion work, which you are now doing in the smaller cities where you employ a home delivery. I believe you will find that 90 per cent of all your work, on city circulation only, is tied up directly in one way or another with business which is actually delivered to the subscriber through some form of carrier system. It may be a joint morning delivery or an exclusive morning carrier system; it may be afternoon independent carriers or regular carriers or office owned routes, but you will find that the major part of your work along this direction is based on the idea that you may accept the subscription and make delivery.

Run over in your mind the work which you have done in the past year, such as doll, roller skate, bicycle, automobile, puzzle picture and all other sorts of contests, the work of your city solicitors, the work done through you sub-station managers, carrier boys, advertising new features in the columns of your newspaper and all of the promotion work which you have been doing, and I believe you will find that the greater part of your energy and money has been spent to increase that part of your circulation which is in the hands of your carrier system, whatever it may be.

In other words, you work is centered on that type of business which will stay put. In New York 7,000 dealers for the most part handle the Times, Herald Tribune, World, American, News, Telegraph, Sun, Telegram, Journal, Evening World and Post, not to mention a large number of financial and foreign language newspapers, which means that it is practically impossible to secure any particular help from the dealers. Their profit is the same on one paper as another and quite naturally they show a spirit of utter indifference towards any one newspaper.

This condition is in some respects an advantage for the smaller newspapers, in that they have practically the same opportunity for display as the larger papers, although, of course, the delivery costs are proportionately greater for the small papers because of their small volume of business which must carry the load on a many edition distribution.

There are comparatively few newsboys in New York selling between corners or roaming about the streets. I mention this to show that there is little effort made by any of the newspapers to secure exclusive street hustlers to push their particular paper. This has, of course, been done in the past but has been largely discontinued in the interest of harmony and to avoid antagonizing the regular news dealer to whom the newspapers must look for their sale 365 days a year.

While each of the New York newspapers has its own particular method of promoting circulation, it seems fair to classify the entire policy by saying that the paper must be sold to the public through general publicity and advertising the strong features of the paper through newspaper space, newsstands, elevated and subway station placards, display cards, car cards, truck signs, direct by mail and all of that sort of thing.

Because of the fixed limitations before the circulation managers in their work in New York they are forced to pay more attention to other phases of the work than is given in smaller cities. I refer particularly to the efforts made in covering all special events, such as the World Series, the big prize fights and many other events of importance. For instance, when Lieuts. McCready and Kelly were preparing to make their nonstop flight from New York to San Diego and later when Lieutenant Maughan attempted his transcontinental flight, every morning newspaper exerted a great deal of effort to get a copy of their newspaper in the first transcontinental flight, sending their own men to Mitchel Field each morning before daybreak for several weeks before the flight actually took place. Whether or not such effort is worth while from a publicity standpoint is debatable.

With the Democratic National Convention opening in New York within a few days, the New York circulation managers are, undoubtedly, bending every effort to devise ways and means of getting a good break on this unusual event.

Because of the fact that New York city circulation must be built and maintained almost entirely by the selection of and proper promotion of the features in the newspaper itself, the New York publishers pay tremendous prices for exclusive rights to circulation-producing features, or at least features which seem to have such possibilities. The sum paid by one New York newspaper for the exclusive rights on Major Archie Butts' Roosevelt letters plus the amount spent for one week's newspaper advertising would make rather an attractive budget for promotion work for an entire year on the average newspaper in a city of 100,000. To announce a new Sunday tabloid radio section one newspaper spent nearly $100,000 in newspaper advertising, receiving a net increase of about 50,000 Sunday circulation.

The general plan and method of handling the country circulation is very much the same as in the small cities, although by virtue of the fact that the New York newspapers and particularly the morning newspapers, cover a much larger territory than the average newspaper in the smaller cities, it is obvious that it requires a considerable larger organization and a great deal more work to handle the outside agents. The competition is extremely acute, not only with New York newspapers, but at the distant points where excellent local newspapers are covering the field. Those who have been engaged in circulation work in New York and other Eastern cities have found that it is difficult to secure the same type of agent in outside territory as may usually be secured in other parts of the country.

Carrying and selling of newspapers seems to be frowned upon by the better class of boys, which quite naturally magnifies the problems of distribution and collection. With the exception of one or two New York newspapers, the mail subscription business is comparatively small. I am told that in times past considerable effort has been exerted in building R. F. D. business with little success, and has, therefore, been largely abandoned. It seems that this class of business can better be handled by the good daily newspapers, which are published in the immediate territory.

While it is the consensus of opinion among all newspapermen that the chief essential for constructive circulation building whether in New York or in Eskota, Tex., is in the paper itself, this is true to a greater degree in New York than any other place in the country due to the fact that the buyer walks up to the newsstand and makes his own selection uninfluenced.

In the smaller cities there are numerous instances where the circulation of newspapers of mediocre character is maintained and even increased by a well managed circulation department. Due to the particular New York conditions such circulation achievement would not be possible. For proof of this statement one must only look at the New York newspaper graveyard of the past two years

"HOW ABOUT RADIO BROADCASTING?"

By J. C. MONTGOMERY
Detroit News

"In Radio, Does the Newspaper Which Operates a Broadcaster Have Any Advantage Over a Newspaper Which Does Not Operate a Set But Does Carry Daily Programs Or a Weekly Radio Section?"

A NEWSPAPER operating a broadcasting station has an advantage over a newspaper which does not operate a broadcasting station, although it may publish a radio program.

First, a paper is kept in touch with latest radio developments through its station. This may seem peculiar, but when broadcasting, the paper must have competent radio engineers. These engineers keep the radio editor informed. They can detect hokum in various radio articles put on the market. The radio operator will always find his engineers an asset when putting out a radio section. It happens today that there are few editorial men in the country who can discuss technical radio subjects intelligently and accurately.

A broadcasting station serves as a medium through which the paper is placed at the head of all other papers when any subject pertaining to radio is brought up. The public seems to feel that with its constant attention to broadcasting a natural surety value will be the result in its radio news columns.

In order to discuss the subject thoroughly the good-will angle must not be overlooked, as a broadcasting station is undoubtedly a good-will getter, providing the station furnishes good entertainment. It constantly brings before all classes of people the name of the paper and an idea of the length to which the paper will go to serve not only its clientele but the general public.

There is such a demand for radio programs in the news columns that no paper can well afford to neglect this feature. Extreme care should be taken to present these programs accurately. Here again the paper operating a broadcasting station has the advantage.

During the past month I have come in contact with two papers in large cities which have added tabloid radio sections, one of which maintains a station while the other does not. It is interesting to note that the paper maintaining a broadcasting station shows an increase in circulation while the circulation of the other paper was not affected by the addition of the section.

Any newspaper planning to add a special radio section should stop to consider that it may prove quite embarassing to drop it should the results prove unsatisfactory. Under ordinary conditions a feature may be dropped without undue criticism from its readers, while the dropping of a section causes the reader to think he is being cheated out of something to which he is entitled.

Harvey as Post Editor

New York Times comments that Colonel George Harvey's editorials in *Washington Post* are dressed like those of conservative London papers.

MUCH TO CONDEMN, NOTHING TO PRAISE IN RETURNS FOR R. R. NEWS AGENTS

By M. W. HALMBACHER
Oklahoma City Daily Oklahoman

The return privilege to railway news companies. Does it mean increased representation? Is it abused? Advantages and disadvantages.

THE return privilege to most papers is a relic of past wastes. It is not good business to allow the return privilege to railway news companies.

On first thought, it might seem that the return privilege to railway news companies would have a tendency to increase sales. This, however, would prove to be only a temporary increase in numbers of papers sent to the railway news agent. In many cases he goes through his train and picks up papers already sold, refolds them and resells them as many as three or four times during the day. At the end of the day, this same paper might be checked in as unsold.

If the return privilege were allowed, sales would not be as vigorously pushed as on the non-returnable basis. In most cases the policy of the railway news companies is to take care of demands of the traveling public. Create a demand for your paper. It will be hard, then, for the news agent to offer a substitute.

The return privilege not only cuts down circulation but decreases the circulation revenue.

The return privilege has a tendency to promote dishonesty among news agents.

If railway news companies are shown that there is a demand and no papers to supply the demand, in most cases they will co-operate.

ROTO NO SURROGATE FOR EDITORIAL MERIT, BUT HELPS A GOOD PAPER

By CHARLES O. REVILLE
Baltimore Sun

A rotogravure supplement. Is it worth the production cost as a circulation builder?

IT has been my experience that the results warrant the cost and I can only illustrate this by telling of our experiences and by quoting circulation figures.



C. O. Reville

The *Sunday Sun* was started during October, 1901, as a straight featureless newspaper. Very few metropolitan features were added until 1910. A comic section was added about 1912.

The rotogravure section made its first Baltimore appearance in the *Sunday Sun* about seven years ago. Until then the *Sunday Sun* had been selling at 3 cents. We wished to increase the price to 5 cents, which we did just one week after we added the rotogravure section, it obviously being our idea to offset circulation loss by this added feature. We showed a drop of 3,000 the first Sunday after the price increase, but three weeks later, we were only 100 copies behind the last Sunday at the 3-cent price.

In April, 1920, we increased the price out-of-town to 8 cents with about the same result.

The other Baltimore Sunday morning paper did not increase its price until some time after we did but finally went to five cents without the rotogravure. This was added later, but had no apparent effect on its circulation and was finally dropped, I understand because of its great cost. For January, 1917, our net paid circulation averaged 96,859. For the month of April this year, it averaged 178,585, which was 81,726 copies ahead of the net paid average for January, 1917. We, of course, do not attribute this big increase wholly to rotogravure.

We now publish as many as 16 pages in this section and the revenue from advertising is very good, yet it still costs us money. I understand that there is now only one paper in this country making money on the rotogravure and that it has only been doing so for a short time.

We do not feature our rotogravure by placing it on the outside as some papers do their feature sections, although some out-of-town dealers do place this section on the outside after they receive their supply. The first page of the news section goes outside on all copies of the *Sunday Sun* just the same as it does on the *Morning Sun* and the *Evening Sun.*

We have always followed the plan of selling the Sunpapers as newspapers and not as feature sheets, making them editorially the best we know how, and it is my opinion that if any member of this Association plans to add the rotogravure with the idea that it will offset some editorial weakness, he will be wasting money. On the other hand if he now has a good paper editorially, I believe the addition of the rotogravure will add circulation for him just as it has for us, but his publisher should consider that it must be published at a loss for a good many years and it may never pay its way in advertising revenue.

CHANGING TO INDEPENDENT CARRIERS

By W. H. COONRADT
Decatur (Ill.) Review

IN changing from office-owned to independent carriers it is very important that each carrier as well as all his subscribers thoroughly understand the new arrangement. In our particular case we transferred five routes each week. The carriers in groups of five came to the mail room and were instructed as to the manner in which they were to collect, keep their accounts, receipts and statements shown—in fact each group was given a thorough instruction regarding the new system.

The following Saturday each one of these five boys was accompanied by one of our district managers, who showed him how to collect, instructed him in keeping accounts and also explained fully to each one of the carrier's subscribers the new method of handling the accounts. Careful attention was given to those subscribers paying six months, quarterly, and ten weeks or at the office, letting them know that they could continue to pay in the same way and the carriers would be given proper credit. In case a subscriber pays in advance to a collector or at the office credit is given the carrier each week the same as if he had collected in that way. Each carrier was started with a "clean slate," that is we collected all balances up to the time each carrier was transferred to the independent system so subscribers owed just one week. Our quarterly paying list is checked each month with the carrier.

Each carrier must have a substitute who knows his route, also keeps a route-book up to date to be used in emergencies. Carriers put receipts in their collecting books after the first up to date receipt book was given him when transferred, all receipts being printed one year in advance, one to be torn off each week. After careful investigation it was decided that this was more satisfactory than the punched card, mainly because each boy would have a ledger in his collecting book of each subscriber's account. Special envelopes were also furnished each subscriber to tack up near the collecting door to hold each week's small receipt. Carriers must pay their accounts weekly at the office. If the route does not grow under normal conditions, it is cut. Two boys in the same field will make their territory grow, without additional expense to the company.

To sum up:

Before transferring to the Independent system:—

1. Thoroughly instruct each carrier.
2. Explain new method to each subscriber.
3. Have a school of instruction for all in the department.

After transferring:—

1. Advertise the new method, either in your paper or "booster circulars" to be given out with samples to all non-subscribers on each route.
2. Be prepared to help new carriers or those not making money, show them how to collect and give service.
3. Do not raise or cut a draw unless given a written order by the carrier. This will save any argument when statement is given.

SHOULD UNPAID DEALER ACCOUNTS BE DEDUCTED FROM A. B. C. NET TOTAL

By E. C. WHITE
Houston Chronicle

"Should the A. B. C. Make Deductions on Dealer Circulation When a Newspaper Shows a Heavy Percentage of Unpaid Accounts? If So, At What Figure Should the Deduction Commence?"

IF a newspaper shows a large percentage of unpaid dealer accounts, the auditor should determine whether or not the papers have been paid for by the readers; if the dealer *was* paid and had failed to pay his obligation to the newspaper, then such papers should not be deducted from the paid circulation, for that is paid circulation, as much as any circulation can be paid.



E. C. White

But, if the dealer has failed to pay for the papers because he has not sold them, or because a lot of papers he had no sale for had been forced on him by the newspaper, or if a big percentage of his papers were left unsold day after day, then a deduction should be made in proportion to the percentage of papers unsold.

For the A. B. C. auditor to make such an investigation of a large number of dealers' accounts, especially country dealers, would necessarily be quite expensive and take considerable time, but as the expense of audits over a certain amount is paid for by the newspaper, it is only fair that such investigation be made before any deductions should be imposed.

Now, it is difficult to set any figure at which investigation of such circulation should be made by the auditor. Unpaid dealers' accounts, or the lack of them, would not always be a safe indication of the condition of the dealer circulation. Books might show dealer accounts paid in full and yet investigation develop the fact that dealers were not selling nearly all the papers furnished them by the publisher. The books might show that a paper's loss on dealer collections was heavy, yet the investigation might show that the papers were paid for by the subscribers and the poor collections due to slackness in the circulation department.

Some newspapers pay dealers a salary or make them an allowance which is supposed to be for some special service, when in reality it is intended to cover the dealer's loss on unsold copies. Some papers pay street boys a salary in addition to giving them a profit on sales. Sometimes, this is to keep representation on a poor corner where the sales are not great enough to hold a boy's interest and sometimes the salary is to make up to the boy for papers he draws and does not sell—so it seems to me that the auditors must keep on the lookout for indications of padding (and that is what it amounts to). I believe it is the custom of the A. B. C. auditors to handle such conditions in this manner.

INDEPENDENT MEN CARRIERS BEST, SAYS SMALL-TOWN CIRCULATOR

By O. McPEAK
Monroe (La.) News-Star

In cities of 20,000 or under, should carriers be independent or salaried and which method will return greatest net revenue?

THIS question is one, which circulation men have been debating for years, with the result that the fellow who is using any system successfully sticks to it as long as he gets the proper results. Conditions vary and the circulator must be able to adapt himself to the different conditions as he finds them.

My experience in circulation work has been mainly in the smaller cities and my opinion is that the independent carrier system will get more circulation than the salaried office owned carrier routes. Your salaried carrier as a rule is paid so much a week for delivery in a certain territory. Whether his number of papers increase or decrease he gets the same amount of money. That being the case, he is not going to tear his hair, or do very much arguing with a patron if he threatens to quit. He will at times go so far as to give bad service to a family who is somewhat off the regular route, necessitating a few extra steps and a little extra time to deliver, hoping that he will thereby get rid of a bad customer.

The salaried boy 10 to 16 years old has no special incentive to build his route. Put this boy on an independent basis and his views are altogether changed. He realizes that prompt and proper delivery service and politeness and courtesy will help him hold the customers he already has. Knowing that each new subscriber he adds means so many cents more each week in his pocket, he watches the new house going up in his territory or the vacant one, and as soon as it is ocupied he's there on the job.

Yet he still is a boy despite his enthusiasm. He cannot approach a prospec-

tive customer with the ease or bearing of a man. When complaints are made he can not smooth them over and get the customer satisfied as a man of mature years might do. So instead of the boy why not use a man?

I have used men carriers on independent routes successfully for several years. I divided the city into sections, putting a man in charge of each, making the division so as to give each man from 500 to 700 papers. These paper are sold to him at wholesale. He is placed under contract to make proper delivery, canvass his territory and pay his bill in full each week. In this way the smaller circulation manager who has very little office help, is relieved of much routine work with a small army of boys. As the men do their own canvassing, the circulation account is relieved of expense of city solicitors.

In one instance, where I took charge of a small city circulation, the paper had been operating on a salaried carrier basis and percentage on collections. At that time is was realizing approximately 6½ cents per subscriber per week above carrier and collection expense, which I raised to 11 cents under the independent man carrier system.

Coming to Monroe this year I changed from salaried to independent carriers. At the same time I raised the rate and also put both mail and city on a strictly paid-in-advance basis. It is working beautifully so far and increasing satisfactorily for the short time it has been in operation.

BEST FEATURE IS ONE CLOSELY ALLIED WITH THE DAY'S NEWS

By W. L. ARGUE and MAIN JOHNSON
Toronto Star

"Which is the more important, news or features? Is the tendency drifting towards one or the other?"

NEWS still remains more important than features, but the tendency is drifting towards the latter. In spite of this tendency, however, and no matter how far it goes, news will always remain more important in a newspaper. Why?



W. L. Argue

Because the dividing line between news and features is vague. The more the so-called features encroach on the news, the more it will be seen that they themselves are essentially news. If they are not actually news, they form its background.

Take for example, the North American Newspaper Alliance. When it was formed in 1922, its object was to supply features in a co-operative way just as the Associated Press supplies news. This remains the purpose of the N. A. N. A. but, in practice, many of its articles are used as front page news stories.

When Harold Noice sailed from Nome last year to see what had happened to the Stefansson expedition on Wrangel Island, and when he discovered the tragedy there, the direct news of what had happened was common property to all newspapers.

But the North American Newspaper Alliance supplemented the news with a feature, Noice's own detailed story of what he had found, with extracts from Knight's diary. This was not news in the sense that it chronicled immediately events which had occurred, but it was news in the sense that it was an amplification of a primary news event, giving the details and atmosphere of the tragedy.

The Alliance also had its feature service on the recent adventures of the American airman, Major Martin, in Alaska during his part in the flight around the world.

It had the Sinclair features on the economic conditions of Europe when they were also matters of straight news interest.

All these series have been features rather than news, but they have had a news value. We would say, indeed, that the tendency of features is to ally themselves more and more closely with the news.

Radio would probably be listed among the features, but it is also news. Radio programs and reviews of them are actual spot news; general articles on radio are the background to the news of one of the spectacular developments of contemporary science.

Science, in many of its branches, is one of the most frequent sources of features in the present-day newspaper.

As an example of this, we can again legitimately refer to Toronto, for it was there that Dr. Banting carried on his experiments which resulted in his discovery of "insulin." That discovery and the definite events arising from it are news, but features giving the details and the history of the age-long fight against diabetes are also a part of the news.

To consider another angle of the subject, there are the features in such papers as the American Weekly, the Sunday magazine section of the Hearst newspapers. These features are, for the most part, intimately related to the news, being in many cases a co-ordination of scattered news stories into one feature article. This is a contrast with another, earlier type of feature which was more like an essay, a feature without any apparent timely reason.

Comics, too, are features, which, although not chronicling the events of any particular day or week do reflect, even in a distorted, grotesque way, certain prevalent tendencies in modern life. Their direct motive may be not anything like as pretentious as this; it may be merely to entertain, which in itself is a worthy ideal. But critics and analysts of civilization, including many of the most "highbrow" variety, see in the comics a picture of present-day life which they say is of value now and will be of value to historians in the future.

Many of the offerings of the various syndicates have their news as well as their feature value, either in the sense that their authors are people prominent at the moment or that the subjects they discuss are timely.

In newspapers which count among their features the work of their editorial promotion departments are those whose promotions form part of the news. They either develop news or create it.

To cite one recent instance from our own paper, the National Baby Week Council of Great Britain, in connection with the British Empire Exhibition being held this summer in London, is finding the "Empire's Bonniest Baby." This search was being made throughout the Empire. It would have had a news value of its own in Ontario, for Ontario children could have competed. This news value, however, was increased immeasurably in Ontario by the co-operation of the *Toronto Star* with the National Baby Week Council. The *Star* has been conducting the competition in Ontario for the Council. Entries in Ontario were sent direct to the paper; a local committee of judges is selecting the best entries and forwarding them to London for the Empire competition.

Instead of scattered individual entries from Ontario, there has been an avalanche. Entries were received by us from over 250 municipalities.

If you ask us, "What is your practical advice in reference to this issue of news versus features," we say: "Join the prevalent tendency towards features, but see that most of your features are so closely allied to the news that it is hard to tell where one ends and the other begins."

QUEER CIRCULATION STUNTS I HAVE MET—OR HAVE I?

By ROYAL W. WEILER
President, Allentown (Pa.) Call

WAS I supposed to catalogue queer circulation stunts? Am I to be the judge of what is a queer stunt? I fancy and hope that I was among friends when I started, and I hope to end that way. What may be construed as queer by Cook in Scranton may not so be construed by Fris in El Paso.



R. W. Weiler

Last year, you will recall, McKernan presented 85 best promotion plans by an equal number of circulators. Who would dare and be so bold as to say that no one in our entire membership considered one or more of these plans or stunts queer, yet they were all presented as *best* stunts.

However, if there should be queer stunts employed, I would just like to put in a good word for the old subscriber. Queer stunts, I imagine, are prosecuted to run up quickly and economically, although not necessarily the latter, a list of new subscriptions. You are going to cater to the non-reader and gather or inveigle him in. What about the old subscriber? Why pat the new subscriber on the back and give him a cuckoo of a clock, or an alarm clock whose chief claim to alarm is that it never went at all, while the old subscriber has to go to bed with the chickens and rise with the crow of the neighbor's rooster.

Why give the wife of the new subscriber a new handbag when the old subscriber continues to come in year after year to pay his subscription from an old pig skin leather wallet that opens like an accordion, bound with a long leather strap, and worn to the surface as smooth and slippery as an oil lease.

The old subscriber never asked for or got a rubber apron for his wife and baby nor an accident insurance policy against mule kicks —— Why not?—Because with cheering regularity he comes year after year, digs down into his jeans, pulls out a sweaty, neatly folded bill and pays his subscription, and then turns around never to be heard from again until another twelve months.

Who registers the most kicks? It's the finicky for-the-time-being subscriber who may or possibly should have been in jail when the old subscriber was helping us to establish a firm foundation in the years of real struggle—he may have even endorsed our notes when credit was none too good.

Every circulation manager's job is building circulation, and putting on subscriptions is often no real factor in circulation-building.

Queer circulation stunts tend to lower the dignity of the newspaper business, lessen the value of a subscription to the subscriber and depreciate the value of distribution to the advertiser.

Be able to say that your readers are taking your paper because they want it. That sounds better in theory than in practice, I will admit. However, I am firmly convinced that a circulation manager's greatest endeavor should be the production of a good salable newspaper, and no one in the entire organization knows better what is a good salable newspaper than the circulation manager. A live circulation manager must and does know the kind of newspaper the folks in his territory want and like to read. Then he must naturally follow up closely every essential that enters into the maintenance and development of a relationship between reader and office that even the queerest of queer circulation stunts of a competitive paper will not queer nor materially shake.

You'll have plenty of luck if you spend plenty of time looking for it.

COLLECT WEEKLY FROM COUNTRY AGENTS

By J. O. STUARDI
Mobile Register & News-Item, Birmingham Age-Herald and Montgomery Journal

"A practical system of weekly collections from country dealers who collect monthly from their customers. How to bring it about."

IN the true sense, weekly payments cannot be exacted from dealers who collect monthly—unless the dealer collects in advance, and pro-rates it into weekly payments. This would bring about a very unsatisfactory condition, giving the dealer opportunity to confiscate the full collections to his personal use, and leave the circulator high and dry for delivery service. It goes without saying that the dealer is bonded, but unless with a cash deposit, there probably would be much difficulty in regaining the money.

The Country Circulator is kept more closely in touch with his agents, when billing them weekly. The agent has a weekly record of his profits. If the agent is unsatisfactory, not good pay, the circulator quickly finds it out, and knows, even though he holds an iron-clad bond, that the agent will not pay, and the only resource, other than legal, is to secure a good agent. On the other hand, a monthly agent will owe for at least six weeks before you know that he is not going to pay his account, and more than likely has been giving his readers poor service for more than a month before you are aware of it. Another point in favor of weekly billing is in the saving of postage on promotion work—the promotion letter sent with the weekly bill has more weight than one sent alone, and a promotion note or letter at least every two weeks is a necessity—and has more effect if sent every week.

How to bring it about, of course, is by far the most difficult feature, but it can be done with sufficient effort. Some monthly subscribers must be transferred to a weekly basis. It is preferable to have the district representative, or road man, perform this task. The monthly percentage must be reduced to less than 50 per cent, because no agent will take money out of his pocket to pay his account for the first three weeks without collecting a cent from his subscribers. He may be willing to wait until the end of the month for his profit, and is willing to trust well known people for one month, but there is in every city a transient class, who cannot be trusted for a month, yet are bona-fide readers. There is another class who must be collected from when they have the money.

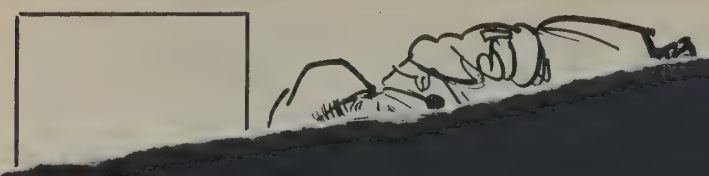
One advantage that Alabama newspapers have had for several years—the industrial and railroad employees have two pay days a month, generally on the 1st and 15th—makes collection easy.

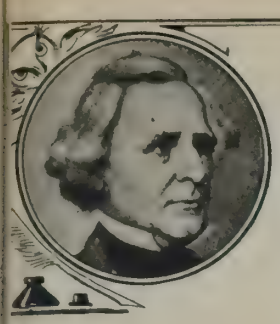
I believe in billing all agents weekly and using every effort to bring about weekly payments of accounts, giving the circulator the advantage of knowing what the agent is doing, and the company having the money instead of the agent or the subscriber holding it for 30 days.

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NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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(Continued next week)

CHAPTER TEN

Mr. Bennett Visits His Mother in Scotland and Appoints European Correspondents

THE year 1838 began very auspiciously for Mr. Bennett. He was, as he said in a rather boastful editorial, "firmly entrenched in the ournalistic field." His intense desire was to cover all the news and to eat his less-enterprising contemporaries daily, if possible, on important ocal stories. He hired two young reporters to scour the city for news, giving the articles sensational headlines. Meanwhile his own satirical pen was not less busy.

In all this time his health had been good, his natural spirits buoyant under every scandal, trial and perplexity. His habits were most methodical; he rose early and retired about 10 p. m. He was frugal in personal expenditures; a hearty eater of plain food, and bathed daily.

The year's principal event was the opening of regular steam navigation across the Atlantic ocean. Rival companies in England each rushed ships to completion and the first two arrived in New York on the same dayApril 23. Thousands of citizens rushed to the waterfront to gaze at the vessels and the newspapers devoted columns to the story.

Mr. Bennett in a brilliant editorial welcomed them to America and dwelt upon the surpassing importance of their arrival. The names of the steamers were *Sirius* and *Great Western.*

So impressed was Mr. Bennett that he decided to go to Europe on one of them, though at considerable sacrifice. He was also impelled to visit his old and widowed mother. But for having such a talented and responsible editor as Atree to take charge of the Herald in his absence, he would not have dared to leave his interests in other hands at such a critical time and for so long a period. He sold at auction many of his books, some furniture and other effects, and with a replenished purse, he sailed from New York May 1, on the *Sirius.*

Arriving at Falmouth, England, May 19, he called on leading newspaper editors and publishers of London. They had all heard of the Scotsman who had gone to America and was revolutionizing the press of New York and he received a hearty welcome. After arranging for London correspondence for the Herald, Mr. Bennett took a steamer for Edinburgh.

His meeting with his mother is best told in his own words:

"Bless me, mother," said he, "how old you look! How old you look! How is your health? Sit down! Sit down How old you do look!"

"Twenty-three years," said she, "since I saw you—in that time your father and brother Cosmo have died—is enough to make me look old."

He spoke affectionately of his brother—whom he had hoped to train in journalism, so as to give him the management of the Herald in his own absence, but "death has frustrated my plans."

"Mother, I pay £16 a year for rent of a pew in St. Peter's Church."

"You do," replied his mother, "and I suppose you would place me in the head of it, if I were there."

"You should have the whole of it, mother, for I have never been there yet to take possession."

At the end of the second day he had to "tear himself away" from his loved ones. He was completing an account of his life's history when suddenly, glancing at his watch, he exclaimed:

"There! It is 10 o'clock. I must go now."

Then the tears began to flow. Bennett, almost overcome by his own feelings, endeavored to cheer up his sisters, aunt, and mother, saying:

"I'll come and see you again next summer, and I'll stay a week with you then."

Accompanied by two uncles and a cousin, who walked to Keith with him, where he took the coach, leaving behind him the scenes of his happy childhod. He returned to the UnitedStates on another new steamship, the *Royal William,* arriving in New York on Oct. 10, and received a hearty welcome from his friends. Everything at the Herald office he found in satisfactory condition. Atree had achieved quite a reputation as a brilliant and forcible writer and had also followed in his employer's traces as a witty punster, one of his skits being as follows:

"A Mr. McCadden wants us to puff his ready-made coffins, omitting, however, the usual compliment of sending us a specimen of his workmanship. He may be a very clever fellow in his way, but as for his wooden surtouts (box coats) we hope he may never have a customer for one as long as he lives. Put that in your pipe and smoke it, Mr. McCadden. We have spoken in praise of many articles of merchandise in our day and generation, but it does go a little against our grain to recommend any man's coffins to any human being."

GIANTS IN THOSE DAYS?

BENNETT the Elder knew not the Income Tax Collector. Existence of such an officer in 1839 would probably have kept the New York Herald's 40 percent profit a secret between Bennett and his bookkeeper.

He had yet to show himself and his followers how to spend a newspaper's earnings in the race for foreign and domestic news.

He could buy the best editorial brains for $20 a week, a sum which he vaunts as some six-figure journalistic incomes of today are blazoned.

He did not seek advertising—that sought him. He thought a $50,000 income notable, and its prospects coterminous with the city's growth.

Could he have visioned a city of 6,000,000 people, a newspaper earning $15,000,000 a year, from which it might take conservatively a $3,000,000 profit?

Could he have foreseen a staff of 2,000 people, whose aggregate paycheck each week would have devoured his income for a year?

But, what will Bennett in the Celestial Press Club, and the EDITOR AND PUBLISHER of 2009 A.D. have to say of 1924's giant? Will we be any greater in our generation than Bennett was in his?

On July 1, Mr. Bennett had to issue a double sheet to give the public an accumulation of matter—news and miscellany, drawing attention to the big paper by asking "Can it be equalled by any or all of the Wall Street papers"

Again on July 6, he wrote:

"A SIGN: One dollar was offered on Wednesday for a single copy of the Herald, and none to be had. If we could have printed 50,000 copies of the two previous days they would have been sold."

On July 17, 1839, he gave the public the first information as to the size of his staff and cost of publication:

"I employ 4 editors and reporters, to two of whom I gave $20 a week each. In my printing office I have 10 regular compositors, besides several extra hands. In the publication office, 2 clerks and 2 boys. In the pressroom, one engineer, one salesman, 2 pressman and 4 boys. I have 23 carriers and agents, and 200 newsboys on the streets. My expenses are nearly $30,000 per annum, and my receipts nearly $50,000, with a prospect only to be limited by the growth and prosperity of New York."

The arrival (in October, 1839) of the steamship "British Queen," the largest, fastest and most luxuriously furnished vessel afloat at that time, gave rise to a disagreeable incident. Its owners had invited the most prominent citizens of New York and the members of the press to a great dinner to be given on board. Mr. Bennett decided to go, but a friend informed him that Daniels, the editor of the Courier and Enquirer, would not attend if he did. This roused Mr. Bennett to pen the following bitter paragraph:

"A person by the name of Daniels, who publishes an obscure, dying, sneaking paper somewhere about town, without circulation or influence, asked: 'Is the creature Bennett to be there?' 'Yes.' 'Then I sha'n't go,' said this exquisite ass."

With redoubled energy and marvelous activity, Mr. Bennett proceeded to build up influential connections for his paper in every direction. He had appointed trained correspondents in Paris and the other capitals of Europe, whose timely and interesting letters arrived by foreign mail.

In the fall of 1839, he made his famous Southern tour, as a Charleston paper said, "the first New York editor to come down South to study conditions and acquaint himself with the views of our public men." Putting Atree in charge again, he went to Washington and attended a session of Congress, sending 56 long and brilliant letters to the Herald that enhanced its reputation and increased its circulation wonderfully.

Though he was a relentless antagonist when attacking an adversary in his editorial columns, yet Mr. Bennett was most humane and kind hearted in his treatment of those in distress, his generosity toward even an avowed foe, being evidenced in the following incident. A Mr. Price, who in the New Era had most maliciously slandered Mr. Bennett, suddenly found himself in great financial distress. No friend would aid him, and finally, reluctantly, he appealed to Mr. Bennett for assistance. His tears of gratitude flowed, as the editor promptly handed him the required sum of money to meet his necessities, without ever referring to Price's vindictive attacks, and the impoverished journalist became Bennett's friend and champion thereafter.

(Continued next week)

CREATING USERS FOR NEW PRODUCTS WITH SAMPLES AND NEWSPAPER COPY

Two Methods Can Be Synchronized Franklin Shows by Survey of Successful "Tie-Up" Campaigns—$15,000,000 Invested Yearly in Samples

By HAMMOND EDWARD FRANKLIN

HOW to create new users for a product is a problem which is equally important for the small concern just starting as for the $10,000,000 corporation.

"If we could put a sample of our chocolate in the hands of every person in the United States, we would lay the foundation for a tremendous market," the manager of a chocolate concern remarked the other day. Sampling the product to consumers has been and continues to be an important aid in building up demand.

Just where should newspaper advertising fit in the sampling plan? How may newspaper advertising be tied up to best advantage with sampling?

Many a man ate his first dish of Post Toasties as the result of a sample left at his home. Today Post Toasties advertising is featuring up the corn flake



Specimen of clever newspaper display which ties up with sampling through "trial coupon."

that stays crisp in milk or cream and the makers are offering to send a liberal test sample direct through the mail to all who inquire.

It is estimated that $15,000,000 a year is invested in sampling in its various forms. In some of the larger cities, house-to-house distributing organizations have grown up. The distribution of samples has proven an excellent lever in working on the jobbing and retail trades and in influencing consumers, but it need not work necessarily at cross purposes to newspaper advertising. In fact, it can be an ally in making newsprint space the more productive.

The makers of White King Granular Soap in perfecting distribution around Portland, Ore., distributed a full size package to each home. At the same time, newspaper copy apprized the housewives of the distribution and advised them to be on the watch for their own free package to give it a tryout.

The advertising also featured the uses of the product and the unique trade-mark, which is a King such as appears on playing cards. The copy also stated that all dealers would soon be ready to supply orders.

On a new product the Quaker Oats Company uses specialty salesmen, and local advertising, carrying a coupon dedeemable at the dealers' stores for full retail value.

The offer of an assortment at a special price through newspaper advertising has been productive for some companies. Proctor & Gamble offered a group of 6 soap products in this way. At Kansas City alone, 54,000 coupons were redeemed by dealers. Of course, there is a danger dealers may buy up a large number of newspapers to redeem the coupons. Sometimes manufacturers limit the redemption of coupons to a few selected dealers. Almost always the consumer is required to write her name and address, and it is specifically stated that only one coupon may be used by a family.

On May 16, the Mt. Zircon Water Company, Rumford, (Me.), which sells Mt. Zircon Ginger Champagne, a summer beverage, ran a "Try it" day. Large newspaper copy featured the product and told the reader to "clip the coupon and get your free drink now."

The Palmolive Company has been a large sampler through newspaper advertising. "10 shaves free" and a can of Palmolive after shaving talc on request to prove statements made in the company's advertising have proved convincing to many a man. Even though he does not send for a sample, there is something worth while implied in the willingness of the advertiser to supply them.

The dentrifices have been persistent samplers both through newspaper advertising, door-to-door and store distribution of samples as well as detail work to the dental trade. The enormous sale of Kotex must be credited in some degree to their "confidential coupon" offer, addressed to Ellen J. Buckland, G. N., care of the Cellucotton Laboratories.

A sales manager of a product selling through grocers has found that he gets more coupons redeemed when they are left from house to house by his crew than when he publishes a coupon in the local newspaper, but the former is so expensive that in many cities the latter is more economical in getting his distribution. He has found the fact the coupon is to appear in the paper is a help in approaching the trade.

"Buy two products for the price of one" is an appeal which many concerns have used in house-to-house sampling and which some now are employing in newspaper space. A company which makes a marshmallow cream and also a marshmallow candy recently offered a 25 cent container of each, total value, 50 cent, for a quarter to those who redeemed the coupon during the week of May 19. In one city, the offer proved especially popular and was continued for an additional week. The list of local dealers was printed in the copy. A recipe book, "How to make deserts delicious," was included.

When Colgate introduced Fab, the company not only used large newspaper advertising, but also put full size samples in the hands of women. The Colgate Company also has been a constant user of women crews, coupons left house-to-house and premiums.

While some leading soap concerns have found sending demonstrators from home to home to take orders to be filled through the local grocer their most effective (although costly) method of extending demand, nevertheless some of the most successful in the business are large users of the newspaper.

Last fall B. T. Babbitt bought full pages to feature Babbitt's Cleanser offer, 2 for the price of one, in huge handlettering. Two full cans were shown, there was brief copy, and a coupon, good for one full can free of charge if the reader bought another can at the regular price. The company paid the dealer for the free can at full retail price. It is customary for the manufacturers to send representatives through to redeem coupons on the spot in cash and, incidentally, book extra orders where possible, or to mail a check when the dealer sends them his coupons. The forthcoming newspaper-sampling is merchandised thoroughly by the salesmen to the trade in advance and sometimes a special deal is offered.

The Manhattan Soap Company, Chicago, has used full pages with coupons which entitle the person who clips them to get one cake of Sweetheart Toilet Soap free if presented to the dealer within ten days.

A toilet goods concern has had good success in sending samples of expensive face powder direct-by-mail to a list of 50 or 100 customers furnished by a druggist. Much direct-mail work of this kind is being carried on.

L. Sonneborn Sons, Inc., New York, in



A small piece of copy intended to make the public anticipate and value a free sample.

response to newspaper advertising send free a specimen board so the prospect can see how their Stormtight looks when applied to tin or composition roofing. The prospect is asked to mention the kind of roof. A request like this enables the manufacturer to mail a list of his local dealers and to refer the inquiry to them to close. Dealers appreciate being sent live inquiries from their town, particularly if the possible sale is for $10 or more.

The advertising department of a company which sells through drug and department stores wrote as follows to dealers who had stocked an initial order of a new member of its family of products:

"There has been sent to you today, all charges prepaid, a package containing the samples of ——— promised you by our salesman.

"As soon as you receive these samples, will you be so good as to telephone the advertising manager of the ——— that you have the samples and ask him to notify you a day or two in advance of the date when the first advertisement appears, so that you will have a chance to put in a display, and thus capitalize on the advertising to the fullest extent?

"If you need display material, write us at once, so that it may be sent in plenty of time to reach you in advance of the campaign."

The Russia Cement Company, Glou cester, Mass., manufacturer of Signe Ink and Le Page's Glue, have a sic product, Signet Hand Soap. They hav suggested to various stores that these or der ten cases each and have a special sa in which two cans instead of one will b offered for 15 cents retail. The manu facturer furnishes coupons which may b distributed door to door, or counters c with the store outgoing mail. A sheet c suggested advertisements to be used b the dealer in his own space in the loca newspaper also is supplied and the com pany offers to mail free an electro of th can.

This is in effect simply a slightly dif ferent form of sampling, which is bein used for various products to an increas ing extent.

Sampling has proved its value. It i here to stay. But in planning ways an means to sample, the manufacturer wi find it worth while, whenever he can, t give newspaper advertising a substantia place in the plan.

New Orleans States to Move

Preparations are under way for re moval this month of the *New Orlean States* to its new $500,000 plant. Tem porarily the States will print a portio of its edition at the old plant and portion at the new plant. A new octupl press has been ordered, and one of th present sextuple presses will be provide with an additional deck. The machiner will be moved gradually, in order tha there will be no interruption in the out put of the daily and Sunday newspape

Blethen Now Brigadier General

Announcement has been made by Brig Gen. Maurice Thompson, adjutant ge eral of the Washington national guar of the War Department, extending Federa recognition to C. B. Blethen, publisher c the *Seattle (Wash.) Times,* as a briga dier general of the line. General Blethe will command the Eighty-first Infantr Brigade of the Forty-first Division.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith West Branham

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

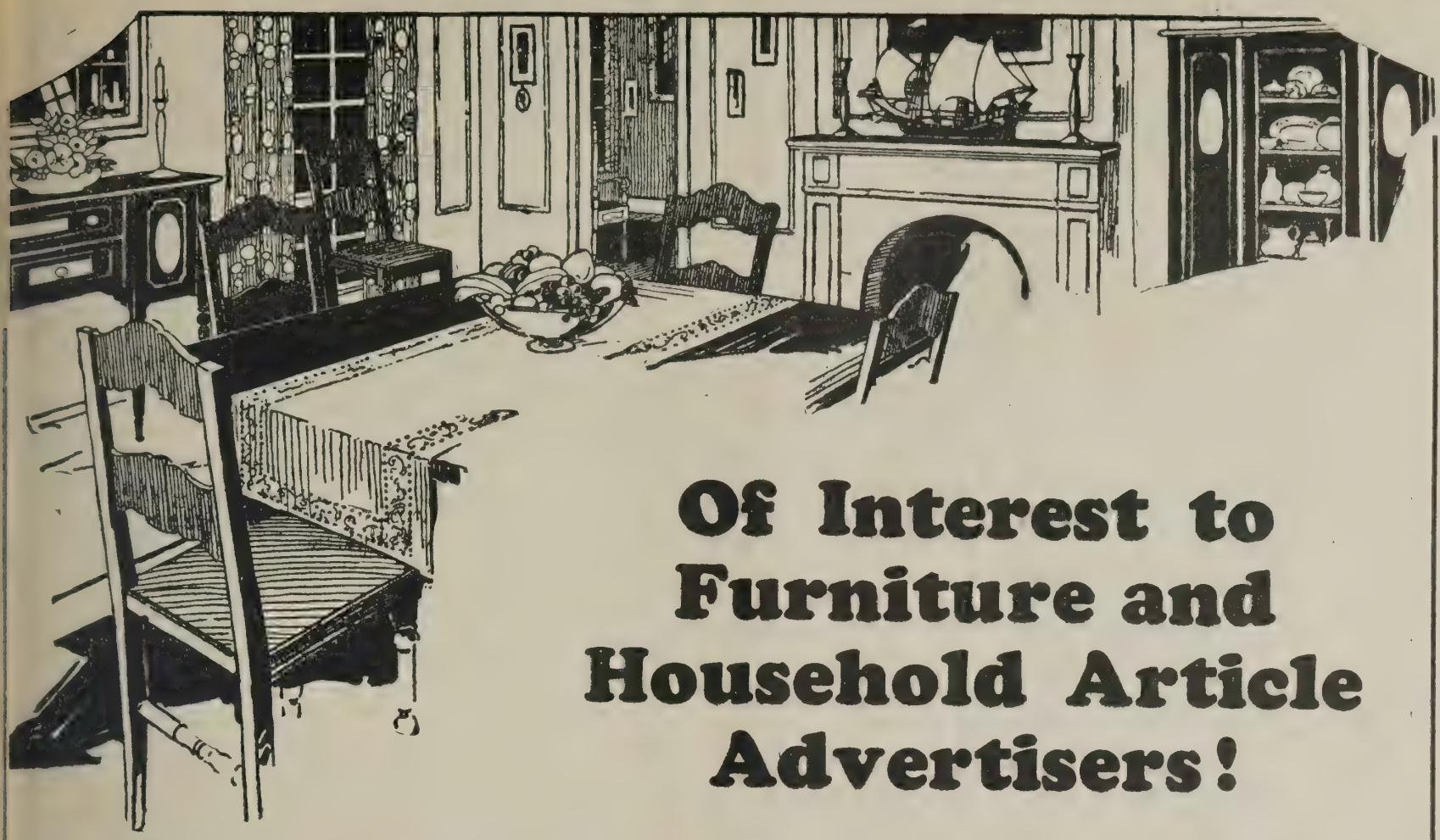
Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle



Of Interest to Furniture and Household Article Advertisers!

Of 56 Advertisers Using Any Detroit Paper 46 Show Decided Preference for the Detroit News and 28 Use The News Exclusively!

FURNITURE, household articles, washing machines, electrical appliances can be sold only to home makers. Transient or rooming house inhabitants are not interested in articles of this sort. To reach the homes, therefore, merchants of Detroit have always strived, and through actual experience they have learned that there is no factor so great in bringing people to their stores as the home read newspaper—The News.

Particularly is this true because The News' circulation is concentrated in the local trading area where access to advertised articles is easy.

Knowing this, Detroit furniture and household article merchants have not only used the bulk of their appropriations in The News but have also used more advertising measured in terms of space in The News.

Of 56 advertisers in this particular classification, 46 showed preference for The News, and 28 of these used no other paper but The News.

This is significant. It indicates not only which paper gets merchants the greatest returns, but it also proves conclusively the value of home delivered and home read circulation.

The most economical advertising in Detroit is News advertising. The leading Department Stores, Women's Wear Merchants, Grocers, Boot and Shoe advertisers confirm this fact in their preference for The News.

In Every Selling Classification of Advertising The Detroit News Shows Decided Leadership

The Detroit News

News Square — *Greatest Circulation Daily and Sunday in Michigan* — Detroit, Michigan

SPENCER, OF SEATTLE, NEW PRESIDENT OF PACIFIC COAST AD CLUBS

Insurgent Drive for Dana Nipped at Closing Fresno Sessions—Sectional Chiefs Named—Trophies Awarded—Seattle Chosen for 1925

FRESNO, Cal., May 29.—Lloyd Spencer, past president of the Seattle, (Wash.) Advertising Club, was elected president of the Pacific Coast Advertising Clubs' Association at the closing session of the 4-day convention held in this city, commencing May 25.

Spencer, selected by the nominating committee as the sole choice for president, nearly lost the honor through the maneuvering of an insurgent group that had chosen Marshall Dana, associate editor of the *Portland (Ore.) Journal* as candidate.

Southern California joined with Oregon clubs in placing Dana's name before the convention, but these two groups withdrew their candidate's name after several delegations had served notice on the floor of the convention that they would back up the regular nominee.

With the presidential contest thus settled and convention elected by acclamation the remainder of the ticket and ratified the committee's action in choosing Seattle for the 1925 convention.

Other officers included:

Raymond P. Kelly, Spokane, re-elected president for Eastern Washington; Guy Llewelyn, Tacoma, director of the Tacoma Advertising Club, vice-president in Western Washington; Marshall Dana, Portland Club, vice-president in Oregon; W. C. Beaumont, president of the Fresno club, vice-president for Northern California and Hawaii; A. Cardman Smith, president of the Los Angeles club, vice-president of Southern California; Florence Gardner, secretary of the San Francisco club, vice-president of woman's participation.

Recommendation that the Honolulu club be admitted to membership in the Association at a flat rate of dues of $200 a year was adopted.

Resolutions adopted follow:

Endorsing the work of the universities and other educational institutions in teaching advertising, commending the Portland club for establishing a scholarship in advertising and urging similar action by other clubs.

Favoring the granting of charters to junior clubs in advertising formed in educational institutions.

Endorsing the 3-minute speaking contests and recommending that every district and international convention hold such contests, one to be on The Value of An Advertising Club to Its Community.

Resolutions of thanks to the individuals, organizations and Fresno city, who were responsible for the success of the convention.

Don Francisco of Los Angeles, the retiring president, was presented with a silver tea set by the association.

The trophy and medal winners are as follows:

Portland Advertising Club, perpetual trophy donated by Tacoma club to the best exhibit of constructive Better Business Bureau work; second prize, Oakland Advertising Club, Los Angeles club, perpetual trophy originally donated by that club for the best record of accomplishments during the year; H. A. Nater, Los Angeles, for the best 3-minute talk Monday; A. O. Loomis, Portland, for the best 3-minute talk Tuesday; Thomas Shore, San Diego, for the best 3-minute talk Wednesday.

Miss Alice Finch, Stockton, for the best talk before the financial department; Paul S. Armstrong, Los Angeles, for the most constructive address before the general sessions; W. A. Harmman, San Diego, for the most eloquent address before the general sessions.

Ralph P. Merritt, Fresno, for the most instructive address before the general sessions; San Francisco club, for the best stunt; Elliot Epsteen, San Francisco, for the most informative address before the Better Business Bureau departmental; San Francisco club, for the most constructive display of commercial art; Myers Company, Los Angeles, for the best direct-by-mail advertising exhibit; Bank of Italy, for the best display advertisement published by a banking publication; Bullocks, Los Angeles, for the finest exhibit of printed specimens; San Francisco Advertising Club, best display advertisements in which pictures were used.

Alice Irwin, Los Angeles, best address by a woman; Maurice Logan, San Francisco, best graphic arts exhibit.

The trophy for the club covering the most mileage in sending delegates to the convention went to San Francisco, 15,130 miles. The trophy for the club whose women delegates covered the greatest mileage also went to San Francisco, with 4,994 miles.

The best advertising agency exhibit prize went to the H. K. McCann Company of San Francisco.

A trophy donated by Peter Rasmussen, Fresno, for the best plan for community advertising went to the Seattle club.

W. P. Rogers of San Francisco won the award for the best exhibit of advertising by an individual.

Thomas Shore of the San Diego club won the final 3-minute speech contest with a perfect score of 10 points on the subject: "Should an Advertising Club Devote Most of Its Time to Advertising and Thereby Cater to Men and Women in Advertising?"

The cup was awarded by the Spokane club. Honorable mention were given by the judges, Judge C. E. Beaumont, F. A. Homan and G. E. Wentzel, to Miss Anna M. Brueggerhoff of Seattle and Raymond P. Kelly of Spokane.

AD COUNCIL NAMES CHAIRMAN

Chicago Body Picks 14 Department Chiefs for One Year Terms

Advertising Council of the Chicago Association of Commerce has announced the following department chairmen for the year just beginning:

Advertising agencies, Henry D. Sulcer, Vanderhoof & Co.; advertising specialties, Mrs. Bernice Blackwood, Advertising Specialty Association; business press, G. D. Crain, Jr., Crain Publishing Company; car and outdoor advertising, George Enos Throop, George Enos Troop, Inc.; community advertising, J. B. Whidden, Central Manufacturing District.

Direct mail, Max A. Borns, Universal Portland Cement Company; farm paper advertising, B. B. Ayers, American Steel & Wire Company; financial advertising, Paul L. Hardesty, Union Trust Company; foreign language newspapers, John R. Palendech, John R. Palendech Advertising Agency; industrial firms, D. D. Rothacker, Rothacker Film Company.

National Advertisers, R. N. Fellows, Addressograph Company; newspaper advertising, W. E. Donahue, *Chicago Tribune;* salesmanship, V. Frank Banta, V. Frank Banta, Inc.; sales and advertising counselors, Frank B. White, Agricultural Advertisers' Service.

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

A get-together meeting of the Council was held at noon Thursday, June 5, in honor of W. Frank McClure, who is retiring after 5 years' service as chairman of the Council. William Faversham, now playing in Chicago, was a guest at the meeting. Homer J. Buckley succeeds Mr. McClure as chairman and the vice-chairmen are John H. Logeman and G. R. Schaeffer.

Alabama Press Meets June 13

Plans for the meeting of the Alabama Press Association in Florence, Ala., June 13 are being formulated by M. B. Darnell representing Florence newspaper men and H. J. Willingham chairman of the Chamber of Commerce committee. Business sessions will be held at the Elks' Club and on Friday afternoon there will be a barbecue on the campus of the Florence Normal School. On Saturday evening there will be a banquet in Alumnae Hall. The entertainment program will include a trip around the Muscle Shoals district. W. H. Mitchell will make the annual address at the meeting.

Hutchins Estate Suit Settled

After a 12-year battle in the courts, Mrs. Raymond A. Penn, a Boston society woman, has won a quarter share of the $4,000,000 estate left by her father, Stilson Hutchins, Washington newspaper man, and at one time owner of the *Manchester (N. H.) Union.*

Better perpetual winter than perpetual Thaw.—*New York Herald Tribune.*

LIGHT REORGANIZED

Directors Elected for San Antonio Daily Following Sale to Hearst

SAN ANTONIO, Tex., June 3.—Reganization of the Light Publishing Cpany has been announced following recent purchase of the San Antonio *Li* by William Randolph Hearst. At a meing held a few days ago Col. Charles Diehl, H. L. Beach and C. H. Remb resigned as directors and officers. Diehl and Mr. Beach had been actively charge of the *Light.*

New directors then were elected as lows: William Randolph Hearst and A. Moore of New York; D. D. Moore Fort Worth, and John V. Brogan Walter P. Napier, San Antonio. directors elected as officers: Mr. Hea president; D. D. Moore, vice-preside Mr. Napier, secretary, and Mr. Brog treasurer.

D. D. Moore, publisher of the *F Worth Record,* first Texas paper to acquired by Mr. Hearst, represented latter in the purchase of the *Light,* which he became the acting director un the Hearst regime. Brogan has b managing editor of the *Light* for a nber of years. Napier has been cour for the company.

Brogan also was elected to repres the *Light's* membership in the Associa Press.

Realtors Fete Newspaper Men

San Francisco Real Estate Board h "Newspaper Day" recently and had their guests at a dinner and entertament executives of local newspapers.

MORNING PAPERS THE GET ACTION SAME DAY

Exploiting the Sale of Your Goods after they reach the Market-place is the Most Important Thing

IN the Cincinnati market every form of distributor is present, every business can make a connection; but to get your message to this big market is the problem.

—The Cincinnati Enquirer is the leading morning paper and takes precedence over both afternoon papers in those commodities that are purchased by people of the income-paying class. It has complete coverage in Cincinnati with the people who earn over 82% of the Total Income.

It has prestige—influence—dominance—with merchants and the buying public. It offers to every advertiser a huge audience that *CAN* and *WILL* buy.

The Merchandising Dept. has available data, surveys, route lists, etc., which will be forwarded upon application.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER
One of the World's Greatest Newspapers

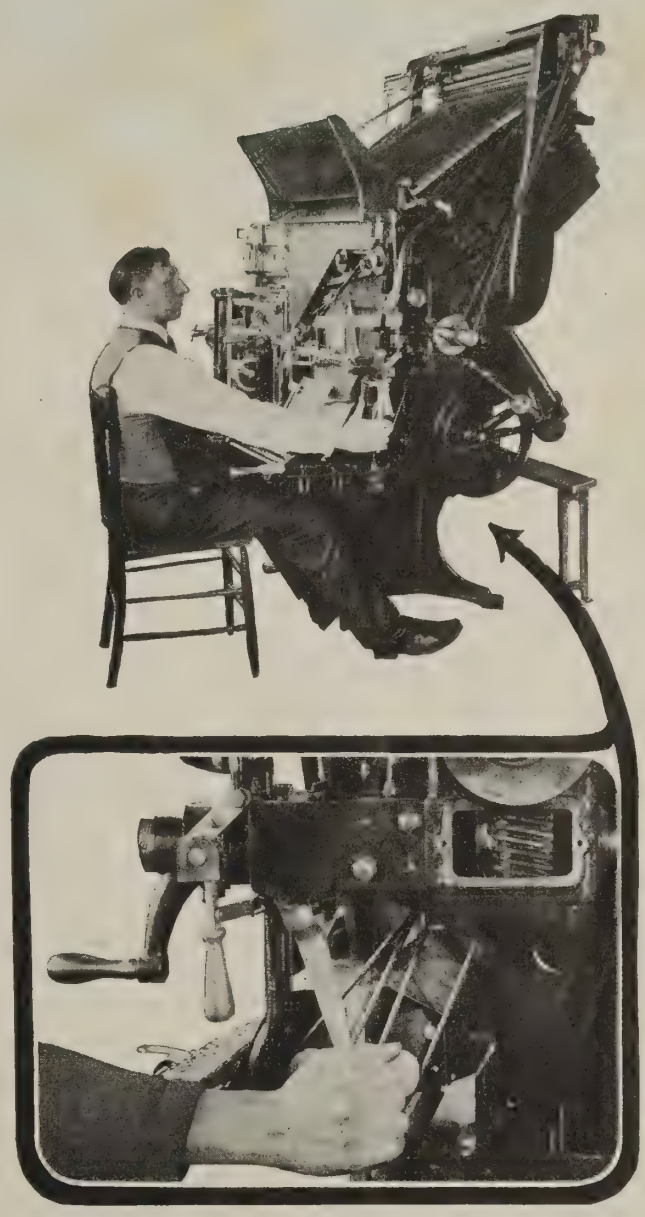
A Power Magazine Lift

In building a Linograph, both the operator and the owner receive first consideration. Among the many practical and profitable features of the New *All Purpose* Linograph is the Power Magazine Lift.

The Power Magazine Lift is simple, positive and efficient. Pulling the lever as shown in the illustration operates an expansion clutch. This engages the intermediate drive shaft with the simple elevating mechanism and your magazines are raised.

The Power Magazine Lift conserves the energy of the operator. It enables him to work with the same zest and speed at the end of the day as in the beginning, insuring a considerable increase in your production—and your profits.

This is just one of the new *All Purpose* Model 12 Linograph's practical and profitable features.



Further Information on Request

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

NEW YORK OFFICE:
Park Row Building, New York City

CUB REPORTERS WIN GLORY BY UNEARTHING CLUES WHICH SOLVED THE FRANKS MURDER



Illinois bought a Midnight Breakfast for the reporters covering the Franks murder, who, as they gathered in State's Attorney Crowe's office, faced the camera thus: Left to right, front row—Lawrence Cuneo, secretary to Mr. Crowe; Albert Lingle, Tribune; Alvin D. Goldstein, Daily News; next two unidentified; Samuel Ettelson, attorney and friend of the Franks family; Ty Krum, Tribune (with cup raised); Jake Smith, City News Bureau; James Mulroy, Daily News (holding cigar); George Flory, American; Hilding Johnson, Herald & Examiner (wearing cap); Austin O'Malley, Herald & Examiner; Fred Pasley, Herald & Examiner (at extreme right). Above, third from left, George Lacey, Tribune.

THE movies have been vindicated, the practical scoffers routed. Cub reporters came into the estate deeded to them by the fictioners when two of them turned up the key clues that led to confessions by the murderers of Robert Franks in Chicago.

James Mulroy and Alvin D. Goldstein are the names by which the *Chicago Daily News* paymaster knows them, but they are now known to Newspaper Row, and probably will remain as "O'Connor and Goldberg" to the end of their newspaper days.

Cubs they were and cub jobs were given them when the Franks murder trail was still cold. Two weeks ago "O'Connor and Goldberg" were chasing pictures, getting press bureau handouts, running down minor details that were too trivial for real reporters. Then, on the morning of May 21, Mulroy was holding down a dark corner of the Daily News local room when the city desk got a tip to "see Sam Ettelson about a kidnapping." The city editor looked around and his eye met Mulroy's. "Go see Ettelson," was the order.

Ettelson, former State's Attorney of Illinois, now corporation counsel and a friend of the Franks family, didn't like to tell about the kidnapping of the 14-year-old son of his friend, Jacob Franks, but Mulroy wheedled the details out of him. He didn't print the story, for fear that publication might imperil the life of the kidnapped boy. He got his pal Goldstein and the hunt started.

Goldstein hustled out to Hegewisch, where the body of an unidentified boy had been found nude under a railroad culvert. Mulroy went to the Franks house and Goldstein telephoned a description of the body to him there. Apparently it was a cold scent. Eyeglasses had been found near the body in Chicago's fringes and the Franks boy had never worn glasses. Franks, Sr., wouldn't listen to the theory that the body might be that of his son, but at length Goldstein and Mulroy prevailed upon the boy's uncle to look at the body.

By that time, Ettelson had told his story to other newspaper men and another reporter joined the Daily News men and the uncle on the ride to the morgue. Nevertheless, "O'Connor and Goldberg" beat the city by an edition on the identification story.

That brought the "big league" reporters out but Mulroy and Goldstein couldn't be chased. They are said to have eaten and slept in relays, one of them staying on the job all the time. They canvassed all of East 63d street until they found the drug store which was to have been the kidnappers' rendezvous with the boy's father. Also, in the course of their travels they ran into young Loeb, and Goldstein heard from him a chance statement that

"If I was going to kill any kid, I'd pick just such a fresh little —— —— as that Franks kid."

And then, while veteran reporters and detectives were looking for fresh leads, Goldstein and Mulroy went to the University of Chicago campus and dug out samples of typewriting done by Leopold months ago. These were taken to a typewriter expert who, after a minute examination, declared the ransom letter had been typed on the same machine and by the same hands as these class room notes.

After turning over this find to the city editor and the police, the two cubs went back to the University and located 4 students who testified that Leopold had owned a portable machine. Confronted with this unexpected evidence and other testimony, the defiance of Leopold and Loeb cracked. Their confessions followed soon after.

FRANKS MURDER SHOCKS PUBLIC

Newspaper Sales Skyrocket in Chicago When Youths Confess

CHICAGO, June 5.—What veteran newspapermen consider the biggest crime story of the generation, the Franks kidnapping and murder and its subsequent weird solution, brought with it possibly the greatest over-night circulation increase in newspaper history of America.

Not even during the early days of the war did circulation figures of Chicago newspapers skyrocket as they did when the two millionaire boys, Nathan Leopold and Richard Loeb, confessed to the slaying of their 14-year-old neighbor.

The confessions occurred at about 7 a. m. and came like the bursting of a bomb-shell to Chicagoans who had been but mildly interested in the retention of these two boys by the police. The *Tribune* and the *Herald and Examiner* had extras on the streets within a few minutes.

The *Evening American* reported that its circulation for that day exceeded by approximately 90,000 its normal Saturday total. The *Journal* declared that it sold nearly 100,000 extra copies. The *Post's* circulation on the day of the confessions was announced as approximately 18,000 more than normal.

The *Tribune*, the *Daily News* and the *Herald and Examiner* did not make estimates, but declared that they had enormous increases.

Interest in the Gibbons-Carpentier fight of that day dwindled.

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

BEST BOOKS

THE BEST NEWS STORIES of 1923

The newspaper annual of America

Edited by JOSEPH ANTHONY, author of "The Gang," etc., includes the description of the "Eclipse of the Sun," for which Magner White received the thousand-dollar Pulitzer award, as well as the "Martin Tabert Case," which series merited the Pulitzer Gold Medal. Other honorable-mention chapters are: "The Fake Doctor Expose," "Mrs. Belmont on Marriage," "Magnus Johnson Comes Home."

Already in 2nd Printing

NET $2.50, postage 10c.

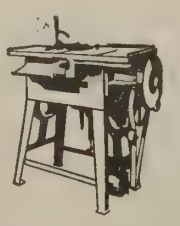
SMALL, MAYNARD AND COMPANY, BOSTON

To increase the advertising value of your newspaper

THE clean, bright looking newspaper compels attention. Its display lines stand out with marked individuality, reflecting the character of both the management and the advertiser, and increasing reader interest.

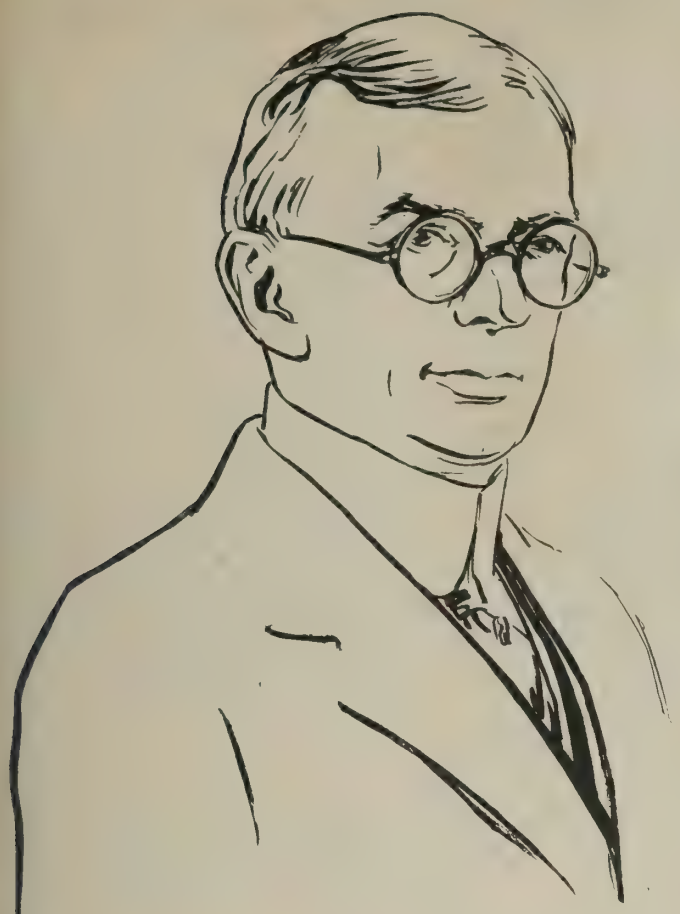
Your paper can have this individuality. You can have new type in abundance without any expensive storage system in your plant. How? By installing the Ludlow System for advertising and display composition. This system will give you new type in slugs from 6 to 60 point, doing away completely with worn, battered, or broken letters.

You can brighten up your pages with beautiful full-flowing, close-fitting Ludlow italics that will not break under pressure. Your compositors can make their own type lines as they need them in any quantity desired. This insures an abundance of new, clear-cut type for all occasions, thereby forming one of the chief factors for increasing the advertising value of your newspaper.



Ludlow Typograph Company
2032 Clybourn Avenue
SAN FRANCISCO: Hearst Bldg. Chicago NEW YORK: 606 World Bldg.

LUDLOW QUALITY COMPOSITION



The return of George Harvey

George Harvey—journalist, editor and diplomat, who just completed his service as American Ambassador to Great Britain—assumed editorial direction of The Washington Post on June 1.

The return of Colonel Harvey to public life in America is not only a triumph of newspaper enterprise—but an event of outstanding political importance.

Colonel Harvey needs no introduction to newspaper readers. For more than a quarter century, his fearless expression of views on matters of great public interest, from the platform and through Harvey's Weekly and the North American Review, made him one of the conspicuous figures in the life of the nation.

"Maker of Presidents" is what contemporary historians call him. His political sagacity and foresight contributed largely to the nomination and election of Presidents Cleveland, Wilson and Harding.

What Colonel Harvey will say during the conventions and in the coming Presidential campaign has already aroused speculation. Editorials in The Washington Post from Colonel Harvey's pen will command immediate and nation-wide attention.

What Colonel Harvey will say about the relations of America and Europe is being eagerly awaited by statesmen here and abroad.

Freed from three years of diplomatic restraint, Colonel Harvey's comments in the "Post" on world problems will be of extraordinary interest and international importance.

Colonel Harvey will write exclusively for The Washington Post.

The Washington Post

EDWARD MCLEAN, EDITOR-PUBLISHER

NEW YORK BULLETIN MAY PUBLISH SUNDAY EVENING EDITION

Flaherty, General Manager Enwright's New Daily, Announces Staff Appointments, Mechanical, Publishing and Distribution Plans—To Appear Shortly After June 16

NEW YORK may have a new Sunday afternoon newspaper as well as a new evening daily, according to Frank B. Flaherty, general manager for Frederick W. Enwright, Boston and Lynn, Mass., publisher, who is promoting the *New York Evening Bulletin.*



F. W. Enwright

The new newspaper will be sold for two cents, Mr. Flaherty informed Editor & Publisher.

Flaherty started the Sunday *New York Evening Telegram,* when he was general manager of that newspaper under James Gordon Bennett.

"It proved very successful," he said, "and I think a Sunday New York Bulletin, would be favorably received and meet with equal success. While Mr. Enwright is opposed at present, I believe I can convince him."

With June 16, as the date set for first appearance of the Bulletin, possibility of some delay loomed this week when workmen encountered rock while digging pits for the presses in the building at 350 to 356 West Thirty-first street.

Full details regarding staff appointments, publishing and distributing plans were announced by Flaherty this week.

"We are making every effort to be on the street June 16," Flaherty declared, but admitted possibility of delay due to the rock formation uncovered.

Two pits are being dug for the present, although 4 presses will eventually be installed, Flaherty said. Two presses have arrived at the plant ready for installation as soon as the pits are completed. They are 24-page Duplex machines. Complete stereotype equipment has been ordered together with a battery of 21 of the latest Mergenthaler linotypes.

Editor & Publisher found Flaherty on the ground floor of the Bulletin building. He was enthusiastic over the future of Enwright's New York enterprise.

"I was making money in real estate," he said, "and was drafted by Enwright for this general manager's position much against my will. However, I feel there is need for a real Democratic newspaper in New York.

"My belief has been confirmed by the letters we have been receiving since we announced our plans. Nearly 700 letters have reached us from prominent New York State Democrats backing our venture."

Flaherty showed a letter received from Gov. Alfred E. Smith declaring it was typical. The Governor requested that his subscription be entered and stated he was "pleased to learn that New York is to have a new evening newspaper devoted to the principles of the Democratic party."

The general manager was asked if Tammany Hall or the Democratic party was backing the newspaper financially.

"You can say," he said, "that Mr. Flaherty emphatically denied there is any political money behind the Bulletin. It comes entirely from Mr. Enwright and his friends."

Flaherty went on to explain how Enwright began in a small way in Lynn, prospered, and successfully forced his way into the Boston field, declaring his success has inspired the confidence of many rich men, who are willing to assist him in entering New York.

"We consider we are very fortunate in having this location near the Pennsylvania station," Flaherty continued. "It is a coincident that just prior to James Gordon Bennett's death, I went with him over this vicinity and picked a site for the *New York Herald* on this same street.

"We have taken a 12 year lease on this building, and have a renewal clause entitling us to 10 more, if we wish it."

The Bulletin will use the basement, ground floor, and fifth floor of the building. Application has been made for space on the second floor. All floors measure 80 x 100 feet.

The press room will be located in the basement. The rear of the first floor, which extends out beyond the second, is well lighted by glass sky-lights, and will be used as a composing room and stereotype room. A partition will separate it from the editorial rooms, while the business department will be nearest the street. The entire fifth floor will be used by the advertising department.

Distribution of the new newspaper is being arranged for by William Guilfoyle, for many years with the old *New York Globe,* and recently with the *New York Evening Post.* He is providing means for an automobile delivery, Flaherty said.

Staff appointments were also announced by Flaherty.

John B. Gallagher, former advertising agent, will be advertising director. J. B. Sawyer, at one time with the *New York Herald* will be advertising manager of the Bulletin. John R. Hays, for 7 years with the *New York Times* and 15 years with the *New York Herald,* has been appointed mechanical superintendent.

As announced last week by Editor & Publisher, Snowden H. Summers, will be editor of the Bulletin. He will have an editorial staff of 26 men. Alex Sullivan, for 12 years on the staff of the *New York Evening World,* will be sporting editor; John R. Gren, automobile editor; Edward Cole, turf writer; and George Boothby, political writer.

Flaherty declared the Bulletin will take the service of the United Press Associations, and the Standard News. An application has been made for membership in the City News Association, he said.

Charles C. Crosby, manager of the Harlem office of the *New York Telegram-Mail, New York Herald-Tribune* and *New York Sun,* resigned June 4 to become classified manager of the Bulletin.

There is no unemployment in
PORTSMOUTH, OHIO
and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio like the dew.
National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York
5 So. Wabash Ave. Chicago

PROTEST U. S. OPTICAL ADS

Canadian Optometrists Claim Mail Order Goods Cheap and Defective

Protests have been lodged with the publishers located in the maritime provinces of Canada against acceptance of advertising from United States optical supply firms. The protests have been made by the maritime optometrical organization. The body of optometrists and opticians contends that all of the advertisements inserted by the United States optical supply houses are misleading. It is claimed that the glasses secured through the mail order treatment prescribed, are ruinous to the eyes, and are of cheap, ordinary glass.

Some of the publishers have notified the optometrical organization that the advertising would be pending an investigation as to the merits or demerits of the advertisers. Others have taken no action as yet. A few have withdrawn the advertising without an investigation. It is stated that the advertising was particularly effective in the newspapers with much rural circulation. Representatives of the U. S. optical supply concerns contend that the move of the optometrists was caused not by interest in the welfare of the readers of the newspapers but because of the heavy inroads on their business caused by the advertising.

Lyons Proposes $1 Pulp Tax

Predicting the policy would be followed by the Ontario government, James Lyons, Provincial Minister of Lands and Forests, advocated an export tax of $1 a cord on all pulpwood shipped to the United States in a statement issued in Port William, Ont., May 30. Lyons declared the tax would be increased to a point where it would conserve all Canadian pulpwood for Dominion mills.

A.B.C. MEETS IN TORONTO

Board of Directors Pays Visit to Canadian City

A meeting of the board of directors of the Audit Bureau of Circulations was held in Toronto on May 29, followed by a dinner, attended by some 150 members and friends of the organization. At the dinner, which was held at the King Edward Hotel, William Findlay, of the McKim Advertising Agency, acted as toastmaster and among the speakers were Colonel J. B. Maclean, president of the Maclean Publishing Company, Toronto; O. C. Harn, president of the Bureau; John Sifton, Winnipeg Free Press; Walter Strong, *Chicago Daily News;* F. I. Kerr, *Hamilton Spectator* and J. M. Gibbon, director of publicity of the Canadian Pacific Railway.

The addresses generally emphasized the influence of the A. B. C. in reducing advertising and circulation to a scientific basis. Directors of publications and advertising managers alike spoke of their satisfaction in the work accomplished.

The visitors from the United States present included O. C. Harn, executive of the National Lead Company; W. M. Laughlin of Armour & Co.; W. A. Strong, *Chicago Daily News;* E. R. Shaw, Power Plant Engineering, Chicago; Mason Britton, McGraw-Hill Company, New York; Marco Morrow, Capper Publications; F. W. Stone, *American Review of Reviews;* F. R. Davis, General Electric Company; D. P. Plumb, *Troy Record;* W. W. Wheeler, Pompeian Manufacturing Company, C.; W. F. Hoffman, manager of the New Stanley Claguee, managing director A. B. York office, and E. W. Chandler, chief auditor.

$50,000 Libel Suit Dropped

The $50,000 libel suit filed against the *Seattle (Wash.) Star* by John W. Pace, former warden, Washington State Penitentiary at Walla Walla, and his wife, has been dismissed and settled.

DETROIT TIMES
Over 200,000
DAILY
Over 250,000
SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

DRY MATS OF QUALITY
SUPERIOR SERVICE
WRITE NOW FOR FREE SAMPLES
TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[For Duplex Tubular Casting Boxes]
TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[For All Other Standard Types]
The FLEXIDEAL CO., Inc.
Sole U. S. and Canadian Distributors
13 William Street New York



There are certain fundamental beliefs upon which we have built this business

A PROFITABLE INVESTMENT

We consider it an unsound transaction to permit a customer to overequip his office or to buy a Linotype until his business justifies it. We do not therefore encourage the purchase of any Linotype unless, in our judgment, it will prove a profitable investment to the man who buys it.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

524.24 5 F

Composed entirely on the LINOTYPE *in the Benedictine Series*

WHAT'S

WITHOUT A

WOOD NEWSPAPER M

501 Fifth Ave

THE USE?

AUTOPLATE

HINERY CORPORATION

New York City

EDITORIAL

SELLING YOUR MARKET

A NEWSPAPER sells to an advertiser something more than circulation coverage, reader confidence, excellence of printing and all other elements which are integral parts of the newspaper itself.

A newspaper sells to an advertiser a market for his merchandise.

This is trite and elemental, but needs constant reiteration.

To sell your local market to an advertiser you must know it, not in theory, not according to foolish pride, not by dabbling hearsay, but know it in the terms of scientific and modern commercial investigation, as a banker investigates a subject before investing capital or as a thorough-going merchant lays out the ground for his expensive trading venture.

So-called newspaper "merchandising departments" are increasing in number throughout the country. They are poorly named. They are not merchandising departments but market information bureaus, unless they are actually placing merchandise, and EDITOR & PUBLISHER, for many reasons, is by no means convinced that the latter is the legitimate function of any newspaper.

But information service is the legitimate function of every newspaper, both in its columns for the reading public and through its advertising departments for its advertising clients. There are common-sense limitations, too obvious to merit discussion. But there is no limit to the principle that this day and age calls for service to the man who spends money with you and rightfully expects full value.

As you are selling more than circulation, in our opinion, you should be prepared to deal with your customer in the terms of information pertinent to his object in buying your space. From every point of view, particularly selfish interest, you want him to succeed in his venture made through the medium of your newspaper. If there are, in his scheme, through ignorance of the subject, illogical phases, if he seeks to sell fence rails to city folks, snow shoes in the orange belt or carry coals to Newcastle, your function is to warn him off. By the same token, real information of a local market means magic manifolding of opportunities for new trade through advertising channels.

What do you actually know of the struggle that is going on around you in commerce? Just to mention one feature, what do you know of the bitter life and death struggle of the corner grocer against the chain store and its more scientific methods, which seem wholly out of the reach of the old-fashioned tradesman? It is one of the tragedies of modern life. A few men are resourceful and progressive enough to find methods by which to defeat the invasion of chain stores, with lower prices due to mass buying and skillful management, but many perish. This problem is local to many cities and embraces so many elements of the remorseless warfare in modern business that a study of it by any advertising man will open to him whole new vistas of thought and action.

It isn't much of a trick, not very expensive nor laborious, to set up in the average office comprehensive and accurate lists of trading accounts—lists of the various retailers and wholesalers, lists of branded goods, specialty salesmen of various kinds and the statistics of the city. More work and time are required for true analysis of the merchandise trends of a city, such as the leading sellers in various districts, but even that would be possible within a short time to the average ingenious newspaper man assigned to it. One of the benefits from such an enterprise will be a fresh understanding, even a new thrill of enthusiasm, among the men who undertake such work. They will know from first hand contact what advertising really means in your town. The big benefit, of course, is that when the advertiser comes along you will speak to him in a language he understands.

EDITOR & PUBLISHER is constantly called upon by the advertising agencies for information regarding local markets and it is amazing how intense this drive is becoming. They want to know—tell 'em!

The "bobbed-haired bandit's" hair was not bobbed. Retrieve, if you can, that little error cast upon the consciousness of the reading public and reiterated millions of times.



PROVERBS

CHAPTER XX. 5

Counsel in the heart of man is like deep water; but a man of understanding will draw it out.

TESTING HIS WINGS

THE city editor of a newspaper in the South asks EDITOR & PUBLISHER for advice. He recites his manifold duties, long hours and responsibilities, gives his wage as $42.50 per week, and sees nothing ahead except the managing editor's desk, and the managing editor is in the prime of life. He wants a comparable job in a larger city, where he can advance. Shall he make the leap?

Certainly! But not in the dark. Have a landing in view before both feet leave terra firma. No man worthy of the name stays put in a blind alley and our friend writes like a young gentleman destined to go somewhere in particular, except that there is a note of discontent as to the volume of responsibility he is carrying. Every earnest man in newspaper work accepts all his back can bear and it's wonderful how much punishment the old spine will take, and beg for more, when rewards justify the struggle. Our young friend is receiving the average wage—in fact, there are many able men ready to take the job when he relinquishes it.

Happiness, even if shallow, is worth promoting, and there is no pleasanter tonic for the average mind than style in clothes. Therefore the "dress-up" campaign has merit, aside from the commercial motive, typical of the age in which we live.

HINDSIGHT

THE "criminal physiognomy" of the Chicago boy slayers is now described by cut-line writers. As good a man as Lindsay Dennison, of the *New York Evening World*, in interviewing young Leopold in his cell noticed "his wolfish smile." He also observed the "angel face" of young Loeb. What nonsense! From the pictures we have seen, the important angle is that these normal appearing boys, typical of any campus, were capable of the atrocity they confessed. Either one of these young Jews would formerly have been received by the average man with no thought of criminality.

June 7, 1924 Volume 57, No. 2

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

CIRCULATORS

THE week's meeting of the circulators at Louisville, under the auspices of the I. C. M. A., serves again to remind all interested in journalism of the power of the man behind the gun—the man who makes effective the service of the legion of contributors to daily journalism.

There was a day in the newspaper business when the circulation department was a minor consideration. Today the truly scientific editor sits with the circulation manager at his right elbow, and regards him in the same sense as the pitcher on the diamond regards the catcher. And, indeed, as the catcher is the pivot of the game of ball, so is the circulator in this day the pivot of the daily newspaper.

There are more tricks of the circulators' trade than in any other department of the newspaper. They are the stock-in-trade of the men who practice them. Hence, we do not often hear the whole story told, a pardonable fault, but if the average circulator is not particularly articulate on specific subjects in his work, he knows how to speak up in meeting in general review of his function, and the brass tack talk at Louisville is commended for careful perusal by all those who are seeking newspaper success.

We learn, among many things of value, that the trend of newspaper making is toward features, but the latter are developing a constantly increased news angle. The feature that punches is based upon current news, again emphasizing the point that the time element in feature work is of as great importance as in straight news.

The circulators are thinking along straight lines when they fight such evils as the return privilege to such outlets as the railroad news companies, long merciless dictators. It is sound theory that the winning method is to create a demand for your paper and the news companies will come to you on your terms.

Newspapers operating radio broadcasting stations are said to make the most effective use of radio sections, and as this seems equally true on the advertising side, the local broadcasting outfit appears to have greater use than a mere prestige builder.

Premiums, the circulators again remind us, when given to new subscribers, work an injustice to old subscribers and are therefore a baneful influence.

Such are the vital subjects in the minds of the circulation men of the country.

Sit close to your circulation manager, Mr. Editor and Mr. Publisher. Value him. Understand his difficult problem. Do not override him or permit other more bizarre departments to crowd him into the sideline. Probably no one on your paper has such intimate knowledge of your audience, its likes and dislikes. Few men of your city have a keener understanding of the commerce of the people, or wider acquaintance or more true friends, than your good circulation manager. We do not know a highly successful newspaper man in America who is not from the circulation department or in spirit with it.

An advertising salesman says: "My prospect says things about the paper which are not true and if I start to correct him he thinks me an argumentative bore. What shall I do?" There are effective ways of saying things without arguing them and there are ways of reaching unreasonable men, but one either knows how or he doesn't. No one can tell him.

BLIND ADVERTISING

WE are surprised to notice on page one of the *Columbus (O.) Evening Dispatch*, for May 12, a two-column news spread given to Hayward Thompson, ex-marine, who is going over the country exhibiting a "blindfold auto ride," as a means of press agenting an automobile sport model, a near-beer, and such local hotels and retail merchandise establishments as he may succeed in roping. The good Dispatch permitted this press agent to play his game through to the limit of a reader's endurance, mentioning all of the advertised wares in the news space and even going into their merits. Thompson puts on a theatrical and mystifying drive through city streets through some hokum, but his advertising scheme is about as raw as they come.

PERSONAL

ARDNER COWLES, publisher of the *Des Moines (Ia.) Register and Tribune,* with Mrs. Cowles, has returned Des Moines following a trip around he world. They sailed from New York, an. 30.

C. B. Blethen, publisher of the *Seattle Wash.) Times,* Mrs. Blethen, and Miss Marjorie Colmary, supervisor, Times information bureau, have returned to eattle from an extended trip to eastern nd southern states.

V. Everit Macy, owner of the *Yonkers N. Y.) Statesman,* has resigned as ommissioner of Welfare of Westchester ounty. He had been in office 11 years.

W. P. Ratliffe, editor of the *Tulare Cal.) Register,* has been appointed secetary of the California Industrial Accident Commission by Governor Richardon

Morton M. Milford, president and ditor of the *Fort Myers (Fla.) Press,* as been appointed editor of the *Miami Fla.) News-Metropolis,* a newspaper wned by former Gov. James M. Cox, f Ohio.

Hon. Walter C. Nichol, lieutenantovernor of British Columbia and former wner of the *Vancouver Province,* has eturned home after spending 5 months broad.

Thomas McDougal, British advertising gent, and Mrs. McDougal, returned to ondon following a short visit to this ountry on the S. S. Franconia, May 31.

M. Fukuzawa, one of the directors of he *Tokyo Jiji Shimpo,* has arrived in New York to study business conditions n the United States.

John C. Shaffer, publisher, *Chicago Evening Post,* recently was elected a director of the Southern Society of Chicago.

Robert Livingston, who established his ame on the old *New York Herald,* now ublic relations and advertising manager f the Consolidated Gas Company, on riday addressed the advertising staff f the *New York Times,* at the invitation f B. T. Butterworth, advertising manger, comparing modern with old methods.

IN THE EDITORIAL ROOMS

W. D. CHANDLER, until recently news editor, *Seattle (Wash.) Post-Intelligencer,* has been appointed managing secretary, Washington Automotive Trade Association, and editor, *Pacific Northwest Motorist.*

Charles H. Hyde, an employe of the *Salt Lake City Deseret News* for nearly 50 years, has been called by the Mormon or Latter-day Saints Church to head their Australian Mission. Mr. Hyde, accompanied by his wife, left June 6.

Owen S. Cowling, former rewrite man on the *Philadelphia Public Ledger,* passed through Huron, S. D., last week on his walking trip from Philadelphia to Spokane, Wash. He has completed 1,550 miles of his 3,000 mile hike.

Glenn Daft, for the last two years city editor of the *LaSalle (Ill.) Post,* has resigned to take charge of the publication of the Haggenjos string of publications with headquarters in Galesburg, Ill.

Victor M. Friar has rejoined the financial department of the *Worcester (Mass.) Telegram-Gazette.*

Harry Kelly, former editor of the *Braddock (Pa.) News-Herald,* has been appointed to the automotive division of the Bureau of Commerce, Washington, D. C.

V. V. Hostetter of the *New York World* copy desk has returned from a vacation in Pennsylvania.

Gordon Shand is now head of the copy desk on the *New York News.*

Charles Williams, formerly with Philadelphia newspapers, has joined the copy desk of the *New York World.*

Malcolm Ronald has resigned as day police reporter for the *Sioux City (Ia.) Tribune* and will attend summer school at the University of Iowa, at Iowa City.

Joe Kershner is now city hall reporter for the *Bellingham (Wash.) Herald.*

Grayce Druitt Latus, travel editor of the *Pittsburgh Post,* has returned from a two months' stay at Miami, Fla.

Richard Kingsley, night police reporter for the *Sioux City (Ia.) Tribune,* has resigned and after attending the national conventions expects to make a tour of Europe.

A. K. Richter, staff photographer of the *Sioux City (Ia.) Journal,* accompanied by his wife, will leave this week for San Francisco, where they will sail June 18 for the South Sea isles.

N. R. Cooper, associate editor, *Automobile Topics,* has been made general manager of the Hellman Motor Corporation, Chevrolet dealer, with headquarters in Long Island City, N. Y. He was formerly a newspaper man in California.

James Murdoch, photographer of the *Milwaukee Wisconsin News* has resigned to head the J. B. Murdoch Commercial Photography Company. He is succeeded by Harold Stanfield. E. Richardson has been added to the News photography staff.

Clifford Funkhouser, formerly of the state desk of the *Milwaukee Wisconsin News* has launched a weekly paper at at Waukesha. He is succeeded on the News by H. M. Israel.

Robert Cayard, Chicago newspaperman, has joined the copy desk of the *Milwaukee Wisconsin News.*

Manning Vaughan, for 18 years sporting editor of the *Milwaukee Sentinel,* has joined the staff of the *Milwaukee Journal.* He is succeeded on the Sentinel by Chet Koeppel, former assistant sport editor.

Harry (Pat.) Croy and E. V. Kaltenborn, will represent the *Milwaukee Wisconsin News* at the Republican and Democratic national conventions.

Dick Williams, re-write man for the *Milwaukee Wisconsin News,* has gone to Kansas City.

Ray Wiker, re-write man for the *Milwaukee Wisconsin News* has been appointed secretary of the Chamber of Commerce at Delevan, Wis.

IN THE BUSINESS OFFICE

J. W. MAGERS has joined the *St. Paul Dispatch and Pioneer-Press,* as comptroller of the Dispatch Printing Company.

Louis P. Cashman, business manager of the *Vicksburg (Miss.) Evening Post,* has been unanimously elected president of the Vicksburg Rotary Club.

Harold F. Smith, a member of the advertising department of *Town Topics* for 12 years, has joined the advertising staff of *Mid-Week Pictorial,* published by the *New York Times.*

Paul Sergent, formerly circulation manager of the *Grand Rapids Press* and for a time with the *New York Herald,* has joined the *Louisville Herald and Post* as circulation manager.

HOLDING NEW POSTS

GERARD GAFFNEY from advertising department of the *Boston (Mass.) Herald,* to American Chemical Company of New York.

Earl W. Murphy, from reporter, *Portland Oregon Journal* to editor, *Marshfield (Ore.) Southwestern Oregon News.*

Gerald Forbes from reporter, *San Antonio Evening News* to editor, *Mercedes (Tex.) News Item,* succeeding Frank Moore.

Al Reed, from feature writer, *Spokane Chronicle,* to staff, *San Francisco Daily Herald.*

Alfred Harvey, from assistant managing editor, *Milwaukee Sentinel,* to *Milwaukee Journal* staff.

James J. Delaney from sports writer, *Milwaukee Wisconsin-News* to staff, *Philadelphia Public Ledger.* He is succeeded by Art Wiesner. Jim Powers has been added to the News sport staff.

FOLKS WORTH KNOWING

V. Y. DALLMAN who was elected by a plurality of 2,000 votes as a delegat to the Democratic national convention in New York from the Capitol City district of Illinois, was born and reared in Springfield where he has been in the newspaper game for more than a quarter of a century with the *Illinois State Register,* rising from carrier boy to managing editor and political and editorial writer.



V. Y. Dallman

After being graduated from the Springfield High School in 1893, young Dallman accepted a reportorial position with the State Register, resigning in 1898 to go South as a volunteer with the First Illinois cavalry regiment during the Spanish-American war. After the war he was re-employed by the State Register, filling various desk positions. He was promoted to managing editor several years ago. He is entrusted with the editorial responsibility by the veteran editor-in-chief of the paper, Hon. H. W. Clendenin.

For a number of years he has done much political writing.

In 1909 Mr. Dallman was named member of the Springfield Board of Election commissioners, re-appointed in 1912 and resigned in 1914 to accept appointment by President Woodrow Wilson to the office of United States marshal.

Mr. Dallman has been an active member of the City Planning and Zoning Commission for several years.

Harry Cohen, from *Dayton (O.) News,* to copy desk, ***Milwaukee Sentinel.***

Elliott Hayes from reporter *Milwaukee Sentinel* to court house reporter, *Milwaukee-Wisconsin News.*

E. H. Barbeau, from state editor, *Milwaukee Evening Sentinel,* to staff, *Milwaukee Journal.* Ed Hart, of the city desk is now state editor.

Fred C. Sheasby, from political writer, *Milwaukee Sentinel* to staff, *Milwaukee Journal.*

Roy L. Foley from feature writer, *Milwaukee Sunday Telegram* and the *Milwaukee Sentinel,* to re-write staff, *Wisconsin News.*

PRESS ASSOCIATION NOTES

J. W. WILLIAMS will be in charge of the Washington office of the Associated Press during the absence of L. C. Probert, superintendent, who will be in charge of the A. P. political writers at the National Republican Convention, Cleveland.

David M. Church, London correspondent of the International News Service, who returned to this country Monday, spent this week visiting his wife's family in Philadelphia. He will join the I. N. S. staff at the National Republican Convention, Cleveland, next week. During Church's absence from London, David Huston is in charge of the bureau.

Floyd E. Williamson, night city editor of the Associated Press New York bureau, will be transferred to the Pittsburg, Pa., bureau, effective June 15, to replace Tom Morris, who died recently.

Smith F. Reavis, of the Associated Press New York office, has been transferred to the London bureau.

Victor F. Eubank, cable editor of the Associated Press San Francisco bureau, is now in the foreign department of the New York office.

E. Barry Ferris, associate editor of the International News Service, spent his vacation during the past 3 weeks visiting at St. Joseph, Mo., and attending the Shriners' convention in Kansas City.

M. E. Coleman of the Chicago bureau, R. J. Dustman and H. H. Daughertv of the Columbus, O., bureau comprised the Associated Press news staff at the Prohibition Party convention at Columbus, O., this week.

Jewish Telegraphic Agency has opened a branch office in Chicago, at 1224 South Albany avenue. B. Smollar is manager.

Newell G. Welty, formerly city editor of the *Bartlesville (Okla.) Examiner,* is doing extra work in the Denver office of the Associated Press.

David M. Auch, second Ohio state editor for the A. P., has resigned to enter the insurance business.

E. A. Dye, former make-up editor of the *Great Falls (Mont.) Tribune,* has joined the Denver staff of the Associated Press.

MARRIED

HOWARD WILSON KENDALL, formerly State House correspondent of the *Springfield (Mass.) Union,* and later with the State House News Bureau, to Mrs. Mary Elizabeth Drake of New York.

William O. Wiseman, radio and church editor of the *Omaha (Neb.) News,* to Miss Lucille Donnell of Omaha at Glenwood, Ia.

The Pittsburgh Post
has signed a contract
for the Haskin service
for one year. . . .

IN THE AGENCY FIELD

SOUTHWESTERN Advertising Company of Dallas, Tex., has promoted Howard McGhee to production manager and H. D. Phillips to space buyer. Both men have been with the Southwestern for several years.

C. J. Baker, for the past 5 years a member of the copy staff of Erwin, Wasey & Company, Chicago, has joined the C. C. Winningham Agency of Detroit.

Lessing Advertising Company of Des Moines, Ia., has moved into its new quarters on the 9th floor of the S & L building. P. B. Lessing is president of the agency and R. J. Flynn secretary-treasurer. It is the oldest advertising agency in Des Moines, having been organized in 1905.

Gordon E. Hunter, for many years western representative of J. J. Gibbons Limited, advertising agents, Toronto, with headquarters in Winnipeg, has been made a director and western vice-president of the company.

John H. Adams, Chicago district representative of *Collier's,* has joined MacManus, Incorporated, Detroit, advertising counsel.

Claude Du Teil, for many years in the advertising business in Wichita, Kan., has organized Du Teil & Co., to handle advertising planning, publicity and printing.

Frank F. Pohlman has been transferred from the Los Angeles, Cal., office of the L. S. Gillham Advertising Company to the Salt Lake City office, where he will be manager of the production department.

WITH THE ADVERTISERS

DOUGLAS ANDREWS, assistant sales manager, Wills Sainte Claire Company, has been made sales director of the Westcott Motor Car Company.

SPECIAL EDITIONS

NEW BRIGHTON (Pa.) Beaver Valley News, 84-page 50th anniversary edition, May 22.

Toronto Financial Post, an 80-page National Mining Number, May 23.

Big Spring (Tex.) Herald, a 40-page Booster edition.

Baton Rouge (La.) News, a 56-page Inaugural edition, May 18.

Minneapolis (Minn.) Journal, a Travel and Resort number, Sunday, June 1.

NEW PLANTS AND EQUIPMENT

MILFORD (Mass.) News is now housed in its new building.

Quincy (Mass.) Patriot-Ledger has installed a new press, together with complete stereotyping equipment. The press was built especially for the Patriot-Ledger by the Duplex Printing Press Company, of Battle Creek, Mich., required two freight cars for its shipment, and weighed more than 80,000 pounds.

Selma (Ala.) Times-Journal recently installed a 24-page Scott rotary press and complete stereotyping equipment.

ON THE MECHANICAL SIDE

SAN FRANCISCO Typographical Union No. 21, voted in favor of the Progressive tickets, local and national, at its election May 28. The vote for the principal local officers was: President, Don K. Stauffer, incumbent; first vice-president, J. Fauntleroy; second vice-president, C. K. Couse. The vote for the national officers was as follows:

TRENTON N E W JERSEY

A prosperous city of diversified industries served by one paper.

TRENTON (N.J.) TIMES

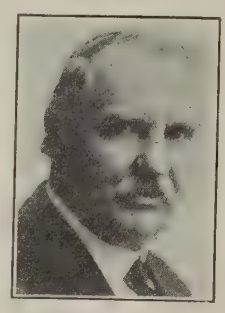
KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

ASSOCIATION CHIEFS

FRIEND W. RICHARDSON, Governor of California, was last week elected president of the California Press Association for the 22d time.



F. W. RICHARDSON

For these 22 years Gov. Richardson has been more than merely an official head of the California press; he has been the working force in the organization, the mind behind the activities, the moving power. His first newspaper connection was with the *San Bernardino (Cal.) Daily Times-Index,* to which job he went from the clerkship of the county court. In 2 years he was owner of the Times-Index. In 1901, he purchased the *Berkley Daily Gazette.*

In 1911, Richardson was appointed state printer by Gov. Hiram Johnson. He put this office on an efficiency basis and made a big reduction in the cost of printing school books and in the state's general work.

Receiving the nomination an endorsement of 3 leading parties, he ran for the office of state treasurer in 1914 and was elected. He was re-elected in 1918 by a large plurality.

Richardson's campaign for governor was conducted entirely by a newspaper men's campaign committee, under the lieutenancy of George D. Squire, attorney for the California Press Association, and was remarkable for the unanimity with which publishers of dailies and weeklies all over the state gave their support and their advertising and news columns to the cause.

President, Charles P. Howard; first vice-president, George F. Beach; second vice-president, William R. Trotter; secretary-treasurer, William A. Aldrich.

L. A. Schneider, formerly foreman of the composing room of the *Buffalo (N. Y.) News* is now foreman of the composing room of the *Syracuse (N. Y.) Herald,* succeeding James A. Scanlon, resigned.

J. L. Gilbert, linotype operator, *San Antonio Express,* has been elected president of San Antonio Typographical Union No. 172.

Harvey C. Morse, of the mechanical department of the *Marlboro (Mass.) Daily Enterprise,* has been elected president of the Marlboro-Hudson Typographical Union, succeeding C. E. Crocker.

Spokane Falls Typographical Union No. 193 has elected Eldon Bradley president, succeeding Harry Armitage; Otto A. Dirkes, secretary for his sixth consecutive term; Joe Stroud and Carl Grothe, vice-presidents.

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne

Publisher and Gen. Mgr.

ASSOCIATIONS AND CLUBS

AMERICAN Association of Advertising Agencies has changed the dates for its annual convention to be held this year in Chicago from Oct. 7 and 8, to Oct. 16 and 17, in order to meet jointly with the Audit Bureau of Circulations. James O'Shaughnessy, executive secretary, states that indications point to the largest attendance at this convention in the history of the association.

Portland (Ore.) Advertising Club for the first time in its history has re-elected its entire executive personnel. Officers are: President, Paul T. Shaw; first vice-president, William J. Piepenbrink; second vice-president, Thomas R. King; secretary-treasurer, A. L. Steele; directors, Roy O. Burnett, Ward Coble, George Grayson, John H. Hartog, E. B. Hyatt, William P. Merry and Charles Wegman.

Cleveland Financial Advertisers' Association at the annual meeting, May 27, elected the following officers: President, I. I. Sperling, of the Cleveland Trust Company; vice-president, R. L. Groves, of the Society for Savings; secretary, Virgil D. Allen Jr., of the Central National Bank Savings and Trust Company; treasurer, Harry E. Martin, of the Guardian Savings and Trust Company.

Women's Press Club of Pittsburgh, has elected the following officers: President, Miss Elizabeth B. Hobe; first vice-president, Mrs. John A. Shoemaker; second vice-president, Miss Ruby Eiseman; recording secretary, Mrs. Mabel G. Steele; corresponding secretary, Miss Madelon Wildberg; treasurer, Miss Mary L. Hay.

Spokane Ad Club has elected John L. Mathieson, Maud A. Lee and Ralph E. Perry, vice-presidents, and E. R. Anderson, Arthur W. Burch, Claude Randall and Thomas A. E. Lally members of the executive board. The president will be elected by the executive board.

Sioux Falls (S D.) Ad-Sell Club has selected H. A. Bereman, editor of the *Farmer and Breeder,* to represent the club at the A. A. C. W. London convention, July 13 to 18. He will also go to Europe as a member of the American Agricultural Editors' Association.

Joliet (Ill.) Advertising Club recently elected Charles J. Scheetz president, succeeding E. T. Brewster. Raymond W. Schultz was elected vice-president; William C. Telfer, secretary, and Frank J. Carnaghi, treasurer.

Albany (N. Y.) Advertising Club elected Fred Seiderman president at the annual meeting and dinner Monday, June 2. Other officers elected were: vice-president, A. H. McAllister; treasurer, Chester C. Kent; secretary, Robert F. T. Wilke.

Lincoln, (Neb.) Advertising Club has elected Donald G. Bell, president; Miss Mette Hansen, vice-president; Charles Q. DeFrance, secretary and treasurer, and Robert J. Dole, Miss Ruth Cockle and Fred Archibald, directors.

Louisville Advertising Club h elected the following officers: G. Lewis, president; A. E. McElfresh, fir vice-president; Frank Buerck, seco vice-president; Byron W. Orr, secretar W. A. Harris, treasurer; F. F. Gilmor Jr., and C. N. Mullican, directors.

Fort Dodge (Ia.) Ad Club recentl elected S. A. Wolcott president; Euge Harrington, vice-president, and Carl A derson, secretary-treasurer.

Wichita (Kan.) Advertising Clu has elected Dale A. Resing, of the Wichit Publishing Company, president, succeed ing W. F. Cochran. L. B. Smith wa elected vice-president and Frank Gall secretary.

Women's Advertising Club of De troit elected Marion A. Adamson pres ident at the recent annual meeting. Othe officers are: Louise B. Walker, vice-pres ident; Marie H. Ryan, secretary; Eliza beth Einfeldt, treasurer. Kathryn C Cornell was chosen to represent the clu at the A. A. C. W. convention in Londo next July.

Pittsburgh Advertising Club ha elected the following officers: President Louis J. Heckler; vice-president, Charle Carmody; secretary, J. A. Cullison; treas urer, Julius Schmidt.

Advertising Club of Baltimore meeting May 28, elected the following officers to take office as of July 1: P. Ros Bundick, president; Jerome P. Fleisch man, vice-president; Norman M. Parrott secretary-treasurer, and C. R. Watten scheidt, counsel.

Champaign (Ill.) Ad Club recently elected Allison Brown president, Milton Dryfus vice-president, and Hal Cope secretary-treasurer.

Advertising Club of Indianapolis recently elected Blaine McGrath president; Jess Hanft, vice-president; O. T. Roberts, treasurer, and Briant Sando, Scott Legge, Bert O'Leary and Frank Flanner directors.

Arkansas Press Association will hold its 52nd annual convention in Fayetteville, June 19, 20, 21. A program of speeches covering advertising, circulation and news problems has been arranged. Frank E. Robins of Conway, Ark., is president.

Johnstown Flood Correspondents' Association at its 35th annual reunion in Pittsburgh, May 31, elected the following officers; President, A. J. Logan; vice-president, H. M. Marcy; secretary, Fred J. Heinz.

Newspaper Club of New York has adopted a ruling permitting ladies to dine at the club restaurant.

Pittsburgh Press Club is presenting a revival of the musical comedy "One Little Maid," on June 5, 6 and 7.

Texas State Press Association will hold its annual convention at Amarillo, Tex., June 18, 19 and 20.

Washington State Press Association will hold its annual summer meeting in Spokane, Aug. 22 and 23.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie. The International Syndicate, BALTIMORE.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
All about the clothes worn by Filmland's beautiful women when "off location." Irresistibly feminine and timely.
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial. Readable. Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Features

PRE-EMINENT ARTICLES
A lustrous name—an arresting idea every week. A commanding feature.
Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

Women's Stories

NOW READY
"Marriage Scales"
A New Serial by
Mildred Barbour
Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

MINNESOTA DAILY STAR SOLD FOR $150,000

Group Headed by Thompson, Van Lear and Bratter Takes Control, Ending Receivership—To Continue Progressive Policy

MINNEAPOLIS, Minn., June 2.—Sale of the *Minnesota Daily Star* and termination of the receivership of the Northwest Publishing Company, former publishers, was approved by Judge H. D. Dickinson in Hennepin county district court, Monday, June 2.

The Minneapolis Daily Star Company, a new Delaware corporation organized by John Thompson, business manager of the old company; Thomas Van Lear, former president of the Northwest Publishing Company, H. D. Bratter, and other associates, took over the plant, building and good will of the Star.

Under the terms of the sale, the new company agrees to assume all mortgages and other secured obligations of the old company, to pay $35,000 in cash, $15,000 in September, and $100,000 in monthly payments, beginning in April, 1925.

The Star Company Thursday filed a certificate copy of articles of incorporation as entered in Delaware in the office the Secretary of State of Minnesota. The capital stock of the new company is given as $500,000 of which $100,000 is represented in Minnesota. Subscribers to the capital stock are T. L. Croteau, M. A. Bruce, A. M. Hooven, all of Wilmington, Del. H. D. Bratter of Minneapolis is named as secretary in the articles.

Acceptance of the bid was recommended by George B. Leonard, attorney for Albert Dollenmayer, receiver of the old company. The bid was the result of negotiations covering a period of several weeks, Dollenmayer said, and aimed to cover the full appraised value of the company's building, plant and good will.

"The new company has framed its bid on that basis," George B. Leonard, attorney for the receiver stated to the court, recommending its acceptance, and, "of course, the new company is entitled to the good will of the reading and advertising public."

Leonard announced that the "policy of the Star will be continued along the same progressive lines it has followed from the beginning."

Judge Dickinson paid a high compliment to the receiver and his attorney for their untiring efforts in bringing about the successful result of the re-organization.

W. C. Robertson, managing editor of the old paper, has been named editor of the paper; Mel Turnbull, formerly news editor becomes managing editor; and M. W. Halloran comes from the copy desk of the *Minneapolis Tribune* to be city editor.

The S. C. Beckwith Company, New York, will continue to represent the Star.

RETRACT VANDERBILT CHARGE

Los Angeles Dailies Correct Stories of Court Suit

Retractions demanded by Cornelius Vanderbilt, Jr., editor and publisher of the *Los Angeles Illustrated Daily News*, and the *San Francisco Illustrated Daily Herald*, of statements published concerning Vanderbilt Newspapers, Inc., were printed May 30 by the *Los Angeles Times*, the *Los Angeles Express* and the *Los Angeles Record*.

The stories objected to by Vanderbilt concerned a suit brought against Vanderbilt Newspapers, Inc., by two stockholders who claimed they had been misled into buying shares. Their complaint charged that William H. Vanderbilt named as a large stockholder in the Vanderbilt enterprise, was not now living. On information that the man named was a cousin of Cornelius Vanderbilt, Jr., residing in Boston, the correction was made by the newspapers originally carrying the story.

A. M., WORK; P. M., PLAY, S.N.P.A. PROGRAM

Publishers Will Celebrate July 4 Amid Familiar Asheville Scenes—New By-Laws Will Be Scanned

Arrangements are being made for the Southern Newspaper Publishers' Association annual meeting at Grove Park Inn, Asheville, N. C., July 3, 4 and 5 provide that all business sessions will be held in the forenoon, leaving the afternoons for entertainment and recreation. Sessions will begin at 9:30 a.m. and continue until 1:30 p.m.

The opening session will be given over to the annual reports of the officers, and committee chairman, followed by a general discussion of the reports, and other matters,

Friday being Independence Day two addresses on pertinent subjects will be delivered by leading speakers. Following these, association activities will be discussed. The nominating committee will laso make its report at this session.

Saturday will continue the program. All phases of the newspaper profession will be discussed including the editorial, the business office, mechanical, and labor situation.

The association was recently incorporated and new by-laws will be presented for approval of the membership.

President Arthur G. Newmyer will preside over all sessions.

A golf tournament has been arranged as part of the entertainment program, with a number of trophies for men and women players.

A special invitation has been extended by W. L. Alexander, owner of the Mayview Hotel, Blowing Rock, N. C., to leave Asheville Saturday afternoon following the convention and spend Sunday in Blowing Rock inspecting this new hotel.

An entertainment program for each evening is being arranged by F. L. Seely, proprietor of the Grove Park Inn.

The past year has been very active, stated Secretary Johnson recently. Among some of the important accomplishments Mr. Johnson mentioned the success the association had in bringing about a readjustment of freight rates on news print south bound. He also referred to the reduction obtained in rates on iron and paper cores north bound. The eradjusment of freight rates, he said, had received close attention of the association throughout the year.

MORGAN BUYS GAZETTE

Changes It to Herald and Will Conduct It With Hutchinson News

(*By Telegraph to* EDITOR & PUBLISHER)

HUTCHINSON, Kan., June 3.—The News Company, publisher of the *Daily News*, has purchased the *Gazette*, its morning contemporary, and has changed the name to the *Hutchinson Herald*. The papers will be conducted as complete individual units under the management of W. Y. Morgan, for many years publisher of the News. Fred Henney, managing editor of the News will be managing editor of both papers.

The Gazette stated that the sale had been made because of inability to make revenue equal expenses. The News announcement was that by the economies possible in its new building and plant, it would be able to print two good newspapers "where before there had been only one good and one trying to be good."

Both papers are members of the Associated Press. The Gazette was established 22 years ago. The News recently celebrated its golden jubilee.

Culver City (Cal.) Call Sold

The *Culver City (Cal.) Call* has been purchased by Chris Lykke, Harry Lykke and O. H. Buckley, who will act as editor, business manager, and advertising manager, respectively.

OFFICE MEMORANDUM

MR. Publisher of a Newspaper under 7,000 circulation

MR. Basil L. Smith **OF** Philadelphia **CALLED**

HE LEFT WORD That his organization is ready to release a brand-new classified advertising feature service, known as "First Features," to your newspaper at a brand-new price. This service unit, consisting of three illustrated publicity features and three organization features for promoting classified volume, will come to you at a price of a few dollars a week. This is your opportunity to develop your classified columns through up-to-the-minute publicity and methods of business-building. Write today for the First Features Catalogue and the price quotation for your newspaper. (Give circulation.)

First
TRADE MARK
CLASSIFIED FEATURES

THE BASIL L. SMITH SYSTEM, INC.
INTERNATIONAL CLASSIFIED ADVERTISING COUNSELLORS
OTIS BUILDING PHILADELPHIA

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



HUGH O'DONNELL—Makes His Talents Work.

BUSINESS men are frequently mere nose-to-the-grindstone fellows who have no thoughts of interest outside of their immediate work. But Hugh A. O'Donnell, assistant business manager of the *New York Times,* belies the usual. His mind has been polished brilliant by varied experiences. He has not reached his present position, as so many so-called successful persons do, by following that terrible rule of "keeping everlastingly at it." He has enjoyed life by living it—not by working at it.

He can discuss news authoritatively, as well as advertising; personalities, as well as circulation figures; drama, art, or literature as convincingly as labor problems.

Assistant business manager, as a title, means that O'Donnell has supervision, in an advisory capacity, over labor, circulation, and advertising matters for the Times, but one is certain that this triangle of business interest has not become in the least a question of stilted routine for him.

"There is no typical day for me," he will tell you. "Any department of a newspaper is facinating, most alluring. Yesterday is ancient history. Today hasn't happened. You are constantly dealing with the ever present. The affairs of the business department are just as new daily and just as enthralling as the affairs of a news department. With advertisers, one is dealing with the survival of the fittest, the successes of the community."

And, knowing O'Donnell, when one hears him make a statement like this, one is confident there is no need for a Woodward hero to come along and "debunk" it.

O'Donnell doesn't talk much about himself, which is quite peculiar, since he was once an actor. But he does like to talk about the Times, and the personalities who have made that newspaper so successful.

Adolph Ochs, publisher of the Times, he will describe to you as a "genius."

"He ran away from all established methods in the conduct of the Times. He did just one thing: he sold the news and news only, while the old method was to sell sensations, features, and interesting reading, whether it was true or not. Mr. Ochs is essentially practical. He has carved his way in life, starting at the very bottom, and he has carved his life in lasting stone."

O'Donnell also pays tribute to Louis Wiley, the Times business manager.

"In all my newspaper career, I have never known a newspaper manager with as much business ability from an executive as well as detail standpoint as Louis Wiley," he declares.

This interviewer, however, wanted O'Donnell's opinions on newspaper making, not newspaper makers. Knowing him to be a man with editorial as well as business experience, an attempt was made to start an argument by mentioning Irvin Cobb's recent opinion that the Times failed in being a great newspaper, in that it lacked a sense of humor. O'Donnell was quick to reply.

"The psychology of a morning newspaper is absolutely opposed to humor," he said. "When a man gets out of bed and picks up his paper, he wants to get right at the facts of life, not its jokes. Cartoons and features are all very well in the evening, when the reader is seeking relaxation after a busy day."

Discussion of news lead to the subject of the greatest news story of this generation from a newspaper man's angle. O'Donnell, who is a newspaper man to his finger tips, dispensed with the war, the oil investigations, and the Franks murder, now in the press.

"The Harry K. Thaw case was the greatest news story from the angle of newspaper men that this generation has seen," he declared. "It had all the elements that go to make a good news story—aristocracy, wealth, youth, beauty, tragedy, insanity, sex, fear, mystery, marriage, and prolongation. The only other story I think could beat it would be the kidnapping of the Prince of Wales.

"The Thaw case, with its many ramifications, has permeated a generation, and has run in the newspapers like a serial novel."

Just here the interview was interrupted, and the writer had opportunity to watch the Times censorship of advertising in operation. O'Donnell is chairman of the advertising censorship board. All new advertising must be approved by 5 Times executives, coming to O'Donnell, last before it is run. The 4 executives besides O'Donnell are Arnold Sanchez, office manager, F. W. Harold, J. M. Kirhner, and B. T. Butterworth, advertising manager.

A clerk brought in some copy advertising a rubber reducing girdle. O'Donnell gave his approval to it under the signatures of the others.

After college days, spent at Notre Dame University, O'Donnell first became manager of a club at Appleton, Wis. This position he left for a stage career.—"My post-graduate course in education," he calls it.

As juvenile and in supporting roles he played with Fanny Davenport in the Sardou plays, "La Tosca," "Fedora," "Cleopatra," and "Gismonda." He also supported Blanch Walsh and Melbourne McDowell in "The Royal Box."

Then he entered newspaper work, first as special writer, then successively Sunday editor, promotion manager, and dramatic critic, of the *Minneapolis Tribune.* After this experience up-stairs, he went downstairs, becoming circulation manager of the *St. Paul Pioneer-Press.* Leaving this position, he became manager of the Randall Printing Company, in St. Paul. Shortly afterwards he went to Chicago to accept the position of State street advertising manager of the *Chicago Record-Herald.* From this he became advertising manager of the *Minneapolis Journal,* and then business manager of the *Philadelphia Press.*

The thrill of O'Donnell's first contact with the footlights lingered, and for a while he gave up newspaper work to give lectures, which became known as "O'Donnellogs." For 3 years he gave his travel lectures in American theaters. His itinerary carried him all over South America, Africa, and Europe, particularly the Mediterranean countries.

When the World War started, he quit traveling, and went to New Orleans, where he became publisher and editor of the *New Orleans American.* When that newspaper went out of business, he came to the Times.

"On the New Orleans American, I was too much editor," is how O'Donnell describes this experience. "Half the town wanted to elect me mayor, and the other half wanted to kill me. The latter nearly succeeded."

As a matter of fact, an outstanding accomplishment in O'Donnell's varied career, was his battle against the political machine in New Orleans, through his newspaper, the American. Single handed he fought the municipal administration which had been in power 16 years. His persecution by the politicians won for him the backing of the Citizens' League and the churches. After a sensational libel battle which was carried to the Supreme Court of Louisiana, he was vindicated and made a hero by his acquittal.

"There isn't any talent one may have, nor any experience, which one cannot find of value in the newspaper business," O'Donnell said in the course of a conversation I once had with him.

The quotation is a good ending for this article.

German Editor Visits U. S.

Dr. Walter Schneider, editor-in-chief of the *Badische Press* of Karlsruhe, who is in the United States studying conditions, was a visitor in Washington this week where he attended several of the press conferences.

First four months of 1924

Carried more Men's Wear advertising than the World, Sun and Telegram-Mail combined.

NEW YORK EVENING JOURNAL

FIRST IN PUBLIC SERVICE

The World

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The Evening World

Pulitzer Building, New York
Mallers Building, Chicago
Ford Building, Detroit

If You Are a SALESMAN

—Read This—

One of the largest business firms of its kind in the world has an opening in each of its branch offices:

Cleveland, O. — Joplin, Mo.
Toledo, O. — Bartlesville, Okla.
St. Joseph, Mo. — Denver, Colo.
Danbury, Conn.

These are not soft jobs. They require real salesmen who are willing to work like blazes. Rapid advancement to field managers based entirely on results.

Advertising and specialty men are best fitted for these positions, selling one of the most popular and safest securities known.

Your earnings limited only by your efforts. Salary and commission basis.

Write telling us of your business history. List references. Address, C. B., P. O. Box 64, Trinity Station, New York, N. Y.

first IN CENTRAL OHIO
COLUMBUS IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first five months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,501,361 lines.

DISPATCH .....9,042,563 lines
SECOND PAPER 4,406,353 lines
THIRD PAPER..3,134,849 lines

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

In Motor Vehicle Registration Licenses and Revenues New York Leads the Nation

New York State has more than doubled her automobile ownership in the last five years.

This means that there are 1,204,213 motor cars registered in New York State, ranking the state first in the Union. Of these, 962,681 are private passenger cars and 203,846 motor trucks.

The total gross receipts received by the State Motor Department during the past year was in excess of $19,000,000. This amount is over ten per cent of that collected in the entire country. In this department New York State leads all states.

The total increase numerically in motor cars during the past year was 201,920 or 20 per cent.

New York people do not spend all their money for automobile fees or for new cars. With over ten per cent of the population of the country, the people of this state have 25 per cent of the individual deposits in its banks.

These New York people have money for other things. It is the wealthiest community in the world.

The quick way, the easy way and profitable one to sell merchandise of all kinds in New York is to advertise it in the daily newspapers attached below.

	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08
***Albany Knickerbocker Press (M)	30,537	.10	.10
***Albany Knickerbocker Press (S)	52,354	.13	.13
†††Auburn Citizen (E)	6,429	.04	.035
***Batavia Daily News (E)	8,728	.04	.04
***Brooklyn Daily Eagle (E)	66,079	.22	.22
***Brooklyn Daily Eagle (S)	76,284	.22	.22
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
***Buffalo Courier (S)	118,603	.25	.22
***Buffalo Evening News (E)	123,852	.25	.25
***Buffalo Evening Times (E)	94,043	.18	.18
***Buffalo Sunday Times (S)	96,618	.18	.18
†††Corning Evening Leader (E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11
**Geneva Daily Times (E)	5,537	.04	.04
***Glens Falls Post-Star (M)	9,065	.035	.035
***Gloversville Leader Republican (E)	6,877	.035	.035
***Gloversville Morning Herald (M)	5,927	.03	.03
***Ithaca Journal-News (E)	7,308	.04	.04
***Jamestown Morning Post (M)	10,515	.04	.035
***Middletown Times-Press (E)	6,434	.03	.03
***Mount Vernon Daily Argus (E)	9,490	.05	.05
†††Newburgh Daily News (E)	11,564	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
†††The Sun, New York (E)	260,026	.60	.54
†††New York Times (M)	345,149	.70	.686
†††New York Times (S)	576,321	.85	.833
**New York Tribune (M)	132,777	.40	.36
**New York Tribune (S)	135,846	.40	.36
†††New York World (M)	360,908	.595	.58
†††New York World (S)	575,672	.595	.58
†††New York Evening World (E)	271,114	.595	.58
†††Niagara Falls Gazette (E)	17,582	.055	.055
***Port Chester Item (E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Rochester Times-Union (E)	66,574	.20	.18
†††Syracuse Journal (E)	42,103	.14	.14
***Troy Record (M&E)	23,568	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

WHAT'S WHAT IN THE FEATURE FIELD

RUBY M. AYRES is writing her 5th consecutive serial for the McClure Newspaper Syndicate, New York. It is called "The Marriage Handicap." Release date has been set for June 30.



RUBY M. AYRES

Miss Ayres' name is really Mrs. Reginald Pocock. She is a born story-teller, and began writing fairy tales as a child. When she was very young, the *London Daily Chronicle* and the *London Daily Mirror* began publishing her work.

Since then she has appeared in practically every English newspaper and magazine. In this country her popularity is steadily increasing. Forty newspapers ran one of her recent serials.

"The Littlest Lover," "The Scar," "The Romance of a Rogue," "The Man Without a Heart," "Second-best," "Ribbons and Laces," and "Paul in Possession" are some of her late successes.

R. M. (Bob) Brinkerhoff, cartoonist for the New York World Syndicate, creator of "Little Mary Mix-up," has taken his comic character on a 4 months' trip abroad, sailing from New York, June 3 on the S. S. Republic.

Walt Munson, cartoonist, is drawing a daily two-column comic under the caption "Time to Crab" for the Des Moines Register and Tribune Newspaper Syndicate.

Phyllis Duganne's short story, "Or Leave 'Em Alone" will be released to newspapers June 22, by the Chicago Tribune Newspapers Syndicate, Chicago.

Clinton T. Brainard, president of the McClure Newspaper Syndicate, has gone to his camp in Maine for a vacation.

What the women of movieland are wearing when they are on or off location is the theme of a new feature called "Hollywood Fashions" being released by the Tom Beck Features, Los Angeles.

Stephen Leacock is writing a weekly humorous article for the Metropolitan Newspaper Service, New York.

George W. Wightman, president of the United States Lawn Tennis Association, has addressed an open letter to the various clubs in the country concerning his interpretation of the player-writer rule, over which so much controversy has arisen, largely because it involves William T. Tilden, 2nd, national champion, who writes for the Ledger Syndicate, Philadelphia. In it, he insists the player-writer is paid for his fame, declaring the distinction makes professionals of stars who write on sport.

George McManus, cartoonist for the King Features Syndicate, New York, creator of "Bringing Up Father," was the guest of the *Lancaster (Pa.) News-Journal*, May 28. He was introduced to the Lancaster school children and members of the Lions' Club.

Bob Satterfield, cartoonist for the Publishers' Autocaster Service, New York, will cover the political conventions for his syndicate, drawing cartoons of political leaders from the convention floor.

Alexander Johnson, for 12 years editor of *Motor*, and for 22 years a writer on motor subjects, has contracted with the Christy Walsh Syndicate, New York, to furnish a 600-word article each week, discussing new improvements and practical subjects interesting to automobile owners. The service also includes a Question Box.

Dr. Frank J. Monaghan, Commissioner of Health for New York City, is now writing a series of articles under the caption "Health Habits" for the Christy Walsh Syndicate, New York.

Don Herold, regular contributor to *Life*, has contracted to write a weekly humorous feature for the McNaught Syndicate, Inc., New York. He will illustrate it himself. Release date has not yet been set, but it is expected it will be the last of this month.

H. C. Witwer has written a series of 11 short stories called "The Rubyiat of a College Man," the first of which will be released June 15, by the King Features Syndicate, New York. They will run Sundays.

Mrs. Helen Searl has joined the traveling staff of the Metropolitan Newspaper Service, New York.

"Christine of the Hungry Heart" by Kathleen Norris will be released as a serial early in July by the McClure Newspaper Syndicate, New York.

Glenwood Mahar, of the McClure Newspaper Syndicate Sales force who has been out on a two months' trip through the middle west contracted pneumonia and is now in the Mount Carmel Hospital, Columbus, O., where he is reported recovering.

William Jennings Bryan will cover both political conventions for the McNaught Syndicate, Inc., New York. Others who will cover for the same syndicate are Samuel G. Blythe, Rube Goldberg, and Will Rogers.

Charles V. McAdam, vice-president of the McNaught Syndicate, and Ray McCarthy, golf writer, engaged in a foursome recently with Gene Sarazen and Johnny Farrell at the Quaker Ridge Country Club.

To Suspend Grand Junction News

The *Grand Junction (Col.) Sentinel* has purchased the *Grand Junction News*, according to advices reaching the Associated Press headquarters, New York, this week. Publication of the News will be suspended June 7, and the Sentinel will thereafter issue a Sunday morning edition. Walter Walker is editor and general manager of the Sentinel, which is a Democratic evening newspaper. The News was a Republican morning newspaper, published by the Grand Valley Printing Company, with C. E. Adams as editor and general manager.

SEIBOLD JOINS N. Y. POST



Louis Seibold, veteran reporter, recently writing for the *New York Sun* has joined the staff of the *New York Evening Post*, and will represent that newspaper at both political conventions. He was a member of the *New York Herald* staff prior to its sale to the *Tribune*.

Specials Name Convention Speakers

Speakers for the press representatives' departmental program at the International Convention of the A. A. C. W., Wembley, July 13-18, were announced this week by Dan Carroll, special representative, and program chairman. They are: William F. Rogers, chairman of the bureau of advertising of the American Newspaper Publishers' Association and advertising manager of the *Boston Transcript* on "Outlining our Plan of Work"; F. St. John Richards, New York, eastern representative of the *St. Louis Globe-Democrat*, on "Selling Newspaper Advertising Space"; Gilbert T. Hodges, New York, advertising manager of the *Munsey Magazine*, on "Selling Magazine Advertising Space"; and James O'Shaughnessy, executive secretary of the A. A. A. A., on "Magazine Advertising in the United States."

Reuters Reporter Exiled from China

Arrested on charges of spreading false reports of Dr. Sun Yat-Sen's death, Him Wong, correspondent for Reuters Limited at Canton, China, has been ordered deported for 10 years. Him is a graduate of the Missouri University School of Journalism, Columbia, Mo. Authorities declare the accused reporter communicated the news to the enemy press.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

Greatest Advertising Gain

The Sun, New York, gained 1,221,482 agate lines—4,000 columns—of advertising in the first four months of 1924 over the corresponding months last year—the greatest newspaper advertising gain in America.
The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The Sun
New York
Circulation more than 250,000

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

The Deseret News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

THERE ARE TRICKS in all trades, and there are innumerable tricks in the making of advertising contracts.

A thorough knowledge of the intricacies of contract making has proved a big financial advantage to the newspapers represented by BENJAMIN & KENTNOR CO.

Protecting the newspaper's interests is one of the fundamentals of good service as visualized by this organization. Such service comes after long years of experience, and in no other way.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

Southern Publishers

located in twenty-six of the leading cities of the South with thirty-four of the leading daily newspapers, join in a co-operative effort to induce advertisers and manufacturers to take advantage of the unusual market conditions prevailing throughout Dixie.

The people are long on money and short on merchandise. They need goods of all kinds, and plenty of them.

Business throughout Dixie is as business never was before. It is booming bigger, stronger and more insistent than ever.

These Southern people need machinery. They need household conveniences. They need new and better merchandise of all kinds. They need tractors and all kinds of farming machinery. They need more automobiles.

Notwithstanding the increase in population, the people need labor-saving devices of all kinds not so much to save labor as to increase output.

Business of every kind is more than good. Agriculture which is the big thing in this great out-of-doors has been speeded up and diversified agriculture is increasing.

These newspapers realizing the expansion of this market invite you to come South with your goods.

The market is here, the money is here. With these daily newspapers you will find a welcome, eager buyers and everything that goes to make business a pleasure.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
***Montgomery Journal (E)	18,054	.06	.06
FLORIDA			
***Florida Times-Union, Jacksonville..(M&S)	39,226	.09(.10S)	.09(.10S)
***Pensacola News (E)	5,372	.03	.03
†††St. Petersburg Independent (E)	7,236	.03	.03
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,878	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M) 19,382..(S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY			
***Lexington Leader (E)	18,432	.05	.05
***Lexington Leader (S)	18,538	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
††Asheville Times (E)	8,969	.04	.04
**Asheville Citizen (M)	11,760	.055	.055
**Asheville Citizen (S)	12,421	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
***Raleigh News and Observer (M)	27,984	.06	.06
***Raleigh News and Observer (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,218	.06	.06
SOUTH CAROLINA			
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
Greenwood Index Journal (E&S)	4,367	.025	.025
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald (M) 6,014 (S)	8,023		
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
†††Nashville Banner (E)	58,892	.10	.10
†††Nashville Banner (S)	56,989	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660	.05	.05
***Newport News Daily Press (S&M)	5,725		
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
***Staunton News-Leader (M), Leader (E)	6,588	.035	.035

* A. B. C. Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(London Editor, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

British Registrations Commencing:—Intimations as to Registration are being circulated to all concerned, and the methods will be pretty much those followed at American Conventions, adapted and modified where necessary to suit British conditions. Mrs. Bowman, the A. A. C. W. officer in charge of Registration arrangements is expected to arrive in London on July 3, to take charge of the registration details.

Bush House Registration Headquarters:—One point on which British methods of registration will differ from those on your side is that here registration tickets will be sold to British Delegations in advance. This is regarded as a means of specially meeting conditions here, where there are many thousands of advertising men all over the country not actually attached to any Club who will wish to have facilities for attending the Convention. The fact that they don't belong to a club may be explained by the fact that there is probably no club in their district. The Registration Headquarters in London will be at Bush House, Kingsway, the fine piece of architecture that stands with one frontage on the Strand and the other facing down the length of the broad thoroughfare of Kingsway. It is perhaps the finest position in London.

American Delegates Sticking Together:—The arrangements are rapidly taking shape for the allocation of American delegates in bunches to the various London hotels during Convention week. The contingents are being held together according to towns of origin. The New York contingent will divide between 3 fine hotels, the Belgravia (near Victoria Station), and the Metropole, and Victoria (both in Northumberland Avenue, running parallel with the Strand). The Chicagoans will be accommodated at the Grosvenor (near Victoria Station) and the Hyde Park Hotel (about half-mile distant). The Bostonians will divide between the Grand (at Charing Cross) and the Piccadilly (on Piccadilly). Houston will occupy the Imperial Hotel, on Southampton Row, a hundred yards or so from Sentinel House, London Convention headquarters; Los Angeles will be at the Midland Grand, close by the St. Pancras terminal. The members of the American Advertising Agents Association and officials will be situated at the Hotel Cecil, centrally placed in the Strand, and the Pittsburgh contingent at the Hotel Russell, on Southampton Row, a few yards from the Imperial Hotel.

Opera Gala Night for Delegates:—Horace Imber tells me of an opera gala night he is arranging for overseas delegates, on behalf of the proprietor of the London Daily Chronicle. At present it is sufficiently advanced to indicate that it is something entirely different from any other entertainment being provided here, but there will be one pleasant surprise which I must hold for a day or two until the complete details are settled.

Liaison Officers for Delegates:—The desire of our folk here that every delegate shall feel at home and among friends has found expression in a call for liaison officers to act between the various contingents and sections and their British equivalents. This is perhaps even more important in the case of Continental delegates speaking little English, but the response shows the keenness to make our U. S. visitors feel comfortable.

C. Harold Vernon Gives Radio Talk:—At the invitation of the British Broadcasting Company, C. Harold Vernon, on May 21, told the story of the Wembley Convention on the radio. Announcing that the Prince of Wales as patron had consented to open the first session, Mr. Vernon said that our great Advertising Convention would fail if it did not increase the business of this country and make the problem of unemployment less acute. The radio talk was used as a means of getting at those who might, even now, be unaware of the magnitude of the Convention, and I understand it was entirely successful.

A. N. A. A. and I. S. B. A.—By a special Resolution of the Central Executive of the Incorporated Society of British Advertisers, all advertisers eligible for ordinary membership under their rules, visiting this country for the Convention, will on application be enrolled as honorary members of the Society during their stay in Great Britain. They will be entitled to make full use of the services of the organization (for which members pay $100 a year) and to attend all meetings held between July and August of this year, including the Joint Departmental Meetings of the Association of National Advertisers of America and the Incorporated Society of British Advertisers at Wembley. They will also be the guests of the I. S. B. A. at the Banquet of the World's Advertisers at the Connaught Rooms on July 15.

Dutch Advertising Agents Come In:—I understand that the Vereeniging van Erkende Advertentie Bureaux in Nederland, the Dutch Association of Advertising Agents, has requested Mr. Fernand A. Marteau to secure their affiliation to the A. A. C. W. This is the 3rd Dutch and 9th Continental Organization which has joined District No. 14. I am told that two other Dutch Clubs, as well as one Swedish organization, are at present examining the advisability of becoming members.

Advertising Women Establish Contact:—To provide the personal contact with the business women coming from America and other overseas countries for the Advertising Convention, a Correspondence Bureau has been opened, so that the business women of Great Britain may at once get in touch by letter with one or more of the visiting women delegates. Miss McCandlish Smith, of the Publicity Club of London is in charge of the arrangements.

A.A.A.A. Sending 30 to London

About 30 members of the American Association of Advertising Agencies will attend the international A. A. C. W. convention at Wembley Park, London, July 13-18, James O'Shaughnessy, executive secretary reported this week. Included in the delegation will be: Stanley Resor, J. Walter Thompson Company, New York; C. D. Newell, Newell-Emmett Company, Inc., New York; Henry B. Humphrey, H. B. Humphrey Company, Boston; Harry Dwight Smith, Fuller & Smith, Cleveland; H. H. Charles, Charles Advertising Service, New York; A. E. Greenleaf, Greenleaf Company, Boston; St. Elmo Massengale, Massengale Advertising Agency, Atlanta, Ga.; Milton Towne, Joseph Richards Company, Inc., New York; H. T. Ewald, Campbell-Ewald Company, New York; M. P. Gould. M. P. Gould Company, New York; William H. Rankin, William H. Rankin Company, New York.

Urges $100,000 Ad Fund

The raising of a fund of $100,0 co-operative publicity for Maine increase the revenue of the state 1 cent, it was declared by Hiram I president of the Maine State Pu Bureau, at the bureau's annual outi dinner May 30 at Rangeley, Me ready, the bureau's newspaper tising has accomplished a great d said, even though on a limited app tion. If the financial and moral s of every person in Maine who bene summer travel could be obtained, dicted, Maine would rival Califor

N. Y. News Claims 800,000 Circu

In an editorial printed in the is May 26, the *New York Daily Ne* lustrated tabloid, claimed that its daily circulation for the past wee more than 800,000. The newspap celebrate its 5th anniversary, Ju 1924.

THE
Daily Mai
with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

LINKS WITH BRITAIN

JORDANS
William Penn

Interesting associations w the great William Penn, t founder of Pennsylvania, are be found at Jordans, an Quaker meeting house, now farmhouse, in a quiet coun lane about two miles from Ch font St. Giles in Buckin hamshire. Adjoining the house is the little Quaker gra yard in which Penn lies buri with his two wives. The journ is made to Gerrards Cr Station where automobiles co vey tourists to Penn's old me ing house and grave, to t house where the poet Milt completed "Paradise Lost," a to Stoke Poges where the po Gray lies buried in his beau ful churchyard where he wro his famous "Elegy in a Count Churchyard." A delightful e cursion through charmi country.

London & North Eastern Railway from Marylebone Station, London

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITA

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWA
311 Fifth Avenue (at Thirty-Second St.
New York

The Greatest Force in British Advertising is

The Times

London, England

first!
—in daily circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis
NEWS

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

REE UNIONS STRIKE (N SEATTLE "P.-I."

lhers' Refusal to Let Typographi- a Union Dictate New Contract Calls Out Also Mailers and Stereotypers

(By *Telegraph to* EDITOR & PUBLISHER)

ETTLE, Wash., May 31.—In an effort e orce what the *Seattle Post-Intel-* r management considers "unjusti- l working conditions and an unrea- e high rate of wages," members of pographical, mailers, and stereo- unions employed on that paper yesterday. The action was taken face of the publisher's offer to all issues to arbitration. Non- crews are now working. Objec- so the typographical union's propos- ere cited by the *Post-Intelligencer* ives as follows:

y completely excluded participa- y the ownership in the conduct of mposing room.

y provided impossible working con- cs.

y perpetuated the reproduction law nposing rooms.

y obligated the acceptance of a of rules passed by the local typo- ical union laying down working ions.

y provided that the contract would id if the *Post-Intelligencer* was le to reach an agreement with any e of its mechanical departments.

y prohibited the transfer of men one part of the composing room to ter, except under work-creating limi- cs.

y made discharge of an employe cally impossible.

y excluded any conditions providing iation on any question under any nstances.

union contract has been signed by ier Seattle office and the union based is its insistence that the *Post-Inte- er* accept its terms.

der the former contract, which ex- e Dec. 31, 1923, the typographical was $48 day and $51 night for a ur week. The scale proposed by nion for the *Post-Intelligencer,* a ring paper, called for $51 minimum $58.50 maximum, the bulk of the o receive the latter wage.

Post-Intelligencer indicated that uld agree to higher wages than the ontract provided and to continuance old 42-hour week.

non-union crew was immediately put ork and the newspaper has not d an issue. It reports little loss in ation and no loss in advertising.

---

hough not specifically stated in the dispatch, the Seattle situation ap- tly involves the first joint action by ailers' union with the typographical to enforce demands by the latter, the law providing for such action d at the last convention of the Inter- nal Typographical Union. The typers' contract expired at the same as did that of the typographical un- nd provided a wage scale of $48 day $51 night for a 44-hour week. The rs' scale, which expired October 1, gave foreman $48 day or night, and eymen $39, day or night, with a 45- week days and 42-hour nights.

YNCH LEADS TYPO VOTE

use Man Ahead in Presidential ce, Unofficial Returns Indicate

official returns of the election held 28, from 555 locals of the Inter- nal Typographical Union tabulated 3, at administration headquarters, York, give James M. Lynch of use, N. Y., administration candidate, d of 3,440 over the progressive date Charles P. Howard, the in- ent, in the contest for president of rganization. The total vote in the ocals was 51,654.

Officials of the union announced June 2, in Indianapolis, that no more figures in the election of international officers would be given out, until the official tabulation is reviewed by the organization's canvassing board which meets there June 7.

According to the unofficial tabulation Seth R. Brown of Los Angeles, in the contest for first vice-president, is leading his opponent, George F. Beach of New York, by more than 2,000 votes, while Austin Hewson of New York has a lead of 4,000 votes over William R. Trotter of Vancouver, B. C., the incumbent, in the race for second vice-president. John W. Hayes of Minneapolis, secretary-treasurer, leads his opponent, William A. Aldrich of Chicago, by 5,000 votes. All in the lead are Administration candidates.

A. P. TO HOLD SPECIAL MEET JULY 31

Members to Vote on Applications of Rochester Times-Union and Baltimore Evening Sun Opposed by Hearst Papers

Associated Press members will hold a special meeting in New York July 31, to vote on the applications for membership of the *Rochester (N. Y.) Times-Union* and the *Baltimore (Md.) Evening Sun.*

Call for the meeting was issued this week by Melville E. Stone, secretary, on advice of counsel and by direction of the A. P. executive committee.

Accompanying the call were 5 different proxy forms for members' use. One of the forms entitles members to appoint their own proxy; another appoints Paul Patterson and VanLear Black of the Baltimore Evening Sun, to vote in favor of that newspaper; another appoints Frank E. Tripp, *Elmira (N. Y.) Advertiser,* and Frank E. Gannett, *Rochester Times-Union* to vote in favor of the Times-Union; the last two appoint Arthur Brisbane, *Baltimore News;* Frank A. Munsey, *New York Sun;* George S. Oliver, *Pittsburg Gazette-Times,* Robert Ewing, *New Orleans States* and John Francis Neylan, *San Francisco Call and Post* to vote against admission to membership.

When these two newspapers applied for membership at the April convention of the Associated Press, their applications were opposed in the case of the Evening Sun by Arthur Brisbane, A. P., member for the Baltimore News, and Harry Gray, member for the *Rochester (N. Y.) Journal and Post-Express.* Both opposing newspapers are owned by William Randolph Hearst.

The applications had been automatically passed from the A. P. board of directors to the members attending the convention by reason of the protests. They missed to obtain A. P. memberships over the protests by the narrow margin of but 3 votes. Results of the July 31, vote will govern future action in similar cases.

According to the present by-laws of the Associated Press a four-fifths vote of all present at an annual meeting is needed to override the protest which was vested in the membership of old members in the organization. Both the Baltimore News and the Rochester Post-Express hold such protest rights.

Portland Business Bureau Wins

Portland (Ore.) Better Business Bureau was awarded the trophy for the most constructive work during the past year at the convention of the Pacific Coast Advertising Clubs Association held May 25-28 in Fresno. The Bureau is managed by Kenneth Hood. The trophy was a sterling silver shield.

Newark Ledger Opens N. Y. Office

The *Newark (N. J.) Ledger,* the only morning newspaper published in Newark, on June 2, opened their own office in New York in the Marbridge Building, 47 West 34th street. John Davidson Lane is manager.

SOME FACTS ABOUT AGRICULTURE IN

West Virginia

This state is basically a farming and fruit growing state, notwithstanding its leadership among the mineral and timber states.

West Virginia has 5,554,731 fruit bearing apple trees and 2,049,862 fruit bearing peach trees.

It ranks among the first twelve in peach growing and is one of the first nine in apple growing.

West Virginia ranks first in the United States in percentage of farm lands free from mortgage, having 73 per cent clear of debt.

The farmers are 98.6 per cent American born. This is the highest per cent of native-born farmers to be found in any state in the Union.

The sale of dairy products in this state amounts to approximately $12,000,000.

West Virginia's poultry and eggs are worth $15,000,000 each year.

Buyers of space would do well to study West Virginia. Learn the facts about her mines, her farms, her factories and her 1,463,701 people.

You can be a big advertiser among these prosperous people by a comparatively small expenditure in daily newspaper advertising.

The following list of daily West Virginia newspapers cover this territory and sell merchandise.

They offer to discriminating advertisers the least expensive and most effective method of making their trade-mark a greater asset.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.

N.E.A. QUITS TEXAS FOR MEXICAN TOUR

San Antonio Express Tenders Banquet to Delegates—Odell and Hotaling Given Watches—Ad Handicaps Decreasing

SAN ANTONIO, Tex., May 30.—Thirty states were represented at a banquet given by the Express Publishing Company May 27, to the National Editorial Association delegation enroute to Mexico. Following the banquet the party of more than 200 left for Laredo where they crossed into Mexico.

At the banquet Wilson M. Smith of the *Waverly (Ill.) Journal* presented, on behalf of the Association a gold watch to President Wallace Odell of the *Tarrytown (N. Y.) News*. Mrs. Odell was given a leather purse.

A watch and purse were also presented to Executive Secretary H. C. Hotaling and wife, of St. Paul. The presentation was made by John P. Herrick, *Olean (N. Y.) Breeze*.

M. M. Harris, editor of the *San Antonio Express and News*, as toastmaster, introduced President F. G. Huntress of the Express Publishing Company, who welcomed the visitors. Mr. Odell responded. D. D. Moore, publisher of the *Fort Worth Record* and acting director of William Randolph Hearst's *San Antonio Light*, spoke of the prosperity of Texas newspapers. S. D. Chestnutt, past-president, Texas Press Association welcomed the visitors for that organization.

During a sightseeing tour of San Antonio Tuesday the editors stood before the Alamo and heard the history of that Shrine of Texas freedom. Among other places visited, under chaperonage of Ralph Durkee, publicity representative of the Chamber of Commerce, was Brooksfield, where two newspaper girls, Misses Mildred and Elizabeth Zerbey, Pottsville, Pa., were the first to enjoy the thrill of an airplane ride.

The editors underwent vaccination in anticipation of the Mexico trip before they left Oklahoma City.

In a report of the advertising committee of the N. E. A. presented at Oklahoma City it was indicated that handicaps which have operated to prevent the advertising agency from using the country weekly are gradually being removed.

The committee noted with gratification "the steps taken in different states to remove the handicaps," including:

1. Impressing the publisher with the necessity of issuing a rate card of standard form.
2. Standardizing rates, using the N. E. A. scale as a guide.
3. Getting publishers to equip their plants so that mats can be used.

The improvement in this respect the past year has been referred to as a "revolutionary development in the country newspaper field" by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies. Three state press associations have announced that arrangements have been perfected so that mats can be handled for every country weekly if necessary.

4. Compiling state lists through the office of a secretary or committee and furnishing advertisers and agencies with rate books giving essential information regarding every paper whose publisher is progressive enough to supply it.

"Such information is furnished to advertisers and agencies for daily newspapers, magazines, farm papers and all trade publications. A similar directory covering the country newspapers is sorely needed and would be welcomed by advertisers and agencies," the report stated.

Members of the N. E. A. advertising committee were Herman Roe, Northfield, Minn.; Harry B. Potter, Marshall, Ill., and T. H. Alvord, Livonia, N. Y.

"SUNPAPERS" EXPAND

Buy Additional Property to Facilitate Delivery Department

BALTIMORE, June 5.—The A. S. Abell Company, publishers of the *Sun* and the *Evening Sun*, have just purchased Numbers 4 and 6 West Redwood street, adjoining the rear of the company's building on the west and connecting with the property acquired 2 years ago, when 9 and 11 West Baltimore street were purchased.

The A. S. Abell Company buildings now have a combined frontage of 84 feet on Baltimore street, the main business thoroughfare of Baltimore, and of 89½ feet on Redwood street, as well as a frontage of 203 feet on Charles street, the chief north and south artery of business Baltimore.

One immediate effect of the purchase will be to give the "Sunpapers" room very much needed for the delivery departments, and for preparing the papers for mailing and for loading.

The new properties will also provide room for the expansion of press room, stereotyping department, composing room and other departments for some years.

Rankin Names Tea Essay Winners

First prize of $1,000 for the best fifty-word essay on "Why I Like India Tea or Blends Containing India Tea" has been awarded to Carlton Short, the William H. Rankin Company, which is associated with Charles F. Higham, Ltd., of London, has announced. Sir Charles Higham, Mr. Rankin and Hector Fuller were judges of the contest. The competition was held on behalf of the India Tea Growers' Association of London and Calcutta, and 12,000 answers were sent in from all parts of the country. Second prize of $500 was awarded to Miss Louise A. Haslob, of Woodside, L. I., and third prize of $250 to J. N. Dallam, of Philadelphia. In addition, 100 prizes of $10 each and 50 prizes of $5 each were awarded.

New Wall Street News Service

Charles W. Storm, formerly financial editor of the *New York American* and Arthur D. La Hines, formerly in the financial department of the *New York Sun*, are editors of a new news service, the Wall Street Mirror, which was started this week in the New York financial district. The service will confine its activities to news developments in and affecting the stock market. Its address is Room 847, 120 Broadway.

"POCKET VETO" SEEN FOR POSTAL WAGE BILL

Will Die With Close of Congress is Belief—Publishers Continue Opposition—P. O. Dept. Determine Mail Costs

BY SAM BELL
(*Washington Correspondent*, EDITOR & PUBLISHER)

WASHINGTON, D. C., June 4.—A "pocket veto" of Post Office salary bill, which will cost the Government an annual increase in postal expenditures ranging from $60,000,000 to $80,000,000 is expected of President Coolidge. His opposition to the measure is well known and in it he is supported by Postmaster General New, who believes that pay increases for postal employes should await the ascertainment of the cost of handling the various class of mail, now being undertaken by the Post Office.

The attitude of the publishing interests upon the pending measure, which has passed both Senate and House in slightly different form, was made known to Mr. Coolidge last Tuesday when a delegation headed by A. C. Pearson of the American Publishers' Conference called at White House. The President was presented with a copy of the resolutions adopted by National Editorial Association and other organizations which urge determination of the mail cost before any legislation is approved. Publishers realize approval of the pay increases means an increase in postal rates in the near future and Postmaster General Ne estimated that the second class rat ready far too high, will have t their share of the advance. Mr. has estimated the amount of increa will have to be borne by second matter will total $5,000,000 annua

Adjustment of salaries in certain ties where the cost of living ha stripped wage advances to posta ployes—a plan evolved by the Post General—was suggested to the Pr by the publishers' representatives.

Bartley Heads White House M

E. Ross Bartley of the Asso Press has been elected president White House Correspondents Assoc as the result of a recent election situated by the removal of several from the White House assignment L. Bradford of the United Press made vice-president and Philip Or the Universal Service, secretary-trea Charles R. Michaels of the *New Times* and Glenn I. Tucker of the *York World* were named membe the executive committee of the As tion.

Former Home of Daily Sold

The Sawyer Associates have so Barnard Press the building formerl cupied by the *Worcester (Mass.) zette* at 16 to 20 Mechanic stree gether with 3,500 feet of land adj the property. The price was said about $175,000. Mr. Press inten erect a large office building on the erty which was vacated by the Ga amalgamated with the *Telegram*.



Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

Here Is Our Representative

Complaint was made at the recent meeting of the American Society of Newspaper Editors that the cost of selling newspaper features was a considerable element in the price of this portion of the newspaper's expense.

The copy service which the Church Advertising Department offers newspapers is loaded with no personal selling expense. This weekly announcement in EDITOR AND PUBLISHER is our only way to reach newspaper advertising managers—and this space is donated by the paper.

Our only desire in life is to see churches make larger use of various forms of helpful publicity. We believe that they can use newspapers largely and that newspapers can show the churches the way this advertising can best be done.

The price for exclusive use of copy averages four dimes a week. We have other copy which is free to all papers.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Clubs of the World
New York City

HEARST PURCHASE OF SENTINEL CONFIRMED

Evening Edition Merged in Wisconsin News, Hearst's Telegram Joined With Its Sunday, It Now Finds New Owner

William Randolph Hearst has purchased the *Milwaukee Sentinel*. He now owns the only morning newspaper published in Milwaukee.

The evening edition of the Sentinel has been merged with the Wisconsin News. The morning and Sunday editions will be continued.

For a week up to June 5, it was generally believed that it had passed to W. R. Hearst. The latter said nothing. Charles Pfister, owner of the Sentinel for over 20 years, was equally taciturn.

May 29 saw announcements that the Evening Sentinel would be merged with the Wisconsin News, Mr. Hearst's evening paper, and the Sunday Sentinel with Mr. Hearst's Milwaukee Telegram. Staffs of the morning and evening Sentinel were combined and the morning and Sunday issues were produced under direction of Julius Liebman, Sentinel managing editor, with Richard Gardner, managing editor of the Sunday Telegram, assigned to the Sentinel in an advisory capacity. The evening title was called *"Wisconsin News & Evening Sentinel"*; the Sunday name was *"Sunday Sentinel & Milwaukee Telegram."* The morning paper title remained *Sentinel*.

Rumors then arose that Mr. Hearst had not purchased the property. EDITOR & PUBLISHER asked Mr. Pfister to state the facts. The following telegram resulted:

"Answering your telegram to Mr. Pfister, in his absence. The Sentinel this morning announced that Judge August C. Backus had acquired control and was now its publisher. The Evening Sentinel was merged with the Wisconsin News. This was done in part to secure control of the Sunday Telegram.

"JULIUS LIEBMAN,
"Managing Editor."

Chicago Tribune Radio Moves

WGN, radio broadcasting station of the *Chicago Tribune*, has been moved from the Edgewater Beach hotel to the Drake hotel. The *Chicago Evening Post* is operating a broadcasting station, WEBH, at the Edgewater Beach hotel. Other Chicago newspapers operating broadcasting stations alone or in co-operation with other agencies are the *Daily News*, the *Evening American* and the *Herald and Examiner*.

RADIO'S TRIBUTE WITH PRESS I. C. M. A. HEARS

(Continued from page 5)

Mr. Pearson gave details of the 300 per cent increase in postal rates brought about by the war revenue measure and never reduced, and illustrated how large publishers were saving distribution expense by multiple second-class entries and private mailing.

An open discussion was held on the question of baseball extras, however, and it developed that most managers do not look upon them kindly and that they have been discontinued by a number of papers.

Mr. Sweeney explained the plan of collections used by the Free Press which virtually takes the newsboy into the business, opens a savings account for him with the paper and pays 5 per cent interest. The carriers deposit all of the money to this account from which the price of the papers is deducted and interest paid on the balance. The carrier is permitted to make additional deposits or draw from the account any time he desires, with the consent of his parents, who are also taken into the plan, and who, Mr. Sweeney says, are always strongly in favor of it.

Mr. Lincoln pointed out that it is as necessary for a newspaper to advertise as for any other business; that the use of bill-boards and novelties is about the only way for a paper to let persons who do not read the paper know what they have for sale.

Other speakers at the session were William Coonradt, *Decatur Review*, on "Methods of Procedure in Changing from Office Owned to Independent Carrier System"; John Schmid, *Indianapolis News*, on "Possibilities for Circulation on Rural Routes by Afternoon Newspapers," and Sidney D. Long, *Wichita Eagle*, on the "Future of Mail Subscriptions if Postal Rates Are not Reduced. How Much More Will It Cost the Rural Route Patron to Take a Daily Metropolitan Newspaper."

Mr. Schmid pointed out in his address that the News now has 60 routes, averaging 40 miles each in length that are covered by autos and trucks. The theory of delivery afternoon papers in the rural districts by this method is all right, he said, but the expense is heavy.

"We started out during the railroad strike and the miners strike, by picking out all of the good roads that are passable the year around," said Mr. Schmid. "We figure each route at about 40 miles and allow two and one half hours to cover it. If we can get two houses to the mile to start with, we are more than satisfied. We intended to cover these routes with motorcycles and side-cars, but during the railroad strike we started out by using trucks because with them we could make our deliveries to agent, and we have stuck to that system ever since. We now have men on many of these routes who use their own cars and make their own collections. We pay them 4½ cents a mile and $1.50 a day, which makes the average man earn around $18 a week on a 40 mile route. The cost is three times as much as rural circulation, but it enables us to deliver the same edition to the country as in the city."

"The future of the mail subscriptions if postal rates are not reduced depends on the amount of money the publisher is willing to spend on the R. F. D.," said Mr. Long. "The rural free delivery subscriber is the most expensive one we have. It is necessary to maintain a mailing list for him, put his name on the paper, etc., and on top of all of this, it is much more expensive to secure his subscription. I feel that unless the price of paper and postage is cut, the only thing to do with the rural subscriber is to figure out a cost system and charge him accordingly. It costs so much more to deliver the paper to the farmer, and he should be made to pay that cost. Newspapers have always sold the farm the paper at the lowest possible price, although during the war, papers learned to charge nearer what it cost to produce them instead of charging just what their competitors would let them charge. The farmer is demanding better news. He is demanding the same news as the city subscriber, and should be willing to pay for it."

In the discussion which followed, Mr. Schmid gave figures to show the amount the News loses each year on every rural subscriber. He figured that the paper averaged 40 pages per day for 312 days a year and that each subscriber received 208 pounds of newspaper a year. The white paper cost 4 cents a pound and postage cost 2 cents a pound, making a total cost of $12.48, to which he added 15 pounds of ink at 5 cents a pound, making a total of $13.23. The News receives $4 a year for rural subscriptions and $2 commissions for securing the subscriptions, leaving $2 against a cost of $13.23, or a loss of $11.23 on each subscriber. This does not take into consideration the cost of handling in the mailing room, the cost of the news services in the paper or other production costs.

Speakers at the closing session were George Erb Jr., *Buffalo News*, on "The best method of canvass, house to house in country towns"; Oscar McPeak, *Rome News*, on "In cities of 20,000 and under should carriers be independent or salaried, and which method will return greater net revenue"; William Elder, *Toronto Telegram*, on "Unaccounted for copies, what is fair percentage," and Paul Sergent, *Louisville Herald-Post*, on the general differences in the organization and operation of a circulation department in a city of 100,000 and 1,000,000 or over.

Mr. Elder advised a check on the press room and a check on the free distribution to cut down the number of unaccounted for copies.

D. G. B. Rose, of the Standard Printing Company, also delivered a short talk after the election of officers, in which he dwelt on the organization of the association 26 years ago and pointed to its growth from a mere handful of members at that time to the present membership of more than 700.

Many of the delegates left for their homes immediately after the close of the convention, while a number remained to take a trip to Mammoth Cave in a special train chartered for the occasion.

Wilmington Club Elects Metten

William F. Metten, publisher of *Every Evening*, has been elected the first permanent president of the new Wilmington (Del.) Advertising Club. Guy R. Ford, retiring temporary president, was placed on the board of directors. F. Ray Phillips was elected vice-president; Ellwood Souder, Jr., and H. V. Bowlby second and third vice-presidents; Hugh Carter, secretary and treasurer.

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

33.8%
In May, The New York Times published 33.8% of all advertising in New York morning newspapers—2,327,628 agate lines of the total of 6,886,060 lines and 818,410 lines in excess of the second morning newspaper.
Percentages of total space
The New York Times... 33.8%
Second Newspaper 22.0%
Third Newspaper 20.0%
Fourth Newspaper 16.7%
Fifth Newspaper 7.5%

During April
The Cleveland Plain Dealer published
15,569
More Separate Paid Want Ads than ALL other Cleveland newspapers COMBINED!
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
John B. Woodward 110 E. 42d St. New York
Woodward & Kelly 350 N. Mich. Ave. Chicago
Fine Arts Bldg., Detroit

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1923, *119,754 total net paid
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 126,768
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

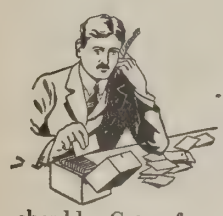
The highest-priced newspaper in Dallas—for the best of all reasons.
The Dallas Morning News
Supreme in Texas

Low Advertising Cost
THE buying tide is always at a high level in the Milwaukee-Wisconsin Market of nearly 3,000,000 people. Milwaukee is the first city of America in diversity of industry—and Wisconsin is the world's richest dairying center.
The Milwaukee JOURNAL FIRST—by Merit

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

BUSINESS TICKLER



SHORT hair, all beauty parlor managers claim, has at least doubled the amount of money taken in by their departments. Yet they don't advertise half as much as they should. Get after your local beauty parlor and the barber shops which specialize in bobbing.

We've mentioned it before, but it's worth repeating:

Marshall Field & Co., wholesale, in their May issue of Field Quality News, draw attention to the fact that inasmuch as it is a presidential election year, there will be a heavy demand for flags.

Get your share of the flag ads.

And then—June weddings!

How about a double-truck advertisement on the theme: "Furnishing the Bride's House?"

Begin with:

Luscious negligees, laces, and chiffons for the trousseu.

The Bridal gown and wreath for the wedding day.

Then:

Beds—Twin or single
Furniture
Kitchen utensils
Rugs
China
Silverware

And could a bride be happy without a photographer ready to take her picture?

There's another double-truck ad just waiting to be built devoted to sports: It might run under the streamer question "Are You Ready for the Game?"

It would contain ads for:

Flannel suits for women golfers
Knickers for men
Wool stockings
White trousers
Negligee shirts
Golf clubs
Golf bags
Tennis racquets and balls
Baseball paraphernalia
Riding habits.

DOLLAR PULLERS

MANY newspapers carry the weather forecast in a "box" on the front page. As a special service or as a service at special rates to regular advertisers a box of similar size could be utilized next to the weather forecast for pertinent commercial information of interest because of the weather that is due. Thus, raincoats, umbrellas and rubbers would be the subjects of price quotations on days when rain is predicted and automobile horns and headlights might be mentioned in the prominently displayed box when foggy weather is in the forecast.—David Resnick, *St. Louis Times.*

What territory do the reporters for your paper cover in going after news? It would make an interesting feature for the paper if you would prepare maps showing the routes regularly taken by your reporters in going after news and if you would then run these maps in your paper in connection with a story telling about the great lengths to which you go in getting news.—Frank H. Williams, Santa Ana, Cal.

The "Mail Order Parcel Post" section of the Halifax Herald was quite well taken up with advertisements of various firms of the city. This was a Weekly Mail Order Catalogue by which people out of the city could order through city stores and enjoy the privilege of the "Where-Can-I-Buy Service." — V. G. Dawson, Halifax.

How many shoe repair companies have you? Are you getting their advertising? Here's the reason I'm asking. A middle West paper came out with a page headed "The Story of the Old Shoe—Down and Out Today, In Service Tomorrow."

"—THERE IS NO SUCH THING AS A WORN-OUT SHOE THESE DAYS—FACT. For if there is a bit of leather left the skillful shoe repair man can build a new shoe around it that will once more serve and serve well the purpose that was originally intended.

"In the days of old when a pair of shoes lost its sole few indeed ever took the pains to have a new sole added to what was left of the original shoe—but in these days of skillful repair work it is the exception indeed that does not have as many pairs of soles put on the original shoes as the uppers will stand—and it is not the higher price of shoes that is responsible for the change, but rather that the public has learned that the old shoe with a new sole is better than breaking in a new pair," etc..

The followed a brief paragraph about 9 shoe repair men whose display ads occupied the remainder of the page. This idea should sell easily in a city of any size. Remember these fellows are not "solicited to death" for ads and will find it hard to turn this idea down when they see it in cold type.—George C. Marclay, *Ogdensburg (N. Y.) Republican-Journal.*

The *Fort Wayne (Ind.) Journal-Gazette* runs a quarter page ad every now and then in which most of the local automobile dealers give the delivered prices of the new cars they are handling, in all models. This little department is, of course, of great interest to all the folks in the city who are at all interested in purchasing new cars. And, of course, it is a very easy matter to secure plenty of advertising for this department.—Frank H. Williams, Santa Ana, Cal.

A novel dollar puller was used by the *Ypsilanti (Mich.) Daily Press* in connection with the recent Dollar Day put on by the local merchants. For any one who paid a dollar or more on their subscription Dollar Day the Press ran a classified advertisement under any classification 3 insertions free. This applied to any advertisement up to 25 words. There was, of course, a time limit as to when the ads could be run. Following the offer the Press printed various suggestions for the use of want ads. Why not try out something similar? It not only brings in a good many dollars of subscription money but also calls attention to the efficacy of want ads, for many of those who take advantage of such an offer will be those who have never before used the want ads at all.—Cyril E. Lamb, Ypsilanti, Mich.

Originality in bank advertising in small cities and towns will stimulate a desire for buying more space on the part of the bankers. One Washington state weekly is carrying a series of novel ads for a local bank by helping the banker tie-in with the movement for diversification in crops. Little stories of successful farmers who keep the dollars rolling in with barnyard flocks of hens or a few extra hogs to rid the place of waste grain, etc., and the part these side-lines have played in making them successful are used weekly in a display ad.—A. N.

N. Y. Paper Company Shifts Personnel

A. R. Graustein, a New England corporation lawyer, was elected president of the International Paper Company, New York, at a meeting of the board of directors held May 31. He succeeds Philip T. Dodge, who was elected chairman of the board. W. E. Haskell, Allen Curtis, and Chester W. Lyman were elected vice-presidents; Owen Shepherd, treasurer; F. G. Simons, secretary, and B. O. Booth, auditor. Election of Mr. Graustein to the presidency was to represent the Boston interests, which have been represented only by Malcolm G. Chace, a director for several years.

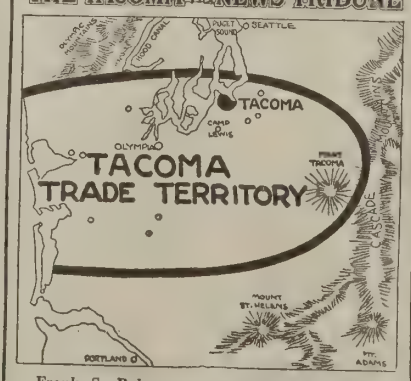
New Home for Newark Star Eagle

The *Newark (N. J.) Star Eagle* has purchased buildings at the corner of Maiden Lane and Halsey street, Newark, with the view of immediately erecting a 6-story building.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

The National Campaign Is Approaching
What are you doing to give your readers an understanding of the vital problems of the country?
Big American Problems by Big Americans
is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.
They are interviews on the very biggest problems, with the Americans best qualified to discuss them.
Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

Our Features:
Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

THE TACOMA NEWS TRIBUNE


Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

Your Paper Is No Better Than Its Automobile Section
The BIG THINGS IN MOTORING WRITTEN IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

BEDTIME BIBLE STORIES
BY FLORENCE VINCENT
FULL COLOR ILLUSTRATIONS FROM WORLD FAMED PAINTINGS
By
TISSOT
An elaborate book that will attract an unusual number of solicitors who will double past earnings and records in securing six months' subscriptions for your newspaper. The cost is only fifty cents including book and solicitor's commission. Old subscribers can be supplied without expense to you. Wire for sample copy, option and plan.
KEANE BROTHERS
Brokaw Bldg., Times Square, N. Y.

CIRCULATION BUILDING SUPREMACY
Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.
Wire or Write Care of Rochester Herald
HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.



Our Own World of Letters

By JAMES MELVIN LEE

NOTHING exerts a greater influence on modern life than the daily newspaper. For that reason I have long urged that some attention be paid to the press in the high schools of the country. Every year about this time students are graduated without any ability to distinguish news of permanent value from that of any passing interest. Yet the newspaper is the post-graduate course to study not only for most of these students, but also for their parents. Consequently the pamphlet, "How to Read the *New York Times*" ought—to use a very much overworked expression—fill a long felt want.

This pamphlet opens with the question, "What do you get out of your newspaper?" After answering this question with "The news, of course" it asks a more important one:

> But do you get out of it also—
> knowledge of current history,
> clear picture of the course of great events,
> multitude of suggestions for building up your information,
> stimulus to thought,
> method of arriving at sound judgments—
> In short, does your newspaper contribute fully to your education?

In order that the reader may know what a newspaper really is the following comment is offered:

> The true newspaper is a thing not only of Today but also of Yesterday and Tomorrow; not an isolated record but a vital part of the continuous story of mankind; not a passing chronicle that dies almost before the ink is dry on its pages but a chapter of world history that must be read in the light of what has gone before and of what is likely to come after. Through its columns run the vast currents of life and the sweeping tides of events.

After this explanation of what a newspaper really is, the author of the pamphlet—my guess is that he is Lester Markel, Sunday editor,—then makes a survey of the *Times* for the month of December, 1923, and shows how a half-dozen outstanding news events are developed in those 31 days.

Obviously the author insists that the newspaper reader should study carefully and thoughtfully the news and not merely scan the headlines. To do this he suggests that the reader ask such questions as these:

> What is the background of the present event in the happenings that have led up to it and the causes behind it? Who are the outstanding personalities concerned and what do they represent? Are there historic parallels for this event? What are the political, the social and the economic conditions that must be taken into consideration?

Answers to these questions will give the reader information, will stimulate reflection, and will enable him to arrive at sound judgment.

To prove his points the author selected the Times for December 28, 1923—said to be an average issue because it contained no sensational news, but merely gave a clear picture of what the newspaper daily prints. Eleven news stories of permanent interest were selected by way of illustration. In each instance the original headline was reprinted.

The author insists that this statement should be underscored, *"Advertising is news and vital news."* To some the following may seem somewhat startling:

> The budget of news included each day in the advertising columns of the Times is sufficient to make a good-sized newspaper; certainly without it the journal is not complete. It might almost be said that the newspaper with the greatest amount of advertising carries the greatest amount of news.

The author insists that because advertising is news it can be analyzed and studied as profitably as the text columns. Four examples are given:

> From the "Help and Position Wanted" columns you can gauge the state of the labor market.
> From the department store advertisements you can judge the trend of prices.
> From the real estate columns you can compile an index to the housing situation.
> From the financial and business advertisements you can make an analysis of economic conditions.

In conclusion the author offers six suggestions by way of summary.

From this pamphlet the editorial writer can obtain excellent material for an editorial on "How to Read a Newspaper." The publisher might well consider the advisability of printing a similar booklet for his readers. Strange as it may seem the newspaper sadly needs a good press agent.

TO the *Forum* for May, Norman Thomas contributed "Labor and the Press." For about 10 pages he tells the story of recent labor newspapers and makes some attempt to explain why they have not achieved success. Such newspapers in the opinion of Mr. Thomas have been usually dry bulletins or monuments to dullness—sometimes both. Mr. Thomas has had so much experience on papers of this sort that he ought to speak with a certain degree of authority.

THAT newspaper classic, "Deadline," by Henry Justin Smith, news editor of the *Chicago Daily News* (Covici-McGee) made Josslyn so familiar to newspaper people that they will be glad to know that Mr. Smith has just given him a book all to himself. The new volume "Josslyn" will be reviewed more in detail in a later issue.

Governor Addresses Press Club

More than 500 persons attended the "historical night" program of the Baltimore Press Club, May 27, at which Governor Ritchie of Maryland was chief speaker. The occasion of the program was the commemoration of 3 events: the sending of the first telegraphic message from Washington to Baltimore, May 27, 1844; the first issue of the *Baltimore American and Daily Advertiser* in 1773; and the first issue of the *Baltimore Sun* in 1837. Charles Seldon of the Baltimore & Ohio Railroad discussed the history of the telegraph; E. B. Redman, the life of the American, and Judge T. J. C. Williams, who presided, spoke of the career of the Sun. Visiting speakers included Senators Edward I. Edwards, New Jersey; Walter F. George, Georgia; and John W. Harreld, Oklahoma. The success of the affair was due to the efforts of Edward H. Pfund, executive secretary.

New Daily for Dover, N. J.

First edition of the *Dover (N. J.) Evening Mail,* appeared June 5. It is published by the Brotherhood Press, Inc. William S. O'Brien, formerly of the *Passaic (N. J.) Daily News* is editor and Joseph H. Dehlaney, formerly of the *Passaic Herald* is business manager. These two men have each bought a quarter of stock of the Brotherhood Press, Inc., from Charles E. Bowers and John F. Maguire. It is an eight column, twelve em, eight page paper printed on a flatbed Model E Duplex. International News Telegraphic Service and King Features furnish the foreign news, special features and comics. Miss Edythe M. Eagles is circulation manager; Stanley Cannon, city editor; George Woodhull, sporting editor. Dover has two other papers, a semi-week, the *Dover Advance,* and a weekly, the *Dover Index.*

Laffan Will Is Probated

The will of Mrs. Georgianna R. Laffan, widow of William M. Laffan, former owner of the *New York Sun,* was admitted for probate June 2 in Nassau county, New York, when a threatened contest failed to develop. The value of the estate is said to exceed $500,000.

As ILLINOIS Buys

So Buys the West

Illinois is the center of merchandise and manufacturing distribution and practically the center of population. Geographically Illinois is central. Farmers, stock raisers, merchants from the West go to Illinois. Some go to sell, but all go to buy.

Manufacturers and importers have headquarters or important b r a n c h houses in Illinois for the distribution of their wares.

ILLINOIS

people buy in Illinois. It standardizes the West as New York standardizes the East.

If you would reach in Illinois alone 6,485,280 people, if you would get the full benefit of the almost limitless market that Illinois offers, you must use these Illinois Daily Newspapers.

They, and they alone, put you in direct touch with the market.

These Illinois Daily Newspapers are the factors in their communities. Use them.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News .....(E)	16,982	.06	.06
†††Chicago Herald & Examiner.(M)	335,747	.55	.55
†††Chicago Herald & Examiner.(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal.....(E)	120,449	.26	.24
†††Chicago Tribune .....(M)	587,748	.80	.80
†††Chicago Tribune .....(S)	941,047	1.15	1.15
***La Salle Tribune .....(E)	3,162	.025	.025
***Moline Dispatch .....(E)	10,569	.045	.045
***Peoria Star—(E) 29,102....(S)	21,733	.075	.06
***Rock Island Argus .....(E)	10,513	.045	.045
***Sterling Gazette .....(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

Ogden Reid Returns from France

Ogden Reid, editor of the *New York Herald Tribune,* with Howard Davis, business manager, and Harold Cross, counsel for the newspaper, returned to New York from Paris this week, where they have been attending to details regarding reorganization of the *Paris Herald Tribune,* English language newspaper, included in the sale of the New York Herald by Frank Munsey. The name of Lawrence Hills is now carried on the Paris paper's masthead as editor and general manager instead of Frank Munsey. No changes in personnel were made. Davis reports the French newspaper has been increased in size from 6 to 8 pages, and that it is now averaging 25 columns of advertising a day.

He declares the mechanical equipment was in splendid shape. It includes two 3-deck Goss presses, capable of printing 12 pages at capacity.

Publisher Hurt in Auto Crash

Earl Brownlee, publisher of the *Oregon City* (Ore.) *Courier* and former dramatic critic of the Portland *Oregon Journal,* was severely injured and a companion killed in an automobile accident near Los Angeles.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.

Miscellaneous assortment of second-hand newspaper equipment, including Goss press in good condition and composing room material. Send for full particulars. Located in Middle West city. Box A. X., Editor & Publisher.

Newspaper Equipment for Sale Complete

Five-cylinder Hoe & Co. multi-color Press, 4 to 32 page capacity, 5 linotypes, 1 intertype, monotype casting machine, with molds and mats, complete stereotyping outfit, type cabinets, all steel composing room equipment, motors, office equipment, etc. This material is practically new and was used in publishing the Utica Morning Telegram and Saturday Globe. It will be sold in whole or in part at very reasonable prices. You can save money by investigating. For further information address William E. Dennis, Agent, City National Bank Building, telephone 621, Utica, N. Y.

Baker Sales Co., 200 Fifth Ave., New York

Our No. 512

TABLOID MAGAZINE PRESS

"Used but good."

Printing from 8 to 64 pages 11⅜ x 15¾, which makes a page of four columns wide, suitable for

Tabloid Newspaper,
Farm Publication,
Church Paper.

or any publication of that size.
Extra color deck.
Uses electrotypes or stereotypes.
Will do high-grade printing.
Wire or write for details and price.

BAKER SALES COMPANY
200 Fifth Avenue New York City

For Sale.

One Duplex Double Steam Table and Steam Generator, in good condition, bargain. Capital News, Lansing, Michigan.

USED NEWSPAPER PRESSES

Goss Two Deck Press, prints up to 16 pages.
Scott Three Deck Press, prints up to 24 pages.
Goss Three Deck Press, prints up to 24 pages.
Goss Four Deck Press, prints up to 32 pages.
Hoe Quadruple Press, prints up to 32 pages in color if desired.
Scott Color Sextuple Press, prints up to 48 pages, has color fountains for newspaper supplements.
Scott Octuple Press, prints and folds up to 64 pages, inset or collected as desired.

WRITE FOR PRICE ON PRESS INTERESTS YOU.

WALTER SCOTT & CO.
Plainfield, New Jersey U. S. A.
New York: 1457 Broadway
Chicago: Monadnock Block

Where Can I Find a Dependable Advertising Mat Service for Small Newspaper?

Address Box A-997

EDITOR & PUBLISHER

FOR SALE
15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Flint Journal
Flint, Mich.

We refer you to them for their opinion



MAIN OFFICE Fisher Building, 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building, Broadway at 34th St. NEW YORK

QUICK STICK

PASTE POWDER
for mailing rooms

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St. Boston, Mass. **7 South Dearborn St. Chicago, Ill.**

R. HOE & CO.

Offer for sale at very attractive prices

The following presses of other makes:

GOSS Straight-Line Sextuple Press, Page Length, 21.60″
GOSS Straight-Line Sextuple Press, Page Length, 23 9-16″
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾″
GOSS 24-page Two-Plate-Wide Press, page Length, 23 9-16″
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9-16″
GOSS Monitor 12-page Press, Page Length 21.60″
SCOTT 32-page Two-Plate-Wide Press, with color cylinder, Page Length 23 9-16″

Full particulars furnished on request.

R. HOE & CO.
504-520 Grand Street, New York, N. Y.
7 South Dearborn St., Chicago, Ill. **7 Water St., Boston, Mass.**

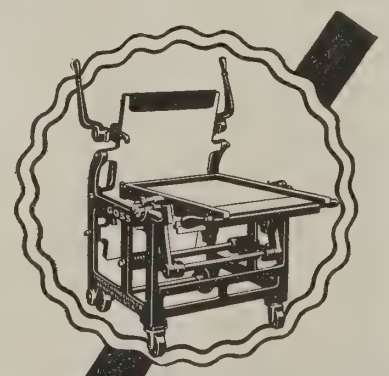
STICKS QUICK

A pure vegetable gum which only needs the addition of water to make the finest mailing room paste obtainable.

QUICK STICK sticks quickly and tightly—no waste of time or labor to get your mail out promptly. If your supply house cannot furnish QUICK STICK, write today to

The
Commercial Paste Co.
COLUMBUS OHIO

Manufacturers of the largest line of adhesives in the United States.



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

Addressing Listing Mailing Machines

made for any size lists from 1000 to millions. Most durable, and cost less for up-keep and supplies than any other addressing system made.

Write for list of users, give particulars concerning size of your list, frequency of mailing, etc.

POLLARD-ALLING MFG. CO.
Addressing—Listing—Mailing Machines
220-230 West 19th St.
New York City

The Market Place of the Newspaper

3 per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

3c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

5 per word per insertion, cash with order, for advertisements under any other classification.

5c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Business Executive.
Newspaper merger leaves efficient advertising business executive looking for position on daily newspaper in 18 to 50,000 town. Has been executive in 30,000 town past year. Seven years newspaper and advertising experience, clean record, references from any former employer. Thirty years old, married, university trained, good appearance, protestant, can handle staff of men, create new business and actually produce. Available immediately. Full particulars on request. Please state salary and financial condition of paper. Address B-983, Editor & Publisher.

Advertising Manager.
Where is there a daily paper needing services of an advertising manager, salesman and copywriter where a financial interest might be considered after the association had proved mutually satisfactory? City and country training with references and a record that will interest. Address R. Brown, 1712 Washington avenue, Fort Worth, Texas.

Advertising Manager
Available at once. Now employed with morning, evening and Sunday paper. Thoroughly experienced in building and promoting general retail advertising, in national field and special work. Capable executive and convincing salesman. Excellent record in present position. 7 years' experience; age 36; married. For interview, at your convenience. Address Box A-991, Editor & Publisher.

Advertising Men.
Two trained advertising men of known selling and writing ability, desire connection in advertising department daily paper. Opportunity requiring vision, direction, experience and energy on a profit sharing basis. Possessed of original ideas, good approach and excellent contact closers. Not seeking soft salary but opening to demonstrate qualifications and make money with idea of permanency. City and country experience, successful record and character testimonials to satisfy most exacting. Address Box 391, Fort Worth, Texas.

Circulation, Advertising or General Manager.
Eighteen years' successful newspaper experience, principally circulation, advertising, and general business in New York City, Chicago, and in one Southern city and one Middle Western city of 250,000. It is not a matter of salary, but the desire for a happier connection in a city of 50,000 or more, that prompts this announcement. Complete information by mail or personal interview without obligation or expense to those interested. Address Box A-994, Editor & Publisher.

Circulation Executive
with ability to perfect an organization for producing substantial and permanent business desires connection with live daily in city of fifty thousand or upward. Ten years' experience and satisfactory references. Address Box A-970, Editor & Publisher.

Composing Room Superintendent
Or Foreman, expert in up-to-date methods of efficiency and equipment, 12 years' experience as executive on live afternoon papers. Forty-two years old, married. B-500, Editor & Publisher.

Composing Room or Mechanical Superintendent
Who can get results at minimum cost. Young, ambitious, honest; practical printer, machinist, operator, university journalistic training; 14 years' all-around experience in newspaper and printing industry. Go anywhere; union, ex-service man, gentile. Connection with large plant or syndicate desired. Address Box A-999, Editor & Publisher.

Desk or Street.
City editor on southwestern newspaper wants position in New England or New York state. References available. Employed on present paper six years, leaving on own volition due to illness in family. No reservations on size of paper or nature of work. Address Box A-998, Editor & Publisher.

Editorial Writer and Executive.
Sixteen years all around editorial experience, large and small newspapers, press associations, Washington Bureaus. Seeks permanent location in West as editorial executive or writer. Can prove ability in either. A-984, Editor & Publisher.

Executive.
High grade newspaper executive who is able editorial and news writer, with thorough training in business office, desires position on Southern daily. Best of references. Minimum $65. Box A-951, Editor & Publisher.

Journalist.
Expert in foreign politics, editorial writer, statistician, polyglot and traveler with intimate knowledge of European affairs, offers his services. Salary of secondary importance; main object to associate with a progressive publication. Address Box A-989, Editor & Publisher.

Reporter.
Young man, 24, desires to locate permanently with daily where ability, honest endeavor and ambition count. New York City experience. Address Box A-995, Editor & Publisher.

Sports Editor
Wants to Locate in West or Middle West. Position as sports editor on paper in town of 50,000 preferred. Will consider writing position on paper in town over 100,000. Permanency essential. Now employed but wish to make change. Leo M. Wise, News, Charlotte, N. C.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

HELP WANTED

Advertising Salesman
To develop foreign advertising on a daily newspaper near New York. In replying state in detail experience and salary desired. Address Box A-996, Editor & Publisher.

Circulation Manager.
Who has ambitions to go ahead but has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some large cities between Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, The Butterick Publishing Company, Butterick Bldg., New York City.

Classified Advertising Manager
In Middle States city of 500,000. State experience and newspapers worked with in reply. Address Box A-992, Editor & Publisher.

Managing Editor.
Wanted experienced managing editor with proven ability for new afternoon newspaper amply financed in progressive resort city. Must have initiative and imagination to give punch and personality to snappy, live newspaper. State age, present salary, reasons for making change, married or single, salary expected, notice required in making change. Address Evening Bulletin, Box 908, St. Petersburg, Florida.

Salesman Wanted.
Man to carry stereotype heaters as side line. Operates on city gas and shows great saving over present type of heaters used. Many installations on Auto-Casters in the biggest newspaper plants in country. Prefer man who is already calling on newspapers selling them stereotype room equipment, linotypes or presses and who is calling upon the newspaper plants regularly. Territories open all United States. Compensation on basis of drawing account against commissions. Address box A-986, Editor & Publisher.

Syndicate Feature Salesman Wanted.
A very successful Chicago syndicate which up to this time has sold its features entirely by mail has an unusual opportunity for a live experienced feature salesman to sell its service in the East, with compensation on a liberal commission basis. Our features are well established and highly endorsed by over 100 of the largest and most successful papers in U. S. and Canada. They are features which are always timely and well written in a simple interesting style, and contain information that interests 8 out of every 10 newspaper readers. Our features are invariably tied up with dealer advertising and enable a live paper to increase its present advertising from one to two full pages of display every week in the year. We have no time to waste on curiosity seekers. In your reply kindly give your age, married or single, particulars of past experience, present connections, etc. All communications will be held strictly confidential. Address Box A-990, Editor & Publisher.

BUSINESS OPPORTUNITIES

A Real Plant for Sale.
Here is an opportunity for someone who desires to get a well paying newspaper and job office. Paper has been established since 1870 and has never changed hands. Published on Tuesdays and Fridays. This week twelve pages of each issue of seven columns by 22 inches. Chock full of advertising. Plant consists of stereotype rotary press, all equipment including new dry mat rolling in roller, (Duplex make) one model 14, one model 8 Linotype, one Ludlow Typograph, Kelly press, two jobbers. Every piece of material in the very best condition. Located within fifty miles of New York city. Address A-949, care Editor & Publisher.

"Their Names Are--"

If you'd like to know some likely candidates for that vacancy on your staff—

If you'd welcome the opportunity to meet some newspapermen of the type you'd be glad to have working for you—

Right here is where you get your wish! Their names are—

But just turn your eyes to the "Situations Wanted" ads on this page—and let any of these men introduce themselves to you at your convenience!

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

PRINTING MANAGER with weekly newspaper background and executive experience in commercial printing, is ready for responsible work. Knows paper and production costs, writes copy, makes lay-outs and can sell. In fact, our No. 3852 is an all-around man in printing and publishing. Age 33, college graduate, married. Opportunity more important than initial salary.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Business Opportunities

Able Business Manager
Wants to Be Your Partner.
A real two-fisted, hard-hitting advertising and Business Manager wants to invest money in newspaper in city of 20,000 or more population. Will purchase small paper out-right. Prefer, however, to locate an over-taxed publisher who is willing to sell an interest in his paper to a sound, capable man who can assume full responsibility for securing more advertising, more circulation and holding expenses down. Fifteen years in selling advertising, organizing and managing business. Have record for building paper to First in difficult field. Easy to get along with. Not a blustering, high-pressure type but the quiet, effective man who is an executive and can get things done. Am anxious to make a lifelong connection where hard, constructive, diligent work will result in tangible form to my future associate and self. Thirty-five years old. Married. Christian. References exchanged. All replies treated in strictest confidence. Address B-501 Editor & Publisher.

Small Daily Wanted.
Have $15,000 to invest in daily newspaper in city 10,000 to 25,000 population. Want to deal with owner direct. Correspondence strictly confidential. Address Box A-965, Editor & Publisher.

Want to Purchase Interest.
Young publisher who has successfully developed and sold newspaper at profit wants to buy an interest in daily newspaper city of 25,000 to 40,000 population. Address Box A-963, Editor & Publisher.

Weekly Newspaper Wanted.
Undersigned will buy good weekly newspaper property somewhere East of Mississippi River. County seat town preferred. No brokers. Address Box A-964, Editor & Publisher

Whenever your staff needs strengthening, a Help Wanted Ad will do the trick.

Get the Classified Habit

Economical Efficient

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

SOLDIERS' bonus stories these days are dealing mostly with explanations of the act and instructions on filing claims. Local insurance companies differ in opinions as to whether the bonus hinders or helps them. Advertising from them along with the story ought to finish an interesting page any day now.—C. A. Grimes, Central Falls, R. I.

"How are the Roads?" is the caption of a front page box of an Iowa paper carried daily. Only high lights are carried on road conditions. It proves of great help to motorists.—L. J. Jellison, *Dubuque (Ia.) Times Journal,*

"Who Makes the Stars?" Sporting writers can ask fans this question in their columns and then answer it themselves. The newspaper makes the stars—the athletic kind. Without newspapers, nine-tenths of the stars would not be known. The encouragement of sport writers has helped athletes to give their best, because they wanted good write-ups. Sport writers can localize this feature by naming stars in their territory, made or discovered by their paper. Of course, there is bound to be some criticism on the feature, but those who criticize, mean interested readers.—Abe Smith, Marietta, O.

Next time news fails to come as it ought, send a man out to interview the city clerk. City clerks are human, meet all kinds of people, hear all kinds of things, and have all kinds of hobbies. One I know used to have a reputation as a boxer. Another is quite a literary sharp. The interview should be good for a column or a column and a half.—William G. Colgate, Montreal.

Recently a San Francisco paper offered liberal rewards for the best set of rules on "How to Be Happy Though Married." Answers came from spinsters, bachelors, and a great many married men and women. A committee of well-known men and women picked the winning replies. These were printed, together with pictures of the authors. The idea stirred up wide interest and much discussion in and around San Francisco.—Buford O. Brown, Stanford University, Cal.

"The Future of Radio" can be "decided" in short letters from your readers. Nominal prizes of a few dollars for the best letters can be given. This serves to brighten the radio page; as such a contest created much interest in the *Washington (D. C.) News.* — C. M. Littlejohn, Washington, D. C.

The season for the garden variety of "whoppers" is here. Real, for-sure gardeners are in the class with the "proud papa" and the fisherman when it comes to story telling. Urge your readers to report the first "mess of lettuce," the largest number and the most pounds of tomatoes on one vine, and so on. If you can stir up some competition you'll have a lot of fun.—Yandell C. Cline, *Columbus (Ind.) Republican.*

There's a keeper of a zoo who has been through many a thrilling experience. He probably has narrowly escaped death more than once, yet sticks with the work because he loves animals. There is a story here which will appeal to the fondness people have for both thrills and animals.—James M. Mosely, Boston, Mass.

Perhaps the reason why so many modern brides keep their positions after marriage may be found in the fact that the well known marital promise to endow one's bride with one's worldly goods sounds all right but doesn't mean anything. At least that was the contention of the Rev. Frank D. Sheets, addressing a ministers' meeting in Chicago. It made a good story from several angles.—L. J. Jellison, *Dubuque (Ia.) Times Journal.*

Try this one to pep up your country correspondents. Pick out a number of instances that have occurred within recent weeks where correspondents have given unusually good service in the way of reporting important news stories promptly. Use these in a circular letter, to be sent to all correspondents. Make the letter a regular affair, about once each a month, atfer you start it. Those whose names appear in this monthly letter will be proud of the fact and strive to have their names appear again. The instances will stimulate others towards better work and show to them the importance of making the reports promptly.—Lewis Hyman, *Logansport (Ind.) Pharos-Tribune.*

A story may not be amiss at the beginning of the month on the number of commutation tickets issued from the railroad station. In Yonkers, N. Y., more than 900 commutation tickets are sold monthly to New York City and to points north. No doubt many other cities and towns are in the same position as Yonkers and such an item handled in the right way will make good reading. It will pave the way for a feature story dealing with the growth of the number of passengers traveling to business if figures can be secured from the railroad officials.—Thomas F. Kelly, Jr., *Yonkers (N. Y.) Statesman.*

U. S. PRINTING COSTS HIGH

Carter Gives Estimate for Publishing 50,000,000 Pamphlets

WASHINGTON, D. C., June 4.—A sidelight on the cost of printing the heavy output of government documents was given in the Senate this week when Senator Arthur Capper of Kansas, himself a publisher, sought passage of a resolution to print 50,000,000 copies of "The Peril of Narcotics,—a Warning to the People of America" issued by the International Narcotics Education Association. The Capper proposal was for 25,000,000 copies to be distributed by the Senate and an equal number by the House.

"The printing of 50,000,000 copies of the document," reported George H. Carter, Public Printer, when asked for information by Senator Moses of New Hampshire, "on newsprint paper would cost $161,001.24 and on machine finish paper $183,771.24. In addition to this printing cost 50,000,000 envelopes for mailing will cost $147,539.95. The printing of this number of copies will require the operation of one web press for 250 days, running 8 hours a day. With the vast amount of important work ahead the Printing Office cannot place more than one press on the job. The printing of 50,000,000 copies will require 885,000 pounds of paper, equalling 20 carloads."

News Agencies to Cover Olympics

Newspapers of the United States apparently intend to depend upon press associations and their own European bureaus to cover the Olympic Games this year. When the liner S. S. America, chartered by the Olympic Committee to carry 400 American athletes to the contests, sails for abroad June 16, she will carry only 3 American sports writers. They are: Alan Gould, sporting editor, Associated Press; David J. Walsh, sporting editor, International News Service; and John Hallahan, sporting editor of the *Boston Globe.* Henry Farrell, sporting editor of the United Press Associations, sailed this week to cover the Wimbledon tennis matches.

Take a Train
On
"THE THROUGH LAUGH LINE"
With
LEACOCK

HALIFAX
MONTREAL
TORONTO
DETROIT
CHICAGO
KANSAS CITY
SALT LAKE CITY
SAN FRANCISCO
LOS ANGELES
SAN DIEGO

And you can't miss Leacock in any other direction you go.

"Ace of Humorists"

Once-a-week

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street New York City

KEEP IN STEP WITH YOUTH, E
EDITOR.
ARE YOUR FEATURES KEYED TO T
YOUNG GENERATION?

Copyright by United Feature Syndicate, Inc.



Margy says never ask a man why he loves you. It may set him thinking, and that's bad.

(1 col. daily and ½ page Sunday)
UNITED FEATURE SYNDICATE
World Building New York

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA NEA SERVICE INC. NEA
1200 W. 3RD STREET,
CLEVELAND, OHIO

Thomas W.
Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

By
ALMA WHITAKER
a short daily service on
The Modern Woman's Philosophy
clever, amusing and interesting

The Los Angeles Times has used it for years

Alma Whitaker gets more letters than a movie star.

Ask for samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

W. C. DURANT
Motor Car Manufacturer, says:

"McNamara's records for safe driving make him the outstanding authority for owners in America."

ALFRED REEVES
General Manager, National Automobile Chamber of Commerce, says:

"I know of no one with a better appreciation of what the individual motorist needs than Alexander Johnston."

FRANK W. ROCHE
Pres. "Automobile Topics," says:

"In my acquaintance in the motor industry I have found Ray McNamara spoken of very highly as an authority for owners."

E. V. RICKENBACKER
Motor Car Manufacturer, says:

"I regard Alexander Johnston as pre-eminent among automotive writers. For years I have followed his newspaper articles."

JOHN N. WILLYS
Motor Car Manufacturer, says:

"A man with McNamara's experience can do a lot of good for motorists. I am glad his articles are so widely published."



The CHRISTY WALSH SYNDICATE

now offers exclusively

AMERICA'S TWO LEADING WRITERS FOR AUTO OWNERS

Alexander Johnston



ALEXANDER JOHNSTON

12 years on staff of MoToR, leading Magazine for Owners—5 years as Editor and 22 years foremost automotive writer in America.

SERVICE
By Alexander Johnston

One story each week by mail. About 600 words per story entertainingly discussing new improvements and all practical subjects for owners.

Service includes Question Box. Also a new, ingenious method to assist owners dispose of their used cars. Particulars on inquiry.

Release Saturday or Sunday.

JOHNSTON ← and → McNAMARA

Both are professional and practical newspaper writers of long established reputations in the Motor industry.

Both are highly endorsed by leading automotive engineers, manufacturers and editors.

McNamara and Johnston inspire newspaper readers with confidence because they are the best known authorities in America.

Their signed articles increase CIRCULATION among motor car readers and circulation increases ADVERTISING.

Ray McNamara



RAY McNAMARA

World's greatest exponent and authority on Safe Driving and Economy for Owners — nearly 1,000,000 miles without accident.

SERVICE
By Ray McNamara

One story each week by mail. About 600 words per story. Subjects change with each season of the year.

Absolutely non-technical; interesting, accurate, and written for the layman—without confusing illustrations.

McNamara's Advertising Plan pays for one year's service, in one week.

Release Saturday or Sunday.

Our Spring and Winter ADVERTISING Plan is MAKING MONEY for Our CLIENTS

"Extra Service WITHOUT Extra Cost"

"We were able to sell four consecutive Sunday runs. As this is 200 per cent more than last year, we are quite well satisfied."
—MINNEAPOLIS TRIBUNE

"We were fortunate in securing ninety-five inches of net paid advertising.

"This page will repeat next Sunday."
—BUFFALO COURIER

"We have been very much pleased with the Ray McNamara feature. It has been a space-holder throughout the slack season in automobile advertising." —DULUTH NEWS TRIBUNE

The Right Angle

What Editors Say About the C.P.A.

THE letter files of the Consolidated Press Association are full of commendation from satisfied editors and publishers. Here is what Moses Strauss, Managing Editor of the Cincinnati Times-Star, wrote this week:

"It is only about a year now, that we began to take your full service. This paper has watched your service with especial attention, as we have the Associated Press and a number of other auxiliary and special services. I believe that it has proved a matter of great gratification to our readers, as an auxiliary service to the Associated Press. It has been found not only free from the color of anyone's opinions, or that of any organization or movement, but remarkably prompt. It has been a delight for our Telegraph Editor to handle, because of its clean copy and because the reader's interest seemed to be continually in mind. The early hour of starting and the continuity of the service have been just what this paper needed.

"I ascribe no little of the increased prestige of the Times-Star to the Chicago Daily News cables in your service. Incidentally, we have often gotten material for display headlines out of what was sent by you, in pursuance of your policy as an auxiliary to the Associated Press. Your other departments are valuable also. I like your financial service for its comprehensiveness and its extended detail, which, naturally, is greater than that of more general services whose wires would be clogged by trying to give every detail in all departments. Your experts have the human touch, and I like their market resume and forecast for our readers."

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—A REMARKABLE EXCLUSIVE INTERVIEW WITH W. R. HEARST.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 3 | NEW YORK, JUNE 14, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign | 10c Per Copy

The Tail Does Not Wag the Dog

"If I had some Milk I could have some Mush, if I had some Meal"—that is the predicament of the advertiser who buys merchandising service and gets nothing else with it—and can't cash in on the merchandising service.

Substantially it is buying merchandise to obtain a whistle.

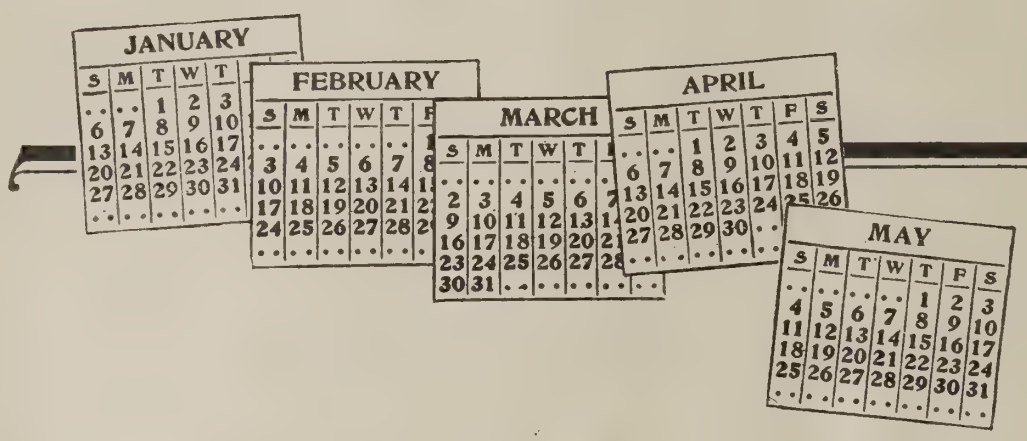
The result-getting factors of merchandising service are right relations with dealers, a record of fair dealing and downright advertising effectiveness that makes business for dealer and advertiser alike. The dealer *must* profit. Before he stocks merchandise he must know that it is backed by advertising that will move it.

The Chicago Daily News provides a highly efficient merchandising service for its advertisers, adapted to their purpose. The dealer's co-operation is enlisted upon a basis of good business and the basis of this good business is advertising in

The Chicago Daily News

FIRST IN CHICAGO

- as regularly as the months roll around



The Cleveland PLAIN DEALER publishes as much National Advertising as ALL other Cleveland newspapers COMBINED!

So far in 1924, the National lineage in The PLAIN DEALER represents a gain of 91,153 lines over the same period in 1923.

Advertisers KNOW The Plain Dealer ALONE Will Sell It!



The Plain Dealer
Has the BUYERS

J. B. WOODWARD
110 E. 42d St.,
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

The Plain Dealer

1 Medium - 1 Cost **ALONE** *Will Sell It*

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

742 Market St.,
San Francisco, Cal.



It won't cover him!

You can't blanket the United States with a magazine or a few magazines. This is particularly true of the South. Many advertisers do not realize that a great group of all-American people, comprising some 20,000,000, cannot be covered with a magazine having, say, less than 200,000 circulation in ten great states. *The way to reach the Southern people is through the Southern newspapers.*

The Southern Newspaper Is The Paramount Influence in the South

In the South the people take their newspapers more seriously. They do not read them in the street cars and throw them away. They do not go out on the streets at various hours of the day and buy numerous editions, looking at the comics one time and the market news another time; and throw them in a trash pile. In the South the newspaper is an institution; it goes into the home and is part of the daily lives of the people. A Southern man swears by his newspaper. In the Southern States the advertisers can find the greatest group of all-American people, that is, people of American extraction, people whose ancestors have been in this country for one hundred years or more. With the same ideas, the same social customs and the same institutions, they live alike, vote alike and buy alike. An advertiser ought to take advantage of this fact and reach the great Southern market in the best and most efficient way.

There Is No Business Depression Here

Plan your Fall campaign now. The South is the most prosperous part of the country. Statistics and business figures prove it. While it is agricultural—yet, with mineral resources, lumber and manufacturing interests so diversified—these states report little unemployment and brisk business.

For over a year cotton has sold around 30c a pound or more. This means prosperity and plenty of money in circulation south of the Mason and Dixon Line.

The number of automobiles has doubled in the South, for the past two or three years; and the miles of improved roads have increased four or five times.

Enterprising manufacturers are reaping their reward by going after business in the Southern states. *Plan an intensified selling and advertising drive in the South.* Write Mr. Walter Johnson, Secretary of the Southern Newspaper Publishers' Association, Chattanooga, Tenn., or to any of the following papers:

These Newspapers Will Help You Sell More Goods Through Advertising

ALABAMA
Albany Decatur Daily
Anniston Star
Birmingham Age-Herald
Birmingham News
Gadsden Journal
Huntsville Daily Times
Montgomery Journal
Montgomery Advertiser
Mobile News Item
Mobile Register
Opelika Daily News
Selma Times-Journal

FLORIDA
De Land News
Ft. Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times Union
Lakeland Star-Telegram
Miami Herald
Miami News-Metropolis
Orlando Morning Sentinel
Orlando Reporter Star
Palm Beach News
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA
Albany Herald
Atlanta Constitution
Atlanta Journal
Macon Daily Telegraph
Moultrie Observer
Rome News Tribune
Savannah Morning News
Savannah Press
Waycross Journal Herald

KENTUCKY
Ashland Independent
Lexington Herald
Paducah Evening Sun
Paducah News-Democrat
Winchester Sun

LOUISIANA
Alexandria Town Talk
Baton Rouge State Times
Lake Charles American Press
Lafayette Advertiser
Monroe News Star
New Orleans Item
New Orleans States
New Orleans Times Picayune
Shreveport Journal
Shreveport Times

MISSISSIPPI
Biloxi-Gulfport Herald
Greenwood Daily Commonwealth
Hattiesburg American
Jackson Daily News
Laurel Leader
Meridian Star
Vicksburg Herald
Vicksburg Post

NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Greenville Reflector
Henderson Daily Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mount. Telegram
Salisbury Post
Statesville Daily
Wilmington Dispatch
Wilmington Morning Star
Wilson Times
Winston-Salem Journal
Winston-Salem Sentinel

OKLAHOMA
Chickasha Express
Daily Oklahoman and Times
Muskogee Daily Phoenix
Muskogee Times Democrat

SOUTH CAROLINA
Anderson Daily Mail
Anderson Tribune
Columbia Record
Columbia State
Greenwood Index-Journal
Greenville Piedmont
Rock Hill Herald
Spartanburg Herald
Spartanburg Journal
Sumter Item

TENNESSEE
Chattanooga News
Chattanooga Times
Clarksville Leaf Chronicle
Columbia Herald
Greenville Democrat-Sun
Jackson Sun
Johnson City Chronicle
Johnson City Evening News
Johnson City Staff
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA
Bristol Herald-Courier
Clifton Forge Review
Danville Register
Lynchburg News & Advance
Newport News Daily Press and Times Herald
Petersburg Progress Index
Roanoke Times
Roanoke World-News
Staunton News Leader
Winchester Evening Star

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

"Sell it South Through Newspapers"

Choose Philadelphia

FOR YOUR ADVERTISING

2,000,000 Population
860,000 Building and Loan Shareholders
412,000 Separate Dwellings

That's the story of Philadelphia, not to mention the suburbs which contribute another million population to the buying territory.

Philadelphians are keen to own their homes and 860,000 wage earners in that city regularly each month lay by through its 2,500 Building and Loan Associations enough money to pay for their homes.

25% of America's Building and Loan Associations are in Philadelphia.

Shares in Philadelphia's Building & Loan Associations mature every 10½ to 11 years. About 50% of Philadelphia's homes are owned by the families that live in them.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SATURDAY, JUNE 14, 1924 No. 3

In Interview Hearst Speaks Plainly of Policies of His Organization

Has No Plan for Given Number of Papers—Buys When Others Want to Sell, If He Sees Success Ahead—"No Menacing Monopoly"—Public Benefits From Progressive Newspapers—World's Greatest Newspaper Proprietor Freely Discusses Many Vital Questions in Journalism

Copyright, 1924, by EDITOR & PUBLISHER

WILLIAM RANDOLPH HEARST, in an extraordinary interview exclusively granted to EDITOR AND PUBLISHER this week, clearly revealed his opinion and policy on vital questions in journalism.

Following his custom in recent years Mr. Hearst chose to prepare textual replies to a series of formal questions. EDITOR AND PUBLISHER prepared 15 questions, specifying that Mr. Hearst might feel free to disregard any one of them. He answered them all, dictating his replies to his secretary.

"Is it true that your intention is to possess one hundred newspapers in the United States?" was the first question asked.

Mr. Hearst said: "I have no intention to possess any given number of newspapers nor any plan to possess any more newspapers or to take on any more work or trouble.

"But occasionally somebody wants to get rid of a paper and tries to sell it to me, and if I think I can see a way to make it a success, I am very likely to take over the job and try out my program."

(2) *"Granted that you believe in your own editorial policies, still as a citizen do you believe that it is good public policy for one mortal man to possess the great power that is inherent in the control of so many newspapers?"*

Mr. Hearst said: "In the first place, I have not 'so many newspapers.' There are twenty-five hundred newspapers in the United States, and I have twenty-three newspapers. No very menacing monopoly in that proportion, I should say.

"In the second place there are ten times as many newspapers as I possess, owned by reactionary and predatory interests that endeavor to use them in their schemes to exploit the public.

"And, therefore, it is not only not dangerous but exceedingly beneficial from a public viewpoint to have a few groups of newspapers like the Scripps-Howard papers and mine, owned and operated in support of progressive policies, and to protect the public's property and privileges.

"In the third place, no newspaper has power for long if it misuse it—which is the saving situation in the possession of newspapers by public exploiters; and perhaps, too, with respect to any individuals or interests.

"We all know many cases where policies and nominees have failed of public approval although every newspaper in the community supported them, or have secured public approval although every newspaper opposed them.

"The American people are an independently thinking people.

"Newspapers do not form the opinion of the public; but if they are to be successful, they must express the opinion of the public."



WILLIAM RANDOLPH HEARST

(3) *"How is it possible for you or any man to delegate authority which will guarantee an administration of a newspaper in a distant city which will be fair and just to readers in local matters, concerning which you could not possibly have full information?"*

"The assumption that I cannot find able men in a community to conduct a newspaper as well as I would if I were on the ground is a piece of stupid conceit of which I am not guilty.

"I organize our papers with the best men available in a community and they consult me in general matters, but endeavor to carry out the desires of the community in all community matters.

"In addition I generally have a local advisory board of leading citizens to help the local publisher to obtain accurate information in regard to local requirements and sentiments.

"The whole purpose of our papers is to serve loyally the communities in which they are respectively published; and the papers are united into one large organization only to make that service more effective."

(4) *"When you buy a newspaper, what do you pay for? Mr. Munsey says he does not pay for circulation, but character."*

"I pay for opportunity. The character and circulation of a paper are what you make them. The opportunity is determined by the field and the relative excellence of the competing newspapers."

(5) *What must a newspaper yield, from its business and from its editorial departments, to meet your minimum requirements?*

"I have no minimum or maximum requirements. I expect a newspaper to make as much profit as is compatible with giving the public a good newspaper, and making subscribers and advertisers feel that they are getting a full return for their money in excellence and service.

"I spend a lot of money in making my newspapers. As a matter of fact I put back into the making of my newspapers over ninety percent of the money these newspapers take in from subscribers and advertisers. This I think I ought to do in order to give adequate service."

(6) *"What is the capital value of a regular subscriber?"*

"I do not know. I do not think you can estimate the value of a satisfied subscriber merely in terms of money."

(7) *"How do you define the power of a newspaper which reaches from twenty-five to fifty percent of the population of a first-class American city, and to what extent have newspaper editors and advertisers exercised this power?"*

"The power of a newspaper depends not merely upon the number of its readers, but upon the confidence its readers repose in it. That confidence is earned by intelligent and unselfish service—by a long record of effort for the public good as the editor sees it.

"The power of a newspaper which has deserved and won the confidence of its readers is considerable; but the American people do not follow blindly the lead of any newspaper, even though they may entirely respect its motives."

(8) *"Is the political influence of the American press, in general, declining or increasing, and why?"*

"I rather think that the influence of the American press is on the whole declining. This, I believe, is because so many newspapers are owned or influenced by reactionary interests and predatory corporations, and are used selfishly, to promote the welfare of these reactionary interests, rather than the welfare of the public.

"This tends to weaken the confidence of the public in all newspapers more or less.

"Furthermore there are other agencies of publicity which divide the field with the newspapers nowadays. There are

the moving pictures and the radio for example."

(9) *"Why do you give so much time to motion pictures?"*

"I give so much time to motion pictures because I think they are as important as publications as agencies of publicity, both for information and entertainment."

(10) *"Are you interested in radio and what does it promise?"*

"I am very much interested in radio, but I do not know how much it promises for independent enterprise.

"It looks at present as if radio were likely to be controlled by a few large corporations and employed in great part for their propaganda.

"However, there may develop a great field for radio in connection with newspapers and news services."

(11) *"Do you care to discuss the sale of stocks of newspaper corporations in the open market—and why do you sell bonds?"*

"I sold bonds because I wanted to borrow some money, and I preferred to borrow it from the public rather than from Wall Street."

(12) *"Is circulation the test of merit?"*

"To a degree circulation is a test of merit. If any manufactured article sold more and at a higher price than another similar article, you would naturally infer that the one which sold the greater amount at the higher price was the better—or at least that it pleased the public better; and that is the main standard of comparison."

(13) *"When are advertising rates too low?"*

"Advertising rates are too low when they give the advertiser a great profit and the newspaper little or no profit as is often the case.

"Advertising rates are seldom too high, if an advertiser knows how to employ advantageously the publicity of a widely distributed and well established newspaper."

(14) *"Will we have five-cent newspapers in America, and why?"*

"I do not think there will be many five-cent papers unless the price of print paper materially increases."

(15) *"What are the correct proportions of the daily ration in percentages—news, advertising, opinion, entertainment?"*

"The correct proportions of news, advertising, opinion and entertainment are what every fellow has to figure out for himself with relation to the conditions which confront him.

"However, there is one thing sure, and that is that the news and the opinion, and to a certain extent the advertising, must all come under the head of entertainment to a reasonable degree or they will not be read.

"People do not read to be bored. They read to be interested, and unless we can make our material in every department interesting, it simply is not read; in which case we would be like the chap who winked at the girl in the dark—we would know what we are doing but the public would not."

SURVEY OF MILWAUKEE

Merchandising Service Bureau of Journal Prepares 200 Pages of Facts

The Merchandising Service Bureau of the *Milwaukee Journal*, has prepared an exhaustive survey of the Milwaukee Market. R. A. Turnquist is the Journal's advertising manager. This is an annual service, running usually to more than 200 pages of facts and figures.

According to the foreword of the survey, the bureau is maintained on a "basis of consistent co-operation with the manufacturer, his representatives, the broker, wholesaler, and retailer."

The survey covers vital statistics, wholesale figures, automotive figures, advertising lineage, building, and circulation, besides numerous other subjects of interest to space buyers.

NEWSPRINT PRICES TO BE LOWERED SOON

Indicated Reduction of $2 Per Ton, According to Reports—One Company Reported Selling at $3.65 Now

Reduction in newsprint prices is assured.

While paper company officials in New York were in general reluctant to make definite announcements this week, they plainly indicated that statements offering lower prices would be forthcoming, probably "within a few days."

The price to be quoted for the last half of this year, it seems, will be $3.65 per cwt., a reduction of 10 cents per cwt., or $2 a ton.

Pejepscot Paper Company is already naming this figure.

Among other companies the situation seems to be one of watchful waiting. They apparently want to make certain how the majority are going before they come out with final announcements.

At the same time, one high official of a New York concern declared emphatically that newspaper publishers "ough to be made to realize the fallacy of the policy of driving the newsprint industr from this country by demanding a pric for the commodity at which there ca be no profit for the American manu facturer."

Such a statement would seem to sho that American mills are being forced t lower newsprint rates because of the in crease in foreign importations.

"The American paper industry is drift ing across the line into Canada," on official stated. "Publishers are makin a mistake to allow this to happen. Whil Canadians may charge lower prices now they can always levy an export tax which would result in immediate an sharp inclines."

While this is given as one reason, th main reason, it is said, is due to over production of newsprint. High wate last winter, it is known, made for bi production. For that reason, accordin to report, such big companies as Inter national are making ready to curtail th output in some of their mills.

When this report was brought b EDITOR & PUBLISHER before an officia of International, he would not deny it truth, but declined to be specific in re gard to which or how many mills woul be curtailed.

What is feared is that the demand wil nowhere near meet the supply, accordin to one paper man.

ON TO BRITAIN FOR THE TWENTIETH CONVENTION A.A.C.W.

NEXT week's issue of Editor & Publisher will pay tribute to the greatest event in the history of organized advertising, the twentieth annual convention of the Associated Advertising Clubs of the World, Wembly, England, July 12 to 19, to be attended by an American delegation numbering two thousand.

Our issue promises to be the largest, most complete and colorful edition ever printed for the cause of advertising. It will contain the official program, full list of delegates, articles by the leading figures in advertising in America and Great Britain, with all the information concerning this extraordinary expedition which the visitor would require.

Editor & Publisher appreciatively acknowledges the magnificent support it has had in this venture from the advertising interests of this country and Great Britain, making possible this truly representative issue.

A surprise feature of next week's issue will be an inspiring announcement from the lively advertising and newspaper forces of Texas, in behalf of the cherished plan of the gem city of the mighty empire of the Southwest, Houston, to capture the 1925 convention of the Associated Advertising Clubs of the World. An irresistible invitation will be extended through our columns and the slogan of Wembley promises to be, "On-to-Houston, 1925."

Final forms in the American section of the On-to-Britain number of Editor & Publisher close at noon on Tuesday, June 17.

A Niche All Its Own

NEW YORK June 9, 1924

TO EDITOR AND PUBLISHER:—In my capacity as an advertising man, I must keep in touch with all phases of advertising. EDITOR & PUBLISHER fills an important niche of its own and I read each issue with great relish and acquisition of knowledge, from cover to cover. To put in mildly, I would say that your medium is a liberal and broad education in all branches of the newspaper publishing business in cluding those high, inspirational qualities without which this profession could not be successful.

V. W. SEBASTIAN,
Eastern Manager,
Group of Business Publications.

Amerika Injunction Suit Delayed

Circuit Judge Frey has continued until June 16 the hearing on the injunction to restrain George S. Pollard from disposing of 2,000 shares of stock of the Amerika Publishing Company, publishers of St. Louis' new morning newspaper, the *American*. The stock is held by Pollard as security for two notes executed by Col. J. D. Flynn, who recently purchased control of the company.

Harrison Sells Oklahoma Weekly

Former State Senator Luther Harrison has sold the *Holdenville* (Okla.) *Democrat*, weekly, to Jesse Day, Earl Day and Louis Fowler. Jesse Day formerly owned the *Wewoka* (*Okla.*) *Capital-Democrat*. Senator Harrison has become chief editorial writer on the *Daily Oklahoman*, Oklahoma City.



Group photograph of Association of Newspaper Advertising Executives, in session at Columbus.

NEW DECALOGUE OF ETHICS ADOPTED BY A. N. A. E.

Columbus Convention Re-Elects Carroll President—Excessive Co-Operation Demands Denounced and 1920 Standard Again Commended—Classified Men in Session

(*By Telegraph to* EDITOR & PUBLISHER)

By WARREN BASSETT

COLUMBUS, Ohio, June 11.—Newspaper advertising executives turned thumbs down on excessive and expensive merchandising cooperation with National advertisers at the annual convention of the Association of Newspaper Advertising Executives, held at the Deshler Hotel, June 9-11.



F. T. CARROLL

Declaring that the abuse of merchandise service departments of daily newspapers has become a menace, constantly growing in proportion, the convention passed a resolution asserting that a firm stand should be taken by all newspapers. Commendation was expressed for newspapers which are showing leadership by adhering to the standards of practice of merchandising service adopted by the association in 1920, and declining to render "ridiculous and uneconomic socalled cooperation." The association urged all newspapers to stand firmly for the standards of practice and to exert every effort to discourage unethical and unreasonable requests for cooperation that "do not come within the scope of our standards of practice."

A resolution was also adopted condemning the use of the word solicitor as applied to those engaged in selling space in newspapers on the grounds that it is a misnomer and does not lend dignity to the profession. The use of the words "advertising salesman" was recommended in its stead.

A third resolution urging discontinuance of the practice of allowing a jobber or wholesale dealer to make a blanket contract for newspaper advertising, at local net rates, to force national advertising of commodities, thereby depriving the agency of its commission, was passed. This was termed unethical as well as unsound business practice.

The resolution condemning excessive merchandising cooperation expressed the dominant feeling in the minds of the assembled advertising executives. Virtually all of the more than 100 advertising managers present said that survey and merchandising requests from advertisers have passed reasonable limits. Scarcely a speaker on the crowded program missed the opportunity to cite some recent request for merchandising service, both absurd and expensive. The fundamental idea of furnishing market data to prospective or present advertisers was in no way criticized. The attack was levelled at the unreasonable and exorbitant requests which have placed increasing burdens upon newspaper advertising departments.



H. R. YOUNG

Another important action taken by the convention was the adoption of a code of ethics governing newspaper advertising. It contained 10 articles, stating general principles of practice and outlining the attitude of the profession on selling policies and the handling of accounts after they are obtained. In brief the code pledged support to the "Truth in Advertising" movement, stressed cooperation with all departments of the A. A. C. W., provided recognition only for bona fide advertising agencies capable of rendering complete and adequate service, and declared all advertising rates should be based upon run of paper service.

The code asserted that no advertisement should be published in the guise of news and declared that merchandising service should be governed by the standard of merchandising practice for newspapers adopted by the A. N. A. E. in 1920 and endorsed by the A. A. C. W. in 1922.

The code was presented for consideration by A. J. McFaul, business manager of the *St. Paul Pioneer Press and Dispatch.*

Frank T. Carroll, of the *Indianapolis News,* was re-elected president of the A. N. A. E. at the election held Wednesday. Harvey R. Young, advertising manager of the *Columbus Dispatch* was elected vice-president, succeeding George W. Preston, advertising manager of the *Little Rock* (Ark.) *Gazette.* Don U. Bridge, national advertising manager, *Indianapolis News,* was re-elected secretary.

Two new directors were named by the association, A. J. McFaul, business and advertising manager, *St. Paul Pioneer Press and Dispatch,* and Carl P. Sloane, publisher, *Peoria (Ill.) Journal-Transcript.* They succeed C. H. Tobey, formerly publisher, *Boston American,* and Nathan O. Fullmer, business manager, *Salt Lake City Deseret News.* Hold-over directors are: A. L. Shuman, advertising manager, *Fort Worth Star-Telegram;* Harvey R. Young, advertising manager, *Columbus Dispatch;* Joseph W. Simpson, national advertising department, *Philadelphia Bulletin;* Battle Clark, advertising manager, *Nashville Banner;* Frank T. Carroll, advertising manager, *Indianapolis News;* George W. Preston, advertising manager, *Little Rock* (Ark.) *Gazette.*

Honorary directors are: Ulric B. Walmsley, *London Daily Sketch,* and Sir Robert Baird, *Belfast Telegram.*

Members of the national commission, A. A. C. W. re-elected, are: A. L. Shuman, advertising manager, *Ft. Worth Star-Telegram;* Frank D. Webb, Newspaper Service, Baltimore; George M. Burbach, advertising manager, *St. Louis Post-Dispatch.*



A. L. SHUMAN

One of President Carroll's first duties will be the appointment of a new advisory committee of 15, which will advise members of the A. N. A. E. on all problems arising in connection with their work during the year.

Other topics stressed by the convention were training of advertising salesman, placing the work of display men on a professional basis, efficient methods by which newspapers can advertise themselves and magazine tie-up compaigns simultaneously with the A. N. A. E. meet.

The Association of Newspaper Classified Advertising Managers also held their annual convention, participating in several joint sessions with the advertising executives. The classified men used an extra day for their deliberations, adjourning Thursday, June 12. The display men adjourned Wednesday.

Selection of next year's convention city was left to the new board of directors. St. Louis and several other cities made bids. President Carroll indicated, however, that next year's sessions will be held as in the past at the city chosen for the A. A. C. W. Convention. A separate meeting was necessitated this year because of the A. C. C. W. meet going to London.

Following registration Monday morning at the Desher Hotel, a joint meeting of both organizations was held in the hotel assembly room at which the delegates were welcomed to Ohio by Governor Vic Donahey, and to the city of Columbus by Mayor James J. Thomas.



G. M. BURBACH

Charles F. Fischer, vice-president and business manager of the *Columbus Citizen,* welcomed the delegates on behalf of the local newspapers.

Frank T. Carroll, advertising manager of the *Indianapolis News* and president of the A. N. A. E., who presided at the meeting, then introduced Don Bridge, National Advertising Manager *Indianapolis News,* secretary A. N. A. E., who read the annual report. Bridge described the work of the advisory council, composed of 15 members, organized at the Atlantic City convention last year. This group has answered all questions pertaining to newspaper advertising submitted by members.

The speaker's bureau, also organized last year, has been especially active, Bridge reported. This bureau has provided speakers on newspaper subjects for meetings of press associations and advertising clubs. It has also supervised the preparation of the program for the newspaper departmental of the A. A. C. W. convention to be held in London in July. Bridge also reported the forma-

tion of a grievance committee, and the successful publication of the A. N. A. E.'s bulletin, "Newspaper Advertising."

One hundred and four new members have been admitted to the A. N. A. E. in the past year, the report stated. Total membership is now approximately 300. Net funds of the association totaled $3,277.

Newspapers could not exist without the department stores and department stores could not exist without the newspapers. Joseph B. Mills, publicity director of the J. L. Hudson Company, Detroit, declared at the beginning of his talk on "Department Store Advertising from the Inside"—the first speech of the A. N. A. E. afternoon program Monday.

"Advertising managers must know merchandising from the selling angle," he declared. "Today goods must be sold. Not long ago advertising was placed before merchandising. Today the situation is just the reverse.

"The American newspaper today stands preeminently as a result producer. This is no aspersion on other forms of advertising such as magazine and direct mail. But newspaper space can be relied upon to sell goods."

Mr. Mills declared tat direct mail is used by is store in connection with newspaper copy, sometimes sent out before the advertisement appears calling attention to unusual values to be merchandised, sometimes coincident with newspaper space, and sometimes as a follow up medium.

To show how completely newspaper advertising dominates the publicity of the J. L. Hudson Company, Mr. Mills quoted relative figures for the past year. Total publicity appropriation of the store totalled 3.6 per cent of sales receipts. Of this amount, 2.6 per cent or two-thirds, was devoted entirely to newspaper space.

A ripple of surprise greeted the Detroit man's statement that the Hudson Company, by building an addition to its store, expects to increase its gross sales from $30,000,000 per year to $50,000,000, "without the necessity of increasing our advertising lineage by one inch."



A. J. McFaul

This feat could be accomplished, he went on to explain, by increasing the efficiency of the sales force employed by the store, and by getting the last iota of "pulling power" from the newspaper space now being used.

"Copy writers must produce better copy," he said, "Not a line must be wasted. Ads today must compete with news for attention. I believe it is possible, with concentrated appeal, to make small space produce just as good results as large. Advertising is news and should be treated as such. The blue pencil should be used just as freely."

Special editions were hit in the department store man's talk. Declaring that under no circumstances would he increase the lineage of his store in any special edition, he backed the statement with the old criticism that such bulky issues are seldom read thoroughly by the public.

Not more advertising, but better advertising should be the aim of newspapers, Mills concluded.

"It is my belief that dailies should concentrate upon merchandise which sells. Too often the aim is merely more lineage. Whenever an advertising campaign fails because it tried to put across an inferior or unnecessary article, it hurts newspaper advertising."

Special editions, frowned upon by the department store executive, found a strong defender in H. W. Roberts, advertising manager of the *Cleveland Plain Dealer*.

His answer to the question: "Is It Good Policy to Publish Special Editions In Order to Maintain Lineage Even If They Are Not Profitable?" was an emphatic "Yes," backed up by experience.

Acknowledging that the term "special edition" draws upon itself general condemnation, Mr. Roberts prefers the term "special supplement."

"The Cleveland Plain Dealer has developed many special supplements, and with general high success," he stated. "But before we undertake to publish one we make sure it has a constructive idea behind it either for the community or for a special industry.

"Its aim must be to create desire in the mind of the public. We believe jubilee editions celebrating the anniversary of the newspaper itself, or the birthday of the city are useless. They are not constructive.

"We are strongly convinced, however, that automobile, better homes, real estate, and tourist supplements boost sales and create desire. Personally, I am certain that the present tremendous sales in the automobile industry can be traced back to desire awakened in the mind of the public years ago. The force of constructive advertising does not die a week, a month, or a year after it appears; it is cumulative. I do not believe the dailies could stop publishing automobile supplements now if they wanted to."

Spring activity in real estate can be traced directly to the real estate supplements, Roberts declared. Not only is the attention of the public



[redacted]

tion the bonus system for salesmen inaugurated by him on the Texas daily last year for the purpose of combating the large labor turnover and to increase local lineage.

Star-Telegram executives took as a basis the total local advertising revenue for 1922 and offered as a bonus 5 per cent of the increase in 1923, each man to receive a pro rata share according to his salary.

No raises in wages were to be made during the year, if a man left the employ of the paper he automatically lost his share in the bonus. New men added to the staff were to share only for the time they were in the paper's employ.

"We thought this system would greatly decrease the labor turnover, which in a comparatively small town where results depend largely upon a man's personal acquaintance, is tremendously expensive," Mr. Shuman declared. "In this, the plan was successful. We also wanted to cut down errors in copy and increase the efficiency of the staff. This, too, was accomplished. Individual claims were almost eliminated. A most excellent teamwork resulted.

"However, the actual amount divided at the end of the year was far less than we had hoped because of unfavorable business conditions. Nevertheless, not a man left the staff. This year we expect to have a large melon to cut with our

Conlon, advertising manager, *Columb* (O.) *Dispatch;* W. E. Donahue, lo display manager, *Chicago Tribune;* F. Johns, advertising manager, *M neapolis Journal.*

H. L. Hawkins, of the *Philadelph Bulletin,* discussed "The Non-Cancellal Contract as a Method of Protecting t Newspaper when Merchandise Is Sc Upon the Promise of Advertising," st stituting for Joseph W. Simpson, of t *Bulletin,* who was unable to attend t convention.

Carl P. Slane stressed the necessi for the adoption by newspapers of standardized program of merchandisi service.



C. P. Slane

"The volume of co-operation given the national advertiser should depend upon the product's standing in the local trade and the size of the advertising contract," he said. "It is obligatory for the publisher to know and be able to give advice on the market his paper covers. He should not, however, attempt to go out and a as salesman for a manufacturer's goo

Tuesday noon 2 group luncheons we held attended by representatives of ev ning and morning newspapers, respe tively. The evening groups effected permanent organization, which will me at luncheons to discuss common proble at future A. N. A. E. meetings. Office elected were: President, George M. Bu bach, *St. Louis Post-Dispatch;* vic president, W. I. Barnes, *Springfie* (Ill.) *Illinois State Register;* secretar W. F. Johns, *Minneapolis Journal.*

A joint session with the Association Classified Managers was held Tuesd afternoon. Presiding officers were Jo L. Irvin, president, A. C. A. M., a Frank T. Carroll, president, A. N. A.

David Gibson, publisher *Lorain, (O Journal* was the first speaker of the We nesday morning program. Advertising not an aded cost to business, he said. bears the same relation to the sale goods as automatic machinery bears their production. It increases the tur over and builds profits.

Following Mr. Gibson Douglas Martin, Jr., Manager of publicity, *S Louis Democrat* discussed how a new paper may promote its own sales advertising. He described the metho used by his newspapers in promoting t St. Louis territory, as the 49th Sta other speakers on the Wednesday morni program were Fred E. Hussey, *Roche ter (N. Y.) Democrat Chronicle,* wh discussed efficient methods of measuri and billing advertising space, Brent Wi liams, Manager Promotion Departmer *St. Louis Post Dispatch,* who cited th advantages and disadvantages of the em column, and Don U. Bridge, of th *Indianapolis News* who analyzed a vertising selling costs. Mr. Bridge em phasized the uselessness of spasmodic a vertising and the mistake of limiting a vertising after a market for a produ has been won.

Wednesday afternoon sessions were d voted to business. The code of ethi was presented and adopted, the auditor report was submitted and officers electe More than 200 delegates from all parts the country attended the two convention the majority representing mid-weste and Central States.

A lively entertainment program. w provided for the delegates attending th convention. Monday night they we guests of the *Columbus Dispatch* at th Keith theater. Tuesday evening a barb cue and frolic was held at Olentang Park, followed by dancing. At noo Tuesday, women delegates were gues at a luncheon and bridge party at th Maramoor tea room.

On Wednesday morning delegates we taken on an automobile tour of Colu bus. A luncheon for women attendi the convention was held at the Countr Club Wednesday noon.

CLASSIFIED ADS DEFINED, STANDARDS SET FOR THEIR MEASUREMENT

These Hopes of Association Advanced by Columbus Convention, Which Votes for Statistical Bureau—Irvin Re-Elected President

By C. L. PERKINS

(By Telegraph to EDITOR & PUBLISHER)

PROGRESS during the past year in newspaper classified advertising and in the Association of Newspaper Classified Advertising Managers was made evident by the 5th Annual Convention of that organization held in Columbus, Ohio, June 9-12.



J. L. IRVIN

The association's progress was shown by an attendance of over one hundred—the largest in the history of the organization.

Classified advertising's progress was apparent by the reports of various newspapers from all parts of this country and Canada; from large publications and small ones, showing that classified rates were now on a more profitable basis than ever before, that the make-up, classification and arrangement of classified advertising columns had been greatly improved from the standpoint of reader interest; that fraudulent advertising was being eliminated and truth in advertising given more consideration; that the methods of selling and promotion were along more intelligent and progressive lines.

How to Increase Voluntary Patronage was the subject of the first session. The round table discussion indicated that promotion in a newspaper's own columns was the best method of securing voluntary patronage and that most of this space should be devoted to creating reader interest.

Tuesday mornings session was devoted to ways and means of securing more business by telephone. The importance of proper training of telephone ad takers and telephone sales people was stressed. The consensus of opinion was that women were more satisfactory for telephone room workers. However the thought was expressed by some that men were better in selling to women over the telephone.



G. N. GUNDERSON

Reports from various newspapers indicated a tendency to give more and more of the servicing of contract advertisers to the telephone room, thus freeing more of the outside salesmen's time to developing new business.

Tuesday afternoon's session was a joint meeting with the Association of Newspaper Advertising Executives and devoted to the subject of classified advertising.

Fred L. Tate of the *Toronto Star* spoke on "The Importance of Classified to a Newspaper." In an interesting manner he sketched the history of classified and its general developments over several centuries and predicted that the future evolution would be toward converting much of the local display advertising into classified as an economic necessity. Mr. Tate emphasized the importance of classified as a profit-maker for the paper, a builder of circulation, a stabilizer of circulation, a creator of good will.

W. W. Miller, Classified Advertising Manager of the *New York Times,* addressed the meeting on "How to Get More Classified Advertising for the Readers of Classified."

Mr. Miller stated that one of the best methods to build classified lineage was to build reader confidence by keeping out of the classified columns fraudulent and misleading advertising.

R. E. Seiler, Classified Advertising Manager of the *Los Angeles Examiner,* delivered an address on "How to Get More Readers to Read the Classified Columns."

He developed logical reasons for making the classified department an independent unit of the publication and for charging a profitable rate. He attributed the *Los Angeles Examiner's* wonderful growth in classified advertising largely to the large and consistent reader interest promotion campaign waged during the past few years.



C. L. PERKINS

These speeches were followed by a lively discussion on various phases of classified.

Wednesday morning meeting was a round table discussion on methods of increasing the efficiency of classified street salesmen. Here again the importance of proper training was shown. It was evident that well-trained sales staff had much less turnover and greater production than the untrained one. Methods of payment were discussed with general opinion that salary and commission were most desirable.

Wednesday afternoon separate meetings were held by the delegates from small and large newspapers. A. T. Miller of the *Nashville Banner,* conducted the meeting of members from smaller newspapers. R. E. Seiler of the *Los Angeles Examiner* presided over the session of representatives from larger publications.

At the first convention of the association five years ago the great majority agreed that Agate type only was the ideal in classified typography. It was interesting to note that at this session most of the classified managers expressed a preference for Agate with a limited amount of display type. As to the proper limit of display type there was a wide divergence of opinion.

One of the most lively and fruitful discussions was on the subject of defining what constitutes classified and methods of reaching a standard system of measurement.

It was agreed that the Association should undertake to promote a bureau to which members desiring to could send classified statistics compiled in accordance with a plan. It was the opinion of the meeting that in all statistics used for purposes of comparing with other newspapers or advertising lineage volume, net count lines should be used. It was also agreed that the lineage should be divided into two groups—the first to be the lineage which all newspapers could call classified. This advertising was defined as "any advertising printed in the regular classified section, under a regular classified heading and in accordance with the newspaper's typographical standards." Such kind of advertising as Auctions, Resorts, Travel, Legal, Educational, which is frequently sold by classified departments but set run of paper and in a different style than regular classified, was to be included in the second group according to the plan outlined.

Following these separate meetings a general business session was held at which John L. Irvin, *Des Moines Register-Tribune,* was re-elected as president; C. W. Nax, *St. Louis Globe-Democrat,* was reelected first vice-president, and G. N. Gunderson, *New York Telegram and Mail,* was again chosen for the position of second vice-president; Charles Winter, *Chicago Daily News* was elected treasurer; A. T. Miller, *Nashville Banner,* was selected secretary. The three vacancies in the Board of Directors were filled by the election of F. L. Tate, *Toronto Star;* H. G. Barringer, *Indianapolis News,* and C. L. Perkins, *Chicago Herald and Examiner.*

Thursday morning's meeting was devoted to problems of direct mail, solicitation and promotion. At this meeting the official monthly publication of the association, *The Classified Journal,* was discussed. It was proposed to enlarge the journal and make it still more beneficial in broadcasting news and information on the subject of classified advertising. To accomplish this the following staff was appointed: Managing Editor, H. G. Barringer, *Indianapolis News;* News Editor, W. S. Campbell, *Toledo Blade;* business manager, H. C. McDonald, *Cleveland Plain Dealer;* circulation manager, C. W. Nax, *St. Louis Globe-Democrat;* advertising manager, C. T. Harden, *Columbus Dispatch.* In addition to these officers, M. P. Goodfellow, *New York American,* was appointed editor of the editorial page, and the following were selected as associate editors: G. N. Gunderson, *New York Telegram and Mail;* Harry Gwaltney, *Milwaukee Journal,* C. L. Perkins, *Chicago Herald and Examiner;* R. E. Serler, *Los Angeles Examiner;* Clarence Millius, *Santa Monica Outlook;* L. L. Heaton, *Philadelphia Bulletin;* J. J. Tierney, *Spokane Spokesman-Review;* J. J. Rully, *Boston Herald and Traveler;* T. R. Longcope, *Boston Advertiser;* R. M. Hughes, *Minneapolis Tribune;* F. L. Tate, *Toronto Star;* Carl Owings, *Calgary Albertan;* J. H. Butler, *Houston Chronicle;* H. J. Morhman, *Baltimore Sun;* T. F. Mulhern, *Brooklyn Eagle;* Charles Winters, *Chicago Daily News;* W. H. Bearden, *Atlanta Georgian;* Walter Moran, *Omaha World-Herald;* James Dougherty, *Providence Journal;* L. V. Massengal, *Shreveport Times;* M. H. Sauer, *Sandusky Register;* C. C. Armstrong, *Cleveland Press;* O. S. Espe, *Louisville Courier-Journal;* W. W. Miller, *New York Times;* Earl Dempsey, *St. Paul Dispatch.*

THIS WINS IT

The prize merchandising co-operation request out of the many cited at the A. N. A. E. convention was related by W. F. Johns, advertising manager, Minneapolis Journal.

"This particular request was nothing if not explicit," he said. "After asking us to promise the usual broadside to the trade, posters, and window display tie-ups, the letter requested a complete survey of the number of packages of the advertiser's product carried in the downtown stores.

"'This information must be accurate'; the letter warned.

"'Don't take a store owners' word for it. Go behind the counter and count them!'"

ADVERTISING MANAGERS PRESENT AT COLUMBUS

H. Alarik—Wausau (Wis.) Record Herald.
O. G. Allen—Port Huron (Mich.) Times Herald.
L. A. Baldwin—Muncie (Ind.) Star.
Justin Barbour—Advertising and Selling Fortnightly, Chicago, Ill.
W. J. Barnes—Illinois State Journal, Springfield, Ill.
Warren L. Bassett—Editor & Publisher, N. Y. City.
Chas. S. Bates—Miami (Fla.) Herald.
E. C. Bleau—Champaign (Ill.) News Gazette.
C. W. Bluthart—Newark (O.) Advocate.
C. J. Bolander—Canton (O.) Repository.
W. S. Bowman—South Bend (Ind.) Tribune.
Wm. E. Brewster—Christian Science Monitor, Cleveland (O.) office.
Enoch Brown—Nashville (Tenn.) Tennessean.
W. O. Brown—Youngstown (O.) Vindicator.
Don Bridge, Indianapolis, (Ind.) News.
Irving C. Buntman—Milwaukee (Wis.) Herald.
Geo. M. Burbach—St. Louis (Mo.) Post-Dispatch.
Bowden Caldwell—New Orleans (La.) Item.
C. C. Callihan—Springfield (Ill.), Illinois State Journal.
A. L. Carmical—Chicago (Ill.) American.
Henry C. Carpenter—Lancaster (O.) Intelligencer & News.
Dan Carroll, New York City.
A. M. Clapp—Sterling (Ill.) Gazette
Battle Clark—Nashville (Tenn.) Banner.
H. S. Conlon—Grand Rapids (Mich.) Press.
J. A. Crawley—Wilkes-Barre (Pa.) Times Leader.
Frank L. Curtis—Paul Block, Inc., Chicago, Ill.
Ralph B. Cushing—Wheeling, (W. Va.) Intelligencer & News.
F. G. Davis—Columbia (S. C.) State.
Lester L. Day—Carlisle (Pa.) Sentinel.
W. E. Donahue—Chicago Tribune.
W. P. Etchison—Columbia (S. C.) State.
Gilbert Falk—Paul Block, Inc.—Chicago, Ill.
H. R. Farrall—Alliance (O.) Review & Leader.
J. W. Fisk—Milwaukee (Wis.) Journal.
J. L. Foster—Connorsville (Ind.) News Examiner.
E. L. Freeland—Beaver, (Pa.) Daily Times.
W. M. Fuller—Elkhart (Ind.) Truth.
Thomas Gardner Marion (Ind.) Chronicle
Sam. E. Gearhart—Fort Smith (Ark.) Times Record.
David Gibson—Lorain (O.) Journal.
G. N. Graham—Syracuse (N. Y.) Herald.
C. R. Greenwalt—Hamilton (O.) News.
C. M. Greenway, Jr.—Grand Rapids (Mich.) Press.
J. K. Groom—Aurora (Ill.) Beacon News.
Andrew J. Gruber—Lima (O.) News
H. F. Guthrie—Muncie (Ind.) Star.
Nora B. Hall—Coschocton (O.) Tribune.
Emery E. Hardwick—Wichita (Kan.) Eagle.
H. E. Hazel—La Salle (Ill.) Tribune.
H. L. Hawkins—Philadelphia Bulletin.
L. B. Hill—Columbus (O.) Dispatch.
M. C. Hinken—Saginaw (Mich.) News-Courier.
Ralph F. Hirsch—Columbus (O.), Ohio State Journal.
Albert G. Hollander—Evansville (Ill.), Courier and Journal.
Frank E. Hollis—Terre Haute (Ind.) Star.
W. K. Hoyt—Trenton (N. J.) Times
Fred E. Hussey—Rochester, (N. Y.) Democrat & Chronicle.
W. F. Johns—Minneapolis (Minn.) Journal.
L. G. Karr—Flint (Mich.) Journal.
W. D. Keenan—Indianapolis (Ind.) Star.
C. M. Kendall—Watertown (N. Y.) Times.
F. C. Kendall—Advertising & Selling Fortnightly, New York.
C. E. Knepper—Lima (O.) Republican Gazette.
Jack F. Kcons—Cincinnati (O.) Post.
P. J. La Bounty—Bloomington (Ill.) Pantagraph.
A. E. Lindquist—Advertising & Selling Fortnightly, Cleveland, O.
M. P. Linn—S. C. Beckwith Special Agency, New York City.
John E. Lutz—Chicago, Ill.
John J. McConnell—Chicago, Ill.
A. J. McFaul—St. Paul Dispatch Pioneer-Press.
Will P. McKinney—Marietta (O.) Times.
C. L. McLucas—Altoona (Pa.) Tribune.
D. F. McMahon—Chicago Tribune.
J. M. McMurray—Bloomington (Ill.) Pantagraph.
A. R. McGee—Louisville (Ky.) Courier-Journal, Times.
E. H. Maloney—Peoria (Ill.) Journal Transcript.
H. W. Manz—Huntington (W. Va.) Herald Dispatch.
H. B. Mapes—Centralia (Ill.) Sentinel.
Douglas V. Martin, Jr.—St. Louis Globe Democrat.
C. P. Mason—National Advertising Monthly, New York City.
A. M. Mead—Lorain (O.) Journal.
I. B. Myers Waterbury (Conn.) Republican & American
Sid Myers—Fhœnix (Ariz.), Arizona Republican.
Con S. Nelson—Zanesville Publishing Company, Zanesville, O.
G. A. Nichols—Printers Ink, Chicago, Ill.
P. O. Nichols—Athens (O.) Messenger.
F. J. Oexman—Cincinnati (O.) Times Star.
E. A. O'Hara—Syracuse (N. Y.) Herald.
K. M. Patterson, Cincinnati Times Star.
A. L. Poorman—Providence (R. I.) Journal Bulletin.
Roy Pratt—Peoria (Ill.) Journal Transcript.
George W. Preston—Little Rock (Ark.) Gazette.
Arthur E. Price—Danville (Ill.) Commercial News.
S. N. Price—Mt. Clemens (Mich.) Leader.
Louis Proehl—Peoria (Ill.) Star.
J. W. Quigley—Ashtabula (O.) Star-Beacon.
H. E. Roberts—Lexington (Ky.) Leader.
W. W. Roberts—Cleveland (O.) Plain Dealer.
H. F. Robinson—Salt Lake (Utah) Tribune.
F. W. Schaub—Decatur (Ill.) Review.
A. J. Sherlock—Bellaire (O.) Leader.
A. L. Shuman—Ft. Worth (Tex.) Star-Telegram.
Andrew J. Simpson—Bay City (Mich.) Times-Tribune.
B. O. Simpson—Rushville (Ind.) Republican.
C. L. Sink—Zanesville (O.) Publishing Company.
Carl P. Slane—Peoria (Ill.) Journal Transcript.
Robert E. Slough—Beaver (Pa.) Times.
J. L. Stackhouse—Easton (Pa.) Express.
R. K. Stocks—Toronto (Canada) Globe.
J. C. Sturtevant—Wausau (Wis.) Record Herald.
Douglas Taylor—Printers Ink, New York City.
M. R. Thomas—Columbus (O.) Citizen.
L. E. Toller—Marietta (O.) Times.
E. J. Traffinger—Richmond (Ind.) Item.
J. H. Turner—Raleigh (N. C.) News & Observer.
F. E. Wallace—Elizabeth (N. J.) Journal.
Harry T. Watts—Des Moines (Ia.) Register and Tribune.
J. F. Weintz—Sales Management Magazine, Chicago, Ill.
Frank E. Westcott—Gary (Ind.), Post-Tribune.
Chas. H. Willenborg—Cincinnati (O.) Post.
H. F. Wilson—Decatur (Ill.) Herald.
H. R. Young—Kenosha (Wis.) News.
Harvey R. Young—Columbus (O.) Dispatch.

Facts in Daily Experience of Newspaper Executives, Told at Columbus

"IOWA IDEA" PRODUCED CONTRACTS AND CUT DOWN WASTEFUL COMPETITION

By HARRY T. WATTS

Business Manager, Des Moines Register and Tribune

JUST as the orange growers of California have increased sales by co-operative advertising, so have the daily newspapers of Iowa attracted a larger volume of national advertising to their columns by an aggressive co-operative advertising drive.



HARRY T. WATTS

A small group of Iowa newspaper men happened to meet at a state convention of advertising clubs last fall. These men discussed the unfavorable advertising which the state was receiving because of the drop in farm product prices and the speeches of her radical junior senator. It was decided that the best way to meet this was to tell the truth about Iowa and the Iowa market through an extensive campaign of advertising in Eastern newspapers. The first step was to call to Des Moines not only all of the daily newspapers in the state but their special representatives in New York and Chicago as well. The specials were taken on a hundred mile trip through a typical Iowa farming section and were given an opportunity to talk with farmers and small town business men as well as with the publishers from various sections of the state. The specials were then told of the proposed advertising campaign, asked for suggestions as to copy and thoroughly sold on the idea that there was abundant business in Iowa for manufacturers who would invite business through newspaper advertising.

It was first planned to raise a fund of 15,000 dollars from approximately 25 of the larger newspapers in the state, the committee not anticipating that some of the smallest dailies would feel that they could afford to contribute. Right there we were mistaken for within one weeks time every daily newspaper in the state of any standing had subscribed to the fund which totaled $18,200.00. It had previously been determined that the fairest basis of apportioning the cost of the drive was that each newspaper's national advertising rate. So each newspaper contributed $100 for each cent of its national rate. A newspaper with a rate of 2½ cents paid $250 while the largest newspaper with a rate of 25 cents a line paid $2,500. All funds were paid in cash before a line of copy was inserted.

The preparation of copy and the selection of mediums was placed in the hands of a committee of seven representing seven newspapers in six widely scattered Iowa cities. All agencies showing a desire to handle the campaign were given an opportunity to submit plans. It was then decided to give the campaign to 2 agencies both of which had submitted ideas which the committee felt were equally good.

The key-note of the campaign has been to drive home fact after fact showing the buying power and wealth of the Iowa market and then to emphasize that practically every family in Iowa reads an Iowa daily newspaper.

In totaling the Iowa circulation of the 32 newspapers we found that it exceeded 582,000. After allowing for duplication we proved that the Iowa daily newspapers reach 97 per cent of all the families in the state, city, small town and farm.

We dwelt on the very low cost of advertising in Iowa dailies—only 1.82 a line to reach every family in the state. (By the way, two Iowa state farm papers reaching but 40 per cent of Iowa's population collect a combined rate of $1.75.) We also outlined a uniform plan of merchandising which every one of 32 Iowa papers would give. Three page ads were used in the *New York Times,* three in the *Chicago Tribune* and other pages in the *Philadelphia Public Ledger* and the *Detroit Free Press.* Other space was run in the trade papers.

Each ad mentioned a booklet telling of the Iowa market and invited inquiries. All told somewhat in excess of 6,000 inquiries for the booklet have been received up to date. These have come from manufacturers, sales managers, teachers, other publishers and people in almost every walk of life.

As the plan developed it was decided that our own Iowa people needed this advertising as much as our customers in eastern cities so mats of each page were furnished to all of the 32 Iowa dailies for publication on the same day as the page appeared in Chicago, New York, Philadelphia or Detroit. This space amounted to another $25,000 bringing the total cost of the campaign up to $43,200.

So much for the details of the campaign. You now ask me what did the Iowa papers get out of it.

When the money was raised no one looked for direct tangible results. We had faith in advertising and counted merely on general publicity to create a more favorable impression of the possibilities of getting business for Iowa through the Iowa Press Association. But we were agreably surprised by being handed contracts for the entire 32 dailies for a 10,000 line campaign by Peet Brothers Company, soap manufacturers of Kansas City. Here at the very beginning of the drive we got back from one advertiser the cost of all the space we used in Chicago, New York, Detroit and Philadelphia. A short time later a refining company with headquarters in one of our Iowa cities of its own accord cancelled a large contract with the Iowa farm papers and bought 5,000 lines in all the Iowa dailies.

Now as to the general results of the campaign. It has been the means of inspiring favorable comment on the state and its newspapers in many publications.

But perhaps the best thing produced by the campaign has been the effect of drawing the Iowa daily newspapers into closer contact, to unite them in burying their petty competitive differences and in working out a uniform program merchandising co-operation that is constructive and in eliminating some of the expensive, non-productive practices of competition. The first joint Iowa campaign was concluded in May. A second campaign will undoubtedly be planned at an early meeting of the Iowa newspapers this summer.

As I mentioned a moment ago the publishers of Nebraska have already followed in Iowa's footsteps with a similar drive featuring the Nebraska market. Kansas publishers are planning a Kansas campaign, while the publishers of Missouri are endeavoring to get together on the same type of a drive.

Minnesota Market Defined

Minnesota editors have been furnished a valuable reference book in the shape of "Questions and Answers on Marketing," a pamphlet prepared and distributed by the division of publications of the University Department of Agriculture.

MEASURING AND BILLING ADVERTISING

By FRED E. HUSSEY

Rochester (N. Y.) Democrat Chronicle

TO my mind the newspaper business is one of co-operation. Each department must do its share in making the paper complete. The advertising salesman should know this, and he should know that all departments are functioning in a way that will back up his sales arguments. My subject is "Efficient Methods of measuring and billing advertising space." I am not going to tell you of a system that is 100 per cent perfect and I don't know of any such system. My experience in this department has been confined to one paper and I can only be judged by what we have found to be best.

After the order is brought into the office we must be sure that it will go through the various departments as instructed by the advertiser. By this I mean that it will be set in the space ordered, that the proof will be furnished to the proper person, that it will appear on the proper days and finally that it will be billed right. We have an order that covers all of these points.

The measuring of our paper is taken care of by one person. We measure all display advertising one-half line above and below type or border. After the paper has been completely measured it is totaled by classification. Then all charge orders are drawn off on loose leaf day books which are arranged according to ledger account. We have five ledgers. The book is then totaled and it must agree with the total drawn off the paper. By this method we know that all charge advertising will be charged. These books are then passed to the bookkeepers who make the entries in their billing books. These are also loose leaf, showing original and duplicate and are column ruled, showing classification, and total linage, both for daily and Sunday. These billing books also provide for unpaid balances and credits. The last day of the month these bills are totaled and posted in the ledgers. The original is sent to the advertiser and the duplicate remains in the book and is not filed for thirty days.

Our reason for holding them that length of time is for reference purposes. We have used this system for three years and have found that it has almost entirely eliminated complaints and has thereby been a big help in building up the good will of our advertisers.

SELLING TIE-UPS WITH MAGAZINES CALLED BAD POLICY

By H. S. CONLON

Advertising Manager, Grand Rapids Press

WHEN Mr. Carroll assigned me the subject "Are Newspapers Justified in Selling Tie-up Advertising for Exclusive Magazine Campaigns?" I was of the opinion that most newspapers were of a unit as to what policy to pursue. I further enlightened myself on this subject by passing the same subject on to 100 newspapers for their opinion. I received about 60 replies. These letters were divided equally between morning and evening papers, first, second and third papers and papers with a circulation of 5,000 and up. With but one exception they were unanimous in the opinion that newspapers should make no attempt to sell tie-up advertising for exclusive magazine campaigns.

My own opinion, in not attempting to sell this class of advertising is that national advertisers have been shown many times that an entire appropriation can be spent in magazines and proofs of schedules mailed to newspapers with list of dealers in their towns and that newspapers will sell thousands of dollars worth of space in hookups at no cost to the advertiser "So why buy it when you can get the dealers to pay for it."

Remember, newspapers never share in the credit for successful magazine campaigns. But without newspaper support national advertisers would more quickly recognize that newspapers today are the best National media.

Then there is this unfairness to your own advertiser: When you sell a local tie-up to magazine advertising, you sell the full circulation value of your paper whereby sales possibilities created by magazine advertising invariably touches only a small percentage of the newspaper circulation. You cannot put the selling force in local tie-up copy that the national advertiser has in his copy, consequently a large part of its effectiveness is lost on your general circulation; while to expect to produce adequate returns for your advertiser on the small per cent of your circulation which would be duplicated by magazine distribution is in the nature of taking a desperate chance of affording unsatisfactory returns to a regular or possible advertiser who may be cultivated for a regular series of business under conditions sure to win.

It has been my pleasure to work on both the third paper and the first paper in the town, and, as you all know, the third paper and even the second paper, are usually hungry for any class of advertising that will increase lineage and they will certainly endeavor to sell hookups of this nature when the first papers do not set a good example by refusing to co-operate with exclusive magazine advertising. The first papers should be the leaders in refusing this class of co-operation and not be so thin skinned as to accept this hook-up business with the idea that if they did not run it the second or third paper would. You are unfair to your own best interests if your own paper does not refuse this first.

Here is a concrete example of how we are possibly tearing down our own good business to better establish magazine advertising. It is reported by a leading Chicago newspaper representative that sometime ago Thomas Emory, the Pacific Coast Manager of the A. N. P. A. Bueau of Advertising, called on the Oregon Woolen Mills, Oregon City, Ore., and attempted to interest them in national newspaper advertising instead of spending their entire appropriation in magazines. The advertising manager of the mills explained he was getting wonderful cooperation from the newspapers in connection with their national campaign. To prove his statement he invited Mr. Emory to step into his file room where he had on display newspapers in one corner that made up a very large pile, every one of which carried some advertising on the Oregon Woolen Mills, supporting the national campaign. The sales manager could not have conveyed his answer to Mr. Emory any better if he had taken 10,000 words to explain,

(*Continued on page* 31)

EDITOR WINS 30 YEAR FIGHT FOR HIS PEOPLE

Zerbey of Pottsville Republican Obtains Coal Operators' Agreement to 200 Per Cent Increase in Property Assessment and Fair Share of County Taxes

By JOHN J. LEARY, Jr.

WE all know of the winning crusades conducted by this, that or the other big city newspaper. Sometimes the crusades, judged from the standpoint of public service, are worth while. Sometimes they merely redound to the credit of the editor making them and are forgotten once he ceases to throw bouquets at himself.

We who live in the big cities, however, seldom hear of big things done by editors in the smaller places who within their limitations accomplish reforms fully as important to their communities as anything done by their brethren in the larger places. Even less seldom do we hear of a small town editor who does a job comparable with the biggest of big jobs done by the big town papers.

Down in Pennsylvania—in Pottsville, Schuylkill county to be exact—is such an editor in the person of Joseph H. Zerbey, owner of the Pottsville Republican and the Pottsville Morning Paper, who fighting single handed and alone has compelled the immensely wealthy anthracite owning interests in his county to accept the principle that all property in the county must pay taxes on valuations sufficently high to permit the county and the townships in it to provide decent schools, passable roads and a reasonable number of modern improvements.

He did it by the slow and at times painful process of educating the county up to the necessity of electing a board of county commissioners who would consider the rights of the entire county rather than the interests of the big coal companies and coal holding estates. It took him thirty years to do it. Now firmly entrenched, he is fighting to hold the gains he won for the county.

In a word these consist of an agreement of the coal interests that for taxation purposes their lands might be valued at $374,000,000 as compared with $53,000,000 in the last previous assessment and settlements with three of the largest holders on a basis of $152,000,000 for the county, or roughly 200 per cent more than taxes had hitherto been paid on. Many small holders have paid taxes on a like basis and, at last accounts, the remaining big companies while ostensibly fighting the increases and the methods by which the values were fixed, were actually engaged in what diplomatists would call "conversations" with the taxing body.

When they will settle is a question but there is no doubt in the minds of the county authorities that in due time they will pay on the same basis those who have already settled paid.

Schuylkill is one of the last of the anthractite counties to pass from the absolute control of the big coal companies. Previously Luzerne and Lackawanna counties threw off the yoke. They contain perhaps one sixth the coal that Schuylkill contains. What independence means is shown by the fact that on their coal deposits they collect taxes on valuations of $279,000,000. Both counties have splendid roads. Their towns have good schools and plenty of them.

Schuylkill today has few good roads and is pitifully lacking even primary schools.

Zerbey's fight against the great anthracite companies and the Girard estate, the largest anthracite holding estate in the world, was made necessary by the taxing system of Pennsylvania which made possible the almost direct fixing of values for tax purposes by the anthracite owners, and their grip upon the Board of County Commissioners which each three years finally fixes values for tax purposes of all the property within the county.

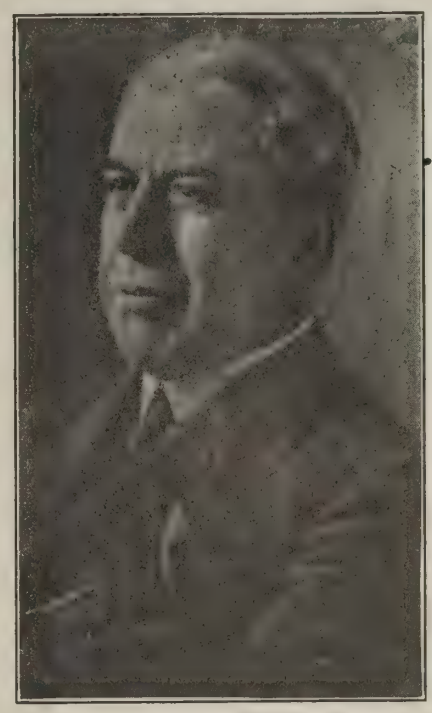
Under this system each township and each ward in a city has its assessor. The places pay poorly. The work involved is considerable. Frequently, if not usually

He fought for more than a quarter of a century for the common rights of his readers.

When others said, "What's the use?" he kept on.

At last he has triumphed in the battle against financial giants.

He is the simon pure type of American newspaper champion of the cause of honest government and common rights.



JOSEPH H. ZERBEY

—usually is perhaps the best term—the assessor is employed by one or the other of the great companies, or is otherwise under their influence. The means at their disposal for fixing values is meagre. Usually, therefore, they accept the values placed upon their properties by the coal companies. Hitherto the county commission, sitting as a board of appeals and revisions, accepted their figures.

In many of the small Schuylkill county towns the only property of consequence is that held by the coal companies or coal holding estates, chief of which are the Philadelphia & Reading, the Lehigh Valley, the Lehigh Coal & Navigation, and the Hudson Coal Companies and the Girard estate, whose revenues accrue to the benefit of the city of Philadelphia. Low valuation of the coal lands meant low revenues though what private property there might be paid more than its full share.

Consequently Schuylkill, the one county in the United States richest in mineral resources, was one of the poorest in revenues when Zerbey began his fight.

"There was," he said in telling modestly of his fight, "no reason why coal lands, the richest in the world, should not be taxed on valuations that represented decent fractions of their real value. It was, however, seemingly impossible to secure such valuations and the people of the county suffered in consequence."

What these sufferings consisted of may may be judged by the experience of the town of New Philadelphia which a few years offered the country the novelty of school teachers going on strike to force payment of their wages. At that time none of the teachers had been paid for a full term, to some the township was in debt for 15 months and all were at the end of their resources. What they owned had been spent, their credit had been quite or nearly exhausted, and they felt that patience had ceased to be a virtue. The strike was successful.

In that same town the schools built over great veins of anthractie were permanently cold because there were no funds available to buy coal with.

Other towns lacked and still lack for that matter any paved roads, others lack school buildings large enough to house the children of the residents. Most of the small towns lacked the commonest of modern improvements. Everybody in the county knew of these conditions, but nobody seemed to care much about remedying them.

"The usual response" said Joseph Hoffman, for many years associated with Mr. Zerbey, "was 'what's the use? You can't beat the companies.' Mr. Zerbey thought he could and he kept everlastingly at it. The ancient who went about crying 'Carthago delenda est' until finally Carthage did fall had nothing on him. In season and out he preached it.

"He believed, we all believed, that in time victory would come, but it was, I must say slow work. The companies were all powerful when it came to electing the county boards. Through their minor executives and connections they say to it that their men voted the way they wanted them to vote.

"That condition lasted until three years ago when we elected a board pledged to proper valuation of coal lands. In the following election, the opposition to fair taxes centered on Joseph Davenport who was up for re-election. Davenport went over by the largest vote given in the county. With him William James and Roy Brownmiller, who stood where he did, were elected. That clinched things. The county had been won to the principle of fair taxes on coal lands.

"How was it done? For a solid year we pounded away on coal each day comparing conditions in Luzerne and Lackawanna counties with conditions here at home. We would take towns of like size and compare them showing how much the towns in other counties had for their children and their adults and how little our towns had. It was hammer, hammer, hammer and coming on top of the long fight, put things over. That is, it elected the board we wanted.

"When the board met to pass upon the valuations of the assessors the coal companies and the big estates were, as usual, treated very, very kindly. The old valuations had been accepted. The board, acting as a board of appeals and revisions promptly put its own engineers to work and on the data they submitted, marked valuations for tax purposes from $53,000,000 to $442,000,000.

"To do this it was necessary for the most part to hire engineers from outside the county. Practically all the engineers in the county were in the service of one company or another and were unavailable for our purposes.

"The companies took the valuations into court and by showing that they had been assessed on 60 per cent of real values as compared with 45 to 50 on private property, they secured reductions by agreement of about 25 per cent, leaving the total values about $270,000,000.

"The companies did not quit then. They refused to pay and allowed their properties to be posted for tax sale. Some are still posted. No one, however expects them to lose their properties for whatever happens they can be recaptured within two years. Meantime they fought in the courts on one pretext or another. Sometimes the county won, sometimes they won. Between cases the Lehigh Valley and the Hudson companies settled. Then the Girard estate paid up. Funds were needed and the board agreed on compromises on the agreed valuation.

"It looked all right until the owner of an obscure tract secured a ruling that the method of figuring coal content and taxing on that was wrong and holding that recent sales should be the test. This reversed former decisions and has served to delay matters. What they will do next we don't know. The principle has been established, however, we have the board and we will continue to hold it.

"There isn't any doubt about that for when the time came to hear the appeals of the companies from their assessments, delegations came in from the various towns to oppose them. Whatever may happen with the big companies that have not settled, the low valuations will never return."

"Mr. Zerbey made a great fight and he's won, that's all there is to that," Commissioner Browntree told me. "The companies are fighting as they always have but in the end they will settle with us and they will abide by their settlements. Unquestionably it is the biggest thing that has ever happened in this county."

Mr. Zerbey, who is now 67 years old, nearly fifty of which have been spent as owner of his own paper, is not, as perhaps may be inferred anti-corporation or a radical. He is interested in various enterprises, has been honored by the editors of his state and not so very long ago joined the Philadelphia & Reading interests in fighting the proposal that the Philadelphia & Reading Railroad be turned over to the New York Central.

"I am not against the companies when they are right," said he. "The Reading was right in opposing consolidation and I supported it as a matter of fair play and public policy. In their policy of preventing fair valuations on their properties the Reading and other coal companies have never been right. Therefore I fought them as a matter of public policy and public honesty. The valuations now are not what they should be, but they are headed in the right direction—upward."

Of that there is no doubt.

Neither is their room for doubt that the race of fighting editors still lives.

BULLETIN OUT NEXT WEEK

Flaherty Optimistic on Enwright's New York Evening Paper

Optimistic reports were forthcoming this week from Frank B. Flaherty in regard to the start next week of the *New York Evening Bulletin*, Frederick W. Enwright's new Manhattan venture.

Workmen are rushing press installation and every effort is being made to be on the street Wednesday, June 18.

Flaherty denied that Charles Stoneham was interested financially in the Bulletin.

NEWS MEN KEEP COOL WITH "CAL" AT CLEVELAND CONVENTION

Nearly 600 Writers at "Biggest Assignment in Four Years"—Press Area Glitters With Brilliant Journalistic Names

By WARREN BASSETT

(By Telegraph to EDITOR & PUBLISHER)

CONVENTION HALL, Cleveland, O., June 12.—Cleveland seethed with delirious humanity this week as the Republican hosts met to nominate a President and Vice-President of the United States, but the newspaper men were cool. Working night and day, with only short intervals for food and sleep, they recorded for the nation each varying and intricate phase of the huge convention.

It was the biggest assignment in four years and nearly 600 news writers, including the most brilliant personalities in the profession, were on the job.

The center of press activity was the convention hall where 568 reporters, editorial writers and feature men sat at long desks on either side of the speakers' platform. From this vantage-point the convention hall was an ocean of faces. It was a sight to remember—13,000 delegates and spectators packed into seats that stretched back row after row from the platform for a full city block. The bright hats of women delegates made a pattern of color through the crowd.

Bent over their desks, so close together their elbows touched, correspondents wrote running stories of the convention. Representatives of large newspapers and press association dictated in low tones to telegraph operators beside them. Soundless instruments were used.

Downstairs in the basement of the hall, temporary partitions had been raised to provide working offices for newspapers, press services and telegraph companies. A battery of more than 100 operators was on hand from Western Union and Postal.

A chute connected the press area upstairs with the basement level. Messenger boys relayed copy to the operators.

Newspapers and press services which maintained offices in the basement of the convention hall were: *Chicago Tribune, Chicago Daily News, Christian Science Monitor, Cleveland Press, News, Times* and *Plain Dealer,* Associated Press, United Press, and Consolidated Press.

A restaurant was provided on the basement level where news men were served with coffee and sandwiches.

During the sessions of the convention the press area resembled a score of city rooms merged into one. Copy was written in short "stakes" and sped below to the operators.

The press area glittered with brilliant names. Among the United Press contingent was Robert Bender, Fred Ferguson and Frank Getty. In the group representing International News was United States Senator Medill McCormick, Jack Lait, Helen Rowland, Ray Long, O. O. McIntyre, George Holmes, Barry Faris, and M. Koenigsburg.

David Lawrence and Robert T. Small were there for Consolidated Press.

Universal Service had Norman Hapgood, Damon Runyon and "Bugs" Baer in the press area. Arthur Brisbane, scheduled to write for Universal, was unable to attend.

Chicago Tribune was represented by a large staff, among them Philip Kinsley, Arthur Sears Henning, Donald Ewing, Robert M. Lee, James O'Donnell Bennett, Arthur Evans and Walter Roderick.

George H. Harvey, former Ambassador to Great Britain, reported the proceedings for the *Washington Post.*

William J. Bryan, linked arm in arm with Will Rogers, attracted attention at the sessions as they took their places in the press area. Both wrote feature articles for the McNaught Syndicate.

Ring Lardner, William Allen White and Samuel G. Blythe were present.

Herbert Bayard Swope, Heywood Broun, Arthur Krock, Charles Michelson, George F. Authier were there for the *New York World.*

Hendrick Van Loon wrote daily humorous features for the Christy Walsh Syndicate.

William G. Shepherd represented the George Mathew Adams Service.

Uptown headquarters of the newspapers and press services were at the Cleveland and Hollenden Hotels.

Associated Press headquarters were in a large suite of rooms at the Cleveland. The ornate furniture had been replaced with low tables for typewriters and telegraph instruments. Six special wires were in operation here day and night.

L. C. Probert, Superintendent of the Washington Bureau of the A. P., was in charge of the convention staff of 23 men. Twelve picked operators, the speediest ment from the eastern and central divisions of the A. P. handled the wires.

United Press, I. N. S., and Universal Service maintained headquarters at the Hollenden on the parlor floor.

To the delegates who swarmed the hotel lobbies and the streets of Cleveland decked with guady badges, the convention was glamorous, but to the newspaper men it was only a glorified meeting of the city council.

"Cut and dried" and "well oiled" were the expressions.

There were no rumors of secret "deals" in hotel rooms between powerful political bosses. Only one hotel room door was honored by the attention of reporters. It led into the suite of William Butler, President Coolidge's campaign manager, on the fourth floor of the Hotel Cleveland. From 2 to 3 o'clock Thursday morning, a score of weary news men sat on the carpeted floor of the hall outside this door waiting for authentic word on the Vice-Presidential choice. Presently the door opened. The watchers leaped forward . . three men emerged . . . reporters. A consultation divulged that they had strolled into the conference with a group of delegates. A roll call had placed them on the outside again, but not entirely without some "inside" information.

While speakers droned interminably on the platform, newspapers blossomed in the press area. Veteran political men crossed legs, donned bored frowns, and read the news. A few news men—perhaps covering their first convention—bent low over pads and tried to catch every word.

* * *

The entire population of Cleveland seemed to be wearing badges. Those given to reporters were circular gold pendants backed with blue ribbon with the word "P R E S S" on the crossbar. It was the sesame to the packed convention hall, outside of which thousands swarmed hoping to break past the vigilant door-keepers.

To James L. Wright, chairman of the Standing Committee on Press Arrangements; James D. Preston, assistant secretary, and Joseph J. Jones of the Associated Press, goes the credit for excellent press facilities at the convention. Preston was in direct charge at the public hall. At no other convention have the press seats been so near the speakers' platform, he said. Radio amplification enabled reporters to hear every word of the proceedings with ease.

Jones was doubtful if facilities at the Democratic Convention in Madison Square Garden, New York, the week of June 24, would measure up to Cleveland. Failure of some of the large dailies to use their press seats furnished an opportunity for smaller Ohio newspapers to cover the G. O. P. deliberations. Preston released uncalled for tickets to many state papers in towns of from twelve to fifteen thousand.

* * *

Three hundred and fifty newspapers, press services, and syndicates were represented at the convention.

* * *

Every modern mechanical device for transmitting news was called into play. At the press tables, telegraph operators used soundless sending instruments to dispatch the flood of words pressed upon them by correspondents.

* * *

The American Telephone & Telegraph Company's new device for sending pictures by wire was used to transmit convention photographs to New York.

* * *

Radio connections with 12 powerful broadcasting stations enabled millions to "listen in" upon the speeches delivered from the platform.

* * *

New York newspapers rushed editions to Cleveland by aeroplane.

* * *

Copy paper littered the desk and floors. Small souvenir megaphones were used by the rear rows as ear trumpets.

* * *

There were many women in the press seats.

One of the oldest reporters at the convention was Harry P. Wilson, of the *Philadelphia Record,* who has covered every Republican and Democratic meet since 1892.

* * *

Henry Cabot Lodge, Jr., grandson of Senator Lodge, was present as a member of the *Boston Transcript* staff.

* * *

Henry L. Mencken, on the scene for the *Baltimore Sun,* was impressed by the dreariness of it all. Interviewed by a local reporter his comment was: "This is the first dry convention in history. No booze, no enthusiasm!"

* * *

It was Ring Lardner who broke the ice in Press Row on the first day of the pow-wow. Correspondents were adhering strictly to the "no smoking" edict. Lardner looked about and calmly lit a cigarette—the first man to smoke in the hall. The rest of the press contingent speedily followed suit while delegates on the floor looked on enviously.

* * *

Special dispatches, editions, "deadlines" and the multitude of other worries of the correspondents were forgotten Tuesday night when visiting reporters attended the Prospect Theatre as guests of the Cleveland press committee.

It was a stag affair, followed by a buffet luncheon.

Ad Drive for Shirley Dresses

Plans are being completed for a national advertising campaign to begin in about 2 months to promote Shirley dresses, made by Shirley Modes, Inc., a corporation comprising more than a score of department stores. The following advertising committee has been named: Charles A. Cook; H. H. Kirkpatrick of Eastman Brothers & Bancroft, Portland, Me.; I. S. Sanger of the Sanger Brothers stores; C. G. Tomerlin, merchandise manager of Ernest Kern Company, Detroit; and E. N. Allen, vice-president of the Sage-Allen Company, Hartford, Conn. Goode & Berrian, New York, have been engaged as advertising counsels.

FORESHADOWED EVENTS

June 16-18—Texas Daily Press League, Amarillo, Texas.
June 18-20—Texas State Press Association, Amarillo.
June 19-21—Arkansas Press Association, Fayetteville, Ark.
June 20-23—New Jersey Press Association, Wernersville, Pa.



Sectional View of Press Stand at Republican Convention

ALL BRIEFS COMPLETE IN A. P. PROTEST FIGHT

Patterson and Gannett Place Case Before Proxy Convention for Admission of Baltimore and Rochester Papers—Brisbane and Gray Argue for Hearst Papers Opposing

MEMBERS of the Associated Press now have before them all arguments in the controversy which started at the April meeting over election to membership of the *Baltimore Evening Sun* and the *Rochester Times-Union*, both of which applications, it will be remembered, were opposed by competing newspapers owned by W. R. Hearst. As stated in EDITOR & PUBLISHER last week, the directors of the Associated Press have called a "proxy convention" for July 31, when the entire membership will be called upon to decide the question. A four-fifths vote is required for election to membership over a protest.

Argument for the *Baltimore Evening Sun* is signed by Paul Patterson, president of the publishing company.

Frank E. Gannett presented a brief and incidental argument for the Rochester Times-Union.

Opposing arguments are over the names of Arthur Brisbane for the Baltimore Sun, and Harry Gray for the Rochester Journal & Post-Express, the protesting members.

Mr. Patterson's brief in full follows:

"The *Baltimore Evening Sun* submits its application for membership in the Associated Press in the belief that the interests of all Associated Press members will be served by having another member paper in the evening field in Baltimore.

"As we pointed out to the annual convention, when this mail vote was agreed upon, we feel there is involved in the situation a fundamental principle that affects the whole future of the Associated Press.

"There are three questions we ask you to consider in deciding how you will vote on this application:

"1. *Can the Associated Press afford to leave exclusive evening membership in Baltimore in the hands of William R. Hearst, who is the owner of the International News Service and the Cosmopolitan News Service, and who is interested in building up these services at the expense of the Associated Press?*

"You are justified in voting to make the *Evening Sun* a member if you see danger in that situation.

"2. *Is it proper that Mr. Hearst should use his protest rights to prevent his competitors joining the Associated Press and thereby compel them to buy the Hearst news services?*

"You are justified in disregarding Mr. Hearst's protest if you see the unfairness in that situation.

"3. *Are you satisfied to have your news of Baltimore and its vicinity, including Annapolis, come in the daytime only from a Hearst newspaper?*

"If not, your remedy lies in voting for the admission of the *Evening Sun*.

"The sole argument made against the admission of the *Evening Sun* to membership has been that it is against the traditional policy of the Associated Press; that it would be establishing a bad precedent.

"The precedent established by the admission of the *Evening Sun* under the conditions that exist in Baltimore would only apply in other cases where Mr. Hearst, through the purchase of more papers, extended his exclusive control of Associated Press memberships.

"Already Mr. Hearst owns 15 memberships, spread throughout the United States, and in three cities—Baltimore, Rochester and San Antonio, Texas—he holds the only evening memberships.

"The *San Antonio Light* was added to Mr. Hearst's chain of papers very recently—since the *Evening Sun's* application was presented to the annual meeting. The acquisition of this third exclusive evening membership in the Associated Press by Mr. Hearst serves to emphasize all that has been said about the effect of Mr. Hearst's gradual extension of his monopoly of memberships in the Associated Press.

"There is every reason to suppose he expects to extend his chain to still more cities. In doing so he may add to the number of exclusive memberships in his control.

"How can the Associated Press hope to maintain satisfactorily its news sources under such circumstances?

"Our belief is that a most dangerous precedent will be established if existing conditions in Baltimore and Rochester (where the only afternoon news sources of the Associated Press are in the exclusive control of Mr. Hearst) are definitely made permanent through the rejection of the applications of the *Evening Sun* of Baltimore and the *Times-Union* of Rochester.

"It is the danger inherent in this situation that caused Frank B. Noyes, president of the Associated Press, to take the floor in advocacy of the *Evening Sun's* application at the annual meeting and support it by his vote. Mr. Noyes has repeated his views in the following letter:

Mr. Paul Patterson, June 3, 1924.
The Sun,
Baltimore, Md.

Dear Mr. Patterson:

I am glad to comply with your request that I give you the reasons for my favoring the election to membership in the Associated Press of representatives of the *Evening Sun*, of Baltimore, Md., and the *Times-Union*, of Rochester, N. Y.

In Baltimore—as also in Rochester—there is but one afternoon Associated Press member, the newspaper belonging to Mr. Hearst in each case.

Until attention was drawn to the fact at the annual meeting these Hearst papers practically ignored the Associated Press report, relying on the International and Cosmopolitan services (Hearst) for reports of news events that would be the conspicuous features of each day's paper.

Items taken from the Associated Press service were entirely subordinated to the news supplied by the Hearst-owned services, the news of the latter being in all cases conspicuously credited.

This is significant as evidencing that in the judgment of these newspapers their constituencies do not want the Associated Press report, but prefer the reports of the Hearst agencies.

It seems to me patent that with this judgment must necessarily go its corollary—that the local news supplied to the Associated Press by these papers is governed by the same selective instinct that has rejected the Associated Press report as of small or no value to a Hearst afternoon newspaper.

Evidence of this is found in the fact that the Associated Press Bureau in Baltimore frequently uses *Evening Sun* matter by your permission, regarding it as more suitable for our service than that supplied by our member.

If, since the annual meeting, the *News* shows a larger use of Associated Press matter than prior thereto, it could only indicate that its own news judgment is being subordinated as a result of the exhibits shown at the meeting.

At the annual meeting considerable stress was laid by Mr. Hearst's representatives and some in sympathy with him on the assertion that to elect the applicants in these cases would prove precedents dangerous to other members.

This argument did not appeal to me as in anywise sound.

I think it is clear that it is the duty of the membership to demonstrate their intention to have a member in both morning and evening fields in every important news center who is in harmony with the ideals, purposes and interests of the organization, in order that our co-operative effort may properly function.

I therefore think that the interests of the membership would be advanced by the election of representatives of the *Evening Sun* in Baltimore and the *Times-Union* in Rochester, and I will vote for such election.

Very sincerely,
(Signed) FRANK B. NOYES.

"It was the realization that there was no dangerous precedent involved that led Victor F. Lawson, of the *Chicago Daily News*, one of the builders of the organization, who had just been re-elected a director by the unanimous vote of the convention, to say in support of the *Evening Sun's* application:

"'Now, under the circumstances, I am perfectly frank to say that I think it is *in the interest of the Associated Press as a whole, in the interest of every individual member*, excepting, if you please, the objecting member, to admit the *Evening Sun* to membership. And I shall personally be guided by that view in casting my vote.'

"It was to allay the fear of precedent on the part of members who had not had an opportunity to give full consideration to all the problems involved that Adolph S. Ochs, of the *New York Times*, for twenty-odd years a director of the Associated Press, said to the convention:

"'So there is no need of fear that any precedent we are going to establish here will impair the value of our membership. Whatever impairment thereby may arise to that membership exists now, by reason of our by-laws. Every member who has a protest right is subject to its veto by the four-fifths vote of the membership. This feature is the one particular appeal we make to public confidence in this organization that it is not a monopoly, and that there is a possibility of newspapers coming in and getting the service *if it is thought to be in the public interest.*'

"Later Mr. Ochs added, by way of emphasis:

"'I do not think there is any newspaper in any community that need fear to have another newspaper put into competition with it through precedent which may be established here *in a case where the protesting paper is so closely allied with a competitive news organization.* I think it is well that you should bear that fact in mind.'

"Referring specifically to the point raised in our first question, Mr. Ochs said:

"'The Baltimore member (the *News*) is being served by a news report of a competitive news organization (International News Service). This is not peculiar to that Baltimore paper, for a great many of the members are also receiving that same report, and that cannot be any reason for any action against that paper. But in this particular instance the newspaper that is receiving that report *is owned and controlled by the same interests that create and sell that competitive report.*

"'There are many, many instances throughout the country where newspapers are taking that competitive report to keep some other newspaper from getting it. That is, the service is offered to our members throughout the country and some accept it because they do not want some other newspaper in the town served with it. So *we have here a competitive news organization that has its life and being in this membership at Baltimore;* and it is a very delicate situation for the men who are operating that (Mr. Hearst's) newspaper in Baltimore to make a clear distinction as to what obligation or loyalty they owe to the Associated Press, and what they owe to the other organization.'

"Mr. Ochs spoke also with particular emphasis on the point raised in question No. 2. He said:

"'The member (Mr. Hearst) who protests at Rochester, through an organization controlled by them, is serving the applicant newspaper (the *Times-Union*) with its competitive news report. It is perfectly natural for them to protest against that application, for if it were granted *they would lose the applicant as a client.* You can see the conflict of interest there.'

"It should not be necessary to emphasize to the members of this association the significance of these statements coming from such men as Mr. Noyes, Mr. Lawson and Mr. Ochs, who have so zealously guarded the interests of the Associated Press since its organization, and who, more than any other group of persons, have been responsible for the traditional policies that have protected the members.

"When the discussion ended at the annual meeting, Mr. Noyes, Mr. Lawson, Mr. Ochs and all the other members of the Board of Directors, with one exception, voted to admit the *Evening Sun* to membership.

* * * * * * *

"The specific conditions which have aroused such special interest and concern on the part of your officers and directors, and which, we feel, justify our urging your favorable consideration of the *Evening Sun's* application, were created a little over a year ago through the purchase

SONGS OF THE CRAFT

(*Copyright* 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE ORACLE

Have you a bunion, corn or pimple,
An undesired mole or dimple?
Have you a child that's growing simple?
Tell it to The Editor!
He'll show you how to fix the bunion,
To heal a breath caused by an onion!
An intellectual Doctor Munyon,
They all consult The Editor!

Perhaps your Thursday girl has blown you,
Or some sad speculation thrown you,
Or your rich relatives disown you—
Write it to The Editor!
If you can't get it through your noodle,
Why fulls and fours call for a roodle,
Or why your wife adores a poodle,
Just leave it to The Editor!

In solemn state he sits advising;
The things he masters are surprising!
So when your doubts come tantalizing,
Tell it to The Editor!
With instantaneous wit that bubbles
He'll solve your aggravating troubles;
If you would know how money doubles,
Go ask the "Answers" Editor!

A thousand times his vision passes
The love affairs of lads and lasses,
For which a thousand solemn masses
Are due the sapient Editor!
And these few lines to them that edit
Are writ to their eternal credit;
A thousand thousand tongues have said it
Who tell it to The Editor!

of the *Baltimore News* by Mr. Hearst from Mr. Munsey.

"During all the years that Mr. Munsey owned the *Baltimore News,* the *Evening Sun* did not ask for membership in the Associated Press because it saw no good reason why the traditional policy of the association should be set aside.

"The *News* then, under Mr. Munsey's management, was serving the membership well. Mr. Munsey was not interested in the ownership of any other news service, but on the other hand, was a most loyal supporter of the Associated Press.



PAUL PATTERSON

"Under his control the value of the Associated Press was emphasized at all times to newspaper readers in Baltimore.

"Local news was handled in a conservative but very thorough and accurate manner, and the Associated Press members were, therefore, given the best possible news service from this section.

"The purchase of the *News* by Mr. Hearst completely changed this situation. His representatives who took control of the paper immediately proceeded to tear down the good-will of the Associated Press, which had been developed and fostered so carefully, first by Mr. Grasty and then by Mr. Munsey.

"Mr. Hearst's representatives claim that the admission of the *Evening Sun* to membership will impair the property rights Mr. Hearst acquired when he purchased the *News.*

"But to all of us who are familiar with the Baltimore situation it seems quite apparent that those property rights, in so far as the good-will attached to the Associated Press membership is concerned, have already been destroyed by the manner in which the *Baltimore News* has handled Associated Press matter since Mr. Hearst bought it.

"All emphasis possible has been given to the International News Service and the Cosmopolitan News Service, the two evening press associations owned by Mr. Hearst.

"The vital point in this situation, however, and the point upon which we emphasize our appeal to you for your favorable consideration, is *whether your news sources in Baltimore now are what you would like to have them.*

"We are not attempting to say how Mr. Hearst shall run his newspapers. We have no criticism to offer in this instance of Mr. Hearst's policies or Mr. Hearst's politics. Mr. Hearst knows that the style of handling local news peculiar to his newspapers has proven popular in some cities and with certain classes of readers. He, therefore, chooses to have all his newspapers handle his news in that characteristic fashion.

"But we do not see why Mr. Hearst should have the right to say that all the Associated Press members must take that type of newspaper as their only afternoon news source from this territory. We do not believe the members of the Associated Press are satisfied with such a limitation upon their service.

"That is why we feel it would be to *your* interest to include the *Evening Sun* in your membership and let the *Evening Sun* also serve you in this territory.

* * * * * * *

"The strength of this association has come from the fact that the Associated Press has been built upon the fullest co-operation of every member. This is a mutual organization, Its continued success depends on maintaining an unbroken chain of the dominant papers in every city—papers that put the good of the Associated Press above every other press service.

"It is in the belief that the benefits will be *mutual*—that the *Evening Sun* will contribute to the strength of your association—that the dangers of exclusive control by members owning competing news service will be averted—it is in this belief that we urge your favorable consideration of this application."

Frank E. Gannett, editor and publisher of the *Rochester Times-Union,* the other applicant, couched his argument as follows:

"As publisher of the *Rochester Times-Union,* I have applied for membership in the Associated Press. I feel justified in asking for your vote in favor of the application for these reasons:

"1—The time has come when members of the A. P. should establish a precedent that *no disloyal member will be protected* in his protest rights and that the members of the A. P. will not permit this great news-gathering agency to pass into unfriendly hands, to be throttled and controlled by a competing organization.

"2—A favorable vote on this application will promote the interests of the Associated Press and *increase the value of every membership* in that organization. Favorable action means more to the Associated Press than it does to me, personally. As my papers hold six memberships in the A. P., I have the interest of the A. P. at heart.



FRANK E. GANNETT

"3—Hearst, by purchasing the *Rochester Post-Express* and merging it with his *Rochester Journal,* left Rochester with only two evening newspapers, the Hearst paper, (Associated Press and the Hearst International News Service) and the *Rochester Times-Union* (International News Service and the United Press).

"4—*Hearst uses very little of the Associated Press report and submerges it.* A table accompanying this statement shows that on the average he uses only fourteen marked A. P. items, mostly small ones, a day. He exploits and features his own I. N. S., a competitor of the A. P.

"5—Hearst is willing to sell and does sell the *Times-Union* his own International News Service, but he protests against granting the *Times-Union* the Associated Press membership. Thus, *he is using his protest rights to build up and benefit the I. N. S. and to throttle the A. P.* He knows that if we get the A. P. membership, we will drop the I. N. S.

"6—Hearst's Rochester paper is the filing office of all afternoon news out of this big city of 325,000 people. The Associated Press cannot afford to have *in the hands of its competitor* the control of this news center, when Hearst is advertising the superiority of his International News Service over the Associated Press service.

"7—The *members of the Associated Press in New York State practically unanimously support the application.* They are particularly eager to have the *Times-Union* a member of the Associated Press, because the *Times-Union,* as the largest evening newspaper in the State, outside of New York City and Buffalo, is in a position materially to strengthen the Associated Press and its service.

"8—My six other newspapers in New York State are members of the Associated Press, but as matters stand, none of these papers is permitted to transmit items to the *Rochester Times-Union,* the applicant, now a non-member. That is hardly fair. With the *Times-Union* a member of the Associated Press there will be complete co-operation in covering Central New York with its one million population. *These million readers want the full Associated Press Service* in preference to the Hearst news service, but they will not patronize the Hearst paper to get the scant A. P. report he gives them.

"9—Every member of the Associated Press should have the benefit of the news service the *Times-Union* can give the Associated Press, in contrast to the news service that comes from the office of the Hearst newspaper.

"10—I am in favor of *absolutely protecting and guarding the Associated Press membership and protest rights,* except where that membership is controlled by *a competing service,* whose natural tendency is to promote and exploit that service rather than the Associated Press.

"11—Hearst is constantly extending his interests and acquiring new Associated Press memberships. Where he becomes the exclusive member, as in Rochester and Baltimore and more recently in San Antonio, he comes more and more into a position to *throttle any competition to his own wire service,* in which naturally he is more interested and which he strives to develop until it is supreme. In exploiting the I. N. S. *at the expense of the A. P.,* Hearst has forfeited the protest rights which loyal members of the A. P. should continue to enjoy.

"12—The members of the A. P. who heard the arguments put forth in the Baltimore case in the New York meeting voted almost *four to one in favor of the application.* If there had been a quorum present I am sure the application would have been granted. The same arguments in the Baltimore situation apply in the Rochester case.

"13—Hundreds of members have in letters expressed the belief that the situation in Rochester was *injurious to the best interests of the Associated Press,* and have said they would support the application. From the Hearst filing office in Rochester the Associated Press members already have been given many *inaccurate, exaggerated and sensational* news items. These weaken the public confidence in the Associated Press.

"14—The *Times-Union* has a circulation (A.B.C.) of 66,574. It is *welcomed in nearly every home in Rochester.* The Hearst Journal, in spite of every effort to inflate the circulation, claims a distribution of only 31,847. The reliability of the *Times-Union* is attested by the community's zealous support. As a member of the Associated Press it will *revert credit* on that organization.



ARTHUR BRISBANE

"15—The *Board of Directors* of the Associated Press, after having investigated the facts in the case, are *practically unanimously in favor of granting* the application for membership. In New York, in the annual meeting, Adolph Ochs of the Board spoke in favor of this application. President Noyes and Mr. Lawson of the Board spoke in favor of the *Baltimore Sun,* a similar case."

The protestants' case is stated as follows:

"The *Baltimore Sun* and the *Rochester Times-Union,* which are non-Associated Press papers, applied to the Board of Director of the A. P. for Associated Press franchises.

"The *Baltimore News* and the *Rochester Journal Post-Express,* Hearst papers, holding exclusive franchises in these two cities, protested against the admission of these papers.

"The Baltimore and Rochester applicants then took the matter before the annual Associated Press meeting and demanded that the general membership override the protest rights of the *Baltimore News* and *Rochester Journal Post-Express.*

"Owing to a quorum not being present when the vote was taken, a special meeting has been called for July 31, next, at which the whole membership of the Associated Press is requested to vote either to reject or sustain the applications of the *Baltimore Sun* and the *Rochester Times-Union* over the protests of the *Baltimore News* and the *Rochester Journal Post-Express.*

"Our claims for the rejection of the applications of these two papers for Associated Press franchises are:

"1. The admission of the applicants by the over-riding of the protests would greatly impair the property right of the protestants and destroy the values inherent in the benefits and privileges conferred by their right to the Associated Press service in their fields.

"2. The election of the applicants over the protests would set a precedent menacing to the property rights of all newspapers represented in the Associated Press. For what is done in the case of the *Baltimore News* and the *Rochester Journal Post-Express* may be done in the case of any other member.

"3. *No Protest of Any Member Against the Application for a Franchise by a Competitor in the Same City Has Ever Been Overridden by the Membership.*

"4. To set a precedent of this kind would practically wipe out the asset value of every member's newspaper, and no owner of an Associated Press franchise can tell when his turn may come.

"5. The news value of the Associated Press news, as a whole, is made up of the excellence of the news gathered from different localities by the individual members in those localities. It is admitted that whenever a newspaper property is acquired by Mr. Hearst its news facilities are increased and the strength of the local news gathered by the Associated Press in this locality is increased to the advantage of all of the members of the Associated Press.

"6. The Associated Press is a co-operative association of newspaper owners banded together for the mutual gathering of news and for the mutual protection of each other's rights to that news. The over-riding of the protest of two members in the present instance would point to the destruction of Associated Press mutuality.

"7. At the annual meeting when the question came up for a vote some of the members were undoubtedly influenced by Adolph Ochs, who said that Mr. Hearst always considered the welfare of his associates in any enterprise he might be engaged in with them, and Mr. Ochs asserted that if Mr. Hearst were present he would not endorse the protests of the *Baltimore News* and the *Rochester Journal Post-Express.* The first part of Mr. Ochs' statement is true; that is, that Mr. Hearst always considers the welfare of his associates. But, Mr. Hearst says that in the present instance he regards the attack upon the protest rights of Associated Press papers eventually as much of an injury to his associates as it is an injury to his own papers. This should remove any misapprehension any member may have on this point.

"8. The only claim of the Baltimore *Sun* as to why it should receive *for nothing* an Associated Press franchise which Mr. Ochs modestly appraised at several hundred thousand dollars' value, was that the *Baltimore News* did not give as much prominence to Associated Press cable and telegraphic news as the *Baltimore Sun* thought it should. This contention, if sustained, must operate to prevent the exercise of the individual judgment of every Associated Press newspaper in the presentation of news to its readers.

"9. The *Rochester Times-Union's* only reason is that it wants a franchise *for nothing* for which Mr. Hearst paid over a quarter of a million dollars, when he purchased the *Rochester Post-Express* to add to his *Rochester Journal,* and Mr. Gannett asserts that the protests of Mr. Hearst's paper is due to Mr. Hearst wanting the revenue which Mr. Gannett pays for the news of the International News Service. Indeed, Mr. Hearst, up to the time of the *Rochester Journal and Post-Express* protest, was not aware that Mr. Gannett received the International News Service.

"10. The Associated Press has survived for 75 years wholly on its quality of exclusiveness. Its competitors have arisen and disappeared through the commercialization of the gathering and distribution of the news. A vote to override these protests is a vote to break down the Associated Press by impairing the right of protest against the admission of new members *in any local community.* It would thus destroy the essential character of the Associated Press and destroy the *asset value* of all its memberships."

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

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By W. M. Donahey
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By Willard
ONE ROUND TEDDY
By Sals Bostwick

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Roy L. Smith
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Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's Page and Page of Sports.

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The Low-down on the Big Movie Stars

in 30 illustrated weekly articles



WATCHING the beautiful movie queen in her luxurious boudoir scene, it is hard to imagine her a gypsy baby sleeping under a tree beside a foreign river. Viewing in ecstasy the handsome features of the hero as he throws the villain over the cliff, it is difficult to think of him scraping the left-over beans off the plates of the cheap restaurant where he once worked as dishwasher.

WHIPPED AS A GIRL

And yet these are but a suggestion of the humble beginnings of many of the great movie stars and directors whose life stories are told in a series of 30 weekly illustrated articles. This series will reveal the truth about the men and women of the films—their real names, their early struggles, their matrimonial adventures, their eccentricities and hobbies, their good and bad traits, their physical and mental peculiarities.



One great star fled from the Cossacks who had burned her home. As a girl of 15 she felt the lash of the Russian ballet master. But now she wears an 18 karat diamond on one hand and a 16 karat on the other.



HAD FIVE HUSBANDS

Here is a movie actress with three husbands, all out of the picture now; another with five mates, one of them in the penitentiary. And still another with a succession of husbands but never a marriage certificate. Here is a director now famous who was once a hostler and a basement cabaret entertainer; an actor who graduated from the section gang to the stone quarry. His introduction to the screen was as a bouncer for a 5 cent movie house.



Each article tells the truth about a famous star or director. It is not an attack on Hollywood but an attempt to get under the fanciful claims of press agents and movie magazines. The articles are illustrated with photographs never before published. Write or wire for proofs and rates.



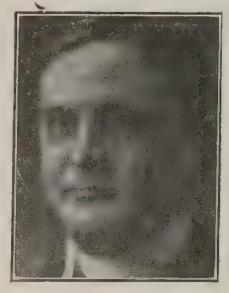
THE CHICAGO TRIBUNE *Newspapers* SYNDICATE

BUY . . . . . LEADERSHIP

SAN FRANCISCO BULLETIN PURCHASED FOR MILLION BY SYNDICATE

Charles S. Stanton Leaves Hearst Service to Become Its Part Owner and Publisher—Holman of Argonaut and Page of Bulletin Also Stockholders

THE *San Francisco Bulletin,* one of the two daily papers which have survived since the pioneer days of the fifties, was this week sold to a group of local business men and is now headed by C. S. Stanton, for the past six years publisher of Mr. Hearst's *Examiner,* as publisher. It is emphatically denied that Mr. Hearst is in any way concerned with the transaction, Mr. Stanton naming the news owners as follows:



C. S. STANTON

Wallace M. Alexander, millionaire Hawaiian sugar man.

A. B. C. Dohrman, department store owner.

Alfred Holman, editor and proprietor of the *San Francisco Argonaut.*

B. B. Page, present business manager of the Bulletin.

Mr. Holman will be editor of the *Bulletin* and Mr. Page will be general manager.

According to unconfirmed report, the *Bulletin* was sold for about $1,000,000. Title to the building is retained by the former owners—the Estate of Loring Pickering, and R. A. Crothers, editor and publisher for 36 years. Mr. Crothers managed the paper for the widow and minor son of the elder Pickering for many years, and the son, Major Loring Pickering, has been for the past two years also manager of the North American Newspaper Alliance, with headquarters in New York. Mr. Crothers intends to travel in Canada and Europe.

Major Pickering declined to enlarge upon reports received from San Francisco. He intimated that he might resign as manager of the N. A. N. A., but stressed the uncertainty of his plans. He would not comment upon the denial by Mr. Crothers that Mr. Hearst was interested in the purchase.

Several other names mentioned as participants have been Herbert Fleishhacker, ostensible backer of the *San Francisco Journal,* fellow survivor with the *Bulletin* of the Vigilante period; Mortimer Fleishhacker, C. C. Moore, Stanley Dollar, son of Robert Dollar, the steamship man; and Paul Shoupe, of the Southern Pacific Railroad. Mr. Stanton denied that any of these were connected with the paper.

There were also reports that the *San Francisco Journal,* morning and Sunday, was to be taken over by the syndicate, merged with the *Bulletin* and killed, possibly retaining the Sunday issue. Andrew M. Lawrence, publisher of the *Journal,* denies the story, although he says he was approached. The *Journal* has no Associated Press membership, while the *Bulletin* is a member.

Another story published and denied was that James A. Callahan, business manager of the *Examiner,* had resigned from the Hearst organization and would join the Bulletin forces.

Mr. Stanton, the new co-owner and publisher of the Bulletin, is 56 years old and a native of Middleburgh, N. Y. He is a graduate of Union College, Schenectady, from which he also holds the honorary degree of Master of Arts. He began his newspaper career in 1885 as a reporter for the *New York World,* and he left that paper in 1893, as assistant managing editor, to become editor of the *Albany Evening Union.* The following year he became night editor and later editorial writer on the *Chicago Tribune* under the late Joseph Medill, which post he held until he went with the *San Francisco Examiner* in 1906 as managing editor. He returned to Chicago in 1914 as editor of the *Chicago Examiner,* but four years later went back to the Coast as publisher of the *San Francisco Examiner.*

The *Bulletin* was founded in 1855 by James King of William, whose assassination by a rival newspaper man and city official was one of the events which hastened the end of lawlessness in California. It is the only daily paper which has lived uninterruptedly the intervening 69 years, the *Journal of Commerce* having dropped out for a short time. It was conducted during the sixties and seventies by George K. Fitch and Loring Pickering, the latter also editing the *Morning Call,* owned by them. Messrs. Fitch and Pickering sold the *Call* in 1897 to John D. Spreckels. R. A. Crothers, brother-in-law of Mr. Pickering, had acquired an interest in the *Bulletin* several years before. Under Mr. Crothers' management, the *Bulletin* employed Fremont Older as managing editor and departed from the strict conservatism which had been its policy for several decades. Mr. Older left the *Bulletin* about 10 years ago and is now editor of the *Call-Post,* the Hearst afternoon newspaper.

PLAN NEW TROY DAILY

Joseph J. Murphy to Head Publishing Corporation

Joseph J. Murphy, of the *Troy Democratic Leader,* Rensselaer county, has purchased the *Troy Sunday Budget* and will form a new publishing corporation.

The paper will be changed to a Democratic Party origin and a morning daily issue is planned.

James Connell, of the *Troy Record,* formerly manager of the Troy office of the *Albany Knickerbocker Press,* will be associated with the new management.

A "City News" for Boston

Boston is to have a city news association, modeled on the lines of the New York City News Association, if plans now under way go through. These call for a service covering the courts, Federal building, police and court matters, and the more important city and suburban districts. Such an association served all of the Boston papers some 30 years ago.

DAMAGES FOR FALSE "OBIT"

French Paper Pays 800 Francs to Ma Who Turned Up Living

It costs you money in France if yo report a man dead and it afterward turns out that he is very much alive an kicking at seeing his death notice in th paper. *L'Intransigeant* recently informe its readers that a M. Bernard Grasset, well known publisher, was dead. Con sternation of M. Grasset's friends, an efforts on his part to let all of then know that he was still of this world The dead man was another of a nam somewhat similar, Bernard Gravier, fencer of repute. M. Grasset sued, an the judge found that the editor and his as sistants had not paid sufficient attentio to the matter nor exercised proper car in making sure of the accuracy of thei news. The large sum asked by M. Gras set as representing material damages suf fered by him through the report of hi death was reduced, however, by the cour to 800 francs, and cash.

Brooklyn Eagle Ends Radio Talks

The *Brooklyn Eagle* has discontinue radio current events talks delivered b H. V. Kaltenborn, associate editor, fron station WEAF New York.

Muskingum College Honors Journalist

Karl A. Bickel, president of the Unite Press Associations, and Edgar A. Guest newspaper poet with the *Detroit New* were awarded honorary degrees by Musk ingum College, New Concord, O., Jun 12. Bickel was given a Doctor of Law degree and Guest a Doctor of Letters.

May, 1924

DURING the month of May the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,938

For the four Sundays in May the average paid circulation of The Sunday Sun was 117,767.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

first IN CENTRAL OHIO Columbus IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first five months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,501,361 lines.

DISPATCH .....9,042,563 lines
SECOND PAPER 4,406,353 lines
THIRD PAPER..3,134,849 lines

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

To Make National Advertising 100% Effective in Cincinnati

Time was when magazine advertising alone could force jobbers to stock and retailers to push your line. Not so today. Mr. and Mrs. Consumer are doing the ordering; the retailer takes his instructions from them and the jobber takes his from the retailer. National advertising must be supplemented by local newspaper advertising before it can do a thorough selling job in the big cities.

In Cincinnati the Times-Star gives to the national advertiser the popular recognition of a local market six hundred thousand strong. It transforms "background" into "backbone" and converts "consumer acceptance" into consumer demand;—

Because the Times-Star has a daily city circulation that reaches four out of every five families in greater Cincinnati, practically the entire native white literate population;

Because the Times-Star carries the bulk of the advertising burden of all national advertisers who do business here (150 of them use no other newspaper in this market);

Because the Times-Star last year carried 3,851,869 lines of local display advertising more than the second evening newspaper and 5,757,416 lines more than the leading morning newspaper, exclusive of Sundays (1,525,020 lines more than this paper including its Sunday magazine editions);

Because the Times-Star is in fact a Cincinnati paper, owned by Cincinnati people, edited by Cincinnati people and for Cincinnati people.

Times-Star advertising is not a substitute for national advertising, but it is the greatest single force in making national advertising 100% effective in the Cincinnati market.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member Audit Bureau of Circulations

The New York Times Leads in Rotogravure

THE NEW YORK TIMES was the first American newspaper to publish a rotogravure section. It prints more rotogravure advertising than any other newspaper in the world and excels in volume and quality of response.

Approximately 600,000 persons buy the Sunday edition of The New York Times. Its sale in the metropolitan district, including territory within 150 miles of New York City, exceeds 400,000 copies.

The New York Times has the best equipped rotogravure plant in the world. It comprises five one-roll presses whose total output exceeds 3,500,000 sections weekly; four cylinder grinding and polishing machines, one depositing tank with generator, and four enlarging cameras. A completely new rotogravure plant is soon to be installed in a special building in a space twice that now occupied.

The circulation of the Sunday edition of The New York Times represents the widest distribution, metropolitan and national, of any American newspaper and an unequalled buying power. The Times goes to every state in the Union, into 8,000 cities and towns and into 87 foreign countries.

In five months of 1924 The New York Times Rotogravure-Picture Section published 425,288 agate lines of advertising, 230,746 lines more than the next New York newspaper rotogravure section.

Mid-Week Pictorial, published every Thursday by The New York Times Company, is a national picture magazine, printed by the rotogravure process.

The New York Times

TIMES SQUARE NEW YORK

CANADA WEEKLY EDITORS EMBARK FOR EUROPE AFTER MEETING

L. A. Eedy Elected President at Toronto Meeting, Which Decides on Winnipeg for Next Convention—Will Visit Britain, France and Belgium

WITH an attendance of 365 members, the Canadian Weekly Newspapers Association held its fifth annual meeting in Toronto, June 5 and 6, with an excursion across Lake Ontario to Port Dalhousie, June 7, by way of entertainment. Business sessions were held in the Physics Building of the University of Toronto and were presided over by the retiring president, J. E. Fortin, *Beauceville* (Que.) *L'Eclaireur*. Delegates were welcomed by Sir Robert Falconer, president of the University, after which the reports of the manager and treasurer, the auditor and the chairman of standing committees were presented and discussed.

Forums on advertising topics and on circulation and subscriptions during the two days of the meeting served to bring out much helpful information. A forum on job printing was also included in the program for the benefit of those members conducting job printing departments. Among the addresses delivered during the course of the convention was one on the psychology of salesmanship by Prof. C. S. Brett, head of the department of philosophy at the University, and one on the fundamentals of public speaking by Prof. W. H. Greaves, of the department of public speaking, Victoria College.

Election of officers and committees for the ensuing year resulted as follows:

President, L. A. Eedy, *Walkerton* (Ont.) *Telescope;* immediate past president, J. E. Fortin, *Beauceville* (Que.) *L'Eclaireur;* first vice-president, L. J. Ball, *Vernon* (B. C.) *News;* second vice-president, F. A. J. Davis, *Carleton Place* (Ont.) *Canadian;* manager and treasurer, E. Roy Sayles, Toronto.

Advisory Board, L. A. Eedy; W. R. Davies, *Renfrew* (Ont.) *Mercury;* J. A. Maclaren, *Barrie* (Ont.) *Examiner;* V. Dubuc, *Chicoutimi* (Que.) *Le Progres;* S. N. Wyn, *Yorkton* (Sask.) *Enterprise;* F. B. Elliott, *Alliston* (Ont.) *Herald.*

Directors — British Columbia — Hugh Savage, *Duncan Leader;* L. P. Sullivan, *Cranbrook Courier;* Alberta—J. A. Carswell, *Red Deer News;* L. D. Nesbitt, *Bassano Mail;* John Mackenzie, *Strathmore Standard;* Saskatchewan—S. N. Wyn, *Yorkton Enterprise;* S. J. Dornan, *Alameda Despatch;* H. T. Halliwell, *Estevan Mercury;* C. McIntosh, *Battleford News;* Manitoba—J. L. Cowie, *Carberry News-Express;* R. C. Fahrni, *Gladstone Age;* Ontario—J. A. Maclaren, *Barrie Examiner;* W. A. Fry, *Dunnville Chronicle;* H. J. Shore, *Port Colborne Citizen;* G. Mitchell, *Hanover Post;* W. R. Veale, *Ingersoll Tribune;* W. R. Davies, *Renfrew Mercury;* F. B. Elliott, *Alliston Herald;* M. Macbeth, *Milverton Sun;* J. J. Hunter, *Kincardine Reporter;* Quebec—J. S. Giles, *Lachute Watchman;* V. Dubuc, *Chicoutimi Le Progres;* Maritime Provinces—H. B. Anslow, *Campbellton* (N. B.) *Graphic;* H. R. Arenburg, *Lunenburg* (N. S.) *Progress-Enterprise.*

Winnipeg was selected for next year's convention.

On June 7 delegates were guests of Canadian National Railways on a pleasure trip by boat to Lakeside Park, Port Dalhousie.

The party organized by the association to visit the British Isles, France and Belgium sailed from Montreal on June 11, with the following personnel:

ONTARIO.

Acton Free Press, Mr. and Mrs. H. P. Moore.
Barrie Examiner, J. A. MacLaren and Miss Jean MacLaren.
Beaverton Express, Miss H. Cave.
Bridgeburg Review, Mr. and Mrs. E. L. Johnston.
Blenheim News-Tribune, J. M. Denholm.
Chesley Enterprise, Mr. and Mrs. Wm. McDonald.
Cornwall Freeholder, W. R. Young.
Collingwood Bulletin, Mr. and Mrs. D. Williams and daughter.
Dundas Star, Mr. and Mrs. C. H. Moore.
Dunville Chronicle, Mr. and Mrs. W. A. Fry.
Exeter Advocate, Mr. and Mrs. R. N. Creech.
Exeter Times, J. M. Southcott.
Fergus News-Record, J. C. Templin.
Gananoque Reporter, Mr. and Mrs. B. O. Britton.
Havelock Standard, T. P. Lancaster.
Hanover Post, Mr. and Mrs. G. H. Mitchell and daughter.
Huntsville Forester, Mr. and Mrs. H. E. Rice.
Kingsville Reporter, Miss Bertha Hellems.
Kincardine Reporter, Mr. and Mrs. J. J. Hunter.
London Free Press, R. L. Taylor.
Markham Economist, Mr. and Mrs. E. J. Corson.
Milverton Sun, Mr. and Mrs. M. MacBeth.
Mount Forest Confederate, A. W. Wright and daughter.
Norwich Gazette, Mr. and Mrs. J. E. Winterburn.
Orangeville Banner, Mr. and Mrs. B. McGuire and daughter.
Orillia Packet, C. R. Hale.
Owen Sound Sun-Times, C. A. Fleming and Miss L. Fleming.
Petrolia Advertiser, A. W. Ellis.
Picton Gazette, Mr. and Mrs. A. H. Calnan and daughter.
Port Colborne Citizen, H. J. Shore.
Renfrew Mercury, Mr. and Mrs. W. R. Davies and son.
Strathroy Age, Mr. and Mrs. F. L. E. Evans.
Shelburne Free Press, Mrs. S. Mortimer.
Simcoe Reformer, George Pearce.
Stouffville Tribune, A. V. Nolan.
Thamesville Herald, Miss R. L. Causgrove.
Walkerton Telescope, Mr. and Mrs. L. Eedy.
Whitby Chronicle, Mr. and Mrs. G. M. Goodfellow.
G. W. N. A., Mr. and Mrs. Roy Sayles and daughter.

BRITISH COLUMBIA.

Duncan Leader, Mr. and Mrs. Huge Savage and family.
Golden Star, H. G. Parsons.
Grand Forks Gazette, T. A. Love, H. E. Woodland.
Vernon News, L. L. Kerry and J. B. Jacques.

ALBERTA.

Calgary Herald, J. E. Wodell.
Coronation Review, W. A. McGillibray.
High River Times, Chas. Clark.
Peace River Record, Mr. and Mrs. C. W. Fredericks.
Red Deer Advocate, Mr. and Mrs. F. W. Galbraith.
Strathmore Standard, Mr. and Mrs. John Mackenzie.
Wetaskiwin Times, Mr. and Mrs. V. C. French.
Youngstown Plaindealer, Mr. and Mrs. H. G. Quick.

SASKATCHEWAN.

Cupar Herald, Fred Wiskin and sister.
Davidson Leader, H. F. Garrett.
North Battleford News, Mr. and Mrs. C. R. McIntosh.
Wapella Post, Mr. and Mrs. E. S. Zingg.
Yorkton Enterprise, S. N. Wynn.

MANITOBA.

Emerson Journal, Mr. and Mrs. W. B. Ballantyne.

QUEBEC.

Beauceville L'Eclaireur, J. N. Portin, A. Bey and Miss Lefebvre.
Chiccutimi Progress, Mr. and Mrs. Vincent Dubuc.
Granby Leader-Mail, Mr. and Mrs. Geo. Legge.
Lachute Watchman, Mr. and Mrs. J. S. Giles.
St. John News, Rev. Arthur H. Moore and Rex J. Moore.
Thetford Mines Canadian, Mr. and Mrs. A. Girouard and A. Prenetie.

MARITIME PROVINCES.

Cambellton Graphic, Mr. and Mrs. H. B. Anslow.
Edmundston Le Madawaska, Max Cormier.
Hartland Observer, M. V. Stevens.
Lunenburg Progress, Harry Arenburg.
New Glasgow Chronicle, Mr. and Mrs. J. H. Macdonald.
New Glasgow Enterprise, A. P. Douglas.
Parth News, G. L. Olmstead and daughter.
Sackville Tribune, A. O. Avard.
Windsor Tribune, Mrs. P. M. Fielding and Miss A. Forbes.

Lancaster Publishing Co. Organized

The Lancaster Printing and Publishing Company received its charter last week. The company recently organized with the following stockholders: Jay N. Schroeder, W. D. Marburger, and George R. Smith, Jr. It will continue publishing the *Inquirer* which was formerly published by I. K. Witmer and after his death by his two daughters.

IMRIE NEW PRESIDEN CANADIAN DAILIES

Fifth Meeting of Association, First Pacific Coast, Also Names Scroggie and Bowman as Officers

John M. Imrie, managing director the Edmondton (Alta.) Journal, was el ed president of the Canadian Daily Ne paper Association, at its 5th annual c vention at Vancouver, B. C., June Other officers elected were: George Scroggie, Toronto Mail and Empire, vi pres.; N. T. Bowman, Toronto Telegr treas. The new executives:

W. H. Dennis, Halifax Herald; E. McCready, St. John Telegraph; W. Marson, Montreal Star; H. Gagnon, Soleil, Quebec; F. Carrell, Quebec T graph; L. J. Tarte, La Patrie, Montre H. B. Muir, London Advertiser; W. Taylor, Woodstock Sentinel-Review; F. Parkinson, Ottawa Journal; J. Atkinson, Toronto Star; W. B. Prest Brantford Expositor; E. H. Mack Manitoba Free Press; B. Hooke, Reg Leader; J. H. Woods, Calgary Hera F. J. Burd, Vancouver Province.

Daily Tries Insurance Plan

South Bend (Ind.) News-Times is of the latest newspapers to adopt plan of insuring their advertisers agai rain. J. M. Stephenson, publisher, has been on a visit to New York sta that the idea has met with a cordial ception from advertisers.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

Most of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press — the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

There are certain fundamental beliefs upon which we have built this business



SCHOOLS

To maintain an adequate supply of competent operators we have for many years operated several schools of our own and have lent substantial aid to hundreds of schools conducted under other auspices.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

527 24 5 F

Composed entirely on the LINOTYPE *in the Benedictine Series*

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"I do too much work myself"—HOWARD DAVIS

SUCCESS of a metropolitan newspaper business manager in the belief of Howard Davis, who holds that position on the *New York Herald Tribune*, depends upon his ability to pick able men for the key positions, mechanical, advertising, and circulation.

"And then," opines Mr. Davis, "he must know how to get along with those men."

Whether or not Mr. Davis has followed the rule he preaches may be read in the success he has had in New York journalism. He has proved he knows all key positions well himself, which, at least, is one important requisite for the picking of competent assistants.

"But I do too much work myself," he will tell you, thinking perhaps of the many glorious afternoons he might spend playing golf at the Pelham Manor Country Club, he helped to organize. "I get impatient and want to see the business done quickly. And that isn't the right method, you know.

"Take Louis Wiley on the New York Times," he began, but the eulogy was interrupted, because everyone knows the ability of the Times business manager.

Anyhow, Mr. Davis has a decided leaning towards the mechanical side of newspapering. Coming from a family of printers, he knows just where every bolt in a huge newspaper press belongs. In this respect no one will deny, he outshines his competitor in the Times Annex, a few blocks further uptown.

During the strike of New York pressmen, in fact, Mr. Davis ran number one press for the Tribune himself, with amateur assistants. Then he was grimy printer at night, sleeping on two tables drawn together in his office upstairs, and during the day time attending publishers' meetings with the union leaders.

Although his title is business manager, Davis is essentially publisher of the Herald Tribune. Ogden Reid from training and inclination prefers the editorial side.

Starting in newspaper work at 16 on the *Scranton* (Pa.) *Republican* as a general utility man in the business office, Mr. Davis believes firmly in the small town as the best training ground for newspaper men.

In 1909 he took charge of foreign advertising for the *New York American*. Previously he had been the eastern representative of the Chicago, San Francisco and Los Angeles *Examiners*. On the American Davis had experience in every executive position in the business department, but he always maintained direction of the advertising. In 1919 he accepted Mr. Reid's offer to become business manager of the Tribune. He is now second vice-president of the publishing company in addition to his other duties.

NEW IOWA DAILY STARTS

First Issue of Sioux City Register Out June 6

The first issue of the *Sioux City* (*Ia.*) *Daily Register*, the third daily newspaper in Sioux City, was published June 6. The first issue contained sixteen pages, seven columns to the page. It has contracted and is using the United Press wire and the NEA feature service.

This newspaper is published by The Register Publishing Company, which is incorporated with a capital of $25,000. The project was started by the striking Sioux City newspaper printers and is said to have the official endorsement and financial support of more than one hundred labor organizations in the middle west.

R. E. Austin is managing editor, Keith Graul is advertising manager and E. Almquist is circulation manager. J. M. Kaspar, president of the board of directors, is business manager.

The paper declares that it is "an independent newspaper published every evening and Sunday morning. Devoted to the freedom of the press and the liberty of public opinion, with no interest to serve but the public good."

The two other daily newspapers are the *Tribune*, morning except Sunday, and the *Journal*, afternoon and Sunday.

PINDELL BUYS NEW SITE

Plans Larger Mechanical Departmen for Peoria Papers

The Peoria Journal, Transcript and th Sunday Journal-Transcript have recentl purchased one of the finest building site in the city. It includes the Anheuser Neil Building adjacent to the presen Journal-Transcript building, a four-stor modern structure at present occupied b professional men and small mercantil shops. The rear half of the lot is im proved with a one story arcade and private garage building.

Plans for improvement are not com plete, but it is expected to erect a moder building on the rear half as an addition t the Journal-Transcript building to pro vide expansion of the mechanical depart ments and to complete the project with new and modern office structure.

Details of the contemplated improve ment are being worked out by Carl P Slane and Merle Slane, managing execu tives in the H. M. Pindell organization

Muskogee Phoenix in $100,000 Suit

Suit for $100,000 has been filed against the *Muskogee* (Okla.) *Phoenix*, by W R. Sampson, Muskogee, in district cour at Stigler, Okla. Sampson alleges dam ages growing out of articles published in the Phoenix during a recent city elec tion. The Phoenix claimed Sampson as head of the Ku Klux Klan in Mus kogee County, was manager of the Klan ticket in the election. This is the sec ond suit to be filed against the Muskoge newspaper, Jack Land having sued fo $250,000 damages two days before th election. This suit has not been tried.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency

Boston—New York—Detroit—Chicago

Ask San Francisco Chronicle, Washington Post, St. Louis Post-Dispatch, Philadelphia Inquirer, Buffalo Express



"Many a man thinks he is being vamped when the girl is only trying to make her getaway," says Margy.

UNITED FEATURE SYNDICATE
World Building New York City

You will save money with the Ludlow says Supt. Prophet

HERE is what E. W. Prophet, Sup't. of the Composing Room of the Philadelphia North American, wrote to a newspaper investigating the Ludlow.

"We have had Ludlows in our plant for about six years. They give you no trouble; upkeep next to nothing; can be operated by any printer. Low cost of Production. First cost is final. Our mats are as good as new. We have made no replacement of mats and we have no foundry type in our ad room, except a few special faces for a couple of advertisers. You no doubt see the North American and note the volume of business carried. Our ad room is without type—this is a fact.

The Ludlow has done great things for us and I can't sing its praises too highly. It is the best system on the market today, and I hope you decide to put them in. You will save your concern money and yourself a lot of worry."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco: Hearst Bldg. CHICAGO New York: World Bldg.

LUDLOW QUALI

Consider This Tremendous Market

Pennsylvania is a permanently prosperous market presenting every conceivable trade advantage to be found anywhere on earth.

Population	8,720,017
Number of Families	1,922,144
Urban Population	5,607,815
Rural Population	3,112,202
Number of Wage Earners	1,136,210
Wages Paid	$1,406,463,000
Average Wage per Year	$1,235
Number of Motor Cars	1,043,770
Number of Personal Income Tax Returns	621,103
Per Capita Income Tax Paid	$9.70

These facts show that this great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

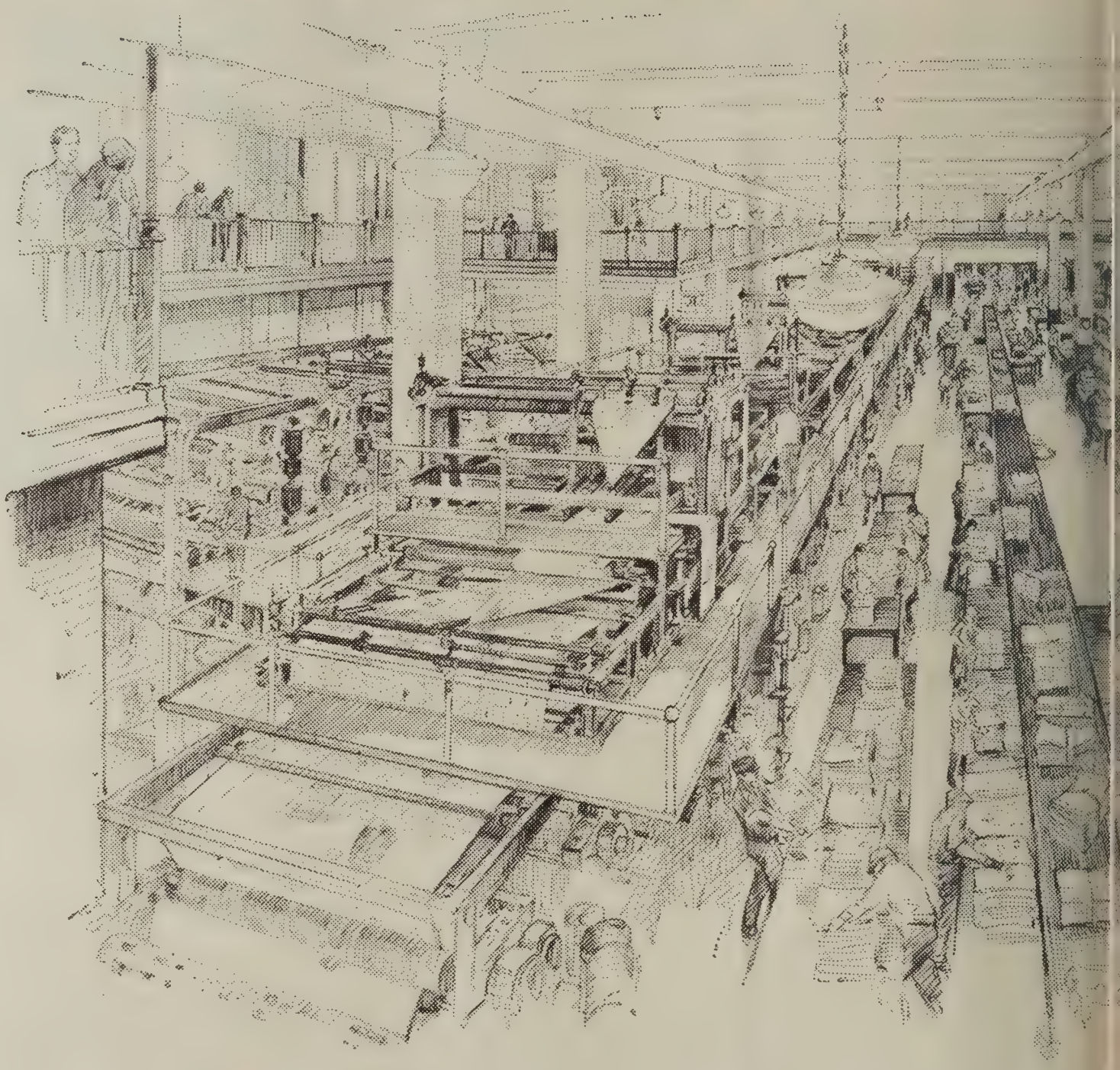
The daily newspapers of Pennsylvania reach the buying public oftener than does any other media possible to use.

These influential daily newspapers of Pennsylvania join in offering National Advertisers every co-operation in introducing and popularizing their products in this great State of Pennsylvania.

	Circulation	2,500 lines	10,000 lines
***Allentown Call (M)	30,627	.09	.09
***Allentown Call (S)	19,595	.09	.09
†††Beaver Falls Tribune (E)	5,702	.025	.025
†††Bloomsburg Press (M)	7,130	.029	.029
††Carbondale Leader (E)	5,682	.025	.025
***Chester Times (E)	15,547	.055	.055
††Coatesville Record (E)	6,097	.035	.03
***Connellsville Courier (E)	6,302	.02	.02
†††Easton Express (E)	21,270	.07	.07
††Easton Free Press (E)	12,711	.05	.05
***Erie Times (E)	26,820	.08	.08
**Harrisburg Telegraph (E)	39,537	.095	.095
***Oil City Derrick (M)	6,765	.035	.035
***Pottsville Republican and Morning Paper (E&M)	15,354	.08	.07
†††Scranton Republican (M)	28,492	.12	.10
†††Scranton Times (E)	41,544	.12	.11
***Sharon Herald (E)	6,287	.0285	.0285
***Sunbury Daily Item (E)	4,416	.025	.021
***Warren Times-Mirror (E&M)	9,090	.036	.036
***Washington Observer and Reporter (M&E)	17,042	.06	.06
***West Chester Local News (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader (E)	23,690	.08	.05
***Williamsport Sun (E)	19,561	.0	.07
†††York Dispatch (E)	18,317	.05	.05
†††York Gazette and Daily (M)	17,435	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

"The World's Great



"Have just seen the world's greatest newspaper plant," cabled Senator Paul M. Dupuy, the French publisher, to his Paris office, after visiting the mammoth new printing establishment of the Public Ledger in Philadelphia. "Discontinue work on our new plant until I return."

Three giant presses with a capacity of 360,000 24-page newspapers an hour. One 20-cylinder multiple-color press with a capacity of 20,000 32-page Sunday newspaper sections an hour. A battery of 57 new linotype machines—the largest single installation in history.

PUBLIC LEDGER

Morning *Evening* *Sunday*

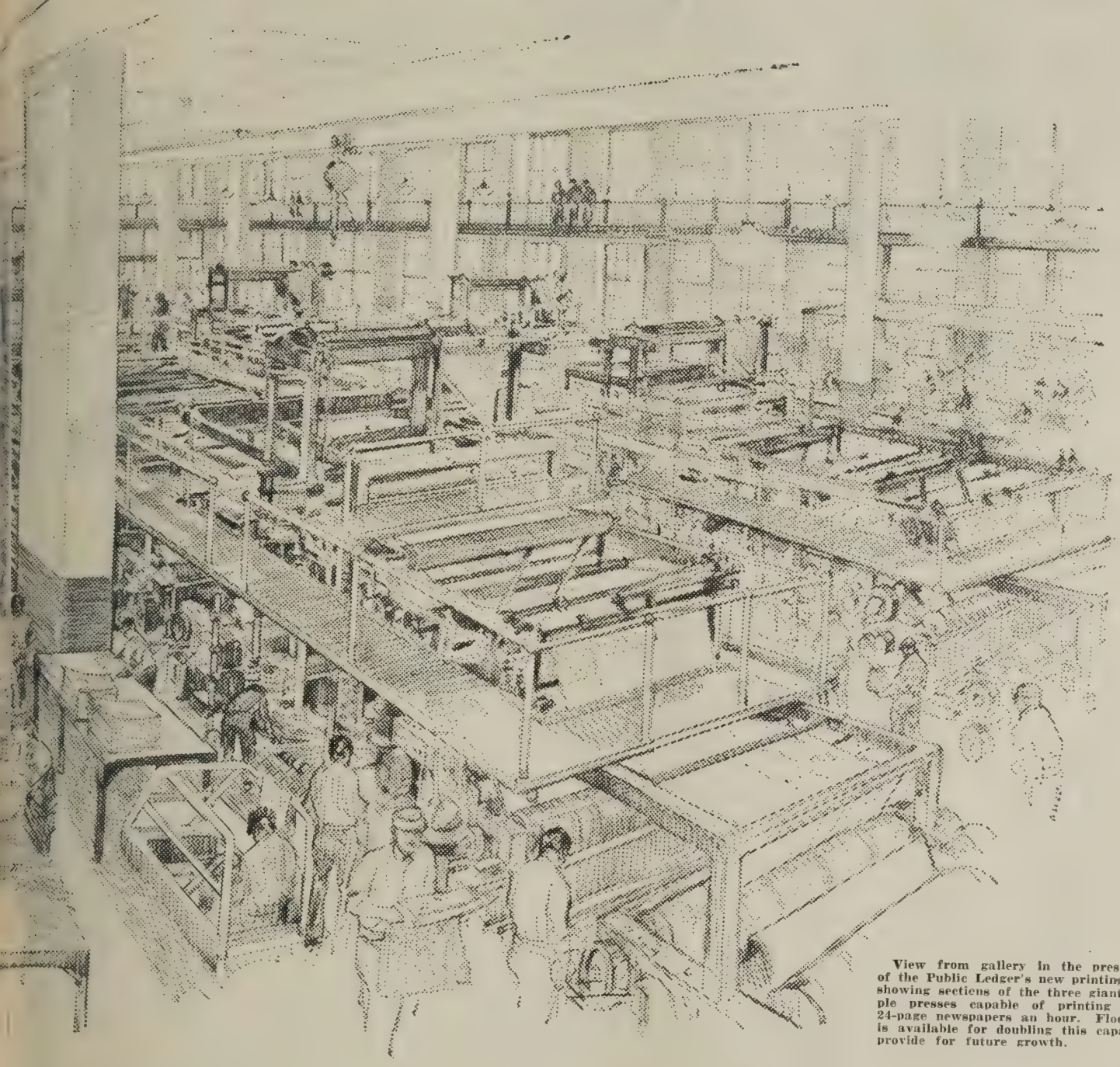
INDEPENDENCE SQUARE, PHILADELPHIA

Cyrus H. K. Curtis, Publisher

NEW YORK—Hugh Burke, 366 Madison Ave.
CHICAGO—Guy S. Osborn, 360 N. Michigan Ave.

DETROIT—Joseph R. Scolaro, 703-04 Ford Bldg.
ST. LOUIS—C. A. Cour, 613 Globe-Democrat Bldg.

st Newspaper Plant"



View from gallery in the press room of the Public Ledger's new printing plant, showing sections of the three giant multiple presses capable of printing 360,000 24-page newspapers an hour. Floor room is available for doubling this capacity to provide for future growth.

These are just a few of the mechanical marvels assembled in this great plant—the first big unit of a vast publishing building being erected by the Public Ledger. This, when completed, will be the most efficient and perfectly organized equipment ever built for printing a newspaper.

The Public Ledger is unique in Philadelphia. Its presses never "sleep." Thirteen regular editions—morning, noon and night—are printed daily, giving readers and advertisers alike a continuity and completeness of newspaper service without competition.

PUBLIC LEDGER

Morning *Evening* *Sunday*

INDEPENDENCE SQUARE, PHILADELPHIA

Cyrus H. K. Curtis, Publisher

SAN FRANCISCO—M. C. Mogenson & Co., Hearst Bldg.
SEATTLE—M. C. Mogenson & Co., Securities Bldg.

LOS ANGELES—M. C. Mogenson & Co., Title Insurance Bldg.
LONDON, S. W.—The Dorland Special Agency, 16 Regent St.

EDITORIAL

VANDENBERG'S AMENDMENT

A. H. VANDENBERG, in a recent number of Editor & Publisher, definitely proposed, as he had casually suggested at Atlantic City during the convention of the American Society of Newspaper Editors, an amendment to the Canons of Journalism, and asked for comment.

The article would read: "To its privileges under the freedom of American Institutions are inseverably joined its responsibilities for an intelligent fidelity to the Constitution of the United States."

That is not clear.

It will be interpreted according to preconception or preference.

To the conformist type of mind which blindly accepts authority and stands for the form and the symbol throughout life, it means that the last word has been said, the Constitution of the United States is sacred, unalterable, inviolate.

That view, concerning mortal things, is mistaken. The Constitution is our conception of a national charter fitting our present need and reaching into the future as far as we can perceive. That it shall be altered to meet changed conditions, as we progress or retrograde, is as certain as is the fact that the original draft of the Constitution, once held by its advocates to be a perfect instrument, has been greatly changed to meet the requirements of new generations confronted by new problems.

We do not believe that Mr. Vandenberg means to chain the action of the newspaper press to any finally fixed set of articles which are satisfactory to the majority of this generation, indeed are held by us to be the precious jewels of democracy, but which, in the light of a hoped for higher civilization will seem as inadequate to future generations as would the original Constitution, deprived of its amendments, seem inadequate to us.

The true function of a progressive and useful press is to articulate the common thought and asperations of the people and thus assist crystallization of public opinion into rules of government making all men free, prosperous and happy. Nothing could be more dangerous than a pledge to remain fixed to a fallible existing order.

Mr. Vandenberg speaks of "intelligent fidelity to the Constitution." Those who are today defying the 18th Amendment do not admit that they lack fidelity to the Constitution and they base this conceit upon a "superior intelligence." That is one interpretation which might be made if the Vandenberg amendment were in force.

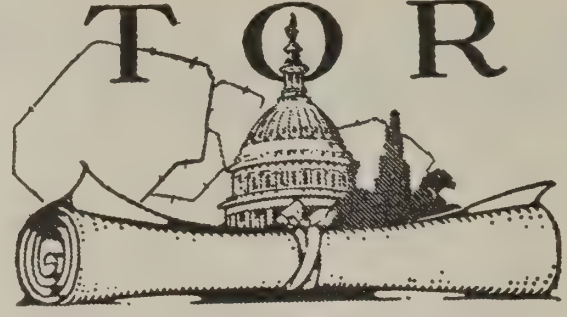
"Intelligent fidelity" is a flexible phrase.

Why must newspaper editors be singled out to pledge "intelligent fidelity" to the Constitution? It begs an almost absurd question. The schoolboy's pledge of allegiance to his flag and the Republic for which it stands, is a citizen's promise of faith and duty, good enough for all men, including newspaper editors.

Suggestion: Ask pressroom foreman to turn in to the publisher or manager a small sample of every roll of newsprint mounted on the presses, with identifying marks. Test each sheet for even texture, smooth surface, color and whether brittle. Thus you may be able to talk turkey to your mill, for consistency of paper quality is the test of service and the vigil must be constant.

KEEP IT IN MIND

IN December, when Congress reconvenes, there will be another drive for increased pay for postal employes, and there is no present evidence that the same forces that proposed to saddle on second class matter at least a part of the increased expense will not continue their efforts. President Coolidge's emphatic veto of the measure in the closing hours of the last session apparently did not end the matter and publishers should not fail to keep this fact well in mind. Congress made no attempt to override the President's veto, for understandable political reasons. When Congress reassembles, however, all political bets will have been settled.



PROVERBS

CHAPTER XX. 14

The spirit of a man will sustain his infirmity; but a wounded spirit who can bear?

THE CHICAGO MURDER

THERE are those who believe, and sincerely, that the treatment the rank and file of American newspapers have given the ghastly murder case at Chicago, during the past three weeks, is "exploiting crime" and "trading on the morbidity of the general public."

A few newspapers lend color to this charge by making a practice of stringing out such a story, repeating and featuring its sensational phases as long as the subject will bear it, and often more, and surrounding it with a glamor of pasty romance and insufferable sobbing. When the legitimate supply fails, these newspapers fake to drag out the interest and hold circulation gains.

But the average newspaper, we observe, has unfolded the facts from Chicago, without fear or favor, that the people who read may know. And the people have a right to know what is happening in their world, whether it be ugly or fair. Newspapers are vital when they deal with the realities of life.

Press critics sometimes strike at the messenger, rather than the source of evil tidings. The degenerate Chicago murder which has horrified the reading public is an indictment of the social order in what is very properly described as the "jazz age."

Would the critics of the press prefer, in the name of decent living, that such rank growths as Leopold and Loeb should be glossed over, minimized, suppressed? Would they have the newspapers enter into a conspiracy of silence and permit such evil conditions to brew horrors beneath the surface? In such circumstances the public would rightfully draw an indictment against journalism. When evil conditions persist in the face of exposure, the indictment rightfully rests against the social system.

Frueh makes a good comic series on radio pictures, depicting the funny changes a fan got on his screen at home. The idea seems remote and unreal, but not more so than did popular international radio conversation, only a few years ago.

June 14, 1924 Volume 57, No. 3

EDITOR & PUBLISHER
Published Weekly by
The Editor & Publisher Co.,
1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett Philip N. Schuyler

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

A JAPANESE IDEA

S. MIKI, business manager of the Hochishimbun, Tokyo, paid his respects at Editor & Publisher's office this week, telling of his great newspaper, with 2,600,000 combined morning and evening circulation, 18 sectional editions, 200 branch offices, 2,000 employes, publishing 10 pages for the equivalent of one cent, 50 per cent advertising and getting the equivalent of $1,500 per page. One-third of the circulation is in Tokyo.

Mr. Miki revealed the curious fact that an advertiser is not permitted to occupy more than a page at a time; indeed, if he takes more than two columns he is charged an increased rate, and four columns an upward call for still higher rates. "We do not permit any advertiser to monopolize our columns," he said.

Which is a point of view worthy of consideration.

Pure notes are struck by Henry Edward Warner, of the "Baltimore Sun," in his "Songs of the Craft," appearing serially in Editor & Publisher. *Better verse for newspaper men has never been written, for the author is a true craftsman, thrilling to the romance, the heartbreak and the glory of the cause.*

CHECK UP!

EVERY merchant inventories his stock annually. Why don't you inventory your "stock," department by department, checking waste, carelessness, incompetence and neglect? Who is doing you good work? Who is failing? Who makes friends for your organization by good business methods—who loses old friends through bad business practice? Is your credit rating good through prompt payment of bills and are discounts taken where possible? Who approves purchase requisitions and are supplies sensibly ordered? Who is wasting telephone calls? Who is extravagant in telegraphing? Who knows the amount of postage required for circular mail? How do the figures on paid circulation, gross press run and print paper bills jibe? Does every advertising salesman, circulation solicitor, collector and reporter, turn in to his chief a weekly statement showing his production and thus, by a system of average, demonstrate his relative value? Are incompetent men keeping good men out of jobs? Is there a waste of gas in the stereotyping department, electricity in the press room? You would want an expert's advice on these questions.

It is the function of good management to know the answers to such questions and the time to regulate expense is before the money has been spent.

The fact that the recent annual religious assemblies and conferences received first-page play almost everywhere and that the largest number of reporters in the history of these meetings were reported present, seems to indicate reviving interest in church news.

EDITORIALS

"WHY are editorials not read?" is a question debated in *Oregon Exchanges*, and we find the editor of the Akron (Ohio) Beacon Journal saying: "The editorial of today scarcely rises in its loftiest conception beyond the pot boiler stage. The fellow who writes it must fill the space . . . We think there are many editorials worth reading and others senseless and useless, with the general result less effective than any department of the modern newspaper, due not so much to the incompetency of writers as to lack of fixed policy or uncertainty as to what "the boss" wants said, that worthy of being incommunicado.

The synonym for "advertising" is "selling." Think of your copy, not as the message of a third party, but as the direct selling argument of the first party addressed to the second party, the buyer.

PERSONALS

R. B. ROSS, formerly representing the Hearst Service at Buenos Aires, well known at Washington and also South America, has begun publication of *America*, a rotogravure weekly at Buenos Aires, a novelty in Argentina. Mr. Ross reports a popular response during the first two months' operation of the new magazine.

Milton A. McRae and his daughter sailed from New York this week for a visit on the Continent.

Frederick Roy Martin, general manager of the Associated Press, contributed an article on journalism to the vocational series now being published by the *Crimson*, the daily newspaper of Harvard University.

Dr. Alfred Kerr of the *Berliner Tageblatt* and Mrs. Kerr, who have been visiting in this country returned abroad June 10 on the S.S. Resolute.

W. C. Edwards, publisher of the *Denton (Tex.) Record-Chronicle*, is a candidate for the nomination as lieutenant-governor.

Omer N. Custer, publisher of the *Galesburg (Ill.) Republican-Register*, and Mrs. Custer, who have been touring Europe have returned.

Senator John W. Haigis, owner and publisher of the *Greenfield (Mass.) Recorder*, has announced his candidacy for the presidency of the Massachusetts Senate.

James W. Bean of Cambridge, deputy state auditor of Massachusetts, and part owner of the *Cambridge Chronicle*, is a candidate for the Republican nomination as state treasurer.

Robert Lincoln O'Brien, editor of the *Boston Herald* will be one of the speakers at the luncheon in connection with the Brown University commencement exercises June 18.

W. H. Ukers, editor and publisher of the Tea and Coffee Trade Journal, New York, who has been visiting Japan on the first leg of his tour of the tea-producing countries of the world, has returned to Shidzuoka after spending some time in Formosa. Mr. Ukers expects to return to New York about the last of June, in time to sail for England as a delegate to the Wembley Convention of the Associated Advertising Clubs of the World, after which he will continue east to Ceylon, India, Java, Sumatra and China.

IN THE EDITORIAL ROOMS

OLIN DOWNES, musical critic of the *New York Times*, was slightly injured in an airplane accident while on the way from Paris to Prague June 4. Mr. Downes left New York late in May to spend several months in Europe reporting musical events.

Dr. E. P. Cohen, veteran re-write man of the *New York World* an expert on foreign news, was reported seriously ill at Mt. Sinai hospital, N. Y.

Laurence Stallings, book review editor of the *New Work World*, has returned to New York after a month in Europe.

Ed E. Herwig has resigned as night news editor of the *Detroit News* to assume the editorship of the *Lansing Capital-News*, recently purchased by Basil Brewer, former publisher of the *Omaha Bee*. Mr. Herwig formerly was with the *Cleveland Plain-Dealer*, for several years with the Scripps-Howard papers in Cleveland and Youngstown, O., and with the International News Service in New York City. He is succeeded on the *Detroit News* by Wallace Cady, hereafore afternoon news editor.

Edward Lannigan, legislative reporter for the *Trenton Times*, has resigned his position to devote his entire time as correspondent for several large newsgathering organizations.

Fred Gaiser, staff artist of the *Trenton Times*, has been ill for several weeks.

Charles C. Hansbury, of Mt. Holly, former suburban correspondent of the *Trenton Times* has joined the staff of that paper as courthouse reporter.

F. D. B. Gay, tour finder for the *Salt Lake City Deseret News* and LeRoy Wood of the *Grand Junction (Colo.) Daily Sentinel* escaped death by a few inches under the hoofs of a mad bull elk at the Colorado National Monument near Grand Junction. They were attempting to get a close-up photograph of the animal when he charged the camera.

Thornton Loveday has returned from Detroit, where he was engaged in newspaper work for five years, and has joined the copy desk of the *Albany (N. Y.) Knickerbocker Press.*

Sam Little, editor of the *Hillsboro (Ill.) Journal*, has been named Hillsboro postmaster. Clinton James Colvin, formerly of the Montgomery County News will be his successor and Paul Allman is new city editor.

W. R. Ray, editor of the *Grinnell (Ia.) Herald*, has been appointed mayor of his city.

Miss Contance Fisher, *Rockford (Ill.) Register-Gazette* reporter, has been made editor of the Barber-Coleman Associated News.

Miss Alice Gwendoline Albee, formerly of the *Worcester (Mass.) Gazette* staff has been made state chairman of publicity for the Massachusetts Federation of Women's clubs.

Van Wiggins, former *Houston Dispatch* city editor, is now with the *San Antonio Light.*

A. W. Ferguson, police court reporter for the *Salt Lake City Telegram*, and Mrs. Ferguson are parents of a son.

Robert Snyder is now church editor of the *Sioux City* (Ia.) *Tribune* succeeding A. Vaughn Weidel, Jr.

Archie Herzoff has been added to the staff of the *Sioux City (Ia.) Tribune* as night police reporter succeeding Richard Kingsley.

Henry Justin Smith, news editor, the *Chicago Daily News*, leaves June 14 on indefinite leave of absence to become director of publicity of the University of Chicago. Mr. Smith has been with the Daily News about 25 years. His work is succeeded by Fred A. Chapell, day editor.

William S. Forman has been made associate sporting editor of the *Chicago Herald and Examiner.*

Gene Markey of the *Chicago Tribune* sails June 14 for a trip to Europe.

IN THE BUSINESS OFFICE

CHARLES A. ROSE, formerly with Scribner's Magazine, and Doubleday, Page & Co., has joined the New York advertising staff of *Current History Magazine*, published by the *New York Times* Company.

Miss Maurine Shaw, graduate of Knox college, Galesburg, Ill., this year has joined the Chicago Tribune advertising department.

HOLDING NEW POSTS

BEN HESTER, formerly editor *Chelsea (Okla.) Reporter*, to editor *Stillwater (Okla.) Advance Democrat.*

Robert W. Akers, reporter, from *Topeka State Journal*, to *San Antonio Evening News.*

Kenneth Wendler, from *Houston Dispatch*, to re-write man, *San Antonio Light.*

Myron Depeu, from *Houston Press*, to *San Antonio Light.*

Paul Grimes, copy desk, *Chicago Daily News*, to copy desk, *Chicago Daily Journal.*

MARRIAGES

PAUL KENDRICKEN THOMAS, *New York Herald Tribune* financial advertising department, to Miss Mary Cassandra Funk, daughter of Hon. Frank Funk of Bloomington, Ill., in Washington, D. C., June 2.

FOLKS WORTH KNOWING

JAMES MELVIN LEE, who conducts "Our Own World of Letters," EDITOR & PUBLISHER'S book review department, had varied experience in newspaper work before he assumed his present position of director of the Department of Journalism, New York University.



J. M. LEE

Graduated from Wesleyan University in 1900, he first served on the staff of the *Springfield (Mass.) Union.* After a year as reporter, he spent a year teaching English at Western Reserve Seminary, West Farmington, O., and then became circulation manager of the *Oneonta (N. Y.) Star.* He went back to the editorial side the following year, joining the staff of the *Battle Creek (Mich.) Pilgrim.*

From 1903 to 1908 Lee was successively circulation manager of *Outing Magazine*, editor of *Bohemian Magazine*, literary editor of the *Circle Magazine*, and associate editor of *Leslie's Weekly.*

Between the years 1908 and 1912 he was editor of *Judge*, becoming in 1911 a lecturer on journalism in New York University, being appointed director of the Department of Journalism shortly afterwards.

He is author of the following books on journalism: "Wordless Journalism in America (cartoons)," "History of American Journalism," "Newspaper Ethics," "Instruction in Journalism," "America's Oldest Daily Newspaper," and "Opportunities in the Newspaper Business."

Harry A. Hutchins, assistant collection and accounting manager of the *Cleveland Plain Dealer*, to Miss Floy Whitmire in Lorain, O., June 2. The bride was formerly employed in the advertising department of the paper.

Miss Buena Hutson, *Pontiac (Ill.) Daily Leader* business office, to Percy Donald, a printer.

Charles Henry Mason, formerly of the *Boston Transcript*, to Miss Helen Justine Hobbs in Everett, Mass., May 31.

Hal Reeves, sporting editor of the *Bellingham (Wash.) Reveille*, to Miss Lillian Elvera Maag.

WITH THE ADVERTISERS

W. A. CATHER, formerly in charge of advertising and sales promotion for the Worthington Pump & Machinery Corporation, New York, has been made sales manager of the Barrett Haentjens Company, Hazleton, Pa., makers of centrifugal pumps.

V. J. Rogers, for ten years in sales and promotion work for Noyes Brothers & Cutler, the St. Paul wholesale drug house, has become advertising manager of Drug Topics, New York.

Walter Krieger, formerly with the Farquhar & Seid Advertising Agency in San Francisco, has gone with the Edward St. George Advertising Agency, San Francisco.

Miss Florence E. Haviland, formerly with the *San Francisco Call*, has joined the Horne & Livingstone Advertising Agency of San Francisco.

IN THE AGENCY FIELD

JOHN N. BROUGHTON, for two and one-half years publication manager of the Ladies' Home Journal and for more than five years with the Curtis Publishing Company, is now sales merchandising manager of the O'Connell-Ingalls Advertising Agency, Boston.

Pathe Exchange, Inc., distributors of Patheserials, Pathe Comedies, and Pathe News have placed their advertising account with the Frank Presbrey Company.

Tom S. Wright of the Wright Poster Advertising Company, Brownsville, Pa., left June 10, on the liner Pittsburgh for London to attend the A. A. C. W. convention.

D. C. Thomas of Lord & Thomas and formerly of Husband & Thomas has joined the Hoops Advertising Company, Chicago.

WITH THE SPECIALS

ERWIN D. TUTHILL, former business manager of the *Columbia Spectator*, daily newspaper of Columbia University, has joined Taylor-Conover, publishers' representatives, New York, as associate representative.

PRESS ASSOCIATION NOTES

HAROLD GROSS, formerly manager of the United Press bureau at Houston, has joined the *San Antonio Evening News* reportorial staff.

Robert Broad, of the Springfield (Ill.) Associated Press Bureau, has been made chief at Omaha, and Joseph Rawlings, former *Springfield State Register* reporter lately at Omaha, has been transferred to New Mexico.

The Pittsburgh Post
has signed a contract
for the Haskin service
for one year. . . .

WHAT'S WHAT IN THE FEATURE FIELD

LUCILE VAN SLYKE has just signed a contract with the Bell Syndicate, New York, and will write serial stories for them. Her first, entitled "What Every Widow Knows" is ready for immediate release. It will run for 12 weeks daily, six days a week, and is not illustrated.



LUCILE VAN SLYKE

Mrs. Van Slyke is the wife of Charles Van Slyke, Albany correspondent of the *New York Herald Tribune*. At one time, she wrote for the Metropolitan Newspaper Service, Inc., New York, which placed her story "Brides Will be Brides." She has had stories accepted by the *Saturday Evening Post* and the *Ladies Home Journal*.

Maximilian Elser, Jr., part owner of the Metropolitan Newspaper Service, Inc., New York, sailed for abroad last Wednesday on the S. S. "Paris." With him were Mrs. Elser and their three small children, Elizabeth, six years; Peter, four years, and Henry, seven months old. Mr. Elser said that after a vacation on the coast of Normandy, he would go to England on business for his syndicate.

Mrs. E. M. Gilmer, widely known as "Dorothy Dix," writer for the Ledger Syndicate, Philadelphia, sailed from New York last week for a visit on the Continent.

Lewis Wilson Appleton, Jr., is author of "Murder on the Limited," a serial, which will be released June 21 by his syndicate in Philadelphia. "Pat and Matt," a weekly comic story, will be released by the same syndicate June 14.

Bell Syndicate, New York, has just renewed its contract with H. C. (Bud) Fisher, creator of Mutt and Jeff.

A new art page in pen and ink by Frank Godwin, has been added to the feature list of the Ledger Syndicate, Philadelphia. It is entitled "Vignettes of Life." Mr. Godwin is a magazine and book illustrator, having contributed to Cosmopolitan, Hearst's, Harper's Bazaar, and others.

The Ullman Feature Service, Washington, D. C., announces a new series of weekly articles by Frederick C. Russell to provide lead stories for automobile sections. The new Russell releases will be semi-editorial and deal with motor touring, camping, varying state auto laws, gasoline taxation, uniform traffic laws, with the many arguments for and against uniformity, headlight glare, and other subjects of motoring.

Ad Schuster, star reporter of the *Oakland* (Cal.) *Tribune*, called the "O'Henry of the Pacific Coast," has signed a contract with Bell Syndicate, New York, to furnish a daily short story of 750 words. Release of the first is set for Aug. 10. He has been writing short stories for newspapers daily for the past three years. He was formerly connected with the George Mathew Adams Syndicate.

Reginald Sweetland's "Fools Crossing," a short story, will be released to newspapers by the Chicago Tribune Newspaper Syndicate June 29.

John Back, cartoonist, is drawing a one column comic of new type for the Ledger Syndicate, Philadelphia, called "Today's Horror-Scope," an astrology burlesque.

Sol Hess, cartoonist, who draws "The Nebs," a comic strip for the Bell Syndicate, New York, recently offered a $150 watch to the reader who would suggest the best name for a well water he was featuring. Within three weeks, 200,000 letters in reply reached the Bell Syndicate office. An extra force of six clerks had to be engaged. Hess was forced to donate two watches, two persons suggesting the winning name, "Knox-Age," one in Halifax and the other in Oakland, Cal.

Beginning at an early date Raymond Poincare, retiring premier and former president of France, will contribute through the Ledger Syndicate a series of articles interpreting French and European policies. The articles will range from 2500 to 3000 words each, and will be released twice a month. Mr. Poincare will cover such problems as: 'The Execution of the Dawes Report," "The Financial Recovery of Europe," "French Relations with England and Germany," and "The General Structure of the Entente."

SPECIAL EDITIONS

SIOUX CITY (IA.) TRIBUNE a 62 page special Jubilee anniversary edition June 5.

The *Champaign (Ill.) News-Gazette*, 8-page rotogravure section, depicting plant and personnel of the Pepsin Syrup Company, which is observing its 25th anniversary.

Alexandria (Va.) Gazette is printing the first section of its final edition on a green sheet.

Joliet (Ill.) Herald-News, 100-page Progress Number June 10, as memorial of its occupancy of its new home and review of community advancement. It celebrated also the 250th anniversary of the first visit to that community of Louis Joliet and Father Marquette.

Rockford (Ill.) Morning Star 14-page section, June 1, commemorative of the completion of the new Roosevelt junior high school. Junior Press Club furnished greater part of the editorial contributions.

Pomona (Cal.) Bulletin, a 16-page American Banks Section in tabloid size on India tint super paper.

NEW PLANTS AND EQUIPMENT

FAYETTEVILLE (N. C.) OBSERVER has occupied its new building and has installed a 16-page Duplex tubular press and Autoplate stereotyping machinery. The *Observer*, established in 1817, is now owned by W. J. McMurray, of New York, and Charles R. Wilson, president and publisher.

Selma (Ala.) Times-Journal has installed a 24-page Scott press and dry mat equipment in its new building. The page size has been changed from 7 columns of 13 ems, 20½ inches deep, to 8 columns, 12½ ems, 22 inches deep.

CHANGES OF OWNERSHIP

Henry (S. D.) Independent by James F. Houlihan to Sever O. Stadem.

Hume Border (Mo.) Telephone, a weekly by C. E. Moore to J. R. Lyle.

Everton (Mo.) Dade County Journal, a weekly, by Thomas R. Nickel to Will McNeal.

NEW PUBLICATIONS

NORTH KANSAS CITY (MO.) NEWS, has been incorporated by the following: Charles R. Bingham, Mabel Carlyle McCammon, Leo Shaw, B. B. Bingham and Russell Ray, with capital stock of $25,000.

SUSPENSIONS

The St. John (N. B.) *Saturday Night*, established as an independent weekly four months ago, has ceased publication.

FLASHES

The Russian government has ordered that Lenine's name shall not be used to advertise cigars, confections and other similar articles, but maybe they would allow a manufacturer of dynamite bombs the privilege.—*Detroit Free Press.*

Science has found the midnight kiss the safest, although young suitors should be well on their way home by that hour.—*Terre Haute Star.*

The most ominous prospect of all in Washington is the possibility that Congress may not adjourn.—*Detroit Free Press.*

Ex-Congressman Herrick of Oklahoma says he is going to rock the Nation with his revelations of what goes on in Washington politics. The Nation is so used to being rocked that if the motion stopped it might wake up and cry.—*Cleveland Plain Dealer.*

Governor Pinchot says the vote against him does not "represent the heart of Pennsylvania." From the kick in it, perhaps it represented the sole of Pennsylvania.—*Columbia (S. C.) Record.*

Senator Heflin's fighting style is strictly A la bam.—*Columbia (S. C.) Record.*

Building a character is a hard job, but at least it saves the trouble of thinking up alibis.—*Vancouver Sun.*

French scientist has removed the nicotine from tobacco and retained the flavor. These cigars will be appreciated by those Americans who enjoy one-half-of-one-per-cent beer.—*New York American.*

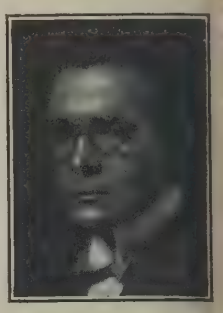
Mr. Nations, a chicken specialist of Louisiana, was up during the past week trimming spurs on gamecocks.—*England (Ark.) Democrat.*

Our idea of hard luck is for a man to be uneasy over his financial position and his wife worried over her social position.—*Dallas News.*

HADLEY PARTNER OF ELSER

Metropolitan Newspaper Service Now Owned by the Two

Earl J. Hadley, for two years associated with Max Elser, Jr. in the conduct of the Metropolitan Newspaper Service has become Mr. Elser's partner in both the management and ownership of the syndicate. Mr. Elser previously owned the Metropolitan in its entirety.



MAX ELSER, JR.

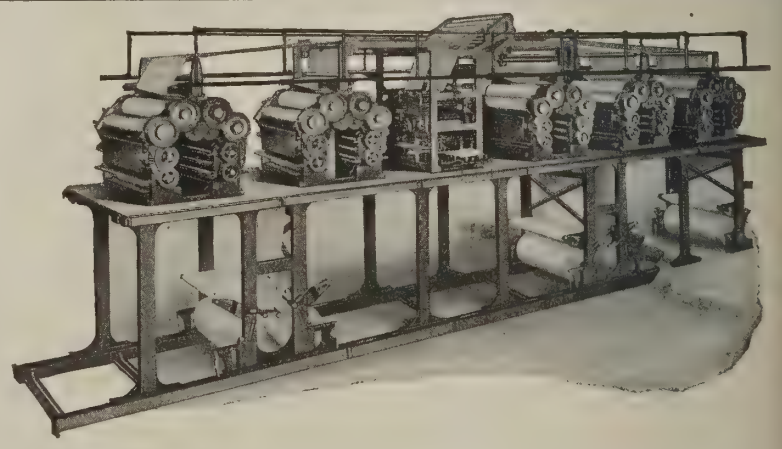
Mr. Hadley was assistant managing editor of the *New York Globe* and in charge of features and departments when he resigned to join the Metropolitan. This was the year before the sale of the *Globe*. Previously Mr. Hadely had been city editor of the *Sun*.

It was while they were both reporters on the former *Evening Sun*, that the partners got to know each other first in 1910. Mr. Elser had previously been a cub on the *Evening Sun* at 17, but had gone to college, rejoicing the *Evening Sun's* staff after taking his A.B. degree at Cornell.



E. J. HADLEY

Mr. Hadley is a graduate of Stanford. At Stanford he was editor of both the *Chaparral*, the undergraduate humorous magazine and the Stanford *Quad* the student annual. At Cornell, Mr. Elser was an associate editor of the *Cornell Daily Sun* and editor of the *Widow*, humorous publication. Mr. Hadley is now in sole charge of the office during the absence of Mr. Elser, who has sailed for a trip abroad, combining business with pleasure.



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DECUPLE NEWSPAPER PRESS

using five rolls of paper with underneath feed and Jones Tension Index. It doubles the space in your press room. It is also built with floor fed rolls, if desired.

WE ALSO BUILD "MULTI-UNIT" PRESSES

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

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1441 Monadnock Block

NEW YORK
1457 Broadway, at 42nd Street

The

INDUSTRIAL SUPREMACY of NEW ENGLAND

The real facts indicate that New England continues in industrial supremacy and shows an increase in every statistical head.

No. of establishments, 25,528	Per cent of increase	1.2
No. persons engaged in manufactures, 1,535,033	Per cent of increase	21.0
No. wage earners, 1,351,761	Per cent of increase	18.8
Capital invested in manufacturing, $5,758,137,000	Per cent of increase	96.0
Amount wages paid in industrial plants, $1,436,435,000	Per cent of increase	138.
Value of manufactured product, $7,183,070,000	Per cent of increase	145.
Value added by manufacture, $3,231,161,000	Per cent of increase	154.

These New England states having but seven per cent of the total population of the country have ten per cent of the income of all states. Income tax returns total ten per cent of total number.

The per capita income tax paid is $9.90, nearly 50% more than the average for the country.

You can absorb to yourself a fair share of New England's orders by familiarizing its two million newspaper readers with your name and the merits of your goods through these dailies.

These dailies mean leadership. Use them regularly.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.045	.045
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.08	.08
***New Bedford Sunday Standard	(S)	27,334	.08	.08
***North Adams Transcript	(E)	9,604	.0375	.03
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	83,086	.24	.21
***Worcester Sunday Telegram	(S)	48,127	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.06	.06
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,391	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
***Bridgeport Post	(S)	20,565	.09	.09
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

HAL FINK DIES

Advertising Manager of N. Y. World Had Been Ill Four Months

Harold ("Hal") Fink, advertising manager of the *New York World* died Tuesday of this week in New York, following an illness which started last March.



HAL FINK

All his life he had spent in daily newspaper work. At his death, he was vice-president in charge of New York State of the Association of Newspaper Advertising Executives, to which he was appointed last August.

His home was in Pittsburgh. For 12 years he was with the Clover Leaf newspapers, 5 of which were spent in traveling the foreign field from the Chicago office. Then he was with the *Omaha Bee* and the *Omaha News* as advertising manager, later becoming business manager of the *Sioux City News* and the *Indianapolis Sun.*

Until Dec. 1, 1915, he was business manager of the *Duluth News-Tribune,* when he came to New York to become advertising manager of the *New York Evening Mail.*

Remaining with the Mail 2 years, he resigned and after a lapse of a few months was appointed advertising manager of the *New York Herald.* He came to the World from the Herald. On the World he succeeded the late George Larke, with whom he had been associated on the Mail during the war years and on the Indianapolis Sun.

Funeral services were held Thursday at the Campbell Funeral Church, New York, and were attended by a large delegation from the World. Burial was at Latrobe, Pa.

Obituary

FRANK A. WINN, for many years an employe of the *Boston Transcript,* died recently in Woburn, Mass. He became associated with the *Transcript* Sept. 16, 1868, and was one of the last of the group which was with the paper at the time of the Boston fire.

JOHN ARMSTRONG MACKELVIE, editor since 1893 of the *Vernon (B. C.) News,* and member of Parliament for Yale since 1920, died suddenly at Ottawa, June 4. He was born in St. John, N. B., in 1865, going west in 1883.

EMIL SCHMIED, 64, is dead in Chicago. From 1887 to 1900 he was first with the *Duluth Times,* then business manager of the old *Duluth Daily News* and finally publisher of the *Herald* before Col. A. C. Weiss bought the latter.

DWIGHT B. BREED, 71, secretary-treasurer of the *Freeport (Ill.) Standard-Journal,* died June 3.

JOHN JOSEPH STRONG, 80, for the last 14 years employed in the composing room of the *Boston Globe,* died in Boston, June 5. He came to Boston from the *Providence Journal.*

MARX KAHN, 45, former sporting editor, *San Antonio Express,* died at Baton Rouge, La., June 2. Kahn was a *New Orleans Item* reporter before he went to San Antonio. Later he was sporting editor of the *Fort Worth Record* and on the staff of the *Sporting News,* St. Louis. He was in publicity work at Baton Rouge.

WILLIAM F. AXTMAN, chief financial editor of the *Los Angeles Examiner,* died last week in South Pasadena, Cal.

EUGENE A. HALL, 74, for many years editor and publisher of the *Henderson County Journal,* Oquawka, Ill., died June 3 in Macomb. He had retired a year ago. He established the Henderson County Journal in 1872, continuing in control, except for a short time, until last year. A stepson, Ray Brooking, is now publisher.

GERTRUDE M. KEMBLE, a member of the advertising staff of the *Buffalo Courier and Enquirer* for the past 5 years, died suddenly following an operation.

GEORGE W. HOFFMAN, formerly manager of the Buffalo Courier Company, died recently in his home after a short illness.

SEBASTIAN LUNGHINO, 79, owner of the *Buffalo (N. Y.) Italian Daily Courier,* died at his home in Buffalo recently.

CHARLES MCNAY, one time city editor of the United Press, New York, died this week in a New York hospital.

HUGH J. BEIRNE, 55, of the editorial staff of the *New York World* died suddenly at his home in Eltingville, S. I., June 9. Before coming to the World he had been for 25 years on the staff of the *New York Herald.*

HARRY S. BROOKS, 72, founder of the *Elmira (N. Y.) Telegram,* died in Elmira June 9. He had sold his newspaper interests 3 years ago. He was secretary and news editor of the *Elmira Gazette* under the ownership of David B. Hill. In 1879 he started the Elmira Telegram, a Sunday newspaper, and edited it for 42 years. He also inaugurated the *Harrisburg (Pa.) Telegram,* and the *Albany Telegram,* disposing of both 30 years ago.

JOSEPH WILD, 68, for many years editor and publisher of the *Springfield (Ill.) Nokomis Free Press Gazette* and the *Deutsche Americana,* died June 9.

CRASTS W. HIGGINS, for 23 years editor of the *Golfer's Magazine,* died June 9 in Chicago.

ALBERT J. MARKS, one of the founders of the Acorn Advertising Agency of New York and Philadelphia, died in Atlantic City this week.

CHARLES B. OLDHAM, 68, for 20 years capital correspondent on the *Kansas City Star,* and for St. Louis newspapers, died at Jefferson City, Mo., recently.

180 Newspapers Assist Motor Body

National Automobile Chamber of Commerce, New York, now reports 180 newspapers in 47 states are assisting them in their survey of motor vehicle fatalities. These newspapers registered 472 motor fatalities for April, making a total of 1,332 for the first 4 months of this year.

N.E.A. STOPS TOUR FOR BRONSON FUNERAL

Editor Honored Two Weeks Ago by Fellows on His Deathbed— Had Long Career as Newspaper Man

Death beckoned to Edgar S. Bronson at his home in El Reno, Okla., as members of the National Editorial Association which elected him president two weeks ago, neared Oklahoma, returning from a week spent as guest of the Mexican government.



E. S. BRONSON

Entertainment features planned for the editorial party were cancelled in order that all might attend the funeral services in El Reno Sunday afternoon, June 8.

Mr. Bronson, editor of the *El Reno American,* was on his death-bed when the N. E. A. honored him by its choice for the presidency. The following day, the Oklahoma Press Association paid him similar tribute.

George W. Marble of Fort Scott, Kan., re-elected to the vice-presidency of the national association, automatically succeeds to the presidency.

Mr. Bronson was born on a farm near Edina, Knox County, Mo., December 2, 1858. His parents moved to Kentucky in his early youth and it was while working his way through Pendleton Academy, Falmouth, Ky., that he learned the printer's trade in the plant of the *Falmouth Independent.*

Later young Bronson did reportorial work on the *Cincinnati Enquirer,* the *Louisville Courier-Journal* and *St. Louis Globe-Democrat.*

At one time, associated with Charles D. Morris, former owner of the *St. Joseph (Mo.) Gazette,* he owned the *Trenton (Mo.) Tribune.*

In 1900 Mr. Bronson was sent to Oklahoma City as a staff correspondent for the *Kansas City Star and Times.* Two years later, in company with N. A. Nichols,—his partner until death—and a group of other Trenton, (Mo.) folk, he founded the town of Thomas in southwestern Oklahoma and established the *Thomas Tribune* in a tent.

Through the necessary practice of trading with the Indians, Mr. Bronson started a collection of curios which has grown to one of the largest in the United States.

Since moving to El Reno a few years ago, Mr. Bronson had created a unique adjunct to his newspaper plant—a museum and rest-club-committee room open for public use.

The *American,* the Bronson-Nichols paper was awarded a silver loving cup at the recent N. E. A. convention for having the year's best front-page makeup.

NEWS STUDENTS TO TOUR

University of Missouri School Will Take Party on Long Trip

Nebraska, Iowa and South Dakota will be visited on the annual field trip of the School of Journalism of the University of Missouri, from June 8 to August 2.

The men's trip, which will leave Columbia when the girls return on July 7, will go to Kansas City and St. Joseph and thence to Council Bluffs (Ia.) and Omaha (Neb.). From there the party will go to Sioux City and into South Dakota.

The trip was established last year by Dean Walter Williams. Students pay their own expenses and are required to send stories daily to one or more metropolitan dailies.

Rates Rise in Cedar Rapids

The *Cedar Rapids Gazette,* which maintained its $5 a year carrier subscription rate through war-times, this week raised the rate in Cedar Rapids, Kenwood Park and Marion to $7.80 a year, or, if paid in advance, $7. Announcement of the increase pointed out that since 1914 print paper costs have doubled, news service cost increased 55 per cent and engravings expense is 36 per cent higher, while special features represented an increased cost of 794 per cent. Carrier service, even, has gone up 162 per cent.

Oklahoma Daily Plans New Home

Robert Bellatti, editor of the *Blackwell (Okla.) Tribune,* announces plans for erection of a modern two-story home for his newspaper. It is thought the new structure will be ready this year.

Hearst Boston Writers to Marry

Hinson Evart Stiles, headline writer for the *Boston Daily Advertiser,* files intentions at City Hall, June 4, to marry Miss Olga E. Seydel, society editor of the *Boston American.* Miss Seydel writes under the name of Betty Alden.

Sir Charles Edits Advertising News

Sir Charles Higham, British advertising agent, is editing "Advertising News" a magazine which he proposes to issue periodically.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

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Prompt shipments *Inquiries solicited*

NORWEGIAN PAPER MILLS AGENCY
INCORPORATED
33 West 42nd Street New York City

Telephone Penn. 7443

ASSOCIATIONS AND CLUBS

SIX-POINT LEAGUE OF NEW YORK last week elected officers, Joseph F. Finley, of Story, Brooks & Finley, being re-elected president; F. P. Motz, of John M. Branham Company, was named vice-president; W. D. Ward, treasurer, and M. P. Linn, of the S. C. Beckwith Special Agency, secretary. On the executive committee are: R. R. Mulligan, George R. Katz, John Budd, H. G. Halsted, John O'Mara, F. St. John Richards, W. H. Lawrence, M. D. Hunton, G. A. Riley, and A. W. Howland. T. E. Conklin was elected to represent the League in the A. N. P. A. Bureau of Advertising.

Arkansas Press Association will hold its 52d annual convention in Fayetteville June 19, 20 and 21. H. M. Jackson, *Marianna Courier-Index*, first vice-president, is slated to succeed Frank C. Robins, *Conway Log Cabin Democrat*, as president.

Denver Women's Press Club elected Mrs. John E. Hayes president and other officers as follows: Mrs. Dean Clark, first vice-president; Mrs. Hamlet Barry second vice-president; Mrs. John Steele, third vice-president; Mrs. Frank J. McElniry, treasurer; Miss Margaret Harvey, auditor; Mrs. Claire Pitcher, recording secretary; Mrs. Samuel Harrison, assistant recording secretary; Mrs. Evelyn Valentin, corresponding secretary; Mrs. James Milroy, assistant corresponding secretary; Mrs. W. D. Latshaw, historian.

Kansas City Star Editorial Alumni Association held a "field day" recently at the home of Mr. and Mrs. George T. Bye near New Canaan, Conn.

Fresno Advertising Club elected Harry Gregory, business manager of the *Fresno Republican*, president. Gregory for his work as general chairman of the recent Pacific Coast Advertising Clubs Association meeting in Fresno was presented with a pair of cuff links. Le Roy Carroll was elected vice-president. Other officers elected included, Herbert Clyford, secretary; Arthur Bradford, treasurer; board of directors, Charles Adams, J. U. Berry, Victor Wallace, Gordon Blade and Eilef Rue.

Rotary Club of the National Editorial Association has been formed with officers reported as follows: Shelton L. Saufley of Richmond, Va., president; Charles Beeson, Winchester, Ind.; secretary, and Raymond B. Nunnery, Chickasha, Okla., sergeant-at-arms and press representative. The club will meet only once a year—on the special trips of the N. E. A. The 1925 meeting, therefore, may be held in Spain.

Davenport Ad Club has been incorporated as the Advertisers' Club of Davenport. Present officers and directors are listed as incorporators. Victor Martin is president and Luther Franzen, secretary.

Cleveland Advertising Club has elected Thomas V. Hendricks, president for the current year, succeeding George A. Rutherford. He is advertising manager of the A. L. Englander Motor Company.

Wichita (Kan.) Press Club has been organized and Harry E. Harrington elected president. Emerson G. Smith of the *Wichita Eagle* is secretary.

Women's Advertising Club of Chicago has elected Miss Laura Alta Johnson president. Miss Lois Donaldson is recording secretary; Miss Marguerite Heinrichs, corresponding secretary, and Miss Ora Johnson, treasurer.

Business Editors' Association of Chicago elected Paul I. Aldrich of the *National Provisioner*, chairman; John Conin of *Mill Supply* is secretary-treasurer.

New Daily for Niles, Ohio

Herman E. Harner is general manager of the *Niles* (O.) *Daily Times*, a new newspaper which will start publication the last week of June.

Weekly Enters Daily Field

After an existence of 68 years as a weekly newspaper the *Greenville (Mich.) Independent* has changed to the *Independent Daily News*, and is furnishing Greenville with leased wire service for the first time in its history. There are now two dailies in the town, the other being the *Greenville Call*, published by W. B. Wells. The new Independent Daily News is edited by Frederic H. Goodrich, who for the past two and one-half years has been editor of the weekly Independent. He was formerly with the *Albion (Mich.) Evening Recorder*.

Newspaper Men Launch Magazine

The *Bronx Review*, a new monthly magazine, devoted to the progress of the Bronx, New York City, appeared June 2. A. H. Levitt, formerly of the editorial staff of the *Cleveland Plain Dealer*, is editor; J. M. Klein, formerly with the *Boston Transcript*, is managing editor; Christie Brooks, former city editor of the *Bronxonian*, Consuelo Coulter and Don Greymore are the associate editors. Lester Schlessinger, formerly with the *New York Daily News* is advertising director and Anthony Owen Bird, formerly with the McFadden Publications, circulation manager.

Dispatch Company Appeals

Refused registration as a dealer in securities under the "blue sky" law of Pennsylvania, the Daily Dispatch Publishing Company of Pittsburgh filed an appeal in the Dauphin County Courts for reversal of the decision of the State Banking Department, which declined to grant the company a permit to sell stock. It is contended that the refusal was not a decision of the Secretary of Banking, as required by law, but was made by a deputy. The Daily Dispatch Publishing Company was incorporated in April, 1923, and is seeking to dispose of 300,000 shares of stock at $5 each, fixing a maximum commission of 12½ per cent.

Light Firm Introduces Employes

To promote better acquaintance between the personnel of the Peoples' Light Company and the Davenport (Ia.) public, General Manager C. N. Chubb this week began a series of advertisements built around some member of the organization. A photograph of the person, a story of the position occupied and a paragraph of his duties, length of service and bit of personal history are utilized. This new weekly series will supplant the personal letters from individuals of the corporation to the public, which has been notably successful.

New Type Retail Ad Appears

The Golden Rule, a St. Paul department store, is running in the local dailies full page copy on "Creative Merchandising." The ads appear at intervals of several days. Each carries an essay written especially for the page by some well-known writer and is bordered by illustrations showing the advance in business methods in this and old-world countries. Among the writers contributing are Richard Burton, poet and professor of English literature at the Uvinersity of Minnesota; Miss Frances Boardman, dramatic and music critic; and George B. Woods, professor of English in Carleton college.

Cleveland Has Woman Sports Writer

Mrs. Ross Tenney, widow of the late sporting editor of the Cleveland Press, has taken up the work her husband carried forward for several years and her baseball stories of big league games are proving interesting to fans. Mrs. Tenney usually went with her husband to the games and learned to score as well as he could. She was his companion on all his trips with the big league teams.

'Merchandising the Indianapolis Radius'

"Merchandising the Indianapolis Radius," a new book surveying the Indianapolis market has just come from the presses of the *Indianapolis News*, Frank T. Carrolls, advertising manager, announces.

APRIL
IS A RECORD BREAKER

During the Month of April The ALTOONA MIRROR

published 1,101,952 lines of paid advertising, an increase of 241,052 lines over April, 1923.

There must be a cause for this wonderful gain. Local merchants say it's the pulling power and Reader Confidence.

To convince yourself of this fact, write to any merchant in Altoona and ask him why the advertisers used 229,124 lines more in April, 1924, than in April, 1923.

27,435
Subscribers

buy the Altoona Mirror because they want to read it. No inducement has ever been offered other than a good, clean, "spicy" newspaper.

There is no better medium in central Pennsylvania for national advertisers. Nor is there a more prosperous town in the State.

Net Paid Circulation for April 27,435

THE ALTOONA MIRROR
ALTOONA, PA.

BUSINESS DIRECT

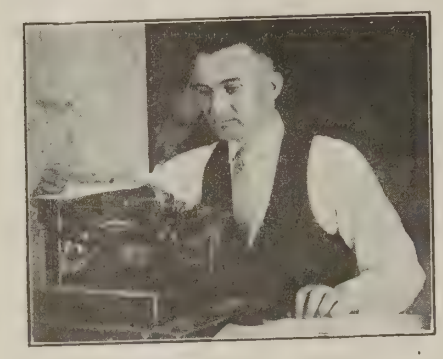
SMALL CITY NEWS MEN WIN TRIBUTE FROM WHITE, PULITZER WINNER

Assistant Editor of San Diego Sun Will Stick to the West After Visit to New York—Can Call Up the Mayor Back Home and Heal Marital Woes—Would Be Short Story Writer

By PHILIP SCHUYLER

SMALL city newspaper men may claim an ardent booster in Magner White, of the *San Diego* (Cal.) *Sun*, winner of this year's $1,000 prize for best reporting, who breezed into New York this week, and, after a few frenzied looks, was quite willing to breeze right out again.

"New York doesn't charm me at all," he confessed, when the writer met him near the city desk of the *New York World*. He wanted to see the wheels of metropolitan journalism go around. For the first time in his life, he had come east of the Mississippi, escorting San



MAGNAR WHITE

Diego's marble "King" to the championship tournament just concluded at Atlantic City, N. J.

"Newspaper men can have much more fun in small cities, and learn much more.

"You can duplicate anything in the west that's in New York—only on a smaller scale," he continued. "The West is so small you can see the wheels go round, in politics, in business, in newspaper work, and everything."

And. whether or not small city journalistic experience is responsible, White has been and is a keen observer of the so-called "wheels of life." Conversation with him makes that known shortly.

In the Pulitzer prize-winner this year, one sees essentially a man with ability to observe, to retain, and to record his observations; a man denied a college education, and therefore all the hungrier for that elusive thing, knowledge. He haunts libraries seeking fact information he can use to bring profit to his pen, not just a mass of undigested wisdom to be used in passing a college quiz.

His father was a minister of the Southern Baptist Church in Texas. One day a book agent came along and sold Dad Edgar Allen Poe's complete works.

"I read every line of those books," White will tell you. "And I took to heart a large part of Poe's philosophy."

White is a newspaper man from worn soles to stub pencil—a newspaper man who loves writing, talking, and dreaming. From printer, he has dragged himself upwards, his wife, he claims, pushing, until now at 30 as assistant editor of the San Diego Sun and a "colyumist," he is a considerably bulbous frog in a moderate sized puddle. He became assistant editor only since the Pulitzer award. Before writing his winning story about the eclipse of the sun, he was just reporter and column conductor.

"Why," he will exclaim excitedly, "Hell's Fire! I can call up the Mayor of San Diego any day and tell him to block off a street because I want to hold a plug horse race or something. And he'll do it too!"

Unhappily married come to Magnar White's sanctum in the Sun building for advice. He receives hundreds of letters from subscribers as a result of his column conducting, and, what is important to the trade, he knows stops to press to inflate the sagging mail bag.

"Just a short time ago," he recalled, punctuating his remarks with enthusiastic expletive, "I straightened out the maritial troubles of an elderly photographer and his wife. He wanted to use his home as a dark room. And that annoyed his wife some, let me tell you. She couldn't recieve callers half the time for fear of spoiling hubby's negatives.

"Well, I went over to their house, and sitting down between them, talked it all over.

"'See here, old man,' I said to hubby, 'can't you do your developing at night?'

"'I want my sleep,' says he obstinately.

"The I turned to his wife. 'You want your husband to get ahead, don't you?' I asked her. 'Someday I'm sure he'll get enough money ahead and be able to run a fine big studio down town. Then you'll be proud of him, won't you?'

"That softened the womanly heart. Divorce was avoided. The photographer and his wife are now among the happiest in San Diego."

And all this, White is proud to tell you, can be accomplished in a small city, and in a small city only.

Yet despite his eagerness to sing panegyrics, the San Diego newspaper man is anxious to climb on to larger fields. New York or the east will never win him, though, he insists. He could never be persuaded to go back on the west.

Since winning the Pulitzer prize, he has received many flattering offers.

"But I intend to stick by the people who have stuck by me," he declared, referring in emphatic phrases to the Scripps-Howard Newspapers of which the San Diego Sun is a link.

"They have given me freedom of mind, and allowed me the widest opportunity for development possible. But I expect they will transfer me to San Francisco next fall."

Newspapermen, White believes, go through certain processes of development similar to the different college grades.

While a newspaper freshman, White was confronted by the common dilemma. Editor or writer, which would he be?

He decided for the latter and now is determined to make a name for himself in some small way in American literature. And, because he has the painstaking patience of a Milton, one rather expects to see him succeed.

"I early discovered I didn't like desk work," he remembered. "An editor has so many petty details to fret about. The battle of a writer is internal entirely, while the battle of an editor is harassingly external."

Interested, the writer endeavored to find out just what field of literature White intended to cultivate. Poe's influence is uppermost, it seems, and he plans to concentrate on the short-story.

"But Hell's Fire!", he awed me once more, "I dashed off a poem on Woodrow Wilson to catch an edition just after his death was announced. Think of that! And Mrs. Wilson acknowledged it, too."

Although inclined towards confidence today, there was a time, White revealed, when he needed the pressure of his "girl-wife's" will to advance the spark and start him chugging down life's road.

"I was a country printer in Davenport, Washington," he said. "My wife believed I could write, when I wasn't quite sure. She urged me to get work upstairs. We moved to Spokane. There, in fact, she literally led me by the hand up the elevator and to the city editor's desk, of the *Spokane Chronicle*.

"'Here,' she told him, 'is my husband. He wants a job.'

"I got it."

White's first day on the Chronicle was a thriller. In Davenport, he had spent part time gathering personals. He thought that's what he was supposed to do on the larger city daily. He visited the railway depot and gathered together 200 personals, rushed them into the office. Buying the early editions, he found they were not used, so gave that up.

He continued wandering about town, wondering where he could find news. Finally he happened by a dingy-looking building, just as a man was tossed from a doorway on his head.

"Perhaps this is a story," he thought. He lingered nearby.

"What's it all about," he questioned a man, who, like him, was watching two shaggy men who were continuing beating the unfortunate fellow who had caressed the pavement with his head. This man, White later found out was William Brazier, close friend of Big Bill Haywood, of I. W. W. fame.

"Who are you?" Brazier wanted to know.

White was ashamed of his efforts as reporter, so told him he was a printer from Davenport looking for a job.

"I'll give you a job," said Brazier, and let the young reporter into the inside story of a contemplated I. W. W. invasion of the northwest timber lands. White listened carefully and learned all about the planned I. W. W. sabotage campaign—all the intimate details.

After obtaining a complete story, White went back to the Chronicle, wrote it, and turned it over to the city editor. That gentleman sprang from his chair and rushed down to the press room, without saying a word.

White waited for the newspaper to come from the presses and looked for his story. He says he began at the back page and worked through towards the front. He was about to give up in despair when he found it the biggest story on page one.

After telling of thrills he experienced while reporter at Boise, Idaho, when he covered a riot on the capitol steps, White came to his prize winning story about the eclipse of the sun, written for the San Diego namesake of Old Sol.

"I wrote it hurriedly, between editions," he said. "Of course I had spent several days beforehand studying astronomy in the public library.

"A hardboiled former New York newspaper man on the desk didn't like it at all. He wanted it written in bulletin style and said so. But the editor insisted that it should be run as I wrote it.

"When they told me it had won the Pulitzer prize, you could have knocked me down with a feather.

"That isn't the best story I have ever written. I think my best was a feature about Potters Field, San Diego.

"I have been knocked pretty hard about the eclipse story, in the east. People want to know what public service it performed. And the only answer I can give them is that any newspaper story which makes readers look outwards from themselves, lifts them out of the terrible doldrums of life, performs a public service."

And he added, naively:

"The San Diego public library since the story was printed has been kept busy supplying readers with books on astronomy

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

It's More Fun To Cheer Because The Milk *Wasn't* Spilt!

Of course, a good many people seem to prefer spilling it—and having a good cry afterward. Even some newspaper publishers!

But not one of them need lament over the spilt milk of summer classified advertising losses—as long as the Smith System stands ready to turn them into heavy gains by Fall.

Following a plan like ours in a naturally dull season might be called striking—not when—but *until* the iron is hot. It's also another case of locking the stable door *before* the horse is exposed to homesickness—not afterward!

We believe that the logic—and the financial possibilities—of the situation will appeal to you. Write us to-day for all the information applicable to your case.

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

CLEVELAND CROWDS HEARD ELEPHANTS TRUMPET OVER TIMES' AUTOMOBILE RADIO

(From the Cleveland Times)



(LEVELAND'S famous Public Square was packed with an enthusiastic thong that listened in on the convenia by radio, amplified with a public ıcress system of the Western Electric npany.

'he party was held under the auspices the *Cleveland Times*.

'he thousands on the Square heard all h speeches at the convention as clearly ısthe spectators in the balcony at the lic Hall.

emporary Chairman Theodore E. Burıs keynote address was heard from tt to finish and the announcer at the ız filled in the time between speeches vn interesting and colorful comments on h happenings in the Hall.

'he set was mounted on a half-ton Ford r:k with a closed body. It was driven nirom Newark direct to the Cleveland Tnes office especially for the convention. echnically, it is known as a No. 3 Vstern Electric Public Address System. tronsists of a vacuum tube amplifier, tage batteries and a group of four ohs mounted on a telescope mast 15 feet in. Through these horns speeches can eheard over an area of several hundred et

he amplifications on this truck picked pby means of the radio receiver, the rteedings broadcast from the Public Aditorium.

TO ENTERTAIN VISITORS

ie York Newspaper Men Prepare for Democratic Meet

ames of committee members, apted to plan entertainment for out of n newspaper men coming to New oc to cover the Democratic National ovention, June 24, were made public ii week by Charles G. Hambidge, of he*New York Times*, chairman of the mittee in charge. Christie R. Bohnıc, vice-chairman, is at present directgactivities, due to the absence of Hamde in Cleveland.

Oh June 16 a luncheon of committee ebers will be held at the Newspaper h and from reports of the various ıamen a day by day program of enrinment will be arranged for the sors.

'general reception and entertainment mmittee will consist of the following: hales S. Hand, chairman; Louis Sieb Axel W. Warn, William P. Beazell, erge Van Slyke, John Larkin, Jr., ain Green, Charles T. White, Julius rman, Alfred L. Pierce, Wells Hawks, rales W. Bayer, Fred Benham, George nby, James Hagerty, Michael F. agerty, James L. Durkin, Hamilton elt, Wesley Hamer, Harry D. Kingsr James Melvin Lee, Clarence Worden, Jack Francis, Henry Waugh, Robert E. Livingston, William A. Willis, H. A. Vivian, Donald MacGregor, James Loughborough, Charles Macauley, Edward Staats Luther, Edward Kelly, Andrew Ford, Sylvester Sullivan, Joseph Fitzgerald, Daniel L. Ryan, John J. Donlon, Willis Holly, Frederick Crone, Walter Miller, Joseph J. Johnson, Frank N. Robinson, Theodore Stitt, LaBert St. Clair, James B. Walker, Jack Binns, Monte Cutler, Herbert Bayard Swope, Joe Van Raalte, Frank Sullivan, Joseph O'Neill and Austin Carson.

Other committees have been appointed to entertain the visitors according to their tastes, including golf, baseball, art, theatre, movies, pool and billiards.

POSTAL PROBE PRAISED

Publishers Present Recommendation to Republicans at Cleveland

The American Publishers' Conference and the National Publishers' Association, presented the following recommendation to the Republican National Convention, Cleveland this week:

"We commend the present efficient management of our postal service and its handling of enormously increased volume with gradually diminishing rates of expense, together with the inauguration of continuous air mail service from the Atlantic to the Pacific.

"We approve all proper methods for the widest dissemination of information and to that end favor the expeditious and economical distribution of newspapers and periodicals.

"We commend the investigation being conducted by the Post Office Department to determine the cost of handling the different classes of mail matter which will enable the Administration to prescribe just and equitable rates with due regard to the service rendered and the aid of the National Convention."

ROBERTS LEFT $1,243,503

His 1779 Shares in St. Louis Star Valued in Will at $599,568

John C. Roberts, part owner of the *St. Louis Star*, and vice-president of the International Shoe Company, left an estate of $1,243,503, it is shown by the inventory filed for probate last week. Mr. Roberts died April 27.

The largest item in the inventory consists of 45 shares of preferred and 1779 shares of common stock of the Star-Chronicle Publishing Co., which are valued at $599,568, and bonds of the Star company listed at $263,000.

The recapitulation includes stocks worth $830,029.92, bonds $263,000, notes $21,729.49, real estate $102,370 and cash $25,959.24.

The family home, "Crest Haven," in University City, was bequeathed to the widow, and the residue will be divided equally among the widow and two sons, Elzey M. and John C. Jr.

The highest-priced newspaper in Dallas—for the best of all reasons.

The Dallas Morning News

Supreme in Texas

In New Orleans it's THE ITEM

Dominate!

Concentrate in the paper which covers 46% of New York's evening field.

NEW YORK EVENING JOURNAL

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(Continued from last issue)

Journalistic Warfare

The wordy warfare between Mr. Bennett and his journalistic enemies had now begun to increase in intensity. Mr. Noah, who had become one of his most embittered opponents, knew Bennett well, from having employed him as a writer on the old Courier, and realized that there was no possible weapon available to attack the Herald and its fearless editor, except abuse, and that he wielded vigorously.

It appears that when Mr. Bennett began his fateful struggle to stand alone in the newspaper field, he had borrowed small sums of money from various friends, among them at that time being Noah, who claimed he had loaned Bennett $100. In 1839 he sued to recover this amount, and in response, Mr. Bennett penned this amusingly vindictive editorial attack:

"If the poor, mean, beggarly, contemptible, superannuated Jewish infidel—a vagabond by order of the Almighty since Titus took Jerusalem—who publishes the Evening Star, and insulted this Christian city by his infamous "Book of Jasher," thinks that I shall write him into some notice in his name, he will find himself mistaken.

"The old drivel now owes me over $200 for services rendered. When the action at law was brought in, the old clo. scoundrel pleaded the statute of limitations, and as such the case now stands, as David Graham, Jr., can testify. The truth is, the extraordinary talent, circulation and success of the Herald alarms the Wall Street press for their very existence.

"As to Noah or any of the tribe, they are only fit to be exhibited as monsters to a gaping world at a shilling apiece."

A new antagonist now appears on the stage of this journalistic drama, in the person of Moses Y. Beach, who bought the Sun from his brother-in-law, Mr. Day. His ability and energy were remarkable, and he rapidly built up the circulation and advertising patronage of his paper, which had fallen off steadily, during the last year of Day's management. On September 17, 1839, Mr. Bennett published the following slap at the Sun's well known wavering attitude toward the two principal political parties:

"JACK o' BOTH SIDES.—It is amusing to see the tricks resorted to by miserable politicians to retain and obtain office, power, spoils and plunder. The Locofocos bought the Sun last year, and did not pay up. The Sun exposed them, and then sold itself to the Whigs for 'a consideration.' Since then the Locofocos have paid part and also bought the Sun for their party. The Sun thus pockets the money from both parties, and laughs at them for being such asses as to verify the proverb, 'fools and their money are soon parted.'"

Beach's retort appeared in the Sun next morning, beginning: "You need never expect courtesy or even decency from a born blackguard."

The struggle to abolish slavery in the Southern states had begun, the Sun becoming one of the chief champions of the abolitionists. Mr. Bennett carried the "war into Africa," so to speak, in his vigorous attacks on the Sun as the abolitionists' chief organ, terming it "The Nigger Penny Paper," and giving the following comical report of its circulation:

Circulation among abolitionists	1,000
Circulation among genteel niggers	500
Circulation among low niggers	400
Circulation among mulattoes	200
Circulation among bootblacks, etc.	100
Given away to the boys	1,000
Aggregate	3,200

Winding up his attack with the remark about the Sun being "a small, decrepit, dying paper."

Later, in reply to an extremely abusive article by Beach, in the Sun, he well nigh exhausted the vocabulary of forcible invectives, when he termed it:

"Our highly respected, dirty, sneaking, drivelling, negro contemporary, the Sun."

Both the Sun and the Herald at this time carried many columns of the most obnoxious patent medicine advertising, including announcements of the Female Vegetable Pills; Hunter's Red Drop; Jew David's or Hebrew Plaster, "unparalleled in its effects," while the card of the notorious Madame Restell appeared in both papers. All decency was thrown to the winds in the mad scramble for business.

(Continued next week)

WEEKS THANKS PUBLISHERS

Secretary of War Pays Tribute to Power of Advertising

Expressing appreciation for the assistance of the Surplus Property Committee, John W. Weeks, Secretary of War, in a letter to Mason Britton, chairman, pays tribute to the "power of well directed advertising." The committee recently concluded four and a half years of publicity work with the War Department in the liquidation of war surplus.

"Satisfactory recovery prices to the Government and lower prices to the consuming public are an indication of the soundness of the methods employed and their effectiveness," Secretary Weeks wrote.

The Surplus Property Committee consists of A. C. Pearson, treasurer, United Publishers Corp., A. O. Backert, vice-president, Penton Publishing Co.; V. H. Power, 2nd vice-president, "Manufacturers Record"; Geo. R. Wilson, advertising manager, A. W. Shaw Co.; E. H. Ahrens, president, *Hotel Management;* Hugh J. O'Donnell, assistant business manager, the *New York Times;* Russell R. White, president, *New York Commercial;* A. W. Clark, president, *American Paint Journal;* E. B. Terhune, general manager, *Boot & Shoe Recorder;* John T. Woodward, advertising manager, *Chicago Daily News.*



The Switchboard Comes to Life

Zero hour approaches. Wire chief and assistants are set for the "cut-over" that will bring a new central office into being.

In the room above operators sit at the new switchboard. Two years this equipment has been building. It embodies the developments of hundreds of engineers and incorporates the scientific research of several decades. Now it is ready, tested in its parts but unused as an implement of service.

In the terminal room men stand in line before frames of myriad wires, the connections broken by tiny insulators. Midnight comes. A handkerchief is waved. The insulators are ripped from the frames. In a second the new switchboard becomes a thing alive. Without their knowledge thousands of subscribers are transferred from the old switchboard to the new. Even a chance conversation begun through the old board is continued without interruption through the new. The new exchange provides for further growth.

This cut-over of a switchboard is but one example, one of many engineering achievements that have made possible a wider and prompter use of the telephone.

To-day, in maintaining a national telephone service, the American Telephone and Telegraph Company, through its engineering and research departments, continuously makes available for its Associated Companies improvements in apparatus and in methods of operation.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service.

SELLING MAGAZINE TIE-UPS BAD POLICY

(*Continued from page 8*)

hen he said "Why should I divert any f our advertising appropriation from he national magazines to newspapers hen we are getting such excellent sup-ort from the newspapers all over the ountry?"

That's the story in a nut-shell gentle-ien, and when you get back home and again have a chance to sell a small 2 or 4 inch hook-up with a national campaign, just forget that you are selling a $1, $5 or $10 ad for your paper with the possible chance of net earning for your paper of 10c., 50c. or possibly $1 and think of the sales manager sitting at his desk in some distant city, like the sales manager of the Oregon Woolen Mills, and decide yourself whether you are big enough to do something for the newspapers or whether you want to be small enough to accept something for your own paper.

CHANGING FROM 12½ TO 12 EMS WITH NO TIME OR MATERIAL LOSS

By BRENT WILLIAMS

Director of Promotion and Publicity, St. Louis Post-Dispatch

THE program lists my subject as "The Advantages and the Disadvantages of ie 12-em column." However, the *Post-Dispatch* has found the advantages so any and the disadvantages so few that shall not attempt to classify or to umerate either, but merely give our perience.

Theoreticaly, taking a nonpareil from ch 12½-em column is a reduction of per cent but when we take into con-deration the fixed width of the seven lumn rules which divide the eight col-mns, the right and left margins, and e little burrs on the ends of linotype ugs, the saving is reduced to approxi-ately 3.4 per cent.

The Post-Dispatch formerly used 72 -inch, 52 ½-and 35-inch rolls. We w use 70, 52 ¾-inch and 36 ¼-inch, you see the theoretical 4 per cent in ality averages a trifle less than 3½ r cent.

Among other experiments made in con-dering the change was the resetting a page composed almost entirely of lid reading matter as it actually ap-ared in 12 ½-ems in a previous issue the Post-Dispatch, in the same type 12-em measure. We use a 7-point ce on an 8-point body. This experi-ent proved that there is only a negli-ble reduction in the amount of read-g matter. Actually, only eight lines ere left over when the page was re-t in the narrower measure. Utilizing e white space on short lines at the ds of paragraphs accounted for this.

The difference of a nonpareil per col-nn in the width of display advertise-ents, as any lay-out man or compositor hows, will not restrict either text or splay of the average advertisement.

Having established these two facts, de-rtment heads were consulted, the date ed and plans made for the change. otices were sent out to advertisers, te cards and contract forms were re-sed. This was virtually the extent our notice to the public.

The composing room, with eight weeks prepare for the change, reset in spare ne, all advertisements standing on ad-nce schedules, and as new schedules me in 12½-em measure was used for copy to be inserted before the change d 12-em for those that were to appear er the change.

Repeat ads—when the dates required th measures—were set twice—one for ch measure. We found most of the ctros or mats from agencies were eady on the 12-em basis, but when y were not, close trimming of the shoulders usually took care of the differ-ence. In other cases, where it could be done without loss of detail, the dry-mat method of shrinking was used, and in a few instances we made new plates in our own engraving department.

The Linotypes and Intertypes, all be-ing equipped with universal molds, re-quired only new liners, costing about a dollar each, to adapt them to the 12-em measure.

The necessary changes in chases, on the presses and in the stereotype depart-ment were taken care of entirely in our own machine shop. Steel fillers in the chases to compensate for the narrower measure were made, and the chases bored for screws. New trimmers were prepared for the cores of the autoplate casting boxes—ready to install.

These with the lowering of the saws made us ready to cast plates on the 12-em basis on a few minutes' notice.

On the presses it was only necessary to move the slitters and sheet formers in the folders. The center margin rings and end clips required no changes.

One of the most important things to consider in the change was our supply of paper in storage, in transit and in process of manufacture. The change was timed to enable us to make the shift without having a supply of the larger width rolls left over.

Two hours after the big Sunday issue of November 25, on a 12½-em basis, had been put to bed we had turned the entire production department to a 12-em basis and issued without a hitch a Sunday evening edition.

Where nobody loses and the publisher saves approximately 3½ per cent on white paper there seems to be but one answer.

Already more than 40 newspapers in the 20 largest cities have adopted the 12-em measure, and if the history of 12-em columns in St. Louis indicates the trend throughout the country another year will see nearly, if not all, of the larger newspapers using this standard measure.

The *Post-Dispatch* changed Nov. 26, 1923, the *Globe-Democrat* Jan. 15, 1924, the *Star* Feb. 11, 1924.

NEWSPAPERS MUST STANDARDIZE THEIR MERCHANDISING SERVICES

"A STANDARD merchandising service, adopted by all newspapers and adhered to strictly is the only solution to merchandising problem now confronting the press," D. F. McMahon, western national advertising manager of the *Chicago Tribune* told EDITOR & PUBLISHER at the annual meeting of newspaper advertising executives in Columbus, O., this week.

"Newspapers generally should draw up a concrete program of the service they will and will not give to national advertisers," McMahon said. "This program would then be sent to manufacturers and agency heads.

"The merchandising service given by many newspapers today is often far out of proportion to the lineage it brings. Requests for surveys from agencies are increasing in volume. Many of them are ridiculous in their requests, demanding a large expenditure of effort and money on the part of the newspaper.

"It is not the newspaper's province to sell goods, but to promote better and more advertising.

"The Chicago Tribune has adopted a policy prohibiting special surveys for individual products. We make general surveys only, not for one brand of goods, but equally useful for all. The same survey will serve any manufacturer in the same field.

"I am a strong advocate of a standardized merchandising service for newspapers."

PASSING OF THE COPY CHASER

By HARVEY YOUNG

Columbus Dispatch

The selling of advertising is rapidly being revolutionized. Progressive newspaper publishers and modern advertising managers are eliminating what has been slangily termed "the copy chaser."

Most all trades and professions require years of study and training. Even the typographical trade upon which we all must depend demands five years' apprenticeship. Yet some newspaper publishers and advertising managers are guilty of employing most anyone to sell advertising who has a good personal appearance and is willing to accept a small salary.

The time has arrived when we must show more appreciation of the value of training men to sell. We would not place our smallest newspaper press in charge of an unskilled mechanic. Yet some of us engage young men with little or no training to represent our publications, expecting them to go out and sell pages of valuable display space varying according to the publication from five cents to several dollars a line.

Inexperienced, incapable, indifferent, so-called salesmen are not only a handicap but a real liability to any newspaper. The general manager of a Chicago newspaper was recently quoted as saying that there was an annual turnover of 47 per cent in advertising salesmen. We all hope that he has been misquoted—because 47 per cent is startling. If such a condition prevailed on the newspaper I represent for one month, I would have my resignation in before the publisher beat me to it. You'll pardon any personal reference but I wish to say that there have been but three changes in the display department of our newspaper during the past eight years.

It is said that comparisons are odious—but I can't refrain from telling you that one of the well-known agency space buyers, who is also experienced in the

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

There is no unemployment in

PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York — 5 So. Wabash Ave. Chicago

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

STANDING FOR STANDARDS, enthusiastic for ethics, diggers for data, BENJAMIN & KENTNOR CO. bring newspaper representation up to a very high level of efficiency.

An organization sufficiently comprehensive to meet every demand—large enough to have the right type of men to cover territories thoroughly and small enough to give intensive service to each newspaper they represent.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers

2 West 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

local field, said: "The average local newspaper salesman does not measure up to the average salesman of magazine and trade paper advertising." If this is true, publishers and advertising managers are at fault. Too many of us underestimate in dollars the value of experienced and capable advertising salesmen. Magazine publishers select the cream, usually taking the top-notchers from the newspapers paying better salaries.

It is a mistake to encourage young men to enter advertising as a pastime or livelihood only, because advertising has become a profession of which any man who makes a success can well be proud. I remember an advertisement published by an agency in the *New York Times* last year headed: "More good people needed—a message to young men and women of the class of 1923." In part it said:

"If you want to take up advertising because you feel that you have as much sense as anyone you know in the business and can do as good work—stay clear of it. You probably won't get in at all and if you do, you won't get very far.

"If you want to go into advertising work because you think the work a little easier and hours shorter—keep away.

"If you want to enter advertising because you think it is a big and splendid business—full of opportunities—fine!

"The thing that makes young men study medicine and surgery that they may benefit mankind, the thing that causes vigorous, brilliant youths to enter church as a life work, the thing that makes young men strive to become efficient engineers, is the attitude toward the work they undertake.

"They have grasped the concept of real service and have seen in their chosen calling the pathway for the jubilant feet.

"If you can see advertising that way, you are needed—some way—somewhere."

No man was ever born a dentist. No man was ever born a salesman. It takes time, study and practice before one can extract molars or money painlessly. A man is only valuable as he has fitted himself to be.

Hugh Chalmers, one of the first great automobile manufacturers, and a friend of advertising, gave selling talks several years ago in which he described a large arch, representing salesmanship, built of stone blocks on each of which was a word pertaining to or connected with selling.

One block represented courtesy—another tact, and so on but the keystone block carried the word that should be the first factor, the first requirement, in all selling, whether it be a commodity or a service and that word was knowledge.

"Knowledge is education melted down into the button of experience."

Aristotle, the Greek philosopher, is quoted as saying, "to become an able man in any profession, there are three things necessary — nature — study — and practice."

Salesmen insult their profession when they attempt to interest anyone without a thorough knowledge of the prospect, his policies, his merchandise or service and a knowledge of their own proposition and the possibilities of increasing sales and good will through properly used space in the newspaper they represent.

You are more certain of increasing your advertising volume if you will but train your representative. Every daily newspaper, be it evening or morning, circulation 5,000 or 500,000, has a convincing selling story.

It is regrettable that more advertising men do not fully realize the value of advertising space in newspapers. They sell an advertiser a full page at an average rate of but ½ to ⅓ of a cent per family reached, which means an advertiser can place a full page message into the home at the cost of ⅓ of a cent as against a whole cent for a postal card.

Surely every one, be he a buyer or seller of space, recognizes that the full page advertisement in the newspaper has far more value than the postal card and you can secure three full pages, three different days at the cost of the postal one time.

The postal has no editorial policy—no prestige—no magnetism—offers no co-operation to the advertiser—whereas the newspaper presents all of these.

If an advertiser sends out a piece of direct-by-mail, a telegram or uses the telephone to solicit business and does not get it, he never thinks of blaming the telegraph company, the postal authorities or the telephone company and yet we permit him to blame our publication for lack of results.

One of the most successful directors of advertising salesmen, now the head of a great New York newspaper, recently said this to his advertising staff:

"When advertisers tell you their advertising isn't paying or your paper is not pulling, don't be discouraged.

"If all advertising paid at once, the mills could not produce enough white paper to supply the demand.

"Advertising is based on business and business is often a failure. If you'll but note the failures in any given line over a period of seven years, you will understand that business often fails with and without the assistance of advertising.

"How then can advertising be a sure success when based on something that is mostly a failure."

"The best advertising in all the world can't make a successful business man out of a boob—and the weakest kind of advertising never denied a good business man progress."

Confidence in the advertising business should be just as vital as it is in the banking business. Summed up it is simply faith in others and when that faith is shaken, disaster follows.

ROMANCE A MAJOR COMPONENT OF GLOBE-DEMOCRAT COPY

By DOUGLAS V. MARTIN, Jr.

Manager of Publicity, St. Louis Globe-Democrat

I LIKE to think that it was the advertising man who first discovered the romance in business. I know that he is the one who has made it his task to search out the interesting and dramatic facts of business around which to build new and greater enterprises.

He is the one who has brought linoleum out of the kitchen to beautify parlor floors. He is the one who has demonstrated to us all that the little cake of yeast can do more than raise bread dough. He is the one who has lifted the cloak of opprobrium from the alarm clock, and made of that instrument a friendly, helpful companion.

He can take oil or rubber, paper or leather, coffee or gum; and out of those apparently prosaic materials he can draw inspiration for masterpieces of sales literature.

Results?

You know the results. They show in dividends—big dividends reflecting increased sales and expanded business.

And now I am going to specialize. I want to tell you how the *Globe-Democrat* is employing the power of advertising in its own behalf, in behalf of St. Louis, in behalf of those other advertisers the world over who entrust their campaigns to its columns.

The *Globe-Democrat*, like other newspaper, has, primarily, two things to sell: To the advertiser we sell white space. To the reader we sell printed columns—news, features, editorials, cartoons, fiction.

First of all, there is the editorial department, with its news and features, to be sold to the public. Closely linked with the editorial department is the circulation department. The advertising in behalf of these two departments must be directed to the reading public.

On the other hand, we have those departments which sell the white space to advertisers.

They are:

1. The Local Advertising Department,
2. The Foreign Advertising Department,
3. The Classified Advertising Department.

We must support these departments with advertising which tells of the prestige and widespread influence of the *Globe-Democrat*—which tells of the power of this newspaper as an advertising medium.

In order to serve all these departments the *Globe-Democrat* established still another—a department of publicity, designed to tell the story of this newspaper to the world—through advertising.

The department of publicity is analogous to an advertising agency, serving several "clients." These "clients" are the other departments of the *Globe-Democrat*.

And how do we advertise these departments?—What advertising policy have we adopted?

The obvious and old-fashioned policy would have been one of boastful claims.

We studied the problem and decided upon a broader policy. The average person outside our organization is not particularly interested in us to begin with, except insofar as we offer him a service.

We try in our advertising to sell our customers on the service which the *Globe-Democrat* will render them.

If we are trying to win new readers, we advertise the advantages of reading news early in the morning, when the mind is fresh. We show how our special features help readers to a better understanding of the problems of housekeeping, care of the automobile, selection of clothes, maintenance of health, etc., etc.

Satisfied Subscribers

is the result all Circulation Departments strive after.

This result is certain, and easy to effect, when The Multi-Mailer System is used in the upkeep and addressing of the mail list.

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
617-625 WASHINGTON BLVD.
CHICAGO

Here Is Our Representative

Complaint was made at the recent meeting of the American Society of Newspaper Editors that the cost of selling newspaper features was a considerable element in the price of this portion of the newspaper's expense.

The copy service which the Church Advertising Department offers newspapers is loaded with no personal selling expense. This weekly announcement in EDITOR AND PUBLISHER is our only way to reach newspaper advertising managers—and this space is donated by the paper.

Our only desire in life is to see churches make larger use of various forms of helpful publicity. We believe that they can use newspapers largely and that newspapers can show the churches the way this advertising can best be done.

The price for exclusive use of copy averages four dimes a week. We have other copy which is free to all papers.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

Or, in lighter vein, we star comic favorites.

If we are tackling the problem of winning advertisers, we tell them how to build business—a more interesting message to any space buyer than a mere recountal of dull circulation figures and line rates.

For instance, back in 1921 we undertook to help reliable investment houses sell the public on the advantage of bonds. Twice each week we ran, over our own name, a good sized advertisement, emphasizing the value of bonds, and urging our readers to deal with substantial investment houses.

We said very little about the *Globe-Democrat* in these ads. Only this:

"Seek Sound Advice
Consultation with reliable investment houses will save you money and earn you money. An excellent guide is to be found in the financial advertisements in the

GLOBE-DEMOCRAT
(With its real Financial Pages)

In order to protect its readers, the Globe-Democrat investigates, as carefully as possible, the integrity of every investment house advertising in its columns."

We kept faith.

We kept our columns clean—free from the advertising of wild-cat organizations. In one year we have turned down as much as $50,000 worth of questionable investment advertising.

The public listened. The investment houses listened. The public learned to look for high class investments on the financial pages of the *Globe-Democrat*. The investment houses found their business increasing by leaps and bounds. One of our advertisers wrote us that our campaign had helped him increase his sales 300 per cent.

Our campaign is still running—one advertisement each week urging sound investment.

We have put a portfolio, containing proofs of the advertisement which we have run in our own columns, into the hands of investment houses throughout the country.

When we looked about us for a big idea upon which to base our main advertising effort, we decided that, in order to build sound business for the *Globe-Democrat*, we must build business for St. Louis.

Bring big factories and warehouses and sales organizations to a city, and every one in that city is benefited.

So we undertook to advertise St. Louis—the city and community.

Along the Pennsylvania Railway, just out of New York, we leased a battery of painted bulletins.

On these bulletins, visible to 110,000 passengers a day, we have spread the message of St. Louis' dominance.

And, subordinated to the main message, we add, as a post script:

"Globe-Democrat, St. Louis' Largest Daily."

Do you see the psychology of it?

Imagine the pride felt by a St. Louisan, far from home, as he sees his own city so strikingly advertised.

Imagine the effect upon the travelers from other cities—the advertiser in New York, the big manufacturer from Detroit

And now the phase of *our* advertising—the man from San Francisco.

which, to me, is the most interesting of all.

The *Globe-Democrat* has added a new state to the Union.

It may not show on your map, but it is there just the same. It does show on a map which I hope to give to each one of you when I close my remarks in a few minutes. In studying the situation in the St. Louis newspaper field, we discovered a remarkable fact.

Here was St. Louis—the hub of a remarkable market—one of the richest in the whole world.

A city with 26 railroads entering its gates. A city on the banks of the Father of Waters. A city with nearly a dozen electric lines radiating into the wealthy manufacturing agricultural districts of Missouri and Illinois.

A city with hard surfaced roads bearing automobile traffic from throughout the country—and this city the mecca.

We investigated the circulation records of the *Globe-Democrat* in the territory surrounding St. Louis.

And we found that this one newspaper was the one big influence of the district.

As one writer, in a recent article in The National Geographic Magazine has said—"to tens of thousands" throughout this district *"The Globe Democrat* is guide, philosopher and friend."

The 49th State we call it. It's a circle radius 150 miles. The population exceeds 4½ millions. It has more resources than any other state can show.

The 49th State comprises sections of five states—Missouri, Illinois, Kentucky, Tennessee, and Arkansas.

And we are advertising this 49th State. We've taken the principal towns one by one. We've found out their principal resources. We've tabulated their retail outlets. So many grocers, so many druggists, so many hardware stores, so many auto dealers, etc., etc.

We've prepared a series of advertisements each reproducing a view of the down town section in a given town, and then telling of its market possibilities.—And we've shown how the *Globe-Democrat* serves each of these towns as no other metropolitan paper does.

Here is a book which is based upon nearly two years' work in research and compilation. The story of this book and the investigation upon which it is founded would require several hours for the telling.

This is the work of one of the leading advertising agencies in the country—a dispassionate survey of St. Louis and the 49th State, seeking information as to the real preferences of the people regarding newspapers; seeking accurate knowledge of this market—the division of population and purchasing power; the percentage of home ownership; the distribution of automobiles; the location of native white—page after page of authentic—absolutely authentic—information regarding this market.

The survey was made by specially trained workers, who called upon 110,000 homes and obtained 80,797 effective interviews.—Probably the most comprehensive analysis of circulation and reading habits ever made for an American newspaper.

It is difficult to conceive of the magnitude of this undertaking. A new department—The Research Division—has had to be created at the Globe-Democrat—to take care of the records, and to carry on the work which the survey has made possible. Ballot counting machines have had to be installed to enable this department to collate and appraise the mass of data for the benefit of our advertisers.

And just lately this book went out to advertisers throughout the world to carry the news of the survey.

Full page advertisements in the metropolitan newspapers have told of the revelations in this book and have offered it to interested executives.

We've linked St. Louis and its tributary towns inseparably. The people in those very towns have become interested in our campaign. They have felt the compliment of seeing the names and pictures of those towns published broadcast with remarks as to their importance in the community.

And we at the *Globe-Democrat* have felt the good effect. The St. Louis Chamber of Commerce has asked for copies of our portfolio to display to business men seeking information on the St. Louis market.

Mind you, we have planned our own campaign to reinforce a somewhat smaller one which the St. Louis Chamber of Commerce is running.

We've tried to link the two together—for the glory of St. Louis—and the *Globe-Democrat*.

You'll hear interesting things from The 49th State. It's a most remarkable commonwealth. . . . The more we study it the bigger it seems.

And if you motor down to St. Louis, this summer, you'll see along the road, giant bulletin boards, reproducing the map of The 49th State, and telling you more about it. You'll know when you reach The 49th State.

YOUR INDIANA MARKET

Gives You a Potential Market Unsurpassed

ALTHOUGH great pioneering projects in industry, trade and agriculture are still being carried forward in Indiana, this state belongs to that group, to which natural endowments have given the mark of established stability.

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life. Other natural resources, such as timber, oil, gas and coal have also contributed to the buying power of the people of the state.

The industrial growth of the state is the natural result of superior transportation facilities. No state is better supplied in this respect. It is in the pathway of almost all of the great trunk lines and branch railroads tap every part of the state.

Indiana is a state of good, live towns only a few miles apart. This state, ninth in point of population, has twelve cities with over 25,000 people. It has the highest native born population of all the states, with over 92 per cent.

Any national advertising campaign must include Indiana. It is right in the heart of things—commercially and geographically.

The newspapers of Indiana offer you the best means of reaching this market, all of them substantial, enterprising papers, highly thought of by their readers and advertisers.

Secure a firm foothold with these leading daily newspapers.

			Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)		3,276	.025
***Evansville Courier and Journal	(M)	27,040	37,908	.08
	(E)	10,868		
***Evansville Courier and Journal	(S)		32,502	.08
***Fort Wayne Journal-Gazette	(M)		31,274	.07
***Fort Wayne Journal-Gazette	(S)		34,657	.07
***Fort Wayne News-Sentinel	(E)		41,412	.09
***Gary Evening Post-Tribune	(E)		11,410	.05
Hammond Times	(E)		15,436	.05
***Huntington Press	(M&S)		3,563	.025
***Indianapolis News	(E)		131,818	.25
***Lafayette Journal & Courier	(M)	7,372	20,247	.06
	(E)	12,875		
†††La Porte Herald	(E)		4,091	.025
***Newcastle Courier	(E)		4,603	.025
***South Bend News-Times	(M)	10,155	23,039	.06
	(E)	12,884		
***South Bend News-Times	(S)		21,440	.06
***South Bend Tribune	(S) 19,718	(E)	20,588	.06
***Terre Haute Tribune	(E&S)		23,608	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

METHODS OF OBTAINING AND DEVELOPING LOCAL DISPLAY SALESMAN

By W. E. DONOHUE
Local Display Manager, Chicago Tribune

NEARLY every executive in the advertising department of the *Chicago Tribune*, even to the advertising manager, has come up through the ranks from a "want ad solicitor." Thus, we are able to attract to our doors young men from all walks of life seeking an opportunity to sell advertising space. It rarely becomes necessary for us to advertise for men because with the close of each high school year or college year we have hundreds of applications from young men who have decided that they want to follow the advertising business and want to start on the *Tribune*.

Usually these men are interviewed by our classified manager and if they, in his judgment, measure up to the standard, they are given an application blank. Maybe, immediately, or at some future date, the candidate is started either on the front counter accepting want ads from the public, or is given, after a few days' training, what is known as a cash territory—usually far removed from the downtown district and the young man is instructed to stay within it and get all of the want ads that he can on a cash basis only.

If an advertiser telephones and wants to place a cash ad that lead is turned over to this particular salesman, clippings of ads appearing from his territory from other newspapers are also furnished him as leads, and he is supposed to canvass the rooming houses, boarding houses, hotels, real estate offices, etc. If he shows ability he is moved from one territory to another until he earns his way to a downtown territory, then as the vacancies occur he is moved from the cash department into the charge department and does practically the same work as before, starting in an outlying district calling on those who have yearly contracts, rendering service to them and trying to convert any businesses that are using the paper on a cash basis to contract advertisers.

During all of this time in the classified department he receives certain literature about the *Tribune*, its policies and its methods. He is given a certain amount of instruction as to how advertising copy should be written and handled, and after a year or more of training, if a vacancy occurs, he is then sent to the local display manager for an interview, competing probably with from 6 to 12 other men for the position.

It may be surprising to you to learn that the man turnover in the classified department is large. If the candidate after two interviews with the local display manager does not measure up to the standard demanded by him, the candidate is advised to seek his fortune elsewhere—in other words, he is fired.

There are certain factors taken into consideration when he appears before the local manager, heredity, education, environment, observation powers, personal appearance, and the success that he has made as a classified solicitor. Subtle questions are put to him at the interview. His method of approach, his handshake, are the first things that are noted along with his personal appearance and expressions, that is, the things that he says and the way that he says them. He is questioned as to the schools he attended. A lineup is gotten on his inherent characteristics and the environment he started life in, and the things he has done to improve that environment up to the present time.

Questions are asked to test his observation powers on the newspaper itself, its management and policy—on its pyramid style of makeup, editorial policies and the editorial features, as well as of his knowledge of display advertising and the concerns who are large users of space in a display way, and the specific days that these large users of space run copy. Then a question is put as to the application of the knowledge he has acquired. In Chicago certain popular priced department stores do not use the daily morning papers, but are large users of Sunday space. Certain types of women's wear stores of a cheaper grade are large users of Sunday space and do not use daily morning papers.

Others stores such as Marshall Field and Carson, Pirie Scott & Company do not use Sunday papers. All of this information is included in a Book of Facts, a copy of which is given to each employe each year, or at the time he enters the employ of the paper. So the question might be put in this way: If you were employed in the local display advertising department and the telephone rang on your desk and Mr. Goldberg who conducts a cloak and suit store of a cheaper grade were to tell you that he had 1,000 coats that he wanted to sell for $12.50 and asked you to get up an advertisement—what size advertisement would you recommend and what day of the week would you suggest that he place that advertisement and why? His answer would indicate whether or not he had studied and absorbed the Book of Facts.

If the young man is selected for the position, in a few days he is placed on the local payroll. He is then put through a system of sales training lasting about ten days, during which time a course of home study is outlined for him. He is then assigned to a trained local solicitor and changed each day so that he can get an entire training on all classes of local business. This usually takes from two to three weeks and at the end of a month he is placed in charge of the accounts and is assigned certain prospects, and is usually given a six months' trial to make good. This ten days' verbal instruction received from the local display manager is outlined as follows:

He is taught the 4 big requisites for successful selling. These are, he must sell himself—his personality—the house he represents and the contents of that house. Ramifications of these 4 major points are gone into in detail. The faults in his method of approach are pointed out and instruction is given on how to correct them. He is warned against a stereotyped method of approach. He is instructed to be a positive salesman, not a negative one. He is instructed in the use of the yardstick to test whether or not an advertising campaign will be successful. This yardstick is as follows: Is the medium right, the time proper, the copy right, the merchandise right, the management of the proposition right? The 5 points are covered in detail. He is schooled in the testing of the inherent qualities of his prospective customer, thus being instructed to fit himself into the customer's scheme of things. He is expected at the end of each day's training to recite the things that he learned that day, thus giving him confidence to talk on his feet. He is usually trained with two or three other salesmen.

Sales problems are given him and a sales resistance by a fellow solicitor is placed against him, thus teaching him when to recognize a point of contact and the course to pursue in order to dominate from that point of contact so that he might carry the conversation to a successful sale. He is impressed with the importance of study because he cannot sell the house he represents unless he knows it and believes in it and radiates it—and he cannot sell the contents of that house unless he understands it—therefore he is given a great deal of instruction on the makeup of local advertising, the city of Chicago and the 5 central states; and a working knowledge of the news writers and the features appearing in the newspaper, as well as the mechanical, editorial, auditing, circulation and manufacturing departments. He is taught what circulation figures mean and how to analyze them. He is impressed with the fact that knowledge is power only when it is properly disseminated.

He is instructed in the who, what, when, where, why and how rules of salesmanship. He is schooled in the buying and selling of merchandise, the wholesale market, the jobbing market, the markup, and turnover of merchandise, and in retail store service and management. Also how to compare his merchandise, that is, the newspaper that he represents with that of his contemporaries. He learns not only his own rates but the rates of other newspapers. He is warned never to oversell and to realize that after all the man that pays his salary is really the merchant whose advertising he solicits. He is advised against exaggerated statements in order to sell a client, because by bad advice while he may gain temporary lineage he may kill a permanent advertiser. He is instructed to be truthful in his statements, be honest with himself, the house he represents, and the merchant on whom he calls. When he is released from this school he has access to the office of the local manager or his assistant for any information that he may seek, and then two or three times a week he sits in with a group of solicitors, at which time important sales talks and sales instructions are given. He is impressed with the importance of team work and warned against individualism.

In these meetings at times he is called to give talks on his experiences or seek advice of his fellows on problems that confront him. Usually his accounts are a diversified line when first assigned, and if he shows a particular ability for certain lines, such as furniture, men's wear or women's wear, musical instrument etc., when a vacancy occurs on these group accounts he is selected to handle that particular branch of the business entirely.

I, as Local Manager, am able to give this kind of training because having come up through the ranks myself and having worked in the editorial, auditing, circulation, and mechanical departments, as well as the advertising department of newspapers.

Texas Daily Loses Damage Suit

Former Chief of Police Fred Lancaster of San Antonio, Texas, has been given verdict for $15,000 damages against the *San Antonio Express* in District Court at San Antonio. Lancaster sued for $50,000. The action was based upon three articles printed in the Express in December, 1917, in which city and county officials were urged to enforce the vice laws.

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

The Deseret News
SALT LAKE CITY, UTAH
Our merchandising and research department is at the service of all national advertisers or agencies at all times.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

In New Orleans
Consult the Latest
A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday
CITY CIRCULATION
Specials: East Beckwith
West Branham

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

DETROIT TIMES
Over 200,000
DAILY
Over 250,000
SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Bush House, London, for New Yorkers:—In addition to making Bush House the Convention Registration Headquarters in London, it is intended to continue the tenancy to July 22, and it is hoped to arrange headquarters offices there for the New York Advertising Club, the Houston delegation, the New England contingent, and the American advertising agents. The ground floor reserved has an area of nearly 6,000 square feet, and in the building are two American banks, the Guaranty Trust Company and the Equitable Trust Company, and two cable companies, Western Union and Commercial Code.

Sir Charles Starmer's Interest:—Sir Charles W. Starmer, who controls one of the largest groups of Provincial newspapers, as well as the *London Westminster Gazette,* has contributed £500 to the convention fund and in addition will make a special contribution to the Sheffield entertainment fund.

Other contributors include the proprietors of the *Bolton Evening News,* with £250; Sir Robert H. H. Baird, of the *Belfast Telegraph,* with £100; H. J. Heinz (57 Varieties) and Boots' Pure Drug Company, each with fifty guineas.

France Wants to Be In It:—Ferand A. Marteau, Hon, Sec. of the British Overseas Committee, reports that France is expected to be prominently represented in the Convention. According to hotel reservation made, more than 900 delegates are coming, including 2 advertising women. At the banquet to French-speaking delegates, M. Paul Dupuy, proprietor of the *Petite Parisien* has promised to speak. One session, as part of the Export Departmental, will be held in the French language.

Five hundred American delegates are to be welcomed to Paris after the Convention, and a comprehensive program of hospitality is being arranged. It is pointed out by Mr. Marteau that although this invitation to the American delegates has been extended by the Association of the French Press, provision will be made to enable any American group of specific interests to meet leading French advertising men possessing similar interests. The Paris trip will be a great time for hotel proprietors, railways and automobile houses are cooperating to give of their best.

Little Lines of Action:—The Great Western Railway has offered free transport for 250 delegates to Oxford and Stratford-on-Avon (Shakespeare's Home) and will entertain the passengers to dinner on the train.

The Publicity Club of Edinburgh has applied for affiliation to the A. A. C. W. A. Adeler, the Norwegian delegate to the Convention, who is president of the Norwegian Advertising Agents' Association and general manager of Heroldens Annoncebureau, Christiania, has been nominated to the Legion of Honor.

I understand that J. Murray Allison is the new advertisement manager of Allied Newspapers Ltd. the Berry group of papers taken over from Messrs. E. Hulton & Co. Ltd., and including the *Manchester Daily Dispatch, Evening Chronicle, Sunday Chronicle and Empire News.*

At the convention luncheon, May 27, C. Harold Vernon welcomed Muelen Dyke, of the New York Advertising Club, as the first American delegate to arrive in London.

The Ulster delegation to the Convention will be housed at the Hotel Great Central (Marylebone terminal); the French delegates have made reservations at the same hotel and at the Hotel Russell.

PICTURE TRANSMISSION RECORDS

Telephone Wires and Airplanes Used to Relay Photos from Cleveland

Transmission of pictures by telephone and airplane was a feature this week of the National Republican Convention, Cleveland. While the American Telephone and Telegraph Company flooded New York newspapers with photographs brought over telephone wires by their new method, picture agencies vied with one another for speed using airplanes.

One record was claimed by United News pictures, when a flashlight picture taken in Cleveland was dropped by parachute to a waiting navy speed boat in New York harbor, and was in the office of the *New York World,* within 5 hours. Airplanes were also used in transporting pictures to Chicago and other cities.

A. A. C. W. Vanguard Off for Britain

As vanguard to 2,000 American advertising delegates to the international convention, A. A. C. W., Wembley, July 13 to 18, Harry Tipper, chairman of the program committee, and Earl Pearson, secretary, sailed for England Thursday on the S. S. President Roosevelt. John H. Logeman, of Chicago, chairman of the exhibit committee, was also in the party. He goes to complete arrangements for the American advertising exhibition to be set up in the Wembley stadium. Establishment of American headquarters in London, and final ironing out of program matters are the chief reasons for the advance trip to London.

HEARST PLANS N. Y. TABLOID

Rumors Persist and Officials Won't Deny Them—Has Equipment Ready

While Hearst officials seemed bent on keeping plans secret, rumor this week persisted that a new morning illustrated tabloid newspaper, the *Star,* flying the Hearst banner, would be established in New York shortly.

Rumors set the date for the first issue at June 16.

Efforts to obtain confirmation or denial of reports were unsuccessful. A high official, refusing use of his name, declined to deny the rumor, declaring that "anything was likely to happen in an organization as large as Hearst's in New York."

Arthur Brisbane, it was learned, was not in Cleveland June 10 or 11, and gossip immediately connected his presence in New York with establishment of the tabloid.

It is known that Mr. Hearst owns sufficient equipment in New York for immediate publication of such a daily. Organization of a staff, and completion of distribution arrangements remain to be completed.

Equipment is housed in the Hearst auxiliary plant on Gold street, near the American building. Tabloid presses there were used once before, when a tabloid section was added to the regular morning editions of the *New York American.*

Columbia Honors Three Journalists

Columbia University, New York, on June 4, awarded honorary degrees of Doctor of Laws to Victor F. Lawson, publisher of the *Chicago Daily News;* Adolph S. Ochs, publisher of the *New York Times;* and Melville E. Stone, counselor of the Associated Press. On June 3, they were guests at the annual commencement dinner of Nicholas Murray Butler president of Columbia. Other newspaper men at the dinner were Herbert Bayard Swope, executive editor of the *New York World,* and H. H. Kohlsaat, former editor of the old *Chicago Inter Ocean.*

PICTURESQUE SPOTS IN HISTORIC LONDON

Gog and Magog. City Guardian genii who changed their names. Last of the Giants.

One on each side of the great west window of the Guildhall stand Gog and Magog, the gigantic guardian genii of the City of London.

They are carved in wood, and richly



coloured. Each is over fourteen feet in height.

The one on your left is Gog. He is girt with a sword, and has a bow and a quiver of arrows slung behind him. But his main armament is a "morning star."

This instrument, which he holds in his right hand, consists of an iron ball studded with spikes, hanging by a chain from the end of a long pole, a truly formidable weapon.

Magog carries a long pike, shield and sword, and wears armour of the Roman type.

These solid and enduring images were carved in the year 1707 by Captain Richard Saunders, of King street, to take the place of predecessors of a much lighter construction. Before this time it was customary for the two giants to be taken each year from the hall and carried in the Lord Mayor's procession. They were consequently hollow affairs of wicker and pasteboard.

How long ago they were first connected with the civic pageantry of London we do not know. But they seem to have been well established by the time of Henry V., whom they greeted at the end of London Bridge on his triumphal return after Agincourt.

It is a curious thing that they now have the name of only one of them shared between them. The name of the one now known as Gog was originally "Gogmagog" and the other was "Corineus."

The latter was the companion—or brother—of Brut, the leader of the



Gog and Magog

Britons when they first settled in this "Isle of Albion."

He subdued and tamed Gogmagog, the last of the giants who inhabited this land before that time.

The mistake doubtless occurred through a confusion of the name "Gogmagog" with the "Gog and Magog" mentioned in the books of Ezekiel and Revelation.

Advertisement inserted by The London DAILY MAIL in the interests of the 1924 Advertising Convention.

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

TRENTON N E W JERSEY

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

The Washington Herald
Largest Sunday Circulation Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

The Greatest Force in British Advertising is

The Times

London, England

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

A LARGE line drawing of a modern car with lines running to small display ads all around proved a good special feature for one paper recently. Each space brought $50 and was sold to an advertiser or dealer of some sort of equipment for the car.—James M. Mosely, 39 East Concord street, Boston.

Every year in recent years has seen a considerable increase of interest in horse riding. Get up stories about the local increase in interest in this sport and work for advertising among local riding academies, harness dealers, renters of saddle horses, dealers in riding habits, etc.—Frank H. Williams, 411½ North Main street, Sana Ana, Cal.

An industrial feature aimed at manufacturers who rarely advertise in local papers brought results. The plan followed out was to get a manufacturer take space on the industrial page for a certain number of issues. The news department then detailed a reporter to go through the plant and get an industrial news story.—L. J. Jellison, *Dubuque (Ia.) Times Journal.*

The *Santa Ana (Cal.) Register* wraps all its papers which are delivered by carrier boys with wire so that the papers are tight and yet not broken and are in the best possible condition when received by the subscribers.—Frank H. Williams, 411½ North Main street, Santa Ana, Cal.

One of the easiest double pages we have ever sold was one using the word "WHERE." This word occupied about 3 columns by 5 inches deep in the center of the top part of the pages. Around the word "Where" were six question marks. At the top of each ad was "Can I Buy," "Can I Get," or "Can I Find," depending upon the body of the advertisement which was all written in this office. For the garage man we wrote "Can I Get My Car Repaired?" and so on for other merchants. For this page we had but four refusals out of 38 calls.—R. Kenneth Kerr, *Wilmington (Ohio) Daily News.*

Ad departments miss good guesses every day by not watching national ad schedules. Take music record releases. A series of line ads from merchants could be secured for a run under the ad. Then in clothing, tire and other ads, boxes containing ads from local merchants may be secured if it is pointed out that the merchant enjoys the benefit of the larger ad merely by inserting a small name ad under the foreign ad.—L. J. Jellison, *Dubuque (Ia.) Times Journal.*

The summer touring and camping is about to start. As soon as it is well under way try a special page feature headed "The Summer Tourists' Extra." Devote the center of the page to stories on improvements being made or planned for the camp, auto tires that have given unusual mileage, makes of cars that have crossed the country without mechanical trouble, family ideas of equipment necessary for camping convenience, yarns of hairbreadth escapes on the road, attempted holdups, sketches of men at the camp of national importance, persons, etc. This opens up an endless channel of advertising. All garages will carry a permanent space. Business houses selling tents, cots, camp stools, cooking utensils, etc., will be interested. Agencies for tires and cars will jump at the chance to run a big ad whenever a favorable story regarding their product is to appear. In fact a double truck ought to be necessary in any large city offering a municipal camp ground to tourists.—Fred E. Beane, *Manchester (N. H.) Union-Leader.*

ALL MILWAUKEE PAPERS CLAIM NEW READERS

First Week of Sentinel Operation by W. R. Hearst Sees Shift in Store Copy—Report Berger Will Sell

MILWAUKEE, June 9.—That a morning newspaper will be launched by the publishers of the *Milwaukee Journal,* not later than August 1, is the latest presistent rumor here, following the shake-up incident to change of control of the *Sentinel.* The *Journal* denies the reports.

Announcement was made during the week that Judge August C. Backus is to retire from the bench to become publisher of *The Milwaukee Sentinel.* The announcement named four prominent Milwaukeeans, including Charles Pfister, former owner of the Sentinel, as associated with Judge Backus as directors in the company publishing the Sentinel. The announcement omitted mention of ownership.

The *Morning Sentinel* is being put out with a somewhat modified form of Hearst morning paper make-up. Arthur Brisbane's "Today" appears regularly on page one in the regular position. Back of page one, the *Sentinel* has dropped much of its former conservative makeup and adopted more of the Hearst style. The society page, for instance, is made up in standard Hearst morning paper style. The Sentinel, however, has not gone in for a solid page of comics and has thus far, stuck to one "first" page. The better known of the Hearst morning comics are scattered throughout the paper.

Several days during the week, the *Morning Sentinel* carried a full page announcement that in *acquiring control* of the Sunday *Milwaukee Telegram,* the Sentinel company automatically acquired first option on the Hearst morning paper features.

It is understood from an authoritative source that during the week, the circulation of the morning paper increased from approximately 39,000 to around 46,000 net. The press run on the Sunday paper yesterday was 196,000. The Sunday edition of the *Journal* reports a press run of 146,214 last Sunday against a press run of 131,164 a week ago. The evening edition of the *Journal* on Friday last claimed a press run of 138,703 against an average of 131,590 for the week before the consolidation of the *Wisconsin News* and the *Evening Sentinel.* The *Wisconsin News* claims to be running around 112,000 against 89,000 before the consolidation.

It is reported that the *Sentinel* has cancelled its contract for the *New York Times* leased wires effective June 10 and that after that date Universal Service (the Hearst night wire) will have two leased wires serving the morning edition of the *Sentinel.* From the same sources it is said that the *Journal* is negotiating with the *Times* for leased wire service. The *Journal* now has United News and New York World service for its "sunrise" edition which does not circulate in the city.

During the week, is was announced that the *Journal* had engaged the services of A. L. Harvey, formerly city editor of the *Evening Sentinel;* Fred Sheasby, formerly political writer for the *Sentinel* and Manning Vaughan, formerly sporting editor.

The advertising situation, so far as concerns department stores, is interesting. Prior to the consolidation, the *Journal* and *Wisconsin News* were running full copy from the three leading department stores and the *Sentinels* were running greatly reduced copy. All last week, the *Wisconsin News-Evening Sentinel* combination had only part copy from the same stores, despite the larger press run and circulation.

Also, the day the combination went effect, the street car boxes, from wl Milwaukee car riders in the morning been obtaining *Morning Sentinels* appeared from the cars. Charles Pf former owner of the *Sentinels,* is lar interested in the street car company, said.

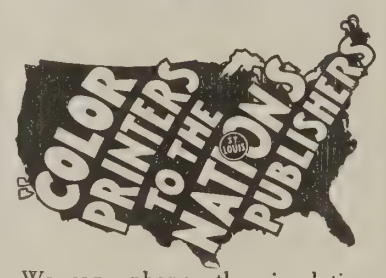
Another rumor which is going rounds is that Congressman Victor ger, is negotiating with the Scri Howard newspapers, with a view transferring to them the *Milwa Leader,* the socialist daily he owns. *Leader* is served by United Press. It a practically new plant, well equipped adequate for considerable growth. Le employees profess to know nothing of Scripps-Howard report. Berger i Washington.

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

COMICS



We can enhance the circulation pulling-power of your comic page classics with unexcelled color printing.

Write for proofs and low prices.

The World Color Printing Co.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

CIRCULATIO BUILDING SUPREMACY

Proven time and time aga by the many thousands NEW, paid-in-advance s scribers we gain for newspap in all parts of the countr

Wire or Write Care of Rochester Herald

HOLLISTER CIRCULATION ORGANIZATI 300 Merritt Building - Los Angeles,

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

FIRST IN PUBLIC SERVICE

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 650,000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

The
Pulitzer Building, New York
Mallers Building, Chicago
Ford Building, Detroit

first!
—*in* daily circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

THE TACOMA NEWS TRIBU



Frank S. Baker, President
Charles B. Wel, Editor and Gen.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons C, 360 No. Michigan, Chicago, Illinoi
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

NINE N. Y. PAPERS GAINED IN MAY, THOUGH TOTAL SHOWS LOSS

TINE out of 13 New York and Brooklyn newspapers printed more advertising in May, 1924, than in the same month of 1923, according to measurements of the New York Evening Post Statistical Department. Four papers showed losses which totaled 326,162 lines, while the gains of the nine other papers totaled 160,628 lines. Yet the loss for the month against the May, 1923, total was 107,556 lines, due to suspension during that year of the Herald, Globe, and Mail, whose combined total last May was 2,342,-112 lines.

Superficially, it would appear that advertisers have cut from their schedules almost a million and a half lines of advertising as a result of the year's consolidations. Allowing 2,300 lines to a page, the decrease in lineage totals 612 pages. The actual decrease in number of pages printed was the difference between 14,582 last year and 13,398 this May—1,184, of which the loss in advertising accounted for 51 per cent. The total lineage for May, 1924, and May, 1923, are 13,938,118 agate lines and 15,345,674 lines, respectively.

Comparative totals for May, 1924-1923, and 1924-1918, follow:

MAY, 1924-1923

—Pages— 1924	1923		Percentage of Total Space	1924	1923	Gain	Loss
458	1,186	American	9.9	1,373,016	**1,098,586	274,430	.....
288	1,226	Brooklyn Eagle	11.9	1,656,552	1,639,608	16,944	.....
522	616	Brooklyn Times	2.7	379,998	358,436	21,562	.....
168	1,136	*Evening Journal	9.5	1,326,084	1,255,888	70,196	.....
...	524	*Evening Mail	...	.....	539,638	.....	.....
790	540	*Evening Post	2.8	381,770	394,472	.....	12,702
706	764	*Evening World	4.8	672,730	765,230	.....	92,500
...	622	*Globe	...	.....	782,358	.....	.....
...	1,046	Herald	...	.....	1,020,026	.....	.....
202	1,006	Herald Tribune	8.3	1,155,880	§879,172	276,708	.....
076	1,004	News (Tabloid)	3.7	520,318	369,148	151,170	.....
612	792	Standard Union	4.6	642,554	713,394	.....	70,840
916	722	*Sun	8.5	1,176,648	‡966,206	210,442	.....
722	604	*Telegram & Mail	5.9	815,722	¶642,230	173,492	.....
700	1,598	Times	16.6	2,327,628	2,261,944	65,684	.....
238	1,286	World	10.8	1,509,218	1,659,338	.....	150,120
398	14,582	Totals	...	13,938,118	15,345,674	.....	1,407,556 Net Loss

*No Sunday edition.
**68,850 lines American Weekly not included.
‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.
¶Telegram and Mail combined January 28, 1924 Sunday issue discontinued March 16, 1924. Evening Telegram 4 Sundays 1923 included.
§Herald and Tribune combined March 19, 1924.

MAY, 1924-1918

	1924	1923	1922	1921	1920	1919	1918
erican	1,373,016	1,098,586	953,808	976,780	1,046,262	905,192	837,292
ooklyn Eagle	1,656,552	1,639,608	1,450,720	1,336,286	1,334,474	1,048,962	779,239
ooklyn Times	379,998	358,436	314,752	291,874	295,894	†.....	†.....
vening Journal	1,326,084	1,255,888	1,092,622	972,914	857,792	868,787	691,809
vening Mail	.....	539,638	540,384	526,602	608,468	423,509	429,742
vening Post	381,770	394,472	347,628	507,784	539,344	418,168	379,968
vening World	672,730	765,230	808,762	766,590	919,444	725,742	452,165
obe	.....	.....	782,358	642,466	572,700	725,218	786,704	444,697
rald	.....	.....	1,020,026	1,002,640	1,172,520	1,214,588	788,450	596,721
rald Tribune	1,155,880	879,172	768,392	863,320	1,005,858	730,402	377,906
ws (Tabloid)	520,318	369,148	283,848	225,780	146,922	†.....	†.....
ndard Union	642,554	713,394	706,818	595,898	783,090	623,750	480,003
m	1,176,648	966,206	945,362	758,274	748,400	732,380	498,741
leg. and Mail	815,722	642,230	672,700	632,960	769,612	907,412	763,891
nes	2,327,628	2,261,944	2,162,080	2,092,816	2,315,637	1,669,932	1,210,616
rld	1,509,218	1,659,338	1,459,432	1,355,588	1,748,420	1,601,328	1,347,380
Totals	13,938,118	15,345,674	14,152,414	13,648,686	15,059,423	12,230,718	9,290,170

†Figures not recorded.

WS MEN TOURING NORTHWEST

ke Coast Jaunt as Guests of Great Northern Railroad

That eastern newspapermen may obtain e information concerning agricultural, ustrial and economic conditions in the cific Northwest, the Great Northern ilway is playing host to a party of tern editors on a tour of the West. e editors will travel as far as St. Paul the Oriental Limited and will make remainder of the trip on a special in to be made up there. L. W. Hill, irman, board of directors; Ralph dd, president; William P. Kenney, e-president and traffic chief, Great rthern Railway, will accompany the wspapermen.

Editor guests include: Harold F. heeler, managing editor, *Boston weler;* Rutherford Rennie, special ter, *New York Herald-Tribune;* E. Swasey, special writer, *New York erican;* Reid Byron, city editor, *Pittsgh (Pa.) Gazette-Times;* E. S. Edmson, assistant to publisher, *Philadela North American;* Louis LaCoss, cial writer, *St. Louis (Mo.) Globemocrat;* Edwin G. Pinkham, special ter, *Kansas City (Mo.) Star;* Curtis Hodges, managing editor, *Indianapolis id.) News;* Earl Mushiltz, special ter, *Indianapolis Star;* Julius Liebman, naging editor, *Milwaukee (Wis.) rnal;* Glen Griswold, publisher, *Chio Journal of Commerce;* Ashton evens, special writer, *Chicago Herald-aminer;* Ernest L. Heitkamp, special ter, *Chicago American;* Joseph F. Kelly, assistant to publisher, *Chicago News;* Oscar Hewitt and Arthur Evans, *Chicago Tribune;* Willard E. Carpenter, publisher, *Lincoln (Ill.) Courier;* James P. Kolbert, superintendent, Central Western Division, United Press; C. R. Abbott, manager, Underwood's News Photo Service; J. D. Barnum, publisher, *Syracuse (N. Y.) Post-Standard.*



Iowa Enjoys the Highest Per Capita of Wealth and the Lowest Percentage of Illiteracy

This condition is permanent because her wealth is based on agriculture.

The approximate value of farm products and live stock products each year in Iowa amounts to the enormous sum of

$1,750,000,000

Iowa's progressive people are mainly engaged in intensive agricultural pursuits.

Nature stands back of Iowa each year. Every acre is fertile. Iowa has never known a crop failure.

The average value of farm land per acre is $254.00. Iowa has no congested sections. There are no "good" sections and "ordinary" sections. It is all good.

This means that money pours into Iowa banks and her people's pockets, giving Iowa more banks than any other state.

These facts are reflected in that Iowa has a higher percentage of literates than any other state, she has more farm-owned automobiles and more telephones per capita than any other state.

An advertising appropriation, judiciously divided among Iowa's dominating newspapers listed below, can be made to pay a substantial dividend.

The Time to Prove IOWA'S Responsiveness is NOW

		Circulation	Rate for 5,000 lines
***Burlington Gazette	(E)	10,535	.04
***Cedar Rapids Gazette	(E)	22,671	.07
***Council Bluffs Nonpareil	(E&S)	16,132	.05
***Davenport Democrat & Leader	(E)	14,485	.06
***Davenport Democrat & Leader	(S)	17,416	.06
***Davenport Times	(E)	24,946	.07
***Des Moines Capital	(E)	61,683	.14
***Des Moines Sunday Capital	(S)	27,895	.14
***Iowa City Press-Citizen	(E)	6,230	.035
***Keokuk Gate City	(E)	5,899	.03
†††Mason City Globe Gazette	(E)	13,405	.04
***Muscatine Journal	(E)	7,980	.035
***Ottumwa Courier	(E)	13,375	.05
***Waterloo Evening Courier	(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

ROGERS PLANS A NEW EVENING DAILY

Former New York Globe Publisher and Editor Announces Venture As Unique Experiment in Journalism

A new evening newspaper for New York, "established in the same manner as a public library," forming a "unique experiment in journalism," was promised by Jason Rogers, former publisher of the *New York Globe*, this week, if the public indicates it wants such a newspaper.

To ascertain the public mind, Mr. Rogers published a full page advertisement in Tuesday's *New York Times*, requesting persons interested to return a coupon to his headquarters in the old Tribune Building. In the advertisement the proposal was outlined.

Rumors had long been current that Mr. Rogers intended re-entering the New York newspaper field at the head of a daily. In the advertisement, he said that thousands had requested him to do this.

"No definite plans regarding a plant have been made," Rogers declared in a statement given EDITOR & PUBLISHER. "I do not intend to start the new newspaper until after the election excitement is over. I already have substantial support pledged, and when sufficient capital for an assured success is in hand we shall start."

The date, he said, will probably be in the late fall or about January 1, 1925. The paper may be printed up-town, with possible branches in Brooklyn and the Bronx to reduce delivery costs, he stated.

"The capital necessary will be raised by subscription to bonds, upon which interest will be paid up to 7 per cent when earned," Rogers' statement continued. "Control will be in a small issue of common stock, a majority of which will be held by trustees, men who command the respect and confidence of the community. Dividends will be limited to 7 per cent and those earned on the trusteed stock will constitute a bonus fund to be distributed among the employes of the newspaper."

Advertising rates, Mr. Rogers' statement reads, under no circumstances shall exceed cost, plus a sufficient profit to pay the limited dividend.

Mr. Rogers described his proposed daily as one that will be "neither a temporary personal organ nor a mere business enterprise, but a solidly established institution devoted singly to the public service, secure against capture by private wealth and the natural vicissitudes of life."

Henry J. Wright, editor of the Globe for many years, and who recently resigned from the *New York Sun* as executive editor, will be editor of the new daily, if demand of the public justifies its establishment.

Others now associated with Mr. Rogers in preliminary work are W. E. Severn, one time advertising manager of the *New York Herald*, and A. S. King.

Mr. Rogers said: "We will not seek the 'largest circulation,' but make a newspaper better, bigger and more complete than the Globe was and depend upon such meritorious production as we can make to win substantial recognition from a public grown out of patience with personally conducted newspapers for profit. Judged by early returns the public wants such a newspaper. That it will be a success if started is assured, for the organization I will bring together is bound to make a go of the venture."

Later, in a lengthy formal statement, Mr. Rogers declared that "recent consolidations of newspapers" in single hands and one-man ownership of more than one newspaper "have raised questions touching the integrity of a free press. The constitutional guarantee was framed under conditions simpler than those that exist today. Newspapers owed their influence to their ability to command attention. That ability resided in their editors, preservation of whose right to publish the news and their opinions was clearly in the public interest. However powerful they might become in the exercise of this right was of no public concern.

"With the growth of great cities and mechanical devices for rapid publication of newspapers, the character of our press began to change," he said. "Merchants had been learning the advantage of crying their wares in its pages. Capital had been learning how much was paid for the privilege. Wealth that had gone into journalism for recognition and power, rarely with success, now turned to it as a congenial source of more wealth.

"The profession of journalism had become a business. With the change in object, came a change in practice. Profit being the first consideration, nothing that might endanger it was tolerated. Everything that would increase the money return became desirable. For rivalry of brains and emulation in public spirit, was substituted rivalry of dollars. Competition to win support by public service was destroyed wherever possible by power of suppression, by purchase."

* * *

Speed "Extras" to Cleveland by Plane

Three New York morning newspapers utilized airplanes this week to speed editions to Cleveland for National Republican Convention delegates. On Tuesday 3 planes of the Curtis Exhibition Company, carrying copies of the *Times*, *Tribune*, and *World* left New York just after dawn, arriving in Cleveland at 9:30 A. M. Circulation managers said copies were all sold by noon.

SUPPLIES & EQUIPMENT

For Newspaper Making

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

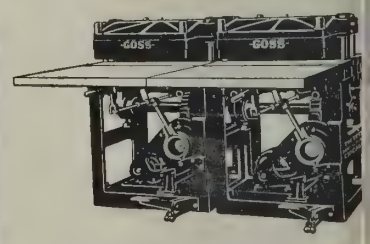
FOR SALE
15-HOE Presse
These presses range in capaci from 20 to 64 pages. If yo are in the market for second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
La Trobe Ptg. & Pub. Co.
La Trobe, Pa.
We refer you to them for their opinion
QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

We can increase your business—y want it increased.
You have thought of press clippin yourself. But let us tell you how pre clippings can be made a business build for you.
BURRELLE
145 Lafayette St., N. Y. Ci
Established a Quarter of a Centu

R. Hoe & Co.
We offer for sale at very low price and available for immediate delivery the following:
TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.
Full particulars furnished on request.
504-520 [illegible]

REBUILT LINOTYPE AND INTERTYPES FOR SALE
Write us for informatio and prices on Rebuilt Lin types and Intertypes. Thes are machines traded in o new and more versati Linographs and are sol with our guarantee. Be sur to state model wanted whe writing.
THE LINOGRAPH COMPAN
DAVENPORT, IOWA, U. S. A.



Goss Motor - Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.
Goss

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Daily Serials

MILDRED BARBOUR
Writes for an eager audience.
Daily Serial with a Daily Throb
Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

Fashions

HOLLYWOOD FASHIONS—NEW WEEKLY
All about the clothes worn by Filmland's beautiful women when "off location."
Irresistibly feminine and timely.
Tom Beck Features, 733 San Fernando Bldg., Los Angeles.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely
The Ellis Service, Swarthmore, Pa.

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Weekly Humor

LAUGH WITH LEACOCK
Ace of Humorists
Once a Week
Metropolitan Newsp. S'vice, 150 Nassau St., N.Y.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

The Market Place of the Newspaper

per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

per word per insertion, cash with order, for advertisements under any other classification.

per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

ertising Copy Writer.
iation with Publisher or Agency requiring right-hand man with a producer's qualiions plus first-class ability as advertising writer, lay-out man, sales correspondent solicitor desired. B-505, Editor & Publisher.

ertising Layout Man,
tical printer, expert typographer, proofer, checker, buyer printing, agency exnce; references; interview. B-516, Editor ublisher.

ertising Manager.
sh to connect as Advertising Manager with ium sized but progressive Western paper. young, married, now employed, eight s' experience. A result getter, ambitious zet ahead. Excellent references. B-506, or & Publisher.

ertising Manager
ilable at once. Now employed with mornevening and Sunday paper. Thoroughly rienced in building and promoting general l advertising, in national field and special c. Capable executive and convincing sales-. Excellent record in present position. years' experience; age 36; married. For view, at your convenience. Address Box 1, Editor & Publisher.

ertising Manager
ability to develop both display and classi- Good manager of men. Not a driver but usiness building executive that can make ds and money for a good newspaper. er medium size city where there is a ibility to later purchase an interest in business. Address Box B-513, Editor & lisher.

oonist
Eastern Daily wishes change; can pro- cartoons with punch. Samples and qualions gladly furnished. B-504, Editor & lisher.

ulation, Advertising or General Manager.
nteen years' successful newspaper experi-, principally circulation, advertising, and ral business in New York City, Chicago, in one Southern city and one Middle tern city of 250,000. It is not a matter of ry, but the desire for a happier connection city of 50,000 or more, that prompts this nouncement. Complete information by mail ersonal interview without obligation or exe to those interested. Address Box A-994, or & Publisher.

Have You Got an Idea

that needs capital to back it up? Tell the men with capital all about it through an

EDITOR & PUBLISHER

Business Opportunities Ad

Situations Wanted

Classified Manager
with knowledge of every branch of the business open for engagement in large field. New York experience. Best credentials. Address Box B-514, Editor & Publisher.

Comic Strip Artist
has developed a continuous strip for daily publication with a "kick" every day. Also have a single cartoon. Would like to make connection with some syndicate or daily paper. George F. Wales, Jr., 617 Floral Ave., Elizabeth, N. J.

Composing Room or Mechanical Superintendent
Who can get results at minimum cost. Young, ambitious, honest; practical printer, machinist, operator, university journalistic training; 14 years' all-around experience in newspaper and printing industry. Go anywhere; union, ex-service man, gentile. Connection with large plant or syndicate desired. Address Box A-999, Editor & Publisher.

Editorial Writer.
Most widely quoted editorial writer in his state, young man under thirty, independent Republican, seeking broader field. Brilliant writer on widest range of subjects, well educated, world traveled, pleasing personality. Invites correspondence and will submit samples of published work. Box B-510, Editor & Publisher.

Publisher's Assistant.
Executive with metropolitan newspaper experience, thorough knowledge of organization methods and practical business getting ideas and plans. Can bring to publisher valuable business building assistance. Address Box B-515, Editor & Publisher.

Reporter.
Young lady journalist, 21, seeks position. Experience in general reporting and feature writing. Graduate Georgia Wesleyan School of Journalism. College education. Write B-507, Editor & Publisher.

Reporter.
Young man 26 years old would like position as reporter. Prefer western paper. Five years' experience. Can cover any assignment large or small and builds own heads. B-503, Editor & Publisher.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account of the William G. Bell Company, Boston, manufacturers of grocery specialties.

Calvin Stanford Advertising Agency, Atlanta. Now handling accounts of the American Industrial Corporation, Port Wentworth, Savannah; Fulton Lime & Cement Company, Atlanta, and the Search Warrant Liniment Company, Griffin, Ga.; the Filer-Cleveland Company, Miami, first mortgages and first mortgage real estate bonds; Provident Life & Accident Insurance Company, Chattanooga; Reynolds & Rankin Manufacturing Company, Rome, Ga., manufacturers of textile products.

Campbell-Ewald Company, General Motors Building, Detroit. Placing account of The Traub Manufacturing Company, Detroit, manufacturers of Orange Blossom wedding rings and other jewelry specialties.

Chambers Agency, Inc., 339 Carondelet street, New Orleans. Now handling account of the Humble Oil Company of Texas.

George L. Dyer Company, 42 Broadway, New York. Will handle account of Pettijohn's breakfast food for The Quaker Oats Company.

Erwin, Wasey & Company, 844 Rush street, Chicago. Sending out renewals on Goodyear Tire & Rubber Co., Akron, O. Sending out orders to general list of papers on Postum Co. (bran).

Ferry-Hanly Advertising Company, 6 North Michigan avenue, Chicago. Sending schedules to a few newspapers, principally in the west, on the National Fruit Flavor Co., New Orleans, La. (Orange Squeeze).

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Sending orders to Illinois papers on Auto Fizik Co., Chicago.

Geyer-Dayton Advertising Company, Dayton Trust & Savings Bank Building, Dayton. Placing account of the Buckeye Incubator Company, Springfield, Ohio.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Preparing newspaper campaign for The Coffee Products Corporation, New York, manufacturers of "Sanka" non-caffeine coffee.

Hazard Advertising Corporation, 7 East 42nd street, New York. Placing advertising for the Belleclaire Hotel, New York.

International Motor Tour, 35 South Dearborn street, Chicago. Doing a little advertising in towns adjacent to Chicago (in Illinois and Wisconsin at present) on motor tours it is conducting throughout the country starting from Chicago. No agency connection.

J. Roland Kay Company, 163 East Erie street, Chicago. Sending orders to additional towns on Sunbeam Chemical Co., Chicago.

Kling-Gibson Compny, 220 South State street, Chicago. Sending orders to general list of papers on Edna Wallace Hopper Co., Chicago.

Lord & Thomas, 400 North Michigan avenue, Chicago. Has obtained account of Yellow Cab Co., Chicago (trucks only). Nothing contemplated for the present.

McJunkin Advertising Co., 5 South Wabash avenue, Chicago. Preparing list on Everwear Hosiery, Milwaukee, Wis.

Mattocks-McDonald Company, South 5th avenue and Commerce street, Duluth. Now handling accounts of the Lewis Hosiery Company of Duluth and the Paul Company of Duluth, manufacturers of the Paul automobile shock absorber and hydraulic jack.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. To place accounts of Sun Ray Products Co., Kansas City, Mo.

William H. Rankin Company, 180 North Wabash avenue, Chicago. It is reported that this agency will handle in the near future some additional advertising on B. F. Goodrich & Co., Akron, O.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Sending schedules to some middle western newspapers on Duz Co., New York (Duz Washing Powder).

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Issuing orders and schedules to newspapers throughout the country on the Scholl Manufacturing Co., (Zeno pad) Chicago. Making up list on Sun Maid Raisin Growers, Fresno, Cal.

HELP WANTED

Advertising Salesmen
to represent both of our publications "The National Republican" and "Outdoors." We have openings in some of the largest cities in the United States. "It's a money maker to the right men." Address E. C. Johnson, Assistant Manager, 909 Munsey Bldg., Washington, D. C.

Advertising Solictior
and General Assistant. By publisher's representative with advertising agency, newspaper or successful selling experience. Salary and percentage profits. Address B-511, Editor & Publisher.

Managing Editor.
Wanted experienced managing editor with proven ability for new afternoon newspaper amply financed in progressive resort city. Must have initiative and imagination to give punch and personality to snappy, live newspaper. State age, present salary, reasons for making change, married or single, salary expected, notice required in making change. Address Evening Bulletin, Box 908, St. Petersburg, Florida.

BUSINESS OPPORTUNITIES

Advertising Solicitor.
The only newspaper in the most talked of town and county in Florida, requires the services of a live wire advertising solicitor who has a minimum capital of twenty-five hundred and is anxious to purchase an interest in a rapidly growing and profitable publication. The man we want is not satisfied to continue working on salary but knows he should share in the profits he can assist to increase. As this is an unusual opportunity the successful applicant's record must be clean and progressive. Can you sell yourself to us as a desirable business associate in your first letter? Address Box B-508, Editor & Publisher.

LA PRENSA SETS RECORD

Buenos Aires Daily Carries 60,000 Lines of Advertising May 27

BUENOS AIRES, ARGENTINE, May 27.—All South American records for volume of newspaper advertising were broken today when *La Prensa* printed more than 5,000 separate advertisements in an ordinary daily issue.

The total volume of advertising of La Prensa has been growing steadily. The issue carried more than 160 columns of advertisements, of which approximately 100 were classified ads. The total lineage was practically 60,000.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

MIDDLE WESTERN PUBLISHER has just sold daily. Wants new connection as publisher, business, circulation or advertising manager. Thirteen years with one paper, advancing to circulation manager, business manager, and finally publisher. Experience has taught him to watch the overhead while increasing business. Age 42. State Normal education. Our No. 3865.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Newspaper Publishers:

A merchandising service department will increase your national advertising lineage.

If you need an experienced merchandising service manager, write Box B-512, Editor & Publisher.

Where Can I Find a Dependable Advertising Mat Service for Small Newspaper?

Address Box A-997
EDITOR & PUBLISHER

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

CLASSIFIED ADS
put
THE RIGHT MAN
in
THE RIGHT PLACE

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* HUNCH EDITOR. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

ONE of the most popular society page features we have ever tried is the inclusion under our daily "Society Calendar" of a recipe contributed by some local housewife of known culinary ability. The women readers pick up the paper every night and turn to the society page to learn who the recipe donor is—even before they turn to the comics. There is no truer measure of popularity than this. —W. Earl Hall *Mason City (Ia.) Globe-Gazette.*

The Sioux City (Ia.) Journal has asked for subscribers' names who have read the paper for more than 50 years. It brings many good pioneer stories to light and proves good advertising for the paper.—L. J. Jellison, Dubuque (*Ia.*) *Times Journal.*

How often do the motorists in your city buy new cars? Is the average one new car a year, or one new car every year and a half? Or what is it? Ask 100 motorists how often they buy new cars and get their reasons for buying when they do and incorporate the whole in a strikingly interesting story for your automobile page.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

What are the leading merchants and commercial organizations in your town doing to benefit the community? A study and outline of the work of these non-political agencies will reveal interesting movements and accomplishments in the advancement and welfare of the town.—C. M. Litteljohn, Washington, D. C.

Prohibition has produced some inventive geniuses in the establishment of secret places for the storing of intoxicating liquors, especially in places of business where the liquor is handled in violation of the law. A list of these can be obtained from your police department.—Lewis Hyman, *Pharos-Tribune,* Logansport.

Have you ever wondered as to what might be the reason men do not change their style of dress as often as women? Perhaps your readers have done some wondering, too. Local men's clothiers could probably shed some light on the subject, as could also a few prominent local men of your city. Puttting the question to women might add a little flavor to the story.—R. C. Bolton, Jr., 315 West 97th street, New York.

If you were given an ideal day off what would it be like? Let a staff man put this up to people of all sorts, not overlooking the woman at home. It made a dandy Sunday special for the *Boston Globe.*—James M. Mosely, 39 East Concord street, Boston, Mass.

PROF. WILLIAM LYON PHELPS of Yale, who conducts the department "As I Like It" in *Scribner's Magazine,* is a preacher's son who is also interested in journalism. His father was not only a Baptist clergyman at Hartford, Conn., but was also the editor of the *Christian Secretary.* The future professor at Yale became a regular contributor to that paper when only fourteen. Like Melville E. Stone of the Associated Press, he can boast of fifty years at journalism. Stone's father, in addition to being a Methodist clergyman, was the editor of the *Christian Advocate* published at Chicago.

* * *

SCRIBNER'S MAGAZINE may be a periodical for the "high-brows," but for its contributors it draws heavily upon the working press. Its art department is conducted by Royal Cortissoz, art Editor of the *New York Herald Tribune.* Its financial section is edited by Alexander Dana Noyes, financial editor of the *New York Times.* The editor, Robert Bridges, was recently given an honorary degree by Columbia University at the same time honorary degrees were bestowed upon Melville E. Stone of the *Associated Press,* Adolph S. Ochs, publisher of the *New York Times* and Victor F. Lawson, owner of the *Chicago Daily News.*

Attention! Linotype Men

TO EDITOR & PUBLISHER: Can't you do something to stop trade papers and even magazines dividing the word extraordinary on the "extra?" The word is not extra-ordinary but, extraordinary. Any old dictionary will tell you so. You are not guilty to my knowledge, but many are, and the thing grates on my country-town nerves. Help me out, please.

GEO. L. SAUNDERS,
Bluffton (Ind.) Banner.

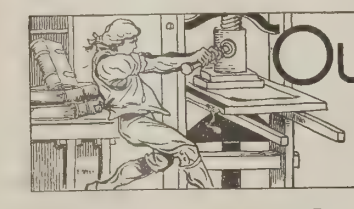
The ghost of the Prohibition party has nominated a phantom of a Presidential ticket.—*Albany Journal.*

From St. Paul to London

Paul R. Bohen, retiring president, a H. B. Breslin, secretary, will represe the Town Criers Club of St. Paul at t London A. A. C. W. meeting. A. McFaul, business manager and advert ing director of the Dispatch-Pione Press, is the new president of the Cl

Klan Chief Sues Editor for $100,00

Russell Dyche, editor of the *Lond (Ky.) Sentinel-Echo* was sued for $10 000 damages in a suit filed in fede court, Lexington, Ky., June 10 by Hir Wesley Evans, Atlanta, Ga., chief exec tive officer of the Ku Klux Klan.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

FRANKLIN P. ADAMS, the columnist for the *New York World,* is going to call his new volume of verse "So Much Velvet." To the *Bookman* for June he contributed a love lyric entitled "The True-Love."

The newspaper classic in this field is doubtless the following:

May I print a kiss on your pretty lips?
And she nodded her full permission;
So we went to press, and I rather guess
We printed an extra edition.

* * *

LAURENCE STALLINGS, the new literary critic of the *New York World,* has gone to Europe for a few months. The *Bookman* for June, however, prints his "Notes on Contraband Prose." He and Maxwell Anderson, the editorial writer, have collaborated in a war play which Arthur Hopkins will produce this fall.

* * *

JOHN W. OWENS, who writes on political topics for the *Baltimore Sun,* has drawn a fine portrait of Senator George W. Norris of Nebraska, in the *New Republic* for June 11. Here is a snap-shot from the photographic pen of Owens:

But I never see Norris on the Senate floor burly body; massive head and face; direct, candid, fearless speech—that I do not see that peasant of eastern Europe who lifted himself to mastery. Norris is the plain man in a fine and rare mold.

* * *

JOHN. H. FINLEY, who since 1921 has been Associate Editor of the *New York Times,* is probably the best "legman" connected with New York newspapers. He made the twenty-six-mile stretch from Marathon to Athens last summer in five hours flat. As he covered this famous stretch he composed his poem "The Blue Flowers of Marathon," which is printed in *Scribner's Magazine* for June.

Pre-eminent Articles

A Commanding Feature

Gertrude Atherton
Dorothy Canfield
Lucian Cary
Edna Ferber
F. Scott Fitzgerald
Zona Gale
Beatrice Grimshaw
Rupert Hughes
Inez Haynes Irwin
Will Irwin
Mary Johnston
Fanny Heaslip Lea
Samuel Merwin
Alice Duer Miller
Mrs. Gouverneur Morris
Mary Roberts Rinehart
Arthur Stringer
Arthur Train
Jesse Lynch Williams

ARE AMONG THE CONTRIBUTORS TO THIS GREAT SERIES

A Lustrous Name—An Arresting Idea Every Week

Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr., Gen. Mgr.
150 Nassau St., New York City

By
ALMA WHITAKER
a short daily service on
The Modern Woman's Philosophy
clever, amusing and interesting

The Los Angeles Times has used it for years

Alma Whitaker gets more letters than a movie star.

Ask for samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Thomas W. **Briggs' Company**
General Offices' Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly *With Our* **Permanent Weekly Business Review Page**
Look us up in Dun or Bradstreet's

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO NEA

OHIO'S WEALTH

COMES FROM HER OWN SOIL

OHIO'S wealth comes largely from her own soil, a fact which alone would prejudice economists in its favor and which is of vital importance to national advertisers.

Agriculture, the leading industry, produces crops and live stock with an approximate value of $900,000,000, a figure exceeded by only four other states. Practically all her land is working and adding to the buying power of the state.

The soil of the state is universally fertile and this has given Ohio a leading position in every branch of agriculture.

The wealth of her soil, however, is not alone responsible for the prosperity of the state for her land is also rich in minerals. Beds of bituminous coal that is workable underlie 12,000 square miles of land, and the production is in excess of 45,000,000 tons annually. There are about 50,000 miners that receive more than $48,000,000 in wages yearly.

Ohio's population of 5,759,394 is fourth in the Union and is advantageously distributed between the cities and farming communities.

Almost 50,000 retail dealers serve the people with goods that are advertised in the newspapers. There are 1.2 such stores for every square mile of territory and there are 2,600 wholesale dealers in practically every commodity that is used by American people.

OHIO FIRST AS A MARKET

Ohio answers **First** as a market, making it an ideal tryout proposition for national advertising campaigns. Ohio newspapers cover the cities and towns and the country round about and ultimately find their way into every home.

	Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal .....(E)	40,558	.10	.10
***Akron Times .....(E)	24,499	.06	.06
***Akron Sunday Times .....(S)	24,468	.07	.07
†††Bellefontaine Examiner .....(E)	4,706	.02	.02
†††Cincinnati Enquirer .....(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal.....(M)	43,588	.12	.11
†††Columbus, O., State Journal.....(S)	43,588	.12	.11
†††Conneaut News Herald .....(E)	3,095	.0225	.0225
††Dover Daily Reporter.....(E)	5,046	.025	.025
††Ironton Irontonian .....(M)	3,400	.0179	.0179
Kenton Democrat .....(E)	2,500	.014	.014
***Lima Republican-Gazette .....(E&S)	11,742	.05	.05
Lorain Journal .....(E)	4,866	.025	.018
***Middletown Journal .....(E)	4,345	.025	.025
†††Newark American-Tribune .....(E)	7,893	.025	.025
New Philadelphia Times .....(E)	7,904	.025	.025
Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times .....(S)	13,112	.04	.04
***Springfield Sun .....(M)	13,272	.035	.035
***Toledo Blade .....(E)	109,123	.27	.25
***Youngstown Vindicator .....(E)	27,441	.07	.07
***Youngstown Vindicator .....(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

The Sun's Consistent Growth

IN the year 1922 The Sun made a greater gain in advertising than the gains of all other New York evening newspapers combined.

In 1923 The Sun gained more than a million lines of advertising compared with the year 1922.

In the five months of this year The Sun has gained approximately one and a half million lines of advertising compared with the corresponding months in 1923—by far the largest gain in advertising for this period made by any newspaper, morning or evening, in America; and despite the fact that The Sun is published only six days a week, excluding Sunday, while most other newspapers with large gains are published seven.

The Sun's great, consistent and continuing growth is a reflection of great, consistent and continuing results to its advertisers; results assured by the dominant position of The Sun among the more intelligent and prosperous of all classes in New York City—the world's greatest market.

The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The Sun

280 Broadway New York

Net Paid Circulation More Than 250,000 Daily

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 4 NEW YORK, JUNE 21, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign Overseas, 2/6





A TWO-COLOR ADVERTISEMENT BY AN AMERICAN FIRM IN LONDON. THIS IS A REPRODUCTION OF THE FIRST COLOR ANNOUNCEMENT IN THE "DAILY EXPRESS." IT BROUGHT MANY THOUSANDS OF REQUESTS FOR A SAMPLE TUBE OF KOLYNOS.

In Great Britain you get National Attention—National Distribution most quickly by using the Back Page of the

"DAILY EXPRESS" IN TWO COLORS

THE back page of the "Daily Express" has always been regarded as an important feature of a national advertising campaign in Great Britain.

This valuable space is now open for advertisements in two colors.

Cartons, packages, labels, trade marks, etc., can be shown in their actual predominating color, while a coupon or special offer set off in contrasting tints claims instant attention. Dealers can be more readily induced to display a reprint of an advertisement invested with attractiveness and life by color.

A recent survey showed that 65% of retailers in London and its suburbs—the greatest market in the world—read the "Daily Express" regularly.

To introduce an article to the British Market and to consolidate distribution, the "Daily Express" is the most economical and effective medium.

Particulars and prices willingly furnished to any American advertiser by Paul Block, Inc., 95 Madison Avenue, New York, or the

Daily Express

116, Fleet Street, London, E. C. 4, England

SELL TO BRITONS IN A BRITISH WAY



Britain lies near to America to-day. Voices will carry from Schenectady and Pittsburgh to London, to Manchester, to the provinces.

The British market is of all the divisions of the American export market, the most accessible to American goods, and the most cordial.

But the voice of advertising 'made in America' cannot reach to the heart of the British buying public, even where it reaches their ears.

The British consumer has buying habits, merchandising practices and taboos undreamed of in America. Disregard of them may undo the work of a brilliant campaign.

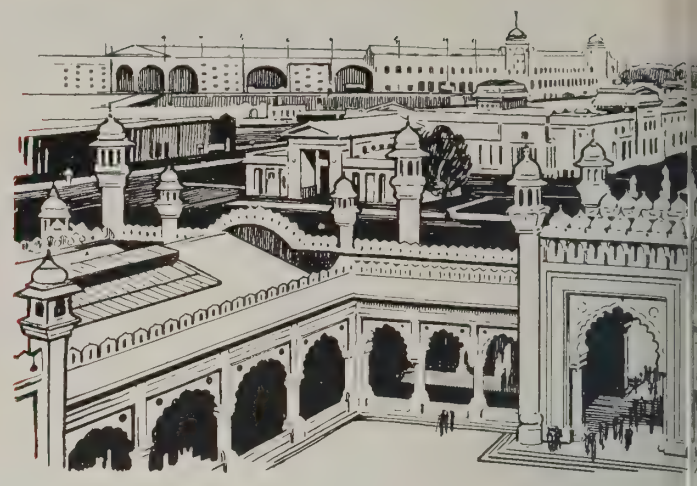
If a commodity is to be sold successfully in Britain, the selling must be done with an understanding of the British people that is not come by in weeks or even years.

W. S. Crawford's is an advertising agency that has this inbred understanding, that has also a service second to none, and a peculiar sympathy with American methods. Among its clients are the following American advertisers:

YALE AND TOWNE MFG. CO.
J. B. WILLIAMS CO.
STATLER HOTELS
MECCANO LTD.
MARK CROSS
LEA AND PERRIN'S SAUCE
CORONA TYPEWRITER CO.
ENO'S 'FRUIT SALT'
SWAN FOUNTPENS
KAYSER HOSIERY
ALADDIN INCANDESCENT LAMPS
AUTO-STROP SAFETY RAZORS
BUSH HOUSE

W · S · CRAWFORD · LTD
233 HIGH HOLBORN · LONDON · ENGLAND





A panoramic view shewing the In
Pavilion and the Stadium on the



The

SINCE 1785 BRITAIN'S GREATEST NEW

Both at The Times Offi
London, and at The T
American Advertising m
and ready assistance in

GET IN TOUCH WITH THE TIM



PRINTING HOUSE SQUARE



AT WEMBLEY-



in the foreground; the Canadian
right the Palace of Engineering.



Times

AND LEADING ADVERTISING MEDIUM

Printing House Square,
Pavilion at Wembley,
ll find a warm welcome
nvestigations.

NTING HOUSE SQUARE, E. C. 4





ES PAVILION



FRONT OF THE TIMES OFFICE

The Judgment of —MITCHELLS

Advertisers, whose names are household words, in all parts of the world, have placed their publicity arrangements in our hands and have been guided by the Mitchell judgment.

We use the word "judgment" deliberately, because in these days successful advertising is not entirely a matter of clever words, interest-compelling pictures, or large and expensive spaces in widely circulating journals. It is much more important that the advertiser should bring to his aid long trained, experienced and thoroughly skilled judgment. If the judgment at the base of the recommendations is at fault, then the whole of the subsequent schemes, no matter how ably handled, must fail.

We offer to advertisers in the Home British market, and in the markets of the British Dominions Overseas, and also on the Continent of Europe, the expert service and guidance of men who have had experience of many successful national and international publicity campaigns.

C. MITCHELL & Co LTD
—Advertising—

BRITISH, BRITISH DOMINIONS OVERSEAS, EUROPEAN
MITCHELL HOUSE, SNOW HILL, LONDON, E.C.1

Founded 1837



THE NEWSPAPER PRESS DIRECTORY
Seventy-ninth Annual Issue. NOW READY. $1.50 post free.
"The Standard Work of Reference with respect to the Press."
—TIMES.

The Mitchell Advertising Agency

has been associated for many years in Great Britain and other countries in the Western Hemisphere with the following well-known American Advertising :—

GILLETTE SAFETY RAZOR.
INGERSOLL WATCHES.
MULSIFIED COCOANUT OIL SHAMPOO.
GRAPE-NUTS.
POST TOASTIES. POSTUM.
SLOAN'S LINIMENT.
IDEAL RADIATORS. LIQUID VENEER.
CALIFORNIA SYRUP OF FIGS.
SEABURY & JOHNSON.
CUTICURA.



Welcome to London

The

SUNDAY PICTORIAL

on its own behalf, and on behalf of two million better-class British families, to whom it has introduced many famous American products—thus strengthening the bonds of sympathy & understanding between the two great English-speaking races—

desires to offer

A Very Hearty Welcome to the American Delegates

visiting the 20th Annual Convention of the Associated Advertising Clubs of the World, London, July 14th-17th

"A CAMPAIGN IN ITSELF"

S. D. NICHOLLS,
Advertisement Manager.

AMERICAN Products in Britain, Tribute to Potter Service

From L. G. SLOAN, Ltd.

Waterman's Ideal Fountain Pens

"We congratulate you on the completion of 25 years in business. We would like, if we could, to convey to you in words just what we feel, and to express to you our admiration for the high-minded way you have conducted your business. It has been a great pleasure to us to have you as our Advertising Agent, and it has helped us in our business more than we can say. If our business had been your own you could not have shown greater devotion and attention to our interests. The designs produced by your Art Department and the writing-up of the various advertisements can only have been done in such a splendid way because of a real interest in that service, far beyond the mere profit obtained through the business we place with you. So long as we have you to take charge of our Press advertising we can safely entrust to you that part of our business without any anxiety whatever, and to say this in the present condition of the world's business is to say a great deal."

Profit from others' experience is Net Profit to YOU



Mr. Fredk. E. Potter

Governing Director of Fredk. E. Potter, Ltd., and Chairman of the Church Advertising Section of the 1924 International Advertising Convention, extends a hearty welcome to all friends attending the Convention

"When in Britain—do as Britons do"

It does not follow that methods which have proved successful in America will be successful here. Profit by others' experience—in other words choose a British Agent who understands national temperament and with national knowledge of British markets and conditions.

Potter's of Kingsway have for years successfully advertised a number of American products in Great Britain, including:

Waterman's Ideal Fountain Pens
Pyrene Fire Extinguishers
Dennison's Tags and Crepe Paper
Ruberoid Roofing
O'Cedar Polish Mop
Dixon's Eldorado Pencils
Globe Wernicke Furniture
Emeralite Lamps
Jenkins Valves

Brochure "World Wide Publicity" sent on request.

FREDK E. POTTER, LTD.

IMPERIAL HOUSE
KINGSWAY, LONDON, W

Members of The Association of British Advertising Agents (Incorporated)

EDITOR & PUBLISHER

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H.R.H. THE PRINCE OF WALES
Patron International Advertising Convention, Wembley, England, July 12-18

TURN YOUR EYES TO BRITAIN

One Hundred Eloquent Britons—Ambassadors of Advertising—Cast a Magic Spell Over a Great Business Convention to Such Effect That Two Thousand Americans Make Pilgrimage Overseas to Seek Closer Communion—An Epoch in Anglo-American History.

THE eyes of business men throughout the world are turned to Great Britain—on what is expected to be the greatest convention the Associated Advertising Clubs of the World have given us.

For these bold Britons took it upon themselves to demand a place in what we Americans have deemed to be merely our sun. Today, we may, in all good nature and without harm, comment upon their colossal nerve. A year ago, they put one over on us.

For twenty years the work of the advertising clubs in the United States has resulted in a close-knit organization that has given us in yearly succession a series of advertising conventions of immeasurable value. Among the thousands of clubs that in their affiliation were known as the Associated Advertising Clubs of the World, there entered a modest little affair quartered in Great Britain, the Thirty Club of London—thirty by name and in number. A little later came another little British club, the Advertising Club of Ulster, and these two were the only links that existed between the American organization and Europe to justify the title "Associated Advertising Clubs of the World."

Those two baby clubs said little and apparently just stood for two unassuming members of the parent body. Occasionally, Sir Charles Higham appeared at an American convention, but the great country in the little islands was too busily occupied repairing the ravages of war to be able to afford time for more than sleeping partenership.

It was in 1920 that the Thirty Club of London held a remarkable Advertising Exhibition at the White City, and out of this came the inspiration to a London Scotsman, W. S. Crawford, that the next step of the Thirty Club should be to obtain for Great Britain one of those advertising conventions that America held each year as a matter of course. No sooner thought than proposed—a year later Milwaukee saw a definite invitation extended by the Thirty Club of London that an A. A. C. W. convention should be held in Great Britain. The response was, perhaps, typically American—"Show us that you want us and we will come."

Then in 1923 a silver-tongued band of a Hundred bold Britons came here. They brought nothing but the sunshine of themselves. They were headed by a gentleman of simple English style. They came, as it seemed to some, almost timidly, but that was only their English—and Scottish and Irish—reserve. At Atlantic City they were the least conspicuous of all the delegates.

They pressed their claim upon the convention, quietly, eloquently. The rest of the story is known. By common assent, with the sportsmanlike delegates from Houston gracefully withdrawing their candidacy, the award of the convention was for "LONDON, 1924." They deserved it.

* * *

And now, twelve months later, we stand, our eyes turned toward Great Britain.

In the intervening time we have seen a wonderful effect in the making Week by week, month by month a tide has been flowing—a tide of goodwill towards Britain. Not in the entire history of the advertising club movement has there been witnessed such a thing. "On-to-Britain" was the watchword. Never has there been such a flow of desire—such a determination to visit a convention centre.

ON TO LONDON SONG

Words by Helen Waldo, vice-president of the League of Advertising Women of New York, and written by her to celebrate the World Advertising Convention to be held at Wembley this summer.

Tune—"Battle Hymn of the Republic".

I

It happened that some Englishmen, three hundred years ago
Came over in a little boat whose name you're sure to know,
And thus began the U. S. A. which we are going to show
The world in twenty-four.

Refrain

Come with us and go to London,
Charming, fascinating London,
Quaint and queer, old-fashioned London
In nineteen twenty-four.

II

So we are going over there to show them what we've done
To carry out the dreams they had so long ago begun;
From out the rugged wilderness a nation has been won
Upon this Western shore.

Refrain

Pack your bag and start for London,
Fabled, old, historic London,
Johnson's, Dickens', Shakespeare's London
In nineteen twenty-four.

III

Oh, we believe in advertising what we have to sell,
But honesty's the policy in which we would excel,
The motto, "Truth in Advertising" will the chorus swell
Into a mighty roar.

Refrain

When we all arrive in London,
Courteous, kindly, friendly London,
Open-hearted, waiting London
In nineteen twenty-four.

It is not the convention as such that is the main attraction. It is n Britain as such that makes the call. It is just the *answer*—the re-action—that eloquent little band of one hundred British pilgrims.

What was it John Cheshire said?

"We are the modern Pilgrim Fathers come to ask their sons to com home."

That is the spirit which EDITOR & PUBLISHER believes lies behind th action of every American delegate in planning to sail for the Wemble Convention.

It is one that Americans shou capitalize.

* * *

Let us not forget, however, th we go to a convention where adve tising is the topic, the be-all and t end-all.

These Britons tell us we are pa masters in advertising. Maybe; b the British themselves have for ge erations been styled a "nation shopkeepers"—a sneer of Napole has become a truism. The Briti were shopkeepers before our ow nation was cradled.

There is Youth in British adve tising today and Youth will be serve

The Youth in British advertisi is typified in the President of t London Convention, Harold Verno

The Youth of American advert ing will greet the Pilgrim Fathers a the Youths of England.

We may teach them somethin but equally so we may learn mo from them.

Our advertising men and wom are going to know their Briti cousins better than they have ev known them.

But knowing them is somethi more than shaking hands. Don't e pect our British hosts to dash at yo on Waterloo Station with the greetin "Gee, boys, this is just bully," wa ing Union Jacks and Strip

They will extend their hand beam, grip, and say "Well, I'm gla to meet you. I hope we'll make yo feel at home."

And behind that simple rema will be a world of British sincerity. They'll mean it.

The English people do not understand the American institution calle "convention." An Englishman who recently called at EDITOR & PUBLISHER office, after a tour of our country, was "amazed by the conventions in ever city visited, the hotel corridors swarming with delegates wearing ribbone badges." The Englishman at home attends dinner parties, staff meetings, co ferences and the like, but the American "convention" is a novelty there, certa to interest the great city of London and bring into the lives of the advertisin delegates novel and memorable experiences.

The flags and banners and chorus-singing will follow. The British hosts do not "make themselves at home" until they see they have made the guests comfortable. But in 24 hours you will love them like the folk of yo own hometown.

You will find them honest and affectionate—Old-World, like their citie

Give them greeting. You will learn many new things of them, of the country, of their aspirations, of their influence and their sterling qualities.

We could wish our American delegation were twenty times 2,000 for th outcome of the understanding that will come to them. For in the years ahea even when this historic convention in London is but a memory, every one of yo among those two thousand at the mention of "friends" will—

TURN YOUR EYES TO BRITAIN!

OFFICIAL PROGRAM

Twentieth Annual Convention

Associated Advertising Clubs of the World

WEMBLEY, ENGLAND, JULY 12 to 19, 1924

SUMMARY *of* PROGRAM *and* ENTERTAINMENT FEATURES

SATURDAY, JULY 12.

Evening....	6.00	Official Reception, Royal Albert Hall.

SUNDAY, JULY 13.

Morning...	10.15	Westminster Abbey Service.
Noon.....	1.00	Luncheon, Women's Advertising Club of London to Visiting Ladies.
Afternoon..	3.00	Inspirational Meeting, Central Hall, Westminster.
Evening....	....	Advertising Sermons in Churches.

MONDAY, JULY 14.

Morning...	10.00	General Session, Conference Hall, Wembley.
Noon.....	1.00	Luncheon, American Chamber of Commerce.
Noon.....	1.00	Luncheon, Fleet Street Club.
Afternoon..	2.30	General Session, Conference Hall, Wembley.
Evening....	....	Annual Meeting, National Advertising Commission.
Evening....	....	Meeting of Joint Assembly.
Evening....	....	British Empire Exhibition Amusements.

TUESDAY, JULY 15.

Morning...	10.00	General Session, Conference Hall, Wembley.
Afternoon..	2.30	Departmental and Conference Sessions.
Noon.....	1.00	Luncheon, Press Representation Section.
Noon.....	1.00	Luncheon, National Advertisers' Section.
Noon.....	12.00	Luncheon, Retail Advtg. Section. (Harrods Stores).
Noon.....	1.00	Luncheon, Screen Advtg. Assn. (Princes Restaurant).
Afternoon..	....	Golf Tourneys at Walton Heath as Guests of Lord Riddell.
Afternoon..	....	Ladies' Dress Parade, Piccadilly Hotel.
Evening....	....	Wembley Exhibition.
Evening....	....	Dinner, British Advertising Agents to Delegates AAAA.
Evening....	....	Dinner, National Advtrs. Section. (Connaught Rooms).
Evening....	....	Dinner, Continental Delegates.
Evening....	....	Dinner, Sales Managers' Section. (Holborn Restaurant).
Evening....	....	Dinner, Screen Advtg. Assn. (Princes Restaurant).
Evening....	8.00	Theatre Parties.

WEDNESDAY, JULY 16.

Morning...	10.00	Departmental and Conference Sessions.
Noon.....	12.00	Luncheon, Retail Advtg. Section. (Whiteleys, Ltd.).
Noon.....	1.00	Luncheon, Graphic Arts Section.
Noon.....	1.00	Luncheon, Newspaper Executives' Section.
Noon.....	1.00	Luncheon, Screen Advtg. Assn. (Princes Restaurant).
Noon.....	1.00	Second Luncheon, National Advertisers' Section. (Whiteleys, Ltd.).
Afternoon..	2.30	Interdepartment Sessions.
Afternoon..	....	Ladies' Dress Parade, Piccadilly Hotel.
Evening....	....	Dinner, Poster Advertising Section.
Evening....	....	Dinner, Retail Advertising Section (Savoy Hotel).

THURSDAY, JULY 17.

Morning...	10.00	General Session, Conference Hall, Wembley.
Noon.....	1.00	Luncheon, Retail Advertising Section, as guests of Lord Waring, at Wembley.
Afternoon..	2.30	General Session, Conference Hall, Wembley.
Evening....	6.00	Grand Ball, Wembley Exhibition.

FRIDAY, JULY 18.

Afternoon..	....	Hampton Court Palace, as guests of Lord Ashfield and Underground Railway.
Afternoon..	....	Garden Party, Hever Castle, Kent, as guests of Major W. W. Astor, M.P.
Evening....	....	President's Dinner.
Evening....	....	Reception, Lansdowne House, Berkeley Square, as guests of Mr. Gordon Selfridge.

SATURDAY, JULY 19.

Afternoon..	....	Garden Party, Clevedon, Surrey, as guests of Lord Astor.

PROGRAM

(De'ails subject to alteration)

SUNDAY, JULY 13

MORNING. 10.15—Westminster Abbey, Service
Preacher:
The Lord Bishop of Durham, the Rev.
Herbert Hensley Henson, D.D.

INSPIRATIONAL MEETING

Central Hall, Westminster

Sunday Afternoon, July 13

3.00—Music
2.30—Inspirational Address. FRED B. SMITH (New York)
(Subject, The New Force in International Relationships)
Short Addresses . . . . .
Two PROMINENT ENGLISH CHURCHMEN
At the Organ . . . . . ARTHUR HEALE
Also at 3.00—Sunday Conference at Kingsway Hall, to be addressed by an American speaker.

EVENING—Special Services at the following:
City Temple, Holborn Viaduct.Rev. Lynn Harold Hough
Wesley's Chapel, City Road.....Rev. W. H. Armstrong
Central Hall, Westminster....Rev. Dr. Dinsdale Young
Westminster Chapel.....Rev. Dr. Hutton
Kingsway Hall, Kingsway.....Rev. J. E. Rattenbury
(or a layman)

GENERAL SESSION

Conference Hall, Wembley
Monday Morning, July 14

(Doors will be closed during addresses)

The Right Hon. THE LORD BURNHAM, C.H.,
Presiding

10.00—Music
10.30—Opening Address, THE CHAIRMAN
10.50—Address by a Leading British Statesman (Name not yet released for publication)
11.15—Address of Greeting, LOU E. HOLLAND, President of A.A.C. of W.
11.35—Address, SIR ERIC GEDDES, Chairman, Federation of British Industries, London.
12.00—The Spirit of the Convention. HARRY TIPPER, Chairman, General Program Committee, Secretary of the Class Journal Company.
12.20—Address of Welcome, C. HAROLD VERNON, President of Thirty Club of London, Chairman of District 14, A.A.C. of W.
12.45—Adjournment.

GENERAL SESSION

Monday Afternoon, July 14

(Doors will be closed during addresses)

LOU E. HOLLAND, President *Associated Advertising Clubs of the World, Presiding*

Theme—The Responsibility of Trade
2.30—Music
2.45—Opening
3.00—The Responsibility of Trade, The Right Hon. WINSTON CHURCHILL
3.30—Advertising the Creator of Public Standards in Business. FRANCIS H. SISSON, Vice-President, Guaranty Trust Company, U. S. A.
4.05—How the Responsibility of Trade is Met. SIR PHILIP LLOYD GREAME, M.P. Formerly President, British Board of Trade.
4.40—The Fight for Truth in Advertising. HERBERT S. HOUSTON, of New York.
5.10—Summary, JOHN CHESHIRE, Advertising Director, Lever Bros., Ltd., London.
5.30—Adjournment.

GENERAL SESSION

Monday Evening, July 14

ANNUAL MEETING OF NATIONAL ADVERTISING COMMISSION

For Election of Officers and Other Business

Meeting of Joint Assembly

The Joint Assembly constitutes the Nominating Committee of the Associated Advertising Clubs of the World and is charged with the duty of nominating the President and Secretary-Treasurer.

GENERAL SESSION

Conference Hall, Wembley

Tuesday Morning, July 15

(Doors will be closed during addresses)

The Right Hon. THE VISCOUNT LEVERHULME,
Presiding

Theme—The Reconstruction of Europe
10.00—Music.
10.30—Opening.
10.45—The Reconstruction of Europe (With Special Reference to the Dawes Report). Speaker will be a Prominent British Financial Authority. (Name not yet released for publication.)
11.10—Building the Biggest Manufacturing Business Through Advertising. JAMES D. MOONEY, President, General Motors Export Company, U. S. A.
11.30—Educational By-Products of Advertising, SIR CHARLES F. HIGHAM, Managing Director, C. F. Higham, Ltd., London.
12.00—Improving Advertising from the Inside. O. C. HARN, President of the Audit Bureau of Circulations, Chairman of the Sales Committee, National Lead Co., U. S. A.
12.20—Address. The Right Hon. LORD KYLSANT, G.C.M.G., Chairman and Managing Director, Royal Mail Steam Packet Co., the Union Castle Line, and Associated Companies; Director of the Southern Railway, etc.
12.45—Adjournment.

GENERAL SESSION

Conference Hall, Wembley

Thursday Morning, July 17

(Doors will be closed during addresses)

C. HAROLD VERNON, *Chairman of District* 14, *Associated Advertising Clubs of the World, Presiding*

Theme—Building an Empire with Advertising
10.00—Music.
10.30—Opening.
10.45—Address, SIR ROBERT HORNE, M.P. Formerly Chancellor of the Exchequer.
11.15—Building an Empire with Advertising. E. W. BERRY, President, Canadian Pacific Railway, Canada.
11.45—Address. The Right Hon. STANLEY BALDWIN, M.O. Formerly Prime Minister of Great Britain.
12.15—How Advertising Welded the U. S. Markets. The Hon. E. T. MEREDITH, Formerly U. S. Secretary of Agriculture; Publisher, Successful Farming, Des Moines, U. S. A.
12.45—Adjournment.

GENERAL SESSION

Thursday Afternoon, July 17

(Doors will be closed during addresses)

LOU E. HOLLAND, *President of A.A.C. of W.*,
Presiding

2.30—Music.
2.45—Opening.
Schedule of Meeting:
Reports of Officers — Reports of Committees
Adoption of Resolutions
Confirmation and Selection of Convention City.
Election of Officers
Awarding of Trophies — Final Adjournment

SPECIAL COMMITTEES

It is suggested that Special Committees be appointed at the Convention to consider in conference two new topics as follows:

ADVERTISING MAN'S CREED—A proposal has been made for the adoption of a simple creed for the individual advertising man, to be put in the nature of a resolution. This simple creed would materialize the two major elements in the entire program of the A.A.C. of W. and particularly this program in London, i.e., the definite obligation to pursue the subject of Truth and the definite obligation to follow the spirit of establishing an international code of honor for the advertising man. A Committee will be formed to deal with the matter in London, and a prominent British advertising man will present the resolution at the Convention.

ADVERTISING CLUB ACTIVITIES—It would seem desirable that this important Convention should not pass without a special meeting of

PROGRAM

Continued

those particularly interested in advertising club activities and development, from all parts of the world, for the exchange of views on the operation and progress of advertising club work. Mr. Earle Pearson will take charge of the American end and Mr. Andrew Milne will make necessary arrangements on the British side.

DEPARTMENTAL SESSIONS

ASSOCIATION OF BRITISH ADVERTISING AGENTS

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15
Opening at 2.30
L. O. JOHNSON, *Presiding*

What Advertising Agency Service Means—
(a) In Great Britain.....PERCY BURTON
(b) In U. S. A. .....ROY S. DURSTINE
Agency Association Progress—
(a) In Great Britain.....JAMES STRONG
(b) In U. S. A.....NEWCOMB CLEVELAND

Wednesday Morning, July 16
Opening at 10.30
STANLEY RESOR, *Presiding*

Markets of the British Empire.....W. LINTS SMITH
Markets of the U. S. A.....WILLIAM J. BOARDMAN
Dinner to A.A.A.A. Delegates—Tuesday Evening

CHURCH ADVERTISING DEPARTMENT

Tuesday Afternoon, July 15
FREDERICK E. POTTER, *Presiding*
Opening at 2.30

A. E. WISEMAN—
A Great Vision—Can it be Realized?
SYDNEY WALTON, C.B.E.—
Publicity for a Local Church
Rev. TOM SYKES—
Discerning the Times
G. E. ROGERS—
Publicity as an Evangelistic Medium
Sir ARTHUR YAPP, Director, Young Men's Christian Assn.
What the Y. M. C. A. Owes to Publicity
B. WHITWORTH HIRD—
How I Filled a Down-town Church
Rev. F. W. CHUDLEIGH—
The Cinema and the Church
OSCAR E. SEYD, M.J.I.—
Wireless and the Christian Message
Hon. E. T. MEREDITH, of Des Moines, formerly U. S. Secretary of Agriculture—
The Country Church
J. CLYDE OSWALD, Publisher, The American Printer—
Forms of Church Advertising
GRAHAM PATTERSON, Publisher, Christian Herald, New York—
The Need for Church Advertising
HERBERT H. SMITH, Associate Director of Publicity for the Presbyterian Denomination in the United States
Illustrations of Church Advertising.

Wednesday Morning, July 16
Wednesday Afternoon, July 17

These meetings will be a continuation of Tuesday afternoon's session. Six other speakers from Britain and Overseas will be added to the above program. Discussion will probably follow each address.

FEDERATION OF WOMEN'S ADVERTISING CLUBS OF THE WORLD

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15
Opening at 2.30
Miss E. V. MAGUIRE, *Presiding*

The Psychology of the Buying Public—British and American
(a) British—Mrs. E. M. WILSON, Director, A. J. Wilson & Co., Ltd., London.
(b) American—(American Speaker not yet fixed.)
The Success of Women in Advertising—Mrs. WOOD, Director, Samson Clark & Co., Ltd., London.
The Need to Explain That the Consumer Does Not Pay for Advertising—Miss ELLA F. THOMPSON, Advertising Consultant, London.
The Attitude of the British Manufacturer to His Advertising—Mrs. BLAIR, Executive of W. S. Crawford, Ltd., London.
Luncheon to American Women Delegates—Sunday, July 13

GRAPHIC ARTS SECTION

Minor Convention Hall, Wembley
Wednesday morning, July 16
Opening at 10.30
D. B. DYKES, *Presiding*

How the Printer Helps the Advertiser
(1) R. A. AUSTEN-LEIGH
(2) JOHN R. DEMEREST
Printer as Salesman—WILLIAM BETTING
Labor Problem in Printing Industry—CHARLES FRANCIS

Wednesday Afternoon, July 16
Opening at 2.30
John Demerest, Presiding

Collective Advertising for the Printing Trade
(1) Lt. Col. H. RIVERS FLETCHER
The Color Note in Advertising
(1) GEO. W. JONES
(2) D. A. GREENHILL
Organization in the Printing Industry—JOHN CLYDE OSWALD
Luncheon to Visiting Graphic Arts Delegates, Wednesday, July 16

NEWSPAPER EXECUTIVES SECTION

Minor Conference Hall, Wembley
Tuesday July 15 and Wednesday, July 16
(Details not settled.)
Lt. Col. E. F. LAWSON, *Presiding*

The Tabloid Newspapers—CORNELIUS VANDERBILT
The Development of the American Newspaper—LOUIS WILEY, Business Manager, New York Times
The Newspaper—National and International Medium—WM. H. RANKIN, New York
Color Printing in Newspapers—L. W. CLAYBOURNE
The Successful Use of Newspapers in Developing the Automobile Industry—E. LE ROY PELLETIER
How a Newspaper Can Promote Its Own Business—DOUGLAS MARTIN
British and American Newspapers Compared—JOHN C. KIRKWOOD, London.
Newspaper Advertising and the Rubber Industry—W. O. RUTHERFORD
Luncheon to Visiting Newspaper Executive Delegates, Wednesday, July 16

PRESS REPRESENTATION SECTION

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15
Opening at 2.45
W. NEFYDD ROBERTS, *Presiding*

The Representative as a Creator of Business—W. B. ROBERTSON, Director, Amalgamated Press Ltd.
Space Sellers I Never Want to Meet Again—ALFRED MARLAND, Managing Director, Kruschen Salts, Ltd.
Subjects not settled:
(1) WILLIAM S. ROGERS
(2) F. ST. JOHN RICHARDS
(3) Two magazine men not yet named
Luncheon to Visiting Press Representation Delegates, Tuesday, July 15

NATIONAL ADVERTISERS' SECTION

Minor Convention Hall, Wembley
Tuesday Afternoon, July 15
Opening at 2.45
W. H. HARTLEY, *Presiding*

The Truth About Circulation
(1) STUART A. HIRST, Advertising Director, C. E. Fulford, Leeds, England.
(2) C. C. Harn, President, Audit Bureau of Circulations, U. S. A.
(3) B. LICHTENBURG, Assistant Director of Advertising, Alexander Hamilton Institute

Wednesday Morning, July 16
Opening at 10.30
P. L. THOMSON, President A.N.A., Presiding
Agency Relationships—A. W. FISHER, Director Pullars Ltd., Perth
John Sullivan, Secretary-Treasurer, A. N. A.

Wednesday Afternoon, July 16
Opening at 2.45
MAJOR WATLING, British Cycle and Motorcycle Mfrs. Union, Presiding

PROGRAM

Continued

National Advertising Situation and Tendencies—J. S. MARTIN, foreign publicity mgr. Remington Typewriter Co.; H. T. Humphries, Secy., Incorporated Society of British Advertisers; Mont. H. Wright, publicity director, John B. Stetson Company; Alfred E. Moore, adv. mgr., Newton Chambers & Co., Ltd.

Luncheons, Tuesday and Wednesday, Dinner, Tuesday Evening

EXPORT DEPARTMENTAL

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.45

ERIC FIELD, *Presiding*

10.30—Holland and Belgium—FERNAND A. MARTEAU (Gordon & Gotch, Ltd., London)

11.10—France .....MARCEL NANCY

11.50—Latin America—JAMES MARTIN, Remington Company.

Spain and Italy—H. A. LAWRENCE, Editor, Kelly's Customs & Tariffs of the World, etc., London.

Wednesday Morning, July 16

Opening at 10.30

JAMES A. MARTIN

Foreign Publicity Manager, Remington Typewriter Co., Presiding

3.00—India and Ceylon—Sir D. J. KEYMER, Chairman, D. J. Keymer & Co., Ltd., London.

3.40—Japan and China—Sir EDWARD CROWE.

Australasia—E. H. JONES, Advt. Mgr., Melbourne Argus

Wednesday Afternoon, July 16

Opening at 2.45

A. G. STEELE, *Presiding*

11.10—United States—MONT. H. WRIGHT, JOHN B. STETSON.

11.50—South Africa—A. H. TATLOW, Manager, Publicity Dept., South African Railways, etc.

Canada—W. A. LYDIATT, President, Marketing, Toronto

Sweden—E. G. SAHLIN, Consul General

Denmark and Norway—Speakers to be named by Scandinavia

NOTE:—It is also proposed to conduct an additional session on Wednesday morning at which the proceedings will be conducted in French, the programme for which will be drawn up in conjunction with the Paris Committee.

Dinner—Thursday evening to Continental Delegates

POSTER ADVERTISING

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.45

WALTER HILL, *Presiding*

Art on the Hoarding—Sir HERBERT MORGAN, K. B. E.

Wednesday Afternoon, July 16

Opening at 2.45

WALTER HILL, *Presiding*

The Educative Power of the Poster—W. E. D. ALLEN of David Allen & Sons, Ltd., London.

Dinner, Poster Advertising Section, Wednesday, July 16.

FINANCIAL ADVERTISING SECTION

(Details not yet available)

COMMUNITY ADVERTISING SECTION

(Details not yet available)

PUBLIC UTILITIES ADVERTISING

Minor Convention Hall, Wembley

Tuesday Afternoon, July 15

Opening at 2.30

The Right Hon. LORD ASHFIELD

Chairman, Underground Railways of London, Presiding

Address—LORD ASHFIELD.

Followed by the undermentioned papers by British Delegates:

Company Ownership and Operation under Public Control (Notes on Gas Legislation in Great Britain).

Co-operative Advertising of a Public Utility.

The Personal Element in Advertising.

RAILWAY ADVERTISING

Wednesday Morning, July 16

Opening at 10.30

Address—THE CHAIRMAN.

Followed by undermentioned papers by American Delegates:

How to Win Public Goodwill for the Company.

Legal Aspects of Public Utility Advertising.

Municipal versus Co-operation Ownership of Public Utilities.

Progress of Customer Ownership in the Sale of Shares.

RETAIL ADVERTISING SECTION

Conference Hall in Central London

Tuesday Afternoon, July 15—Opening at 3 o'clock

Wednesday Afternoon, July 16—Opening at 3 o'clock

American Speakers:

VERN C. DIVINE, President, Standard Co-operation.

FRED FARRAR (New York).

S. R. COONS, Advertising and Sales Director, Gimbel Bros.

CLAUDE HOPKINS, Vice President, Lord & Thomas.

JOSEPH B. MILLS, Publicity Director, J. L. Hudson & Co., Detroit.

British Speakers:

Sir WOODMAN BURBIDGE, C. B. E., Chairman, Harrods, Ltd.

PERCY A. BEST, Managing Director, Jas. Shoolbred & Co., Ltd.

Sir SYDNEY M. SKINNER, J. P. Chairman, John Barker & Co., Ltd.

JOHN LAWRIE, J. P., Managing Director, Wm. Whiteley, Ltd.

FRANK CHITHAM, Director & General Manager, Harrods, Ltd.

ERIC M. GAMAGE, Director & General Manager, A. W. Gamage, Ltd.

F. RICHMOND, Managing Director, Debenhams, Ltd.

HORACE S. IMBER, Advertisement Director, Daily Chronicle.

Sir CHARLES HIGHAM, Principal, C. F. Higham, Ltd.

SALES MANAGERS' SECTION

SIR HERBERT MORGAN, *Presiding*

Minor Conference Hall, Wembley

Tuesday Afternoon, July 15—Opening at 2.15

C. K. WOODBRIDGE, *Dictaphone Company, Presiding*

Principles and Methods of Training Salesmen—F. W. MOORE

Wednesday Morning, July 16—Opening at 10 o'clock

ARTHUR CHADWICK, *Presiding*

Correlating Sales Finance and Production Through Budgetary Control—E. L. FLETCHER

Getting Salesmen to Use Advertising—HOPTON HADLEY

Preparation and Proper Use of Sales Manual—JOHN C. KIRKWOOD

Wednesday Afternoon, July 16—Opening at 2.15

Strength and Weakness of Sales Managers—FRANCIS R. JONES

Making Retailer a Better Distributor—S. W. LEVERS

Dinner, Tuesday, July 15 (Holborn Restaurant)

SCREEN ADVERTISING ASSOCIATION

Conference Hall, Princes Restaurant, Piccadilly

Tuesday Afternoon, July 15

Opening at 2.45

T. P. O'CONNOR, M.P., *Presiding*

Screen Advertising in General (Speaker not yet fixed)

Wednesday Morning, July 16

Opening at 10.30

BEAUMONT ALEXANDER, *Presiding*

Slide Advertising—S. PRESBURY

Wednesday Afternoon, July 16

Opening at 2.45

BARON HARTLEY, *Presiding*

Film Advertising—G. E. TURNER

Luncheons, Tuesday and Wednesday at Princes Restaurant; Dinner, Tuesday evening

BUSINESS RESEARCH SECTION

OTHER DEPARTMENTALS

Blockmaking and Photo Reproduction

Wednesday

DIRECT MAIL SECTION

ARTHUR CHADWICK, *Presiding*

TRADE AND TECHNICAL PAPERS

BRITAIN BUILDS BIG HOPES ON CONVENTION

Chairman Vernon, Head of London Convention, Declares It Sure Proof that Advertising is Too Great to Be Localized or Nationalized—It Belongs to Whole World—Good Business and Friendship.

By C. HAROLD VERNON

WE are now within a few weeks of the International Advertising Convention for 1924—the culminating point of the On-to-London Movement—the goal that so many of us have been working for, planning for, looking forward to for so many months.

What will all this enthusiasm, this unceasing effort, this great determination result in? Of one thing we may be certain, it will lead to more than a world-wide convention; more than an important assembly; more than a mere interchange of ideas. The convention that caused over 100 Britons to visit America with an invitation to come to London, and that is shortly bringing 2,000 American enthusiasts to Great Britain will have far-reaching results.

The mere fact that it is to be held in London is charged with significance: it is a sure proof, if proof were needed, that advertising is too great to be localized, too great to be nationalized—it belongs to the whole wide world.

We in Great Britain have great hopes for this meeting of advertising enthusiasts from the five continents. We believe that it will prove to be the most successful, the most inspiring convention, that has yet been held.

For the first time the interchange of ideas will be quickened by the presence of more European advertising men than have ever been able to attend before, while, thanks to the remarkable enthusiasm of the American delegates, the United States will still be represented in full. International in the fullest sense, this assembly will include the finest brains in the profession from all over the world.

These earnest and capable delegates will have three main objects in view and, because they are enthusiasts, they will have some considerable measure of success.

The convention program aims at:—

The furtherance of the cause of Truth in Advertising, thereby increasing public confidence, without which all advertising is wasted, and the raising of the status of the profession.

The promotion of friendly relations between the leaders of industry in every country, believing that good business need not eliminate good feeling.



C. HAROLD VERNON

Chairman, Organizing Committee, London Convention
Chairman of District 14, A. A. C. W. President of The Thirty Club of London

The general advance of the art and craft of "telling" by advertising which will mean more "selling," thereby stimulating trade and increasing employment, will hasten the world's return to peace and prosperity.

Big aims, certainly, but aims that will lead to the big achievement, to the real and lasting improvement of advertising, to a genuine step towards the dawn of better days.

One of the most important results of the convention will be fillip given to the advertising club movement. Many of those present will demonstrate the great benefit that the advertising club can bring—not merely to its members and their profession—but to the world at large. It affords opprotunities for local advertising men to exchange ideas, to increase their efficiency, to eliminate untruthful or undesirable elements, and to build up public confidence in advertising as a reliable and valuable public service.

We cannot have too many advertising clubs; however small they are, however humble their beginnings, they mark the activities of men and women whose hearts are in their profession, and they are the greatest source of inspiration and good-fellowship, the surest means of advancing this fascinating profession which serves the entire population of the world.

More advertising clubs mean more advertising, more efficient advertising, more truthful, trustworthy advertising, and so—more trade, more employment and better conditions all round.

And what the advertising club does locally, the advertising convention does internationally. This, be assured, is no mean contribution to the progress of the world.

This is what we looked for and we feel this is what we may expect. The stage is being set and when the curtain falls after the closing session on July 17 our effort will be finished, but we are confident that our desire will be achieved, and we feel ourselves fortunate in that our plans and arrangements have been approved by Mr. Holland, the president of the Associated Advertising Clubs of the World, the master whom we have served, and, while we welcome him as leader of this great and world-wide organization of men and women engaged in the business of advertising, we extend the same welcome to every delegate who will cross the seas to attend the 20th Convention of the Associated Advertising Clubs of the World in London.

WHAT THIS EDITION STANDS FOR

EDITOR & PUBLISHER feels that this edition—differing in its contents as it does so widely from its accustomed form—is worth an explanatory note.

When the project of a Special Number of pre-convention interest was mooted, it was felt that the historic circumstances in which the 1924 Convention of the A. A. C. of W. was to be held, demanded an exceptional treatment worthy of the event.

Here was the first Convention to be held overseas—in Great Britain. How it came about and the story of the gallant little band of British delegates that stormed the fortress of Atlantic City in 1923, has been written in imperishable letters in the famous "On-to-London" number issued last June.

Here was a new style of Advertising Convention—with the business men of another country than our own as hosts.

That country and its people were known to us in something little more than visionary form—they were three thousand miles and six days away.

They were an older people than ourselves. Their customs and ways were not as ours. We, in our imaginings, have conceived them, maybe, as being less advanced than ourselves. We admired them without knowing them.

They were friends, yet strangers.

But something like two thousand American Business men and women have contracted to visit that country in July as delegates to the Advertising Convention to be held at the British Empire Exhibition.

These were the reflections that rendered acute the question of just what form should be taken by this Special On-to-Britain Number of EDITOR & PUBLISHER.

It could not be in the nature of a rally. That work had been done. The ships would be well-nigh at sailing point.

But there was a work this number could do and in the mind of our London Editor, Herbert C. Ridout, its mission was conceived as that of endeavoring to prepare the minds of the U. S. delegates for the people, and the conditions of the great country in which the 1924 Convention is to be held next month.

That, in short, is the *raison d'etre* of this On-to-Britain number. Once the ideal fixed, the London editor set about securing the co-operation of the leading British authorities to aid him in providing a survey of the British newspaper and advertising field.

How well that has been done, these pages themselves testify. The hearty co-operation extended by leading newspaper and advertising men of Great Britain with the object of presenting a series of pictures of British conditions, British advertising practice and British ideals, is in itself first a tribute to the high and general recognition in that country of the significance of the Convention, second, a compliment to the American delegates themselves, and finally, a revelation of the spirit of brotherhood that proffers its experience and its knowledge in free exchange for what our delegates themselves have to offer.

Dealt with in these pages are many topics that are not likely to be discussed at the Convention, either in general or departmental sessions. That was the plan—to broaden, to supplement the interchange of ideas at the Convention by providing accurate on-the-spot details of what Britain has done and is doing in the practice of advertising.

We, of EDITOR & PUBLISHER, have the assurance of those competent to judge that never in the history of American or British trade journalism has one single edition of any publication ever given either such a wealth of practical information concerning the British field or so many exclusive features signed by recognized authorities as are presented in these pages.

To the delegates sailing for London we say:—Know the country you are going to see, the people and their world, and the Convention you attend there will have a greater, fuller meaning for you.

To those who are tied to their posts at home we say:—Learn something of this Great Britain that gained this 1924 Convention, learn a little of its conditions and its people from these stories.

Our acknowledgments are due to the many distinguished British contributors to this edition, who by their generous co-operation have aided EDITOR & PUBLISHER to another achievement in the cause of Anglo-American goodwill.

A DREAM COME TRUE

By W. S. CRAWFORD

ONE of the world's masterpieces, the "Pilgrim's Progress" begins "And it came to pass he dreamed a dream." I cannot do better than imitate the simplicity of John Bunyan.

Years ago I dreamt a dream. After seeing advertising conventions in the States, I dreamt of a great convention of the Associated Advertising Clubs of the



W. S. CRAWFORD

World in London. From a dream that in its infancy seemed but a wild fancy, I dreamt of what might be, if but the dream could be transformed into reality. I saw a mighty panorama, in which stood shoulder to shoulder a solid phalanx of men and women. Above them were flowing banners bearing the signs of all nations. And before them on a sweeping banner that dominated all was the word "ADVERTISING."

The dream was that of a victorious host, welded into one brotherhood by the magic of advertising, a host that had won a world victory over smallness, racial differences, individual ambitions, and brought together in common fellowship.

The cause was advertising, the men and women instruments in its practice. Their association with the purifying influence had resulted in an international goodwill.

I dreamt of two great countries—our own and yours. I saw in this great advertising convention in Britain something that no event of the kind had yet achieved. I saw *Expansion*—expansion of our interests, mutual and international.

Enough! The dream was a spur to action. I talked of my dream to my advertising friends and we set to work to realize it. There were numberless disappointments and difficulties. Sometimes it seemed as if the dream would never come true, but the enthusiastic and devoted work of British advertising and newspaper men has secured a triumphant success. Had the dream come true earlier the success would have been less splendid. When, this July, the International Advertising Convention meets at the wonderful British Empire Exhibition at Wembley, London, we shall see the splendid realization of a dream.

By a happy stroke of fortune this great Advertising Convention is housed amid the greatest advertisement that the British Empire ever had. I am proud that Americans should see the glory of our great commonwealth of nations, which expresses so finely the constructive and governing powers of the British people.

There are the stately buildings of Australia and Canada, the future sources of food supply for the world; the superb Indian building with its story of Britain's success in long-distance government; the great South African exhibit showing the unifying power of free institutions under the British flag, and the fact that Britain controls the world's supply of gold and diamonds. There, romantic Malaya gives vivid pictures of how a savage country has been turned by British enterprise into the chief rubber and tin supplies of the world; picturesque Burmah shows how Britons have developed its wealth of rice, oil and timber. From regions as far apart as British Guiana, Fiji and Newfoundland come evidences of the stirring vitality of the British race.

We are indeed proud to be able in such splendid surroundings to extend the hand of welcome to the advertisers of the world. When to the lessons we learn in craftsmanship at this great exhibition we add a wider knowledge of selling and advertising, we shall see a great stimulus to international trade, for prosperity and peace throughout the world.

I still see visions and dream dreams.

I look forward to future advertising conventions the world over, pooling the brains and experience of mankind for our common benefit. I see our profession raised to a lofty pinnacle, its forces united, its men honored.

I see the highest standard of truth set in advertising to the enormous benefit of honest traders, and scientific methods of research applied to trade problems which will make marketing far more sure, successful and economical. I see careful studies of the psychology of different communities and peoples eliminating the trade difficulties that rise through local and national misunderstanding.

Great as is the power of advertising today, it is but in its youth. I see it as it grows in power, not only increasing the friendship of all English-speaking races, but making for the general brotherhood of mankind. I see it aiding in spreading the world use of all beneficial inventions, helping the poor by cheapening products, and removing the tragedy of unemployment by giving the opportunity of honest work at fair wages to all. I see it checking disease, broadcasting enlightenment, and working for the peace of the world.

Dreams they may be—but the dreams of today are the realities of tomorrow.

Who knows what will grow from the dream that finds realization in "London 1924"?

"TEXAS NEXT—1925"

Witness in the columns of this issue the urgent call of Houston, Texas!

Houston means business—wants the 1925 convention of the A. A. C. W. as the fat and pink baby in the tub wants the well-known cake of soap and will not be happy without it.

In these columns the most representative men of Texas and Houston plead the cause.

"On to Texas—1925," is the new slogan.

For details, turn to page 99 and thereafter.

SOME THINGS THIS CONVENTION OUGHT TO PUT RIGHT

By Sir CHARLES F. HIGHAM

THERE are so many things that the convention could put right, that I hesitate almost to dictate an article on this subject, but I will touch upon, if I may, a few of the points that I think would be of value to the advertising fraternity.

First and foremost, I think there should be a clearly defined working arrangement between the agents in the



SIR CHARLES F. HIGHAM

United States and the agents in other countries. I am one of those who believe that the advertising agents would be willing to come to an arrangement to do business in their own country, and not outside their own country, except through agents in that particular country.

When I inaugurated the India Tea Campaign in the United States, I could very easily have placed the advertising from London, and have done it much more profitably through myself, but I do not think I could have done it more profitably for my clients. Therefore I placed the advertising with an American advertising agency, just as I feel that American advertising agents having business to place in this country ought to place it through an English agency, and I feel that I am permitted to make this statement largely because of the fact that I had 15 years' experience in the United States, and I know the people of that country so well, but there are so many things I do not know, and which only agents on the spot could know, that I feel it is better for an English advertiser doing business in America, to place the advertising through a representative agent in that country, and vice versa.

Another thing this convention should put right, is to arrive at some method of training young men and women for this business. I feel that there is a dearth of brains in the advertising business, and it is essential, if this industry is to grow, that we arrange for some method of training people who have the "flair" for advertising.

Nothing has been done internationally, on this subject, but I see no reason why it should not come before the convention, to be discussed.

The training could be in the form of scholarships offered by advertisers, newspapers, or agents, or some other way.

Another thing the convention ought to try to put right, is to further the vigilance work of the Associated Clubs. The advertisers and advertising agents ought to be strong enough today to get an undertaking from the newspapers that they will not take fraudulent advertising of any kind. It would be a tremendous step forward, if we could eliminate the "fake" companies, the fraudulent share offers, the unnecessary "puff," and generally put the whole business of advertising on a higher standard. In fact, the magnificent work done by the vigilance committee in the United States should be made international.

Of course, probably the biggest problem that we could tackle would be the elimination of jealousy and envy in our profession. I know that it is very altruistic, and some people would say, farfetched, but the idea of each of us decrying the merits of others is to the detriment of every man and woman in the advertising business.

We ought to co-operate more. We ought to understand the other fellow's point of view more easily. We ought to be more charitable. We are in, probably, the greatest calling in the world, and a great part of the time we are calling down each other. It is a great mistake. I think the convention in itself will do a lot to eliminate this, because the meeting together of men and women from all countries will have a tendency to make us understand each other better, and this will be a great help.

Of course, there is bound to be in every profession and in every calling, the "little minded man," who can only see round his own horizon; who cannot appreciate the men or women who have gone forward, and thank God they have. This, I think, is the most serious difficulty which we have in the furtherance of our calling—the constant finding fault with each other.

If a man succeeds, somebody says "How did he do it." If an agent gets a new account, the other fellow says, "Why in the name of God, did they give it to him." If the billboard man gets an order, the advertising man says "Why waste money on the billboards" and vice versa.

What we want to do is to make the world believe in advertising, and we cannot make them believe in advertising, unless we believe in ourselves.

We have got to have a greater faith, and greater charity, and this convention will help to bring it about, if the spirit is there, but if the spirit is not there, then no great reform will ever take place, in our calling, or anyone else's.

I love the advertising business. I wish every other man and woman in it had my point of view—to believe in it not only as a business, but for themselves. Do not be afraid of publicity, either for yourselves or other people. It is frankly stupid to hide your light under a bushel if you are engaged in the advertising business. I have had some of the most clever men in the business say to me "Charlie Higham, the trouble with you is that you like the limelight too much," and I have said. "Why hide from the light? It is our business. What is the good of telling other people to advertise their goods, etc, if we have not got faith in the method we tell others to use."

We have got to stand shoulder to shoulder with each other. Help, not hinder. We are all human. Do not let any of us forget that, but the man who is stronger, who can criticise, is the man to stand by us, and show us the way.

Nagging each other only drags down our profession. We all cannot stand in the centre of the stage. It is well to remember this, but when, by experience, courage, hard knocks, we have got to the centre of the stage, do not let the "supers" say they can play it better, but let them learn to play it better, and someday they will have the star place too!

I think that this convention will do much to place advertising in the right light, but if it does, it will only be because the men and women who are taking part in it, see the right light themselves, and will express it to the full.

THE 100 MILLION DOLLAR SHOW AT WEMBLEY

Where the A. A. C. W. 1924 Convention Will Be Held in Britain—Fifteen Minutes' Run from the Heart of London Has Been Built a New City—Materialization of the Wonders and Achievements of the British Empire

By ROSS GURNEY

FOR about two years the British Empire even in its most distant and undeveloped corners, has thought, worked, and lived "Wembley."

It was Lord Strathcona who had the idea some years ago. And it is now possible to connect his thought form with the $100,000,000 exhibition which has grown into being in Wembley, near London.

In this wonderful city of 240 acres, with the world's largest ferro-concrete buildings, and a stadium accommodating 110,000 people, the A. A. C. W. will hold its 1924 convention—a proud gathering in the proudest of surroundings yet accorded in its history.

We are told that this British Empire Exhibition amounts to something approximating the eighth wonder of the world. America has had some mammoth expositions of its own, but this is said to transcend them all.

In its organization the promoters found themselves with quite a little bunch of problems to solve.

Among them were two that face the organizers of any exhibition on the grand scale. The first is to collect the exhibits on such terms and conditions as will assure success. The second is so to display the exhibits as to command the respect of the minority that possesses taste, and to awaken in the majority those emotions from which taste is born.

Down to a few years ago organizers recognized only the first problem, with the result that chaos and incongruity exercised what might be called mob law, and those who had no personal interest in the exhibits kept away from them.

Perhaps the first exhibition that admitted good taste to its councils was held in Munich a couple of years ago. It was followed by the Gothenburg Exhibition in Sweden last year. These were very striking displays. They struck an entirely new note; unfortunately they struck it rather too hard. Their promoters had not taken to heart the warning of Koholeth and had sought to be righteous overmuch. They did not destroy themselves, but they did rather over-shadow their exhibitors. It was as though they had taken for their motto "Beauty, not business.'

Now the British nation is said to be rather suspicious of beauty and on no more than a nodding acquaintance with taste; the Empire's children overseas take after the home folk. Had the individual his way, he would undoubtedly have endeavored to make each exhibit fight its neighbor, shout it down, so to speak. Happily Munich and Gothenburg did not exhibit in vain. They were there to point a moral. It was impossible to exercise the arts of compromise, and as a famous British politician once remarked, compromise is one of the first factors of statecraft.

The net result of endless work and arguments conducive to high blood pressure was a uniform scheme, under which, in certain leading sections of the Exhibition, the individual is sunk in the display. The display shows the ripe fruits of years of endeavor and experiment, and industry is lifted to noble heights.

Let the most casual visitor, sensitive enough to have suffered from the chaos of the past, start at Wembley by walking through the Palace of Industry at his leisure. He will come out as tranquil as he went in, and impressed as he never was before, because he will understand what is possible when men work in union under capable advice. To be sure, he may feel a little angry with the folk who gave the title of exhibition to some of the collections of past times, but he is bound to realize that these errors are on their death-bed and that Wembley will see to it that there is no recovery for them.

The fact that dominates the British Empire Exhibition is that, despite its vastness, the lay-out is on large, comprehensive and harmonious lines. Color blindness will be a misfortune and no longer an infliction to be grateful for. There isn't a headache in any section.

A day will not exhaust the wonders of even a single exhibit—say Australia alone, for this covers five and a half acres and includes a pavilion as large as the Pennsylvania Terminal in New York and a movie theatre wherein 500 people at a time can see for themselves what life at the Antipodes is like. All round the walls a gay frieze tell the story of the natural wealth that has brought prosperity to settlers, one may see orchards and vineyards, dairies and great pastures where sheep in their tens of thousands prepare in comfort to supply countless tons of wool and, in the fulness of time, with mutton.

Canada's display of national wealth and achievement is of course concerned very largely with agriculture, horticulture, and forestry, but due attention is paid to the mineral wealth that has rewarded some and will reward many more in the near future. The railways which may be said to have done the pioneer work will be strongly represented, and a determined effort will be made to stir the imagination of those who have youth, strength and the spirit of adventure.

India's story demands an acreage wellnigh as great as that of Australia or Canada for its expression. Within its vast pavilion the Indian Princes are exhibiting the bewildering resources of their States in a series of Courts. All those arts and crafts in which the various races excel are shown on a scale never attempted before.

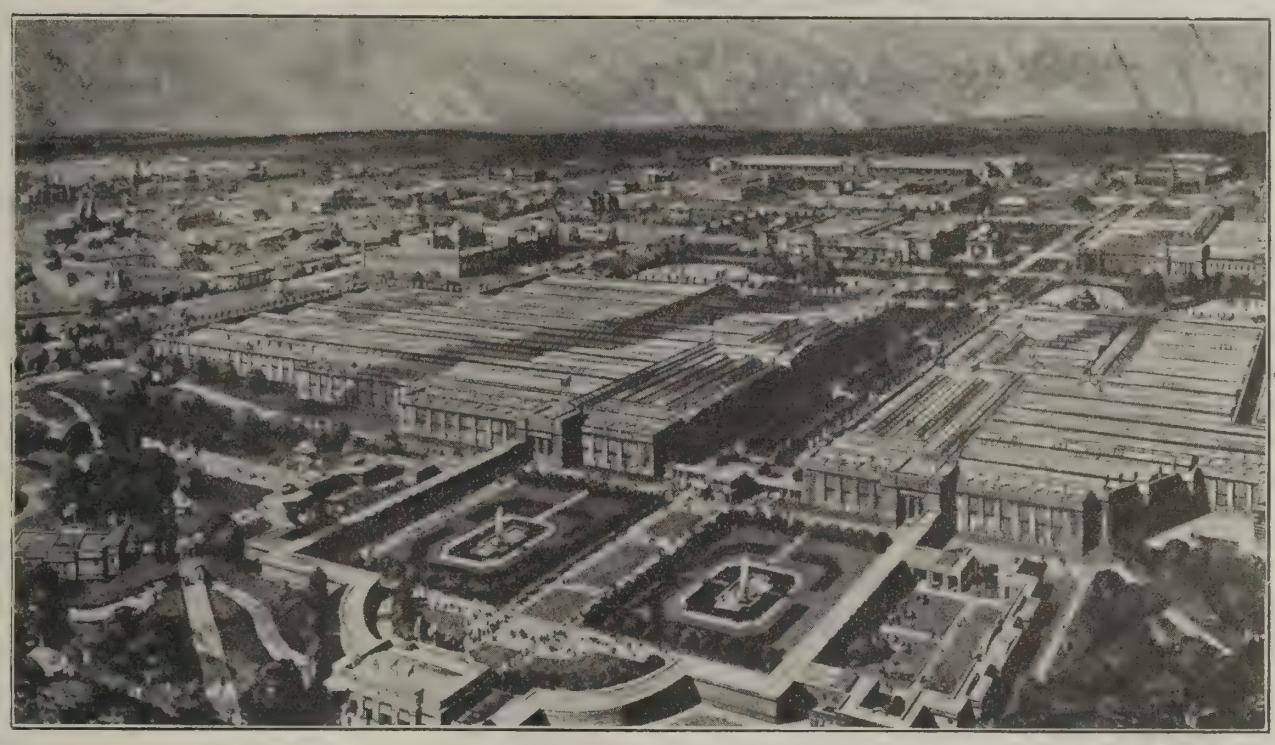
New Zealand, held by so many to be the happiest of all the Dominions overseas, stages an agricultural and marine exhibit, and calls in the aid of the movies to present the daily movements that lead to prosperity and content.

South Africa has her Union pavilion built in old Dutch fashion, and the gardens that front it show so much as is possible of the South African flora. All the exports are staged, diamonds and gold, fruit and wines, mohair and wool, together with ostrich feathers on live ostriches, and one of the two picture displays reveals the travel side of life in the wildest parts of the country.

The West Indian and Atlantic groups tell of the joys of travel and their gardens, weather permitting, will enable the visitor to glimpse the tropics, though should the English summer live down to the low level of Jean Paul Richter's jibe and appear in the guise of English winter painted green, it is more than likely that tropical roots will refuse to strike.

Burma, with its memories of Mandalay, its exquisite temples from which the little bells peal at the bidding of every breeze, is undoubtedly one of the beauty spots of Wembley. Ceylon, Hong Kong, Palestine, Cyprus, Malaya with its model of the much debated harbor of Singapore—it is possible to mention half a dozen of these "sections" in a sentence; it is not possible to discover all their secrets in a week. They must be seen in their splendor.

Since some reference has been made to the weather, it is fair to add that in the worst that summer can send us the visitor can travel from one Dominion to another throughout the length and breadth of the Exhibition without affording Jupiter Pluvius so much as a chance to enforce the use of an umbrella.



BIRD'S-EYE VIEW OF THE BRITISH EMPIRE EXPOSITION

Towers and domes, minarets and palace walls, bridges and formal gardens, glimpses of China and Africa and India at their loveliest and most fantastic. It is the British Empire in miniature, made to scale, and with a view to a harmonious whole, and so faithfully has everything been reproduced and solidly carried out that it will remain, in part, a permanent exhibition.



PLANS OF THE GREAT CANADIAN EXHIBIT BUILDINGS

The Canadian and Australian pavilions face the Palaces of Engineering and Industries, across the lake which divides the exhibition, with the pavilion of the Indian Empire at one end.



THE SOLIDLY-BUILT PALACE OF ENGINEERING, NEARING COMPLETION

The Palace of Engineering, which is probably the largest concrete building in the world, will represent more than three hundred engineering and shipbuilding firms, and will contain all manner of engineering exhibits, from the most delicate testing instrument to 150-ton pieces of machinery.

Modesty or courtesy has brought the British section last into notice, but in many respects it challenges all comers. Eighteen hundred exhibitors who have spent half a million pounds on the purchase of space and unnumbered thousands in turning it to best advantage under wise supervision, are represented here. The Palace of Engineering reveals all the latest developments by which manufacturers deal with raw material and conquer the problems of transport and lighting. It has a power station built by forty firms and a new system of using electricity that will create the biggest sensation since the first electrical exhibition was held in Great Britain some forty years ago. Sea transport, land and motor transport in their very latest aspects will be seen in this section where the greatest British firms in the engineering world are represented.

The Palace of Industry takes those industries of the United Kingdom which would be out of place in the engineering section, and here a wonderful unity in diversity has been reached. Chemistry, cotton textiles, woolen textiles, Ulster industries, all, or most of the food production specialties, musical instrument makers, soap, cigaret manufacturers and others too numerous to mention, find harmonious homes here.

Leading from the Palace of Industry are conference halls and committee rooms, ranging in accommodation from 100 to 3,000, and here will be the home of the A. A. C. W. convention in general and departmental sessions from July 14 to July 19.



A VIEW OF THE AUSTRALIAN EXHIBIT PLANS

So immense are the plans for separate parts of the exhibit that Canada and Australia have each spent $1,250,000 as their share in building alone.

Perhaps nothing in the Exhibition is more significant or impressive than the British Government pavilion. Above its lofty columned portico is the Royal Suite designed for the use of the King and Queen, and before those supporting columns are six lions that typify strength and dignity in repose,

In the Central Court of Honor a luminous relief map of the world tells in color a story of British Empire resources, growth, development and population in fashion calculated to attract the eye and hold the mind.

On a stage within this pavilion the Army, Navy and Air Force have organized displays that will bring home to the uninitiated the pomp and circumstance of the material powers that defend the British Isles and recall in striking detail episodes that marked grave crises in British history. This stage can be one of land or water at the will of the mechanicians who control it.

It is best to consider first the educational purpose of the Royal Pavilion and to pass by way of the spectacular side to the varied attractions that the imposing stadium and the amusements park will provide. These attractions are too numerous for recital, for the British Empire Exhibition appeals to those who seek knowledge and those who desire recreation and in the catholicity of the endeavor lies the strength of the call to the old and the young, the grave and the gay, the learned and the simple.



INDIAN PAVILION

A feature of the Empire Exposition



EMPIRE STADIUM, BUILT ON A HILL ON THE EXHIBITION GROUNDS

Largest sports arena in the world, accommodating 125,000 people, two and a half times the size of the Coliseum at Rome

OLD LONDON'S CHARMS AND THRILLS

A Little Guide for Convention Delegates to the Chief Attractions of the City of Everlasting Interest —With Some Notes on American Memorials

By "A LOVER OF LONDON"

IN THE early part of last year, when the suggestion was put forward that the 1924 Convention of the A. A. C. W. should be held in London, *Editor and Publisher* printed an article dealing in a general way with the British capital. It is now possible to supplement this with something treating specifically of the individual attractions of London and opportunity has been taken to incorporate notes on features in the way of American memorials. To comprehend what a foreign city holds for the visitor, it is essential first of all to acquire a proper interpretation of the historical buildings and other features. The real significance of the places visited can then be visualized in a proper perspective.

London has so much to show and the calls of the Convention and attractions of the wonderful British Empire Exhibition must of necessity occupy so much of the visitor's time that the period available for general sightseeing will be comparatively brief. Sightseeing itineraries will, of course, be a feature of the arrangements made for the reception of the delegates and their friends. Even so, the following notices will be found both useful and instructive to the American visitor generally and of very material advantage to those among them who would prefer to embark on their own sightseeing tours and to return to America confident in the knowledge that they have seen the things that really count among the sights of London. So far as getting about in the British capital is concerned there need be nothing to worrry about, maps and guides being freely distributed by the various traffic agencies, which, particularly the underground companies, are ever ready to assist visitors bent on sightseeing itineraries.

The Tower of London

Stands on the riverside and is both the best-preserved example of a mediæval fortress in Britain and the most historic castle in Europe. Consists of the great keep—the White Tower—built by William the Conqueror, encompassed by a double line of fortified walls erected by his successors. Was an arsenal, naval station, palace, court of justice, mint, and State prison, and is still used in the last-named connection. The White Tower contains the national collection of arms and armor. Dungeons in which celebrated prisoners were confined are shown. The Chapel of St. Peter and Vincula is the place of burial of those who were executed on the adjacent Tower Green. Wakefield Tower contains the Crown jewels. The Tower Warders wear Tudor costume. Tower Wharf, on which abuts Traitors' Gate, gives fine views of the Thames and its shipping.

St. Paul's Cathedral.

The first church founded in London. Has always been closely associated with civic and national history. Present building, by Sir Christopher Wren, the finest church erected in England since the Reformation. Of noble proportions externally and internally. Contains many memorials and the Crypt is the burial-place of Nelson, Wellington, and other illustrious sailors and soldiers; besides painters (including Sir Benjamin West, the American President of the Royal Academy), musicians, etc. Public may ascend to the dome, which commands fine views over London.

Westminster Abbey.

Was a monastery attached to the royal palace of Westminster, and has been the crowning-place of the English sovereigns from King Harold (1065) onwards and their burial-place from Henry III (died 1272) to George II (died 1760). Has become the valhalla of the English race and is the sepulchre of illustrious statesmen, sailors, men of letters, scientists, etc. Contains several American memorians—Longfellow, Lowell, etc.; and one set up by the State of Massachusetts Bay to the third Viscount Howe. Present buildings date largely from period of Henry III, who began the reconstruction of the manastery rebuilt by Edward the Confessor (d. 1065). Adjoining is St. Margaret's Church, the Parish Church of the monastery rebuilt by Edward the Dominions Overseas. This is the burial-place of Raleigh and it has other American associations. Present church dates from 15th Century.

The Palace of Westminster.

Until the time of Henry VIII this was the principal seat of the English sovereigns, hence it was the cradle of national government and legislation. The original palace was built by Edward the Confessor and many additions and reconstructions were made by later kings, the most notable being the great hall (Westminster Hall) erected by William Rufus in 1097. Save this hall (remodelled in 1398 by Richard II, who added the superb open roof of timber) and a few minor details, the old palace was destroyed by fire in 1834. The New Palace of Westminster—invariably termed the Houses of Parliament—is the most original and most magnificent building erected in England in modern times, the decorative work of the interior being of singular richness. The chief range of apartments, including the House of Lords and the House of Commons, may be inspected on Saturdays and Bank holidays, and the American pressed for time should select a Saturday for visiting both the Abbey and the Palace, an arrangement that permits of these two buildings being the better appreciated in their historical relation and significance. The picture, in the Royal Gallery, of the fatal seizure of the Earl of Chatham when participating in the debate concerning the recognition of the American Republic was painted by John Singleton Copley, a colonist born in Boston. Westminster Hall was until 1882 the chief Court of Justice and within it took place the great State trials of history. Permission to attend the Parliamentary debates is readily obtained.



TRAFFIC AT CHARING CROSS

Reminiscent of Forty-second Street and Fifth Avenue on a busy Saturday afternoon. Buses provide a favorite means of exploring the fascinating quarters of London Town.

Whitehall.

This street bears the name of the palace erected along each side of it by Henry VIII when he abandoned the Palace of Westminster as a place of residence. Whitehall was burnt down in 1698, all save the Banqueting House erected by Inigo Jones in 1620. It was before this building that the scaffold was erected when Charles I was executed and within the Banqueting House (now a naval and military museum) the crown was offered to William of Orange and the Princess Mary on the flight from Whitehall of James II. Opposite is the Horse Guards, originally the guard house of the palace, where a picturesque ceremony is still enacted daily when the guard of Household Cavalry is changed. Whitehall is now lined with important Government offices; in the byway called Downing Street is the official residence of the Prime Minister.

St. James's Palace.

This was built by Henry VIII at the time he built Whitehall and it succeeded that palace as the chief London residence of the sovereign. It stands in St. James's Park, which, with Hyde Park and Regent's Park, forms the remains of the parklands attached to old Whitehall. Foreign ambassadors are still accredited to the Court of St. James, although as a royal residence this palace has been superseded by Buckingham Palace. The brick gateway and a few other portions of Henry VIII's building remain, among modern reconstructions. The changing of the guard here is a ceremony of great stateliness. On the east of the palace is Marlborough House, the residence of Queen Alexandra; on the west Clarence House, residence of the Duke of Connaught (the King's uncle), and on the north York House, the town residence of the Prince of Wales. St. James's Park, which abuts on Charing Cross and is traversed by the processional road called the Mall, is very picturesque—New York has nothing like it in the heart of the city.

Buckingham Palace.

Adjacent to St. James's Palace and fronted by the Victoria Memorial, is the London residence of the sovereign. It originated with a mansion called the Queen's House, which was occupied by George III and Queen Charlotte, and was subsequently rebuilt on a grand scale for George IV and further enlarged for Queen Victoria. It was here that King Edward VII died. The Royal Mews or Stables are attached and may be inspected on written application to the Master of the Horse.

Lambeth Palace.

Confronting the Palace of Westminster, is the residence of the Archbishop of Canterbury and dates in part from the 13th Century. The fine entrance gatehouse, built in 1400 by Archbishop Morton, chief minister of Henry VII, is the oldest example of brickwork in London. The Great Hall (now the Library), the Lollards' Tower, the Guard House, and other portions may be viewed on written application.

The Inns of Court.

These consist of four Inns or Colleges —the Inner Temple and the Middle Temple, which form one precinct; and Lincoln's Inn and Gray's Inn—and constitute the English university of the law. All have fine halls, which may be inspected—the Middle Temple Hall being especially

WHEN YOU GET TO LONDON

MAYBE you'll find London old-fashioned. That is its charm. Maybe you'll think some of the folk old-fashioned and slow.

That's climatic. You will sleep as you never slept before, in England for the first two or three days. There's no need for "hustle" in Britain.

Maybe you'll feel tempted to criticise and compare that I'il ole town with "God's own country."

Britain was His before ours was white-peopled. Maybe you'll think their coinage—pounds, shillings and pence—quaint; their ways strange; their attitude one of restraint.

When the British delegation came to America last year doubtless they thought the same.

There's so much good, bad and queer in all of us, God save us, that it ill-becomes any of us . . . and all that sort of thing.

noteworthy. The Temple Church is remarkable in having been the church of the Order of Knights Templar. All the Inns have picturesque old-world squares and gardens and form a curious oasis in the heart of London. These Inns were closely associated with the early American colonies, the Benchers drafting laws, etc. Another inn is Staple Inn, the eave hanging gables of which, dating from the 16th Century, abut on Holborn.

The City.

The chief public buildings in the City, which is the heart of the business quarter of London, are the Bank of England, the Royal Exchange, and the Mansion House (residence of the Lord Mayor), which stand together in the centre of the City; and the neighboring Guildhall. The Garden Court of the Bank (marking the site of the demolished church of St. Christopher-le-Stocks) is accessible to the public; the Royal Exchange, built originally in the time of Queen Elizabeth, is open to the public daily. The present building dates from 1844 and contains a very interesting series of wall paintings. The Mansion House can be inspected on applying in writing to the Lord Mayor's secretary; it contains several finely appointed apartments. Guildhall is the council house and offices of the Corporation of London. The Great Hall was built in 1426 but was severely damaged in the Great Fire of London and little save the shell of the original structure remains. It is here that the mayoral banquets and other grand functions take place. Its associations are profound, and among other historic events that took place here were the trials of Lady Jane Grey and Archbishop Cranmer. The Library—a very beautiful apartment, in which the Freedom of the City is conferred upon distinguished personages—should also be seen. Besides St. Paul's, there are over fifty churches in the City, thirty-two of them being the work of Wren after the Great Fire. All are of interest; but lack of space debars aught but this passing reference.

Art Galleries.

Chief among these is the National Gallery, containing what is probably the finest collection of paintings in the world, virtually every school being represented. The collections of Italian and Dutch masters are exceptionally fine. Among recent acquisitions are the series of Wertheimer portraits by Sargent, the American member of the Royal Academy. Adjoining this gallery is the National Portrait, with works that may be likened to a dictionary of British biography from the 16th Century onwards. Other notable galleries are the Tate, containing works by British artists, including the chief collection of paintings by Turner; and the Wallace Collection, which is rich in works by Watteau and other French artists, besides paintings by the English masters. The Summer Exhibition at the Royal Academy is the chief periodical event in the sphere of British art and Americans should endeavor to spend an afternoon here.

Museums.

All the State museums contain magnificent collections of their kind. A considerable time would be required for a proper inspection of the multifarious exhibits, however; and, again, in certain cases the collections are analogous with those in the important museums of New York and other American cities. Among other features of especial interest in the museums named are the following.

British Museum.—Green and Roman Sculpture Galleries, particularly the Elgin Room, with the sculptures from the Parthenon; the Assyrian Galleries, with sculptures, etc., from Nineveh and Nimroud; and the great ranges of Egyptian Galleries, reflecting the arts and crafts and the life of Ancient Egypt in every form; the Room of Gold Ornaments, with Greek and Roman jewelry, cameos, paintings, etc.; and the King Edward VII Galleries, the lower range containing a superb collection of mediæval art, the upper range containing the print collection. The Record Office Museum contains the Doomsday Books and among other exhibits are documents relating to the War of Independence.

The South Kensington Museums.—These comprise the Victoria and Albert, with a priceless collection of sculpture, ceramics, furniture, tapestries and carpets, woodwork, ironwork, silversmiths' and goldsmiths' work, etc., and a Picture Gallery in which is the finest collection of works by Constable. This museum has a superb collection of ivories and miniatures. The Science Museum contains machinery of every kind, ship models, etc., and astronomical, chemical, and electrical collections. The Natural History Museum covers every sphere of the animal kingdom, including prehistoric examples; and the Imperial War Museum contains the national War collection.

Streets.

The visitor must needs traverse the important thoroughfares as a matter of course. Many of them have been virtually rebuilt in recent years, in particular the Strand and Regent Street. The former street, contiguous to the river, has become the centre of the Dominion offices. At the western extremity, by Charing Cross, is Craven Street, where, at No. 36, Benjamin Franklin lived for many years while acting as agent for certain of the Colonies during the prolonged negotiations preceding the War of Independence. What an appropriate American consulate or similar office this historic house would make! Regent Street is unique in that it was conceived, planned and built by one man, Nash, the architect to the Prince Regent. It is now in the last stage of reconstruction, from stucco to stone. This is the finest shopping thoroughfare in Europe, with shops of every sort save grocers' and provision merchants'—even the select Bond Street has these. Piccadilly, flanked on one side by the Green Park and on the other by clubs, is another fine thoroughfare—the American Club is here. The adjacent Haymarket, where is the American Express Company, is another street to which the American visitor will be attracted. At its lower end is Cockspur Street, with the shipping offices, amid which is a statue of George III, the last king of the Thirteen Colonies.



FLEET STREET, BYWAY OF COMMERCE AND PRESS ROMANCE



FAMOUS BRITISH LION IN TRAFALGAR SQUARE

Hyde Park.

This favorite rendezvous of Society will, of course have to be seen. The afternoon is the time, the Row being then crowded with riders and all the rank and fashion of the land being gathered about the Hyde Park Corner end. The after-church assembly, called Church Parade, which takes place on Sunday, composes another brilliant spectacle. In Regent's Park is the Zoological Gardens.

Some American Memorials.

A few associations have already been mentioned; there are many others of interest. For the Pennsylvanian there is the church of Allhallows-Barking-by-the-Tower, wherein William Penn (born close by) was baptized; for the New Yorker, St. Ethelburga in Bishopsgate, in which Hudson and his crew attended communion ere setting forth on their first voyage of exploration. For the Georgian in particular and for Wesleyans in general, a place of pilgrimage will be the house in Finsbury where Wesley lived after his return from America, where he had helped Oglethorpe to found Georgia. Attached to this house is the chapel in which he preached and in whose churchyard he lies buried. Opposite is the Armoury, of interest to the Bostonian, because it is the headquarters of the Honourable Artillery Company, some members of which founded in 1638 the Boston Company. To the west, in Roscoe

(*Continued on page 20*)

"On-to-Texas"

Earnest, enterprising, capable men tell you in these pages of the yearning of Houston for the A. A. C. W. convention in 1925.

"PUNCH"

"The Foremost Humorous Journal of the World"

WILLIAM S. CRAWFORD

Governing Director of W. S. Crawford Ltd., writes:

"There is no medium to equal 'PUNCH' for creating sales in high-class trade at home and in the Dominions. I can vouch for this by the experience and reports of the highest class of British advertisers in many trades."



SIR CHARLES HIGHAM

Managing Director of Charles F. Higham Ltd., writes:

"'PUNCH' is a paper quite alone in the field of modern journalism, and is one of the most profitable advertising mediums in the world."

Oyez! Oyez! Oyez!

AMERICANS attending the International Advertising Convention in London who are interested in securing world-wide distribution for their goods, should not fail to investigate the claim of "PUNCH" to be the best advertising medium for this purpose.

The Advertisement Manager of "PUNCH" will be happy to give the fullest information.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10, Bouverie Street,
London, E.C.4, Eng.

OLD LONDON'S CHARMS AND THRILLS

(*Continued from page* 18)



THE HOUSE IN WHICH SHAKESPEARE WAS BORN

Probably the place to which every Shakespeare devotee dashes on arriving in Stratford is Shakespeare's house, which is about in the centre of the town. It is really two houses, somewhat like our American two-family houses, the one on the east furnished as a museum, the other one being distinguished as the birthplace of Shakespeare.

Street, is an old burial-ground, the solitary headstone in which marks the grave of George Fox, the founder of the Quakers. Fox was in Rhode Island in 1672. If from Hartford, the visitor to London will find in the old church at Esher a memento of William Hooker, the real founder of Connecticut and, with Stone, the founder of Hartford. Hooker was rector of Esher. Over the entrance of the Foundling Hospital (near the British Museum) is a statue of the founder, Captain Coram, who settled at Taunton, Mass., where he gave land for a schoolhouse and books for a library, and later obtained Acts of Parliament for bounties on colonial produce. The good captain is buried in the Foundling Chapel. Not far away, in Tottenham Court Road, is the tabernacle founded by George Whitefield, the minister of Savannah.

Places in the Environs

Among the chief attractions in this connection are Windsor Castle, the most magnificent castle-palace in existence, and the adjacent Eton College, both of which are open to visitors. Among Americans educated at Eton was Thomas Lynch, junior, who signed the Declaration of Independence on behalf of South Carolina. Hampton Court, the splendid palace of Cardinal Wolsey and for two centuries a royal residence, is another noteworthy feature of the riverside, above London. Close to Beaconsfield, the picturesque old Buckinghamshire town that gave title to Disraeli, is the Quaker burial-ground of Jordans, where William Penn lies interred. Nearby is Stoke Poges, of Gray's *Elegy,* and the home for many years of Penn's descendants. All around London are rustic towns and villages pregnant with associations of the early Colonial days. To write of such associations in London itself would fill a large volume. The American visitor desirous of making such pilgrimmages should get into touch with the Underground Railways, who arrange motor coach itineraries of this sort and will furnish much information not to be found in the general run of books on the subject.



BAR GATE A MEDIÆVAL RELIC OF SOUTHAMPTO

North gate of the ancient wall still reveals enough of th early structure to be interesting to the lover of things o the olden times.



STRATFORD-ON-AVON, LOVELIEST OF ENGLISH VILLAGES

Annually 50,000 visitors pay homage to the town of Shakespeare's birth. The little town repays this justifiable curiosity i many interesting ways.

When Advertising to the British Market

it is vital to success to observe that Scotland is served entirely by its own daily newspapers, chief of which are



The Glasgow Herald

ESTABLISHED 1783

The premier newspaper of Scotland, and the largest and leading advertisement medium out of London. "The Glasgow Herald" occupies a position of unrivalled power amongst the wealthy business and professional classes throughout the whole of Scotland.

The Evening Times

Certified Net Sales. 285,759 copies per day

"The Evening Times" is the most popular Evening Newspaper in Scotland. Its guaranteed net sales are far in excess of the combined circulation of any two other Scottish Evening Newspapers.

The Bulletin & Scots Pictorial

The Only Daily Picture Paper in Scotland

Advertisers who appreciate the value of the Pictorial Daily for appealing to women find "The Bulletin" produces excellent results. It circulates all over Scotland and carries a large amount of advertising because it always pays the advertiser.

These newspapers are published in Glasgow, the second largest city in the British Isles, and circulate throughout the whole of Scotland. Their readers are ready buyers, quick to respond to advertising.

Advertisement Rates and all particulars on application to the Advertisement Manager,
65 Buchanan Street, Glasgow, Scotland, or 112 Fleet Street, London, England


"ON TO LONDON"
DOMINE DIRIGE NOS
Dr Johnson goeth to ye "Cheshire Cheese"
Hard by stoode ye olde Temple Bar
Ye Fleet Street called ye "Street of Ink" also ye "Street of Adventure" in ye City of LONDON
The
DAILY MIRROR
Britain's Supreme Picture Newspaper
whose offices are situated in Bouverie Street, Fleet Street, London,
wishes by these presents to extend a very
CORDIAL WELCOME
to American Advertisers & Agents
on the occasion of their visit to the
20th ANNUAL CONVENTION of the ASSOCIATED ADVERTISING CLUBS OF THE WORLD, London, July 14th-17th
and whose goods it hopes to have the pleasure & honour of introducing into the homes of its millions of readers.
G. A. GODLEY,
Advertisement Manager.
Ye White Friars resided near bye
Also ye Fleet Prison war near

BRITISH ADVERTISING AS FOUNDED ON TRUTH

Honored Names in Field Testify to Success of A.A.C.W. Slogan, But Greater Clean-Up Still Desirable to Render Publicity Above Suspicion

By FREDERICK E. POTTER

(Governing Director, Frederick E. Potter Ltd.)

THE title suggested for this article was slightly different from the above; where the word *as* appears *is* was suggested. Just read the phrase both ways and note the difference. It could not be be claimed that all British publicity embodies truthfulness, but with the altered word there is a good text for a lay sermon on the topic.

A great deal of British advertising is undoubtedly founded upon Truth— honest statements about honest goods. If the reader will reflect a moment he will note that the outstanding national successes of advertised goods are of reputable firms employing reputable publicity. Let me mention but a few names in demonstration—Pears, Lever, Cadbury, Fry, Rowntree, Reckitt, Waterman, Bovril, Virol, Sunbeam, Dunlop, Pascall, Pelman, Pomeroy, Pyrene, Lyons, Harrods, etc. etc. This list might be extended considerably. It may be confidently asserted that the products of our leading advertisers are well worthy of the descriptions given of them, and of the position achieved.

Truth in advertising means giving the public a square deal. There must not be any attempt to represent the goods as being what they are not. Exaggeration may sometimes creep in and it does, but there is a distinct difference between the exaggeration of enthusiasm and deliberate misrepresentation. But even so it is better not employed.

In the past many articles have been advertised in a large way and in an extravagant fashion and apparently the publicity campaigns were successful, but the articles had little or no merit in them—and today—where are they? Their very names in many instances are forgotten. Other articles equally largely advertised, and for which also strong claims have been made, are today firmly established in public favor. They have borne out in use the qualities claimed for them.

It is fair to state that British advertising is largely founded on truth. Take up your daily paper and try and point out any half a dozen advertisements which you, as an expert, would stigmatize as false. You will probably have difficulty in finding that number, even though there are perhaps a 100, perhaps 200, perhaps even 300 advertisements in that particular issue.

Many journals now go the length of guaranteeing the articles advertised in their papers. It is not nearly so bold a step as appears at first sight. The majority of manufacturers are intensely concerned in turning out articles of quality, and in satisfying their customers. A chance sale is nothing to them. They look for their reward in constantly increasing business. This can only be hoped for if they have an article of merit to sell. Without such merit they might achieve something resembling success, but it will be only transitory. The price of newspaper space is too high to permit of real success unless from a continuity of custom. One sale is not sufficient and a dissatisfied purchaser is worse than useless.

Some of the articles which I have the pleasure of advertising took years of patient publicity to establish them in their present position. Without merit they would never have got there—nor without advertising. Waterman's Ideal Fountain Pen I believe to be far and away the finest fountain pen procurable. I say so in the advertisements, with the fullest confidence that the goods will live up to the description.

I believe that insurance in one of its many phases is a duty which man owes both to himself and his family. I believe also that it is one of the best methods of thrift. Consequently the advertisements of the Sun Life of Canada, issued by my agency, are written as persuasively as possible, to induce people to make the first move towards making up this most admirable method of finance. The strongest encomiums have been made on this publicity by leading experts. And so I could go through a whole list of articles advertised by my agency, the advertising of each of which having behind it the guarantee of a square deal to the purchaser. I would not advise anyone to attempt to advertise an article which has not merit and considerable merit.

There has been a regrettable tendency of late to push business and also charitable appeals by competitions having a "lottery" character. Sometimes they have infringed the law and been stopped. Others have been so near to lotteries as to be difficult to distinguish therefrom. The answers to some could be made in millions of different ways—the handsome monetary rewards practically being due to "chance." This style of advertising is a prostitution of publicity methods, a mere appeal to cupidity, a making use of the spirit of gambling and turning charitable appeals into sporting chances of personal gain. Whatever the hospitals gain in the present, it means sapping those sources of fine feeling which have made the voluntary support of our hospitals and great charities one of the chief glories of the country.

Under no circumstances would I advertise things against the public interest. For instance alcoholic liquors, which have long since been scientifically demonstrated to have little place even in medicine. Medicated wines, so freely pushed, have been the means of leading many into drinking habits. Before Prohibition became the law of the United States some 1,500 journals there had creditably closed their columns to alcoholic announcements. The offers of turf accountants and such like besmirch the pages of certain leading papers. I would call upon my fellow-agents to refuse to place such business, and only wish I could influence the press to cease to further the destructive vice of betting by accepting such advertisements.

While human nature lasts there will always be unattained ideals, practices to be deplored, but we must continue to strive towards the high goal of quality products honestly advertised. Thus shall it be possible to write

British Advertising *is* founded on TRUTH.



MANY British journals now guarantee advertised articles. Under no circumstances would I advertise things against the public interest.

Liquor and race betting advertisements should not be accepted.

We must strive toward the goal of quality products honestly advertised.

British advertising is founded on truth.

—Frederick E. Potter.

Forty Years Old

EDITOR & PUBLISHER, New York, celebrated its fortieth anniversary in April. It begins its fifth decade under auspicious circumstances. It was never more prosperous, nor has it ever been of greater service to practical newspapermen. There ought not to be an editor, publisher, or advertising man in America without a copy of EDITOR & PUBLISHER on his desk every week.—Editorial in *The Washington Newspaper,* official publication of the Washington Press Association.

"We shall be glad to see you!"

METHODIST RECORDER

LEADING BRITISH METHODIST PAPER —NET SALE EXCEEDS 54,000

Rate per page (17 in. x 12 in.), £25

161 FLEET ST., LONDON E.C.4

GIPSY SMITH, the Evangelist, says:—"I cannot understand how any Methodist can live without the METHODIST RECORDER."

Direct Mail Advertising in GREAT BRITAIN

The British Isles, although no larger than the State of California, have a population of over forty-seven millions.

Here, then, is a vast potential market for most American products.

Naturally, its cultivation is chiefly a matter of appealing to the Britisher in the British way. We are the foremost Direct Mail Advertising Agency in Great Britain equipped to give a complete service from planning to mailing. Our 25 years' acquaintance with the British trader and public and the success that has attended the schemes we have handled, give us a big claim to recognition. Place your Direct Mail Campaign with the organization, which, by specializing in this particular form of publicity, has its fingers on the pulse of the Nation.



Arthur Chadwick

ARTHUR CHADWICK, President of Amalgamated Publicity Services Ltd., and Chairman of the Direct Mail Section of the International Advertising Convention, knows America and the American Business Man, and would welcome the opportunity of making personal contact with any who visit England for the Convention.

Amalgamated Publicity Services, Ltd.

(Members of Direct Mail Advertising Association of America)

PUBLICITY HOUSE BUCKNALL STREET LONDON, W. C. 2 ENGLAND

In Association with Buckley Dement & Co.

DIRECT MAIL ADVERTISING SPECIALISTS CHICAGO, U. S. A.

"TREMENDOUS VOLUME OF UNSATISFIED WANTS"

American Goods Are Peculiarly Adapted to Fill Many British Needs, With Success Awaiting House Which First Studies the 12 Market Units Before Entering the Field

By PAUL E. DERRICK

(Managing Director, Paul E. Derrick Advtg. Agency, Ltd., London)

WHAT are the things an American manufacturer should know about the British market? First, he should know just what he should know to succeed in his own market; and he should know that this market is very different from his own.



PAUL E. DERRICK

In other words, he should investigate as carefully as he would at home in commencing a new business, and adopt policies, plans and methods which conform to the facts obtained here.

Two makers of American toilet preparations were interested in the possibilities of the British Isles. Both were highly successful in America.

One consulted a British advertising agent, who told him to advertise to get his share because others had shown the way. This sounded good, because advertising had built his American success to a peak. He advertised; and opened a London branch of his sales organization to fill the flood of orders and take in the the money. That branch was closed when much advertising and American selling brought not enough business to pay office expenses.

The other manufacturer obtained a sound report on the market and methods of developing it. He then framed his plans to fit the facts. He concluded he could use his product unchanged, in practically the same dress, and likewise his skilfully prepared advertising. But he developed distribution by a plan which was new to this country, and which proved so successful that in one year he outstripped every competitor in sales volume. And it was not a relatively expensive plan.

In the first case the manufacturer had good experience and good-looking British advice, to justify the expenditure on the venture. In the second case there was less bromidic opinion, more searching study of essential market facts, and so more justifiable confidence in a seemingly daring scheme built logically on them.

Market research is the first step for everyone. Generalities drawn from venerable experience are not enough, and my 30 years of experience in the British market makes me caution my countrymen against taking, as a substitute for full individual analysis, the generalities to which space limits me in rounding out the advice already given.

The British market is one of over 45,000,000 of population, concerning which there are very few published statistics of any value, even to those who can be trusted to use them safely! This population taken as a whole differs greatly from any equivalent number of Americans, in social habits and prejudices, in occupational and domestic conditions, in tastes, psychology and spending power. Though they have sometimes given the most unexpected welcome to an American product just as made and dressed for Americans, they have in other cases astonished by their refusal of products painstakingly adapted for them.

They are a free trade people. They would as willingly buy foreign goods as British; some say, more willingly, while their own industries languish; yet it will be because they expect they will be cheaper, not as a rule to get better quality. Price for price, with quality equal, they will nevertheless buy what they know to be British goods.

Their legend of British supremacy of quality lives. But it is more effective in perpetuating the conservatism of British manufacturers than in preventing the growth of popular preference for more convenient, more attractive, more standardized American specialties, such as hosiery, toilet goods, tools, canned foods, cars, etc.

This people and their dealers have taken many such things readily, but have refused to have American superior models in men's shirts or more convenient American suspenders.

They are said to have given Congoleum another success, because monopolistic native manufacturers were ultra conservative. And they have given the Arrow enterprise a complete failure because of the ultra-conservatism of the men's wear trade. Although British fountain pen manufacturers have added forceful advertising to their natural advantages, Waterman leads them all. The British shoe industry has thrived on the threat of American invasion, and the invaders are no more with us, except for a few specialized items.

These 45,000,000 are taxed so heavily that their power to buy is seriously limited. This point must be considered at the outset by an American house in its influence on estimates of potential sales. The national taxation per capita is about $85. And the average earning power is considerably below that of the people of the United States, partly owing to the extent of unemployment and the serious curtailment of profitable production.

Roughly two-thirds of the enormous taxation, moreover, is borne by people of larger incomes, in addition to the fact that they bear their full share of the remaining one-third. It may be taken as substantially correct that not more than one-seventh of the people have borne nearly three-quarters of the taxation, and under the budget for 1924, just presented, this disparity of incidence will be increased considerably by the reduction of the taxes on universal necessities such as sugar and tea.

In the case of a product which is not to be classified as a strict necessity, the market must be understood to be limited in number of buyers and in their capacity to buy. Notwithstanding these cautions, wherever you find 6,000,000 of people who are accustomed to want the best and to pay for it, you have a good market for luxury products.

If the product is not so much a luxury as a specialty among necessities or universal conveniences, or if it is designed to economize or render industry or trade more efficient, then the number of potential buyers in Great Britain is much greater though buying power is less. The very fact that the masses of population have not quite developed modern American standards in personal, domestic and social convention, comfort and convenience, expresses a tremendous volume of unsatisfied wants, realized and unrealized, which American products are particularly adapted to satisfy. These masses of potential consumers could not, with their limited buying power, satisfy the whole range of such wants. But their capacity for appreciation of good things and conveniences is just as great, though more latent, than with the American people. And if they cannot satisfy every want they will and do at least respond to the appeal of those things which most attractively present themselves. It would be possible, to judge from the satisfactory business being done in some such lines, to be misled as to popular buying power, simply because the limited buying power is concentrated on a few well-advertised and well-merchandised items.

For example, the bulk of the best apples which come to this country are bought by the very poorest people—those in the congested city areas. Again, in a Northern mining district, a thriving trade is done, even at the period of maximum unemployment, in the sixpenny brand of domestic brass polish, while there is little trade possible with the two-penny brand. The amount of intoxicants consumed is not as great as before the war, but it still averages over $40 per head, and the movies are not complaining of poor business.

Just because the British are well served by railways, great newspaper readers and homogeneous in language, it would be unwise to assume that Great Britain is a single national market which will respond in all sections alike to a single national sales campaign. There are sections less than 100 miles apart in which the two local populations can scarcely understand each other's speech. There has been a high degree of specialization in one area and another, not only on account of grouping of industries, but in many other ways, which account for sectional differences in tastes, in responsiveness, in understanding of the same common English expressions, and in merchandising and buying habits.

Home baking and cooking, for example, are at a minimum in the South, but are practiced more and more generally the farther North one goes, until in Scotland one finds domestic science very old-fashioned. Local practices of this kind need noting before sales estimates or marketing plans are made. If market researech is employed, the first caution should be to analyze the whole market in at least twelve unit sections, if national marketing is being considered.

There is no ready-made road to quick distribution in Great Britain, and a volume of information might be written, describing the unsystematized and unstandardized situation on the trade side of marketing. It is not possible to proceed on the lines of American experience, in dealing with either the wholesale or retail trade in this country. To a large extent, the British retailer is still resistant to branded goods, and, therefore, to appreciation of dealer helps. At the same time, they are familiar with branded goods and dealer helps, and sell the one and use the other practically everywhere. Here enters the typical psychology of the British trader, who persists in continuing to be old-fashioned in his notions, while he may be quite advanced in his practices.

No mistake could be worse than for an American house to assume that a method of sales promotion or a merchandizing stunt which has met with the approval of American retailers will meet with a similar happy reception on this side. The retailer's response here will frequently be to the effect that he has been bothered with too much of it already.

In brief, it could be said that there is a way into the good graces of the retailers here, but it takes careful finding and diplomatic cultivation, and no less diplomatic education. It has to be remembered that the retailers of this country are characteristically the evolution of several retailing generations, not ambitious men who have started up without traditions but with the idea of applying natural and acquired enterprise to the making of money.

The wholesalers in most trades are a necessary factor, but it would be most unwise to look to them for any assistance in introducing a commodity into distribution. According to the still prevailing tradition, the wholesaler does not push any line, and he has so many lines already, in many of which he has special interests, that he is not eager to add to their number, and is definitely prejudiced against even stocking the minimum of any advertised branded lines. The service which can be rendered by the wholesaler to the manufacturer of a new branded line consists of carrying stocks and breaking their bulk for small unit distribution,

(*Continued on page 26*)

FIRST DUTY OF AN ADVERTISER IS TO TELL THE TRUTH

By Sir NEVILLE PEARSON

Head of Great British Publishing House of C. Arthur Pearson, Ltd.

Exclusive to EDITOR & PUBLISHER

THE motto of the associated Advertising Clubs of the world is "Truth in Advertising." It is a slogan that has been deliberately and well chosen to suit a profession which above all others depends for its success upon the honesty with which it is conducted. The day of the catch phrase advertising swindler has passed. At the present time it is up to all advertising men not only to keep the flag of fair play in advertising nailed to the mast, but to see that there is a continued wind of publicity which will cause it to flutter perpetually in the eyes of the world. People who deal in publicity are not out purely for turn over. The basis of publicity is service and the end of publicity is results.

A fact that is often overlooked by advertisers in general is the willingness of those who sell advertising space to take their own medicine.

When the great publishing houses of the world have anything of particular merit which they wish to offer to the public they are among the leaders, for the time being, in the matter of space taking.

It is safe to say that no great achievement which necessitates the co-operation of large numbers of the community can be brought about in these days without recourse to advertising, and what is true of large things is also true of small.

The first duty, as I can see it, of the advertiser of today is to tell the truth in his advertisements. No permanent benefit is ever achieved by a misrepresentation of facts, and I am glad to see that those who control the sources of publicity are every year becoming more and more particular as to the type of advertisement which they allow to be displayed in their columns or on their hoardings.

I feel certain that the Advertising Convention of 1924 will be of immense benefit not only to the Advertising profession but to trade in general in that it will bring to the notice of the trading community more forcibly than ever before the fact that honesty in advertising is the best policy, and also that honesty in advertising is a policy which is bound to bring good results.

Welcome to Wembley!



"John Bull," Britain's Predominant Weekly Journal, extends a cordial hand-shake to America's Delegates to the A. A. C. of W. Convention, London, 1924.

"John Bull" plays a big part in forming public opinion in Great Britain. It goes everywhere and is read by men and women of all classes. It stands for "Truth in Advertising." Its certified net paid sales exceed 800,000 copies weekly. Its influence—alike on the Editorial and Advertisement sides—is both wide and deep. It is a National Campaign in itself.

JOHN BULL

Weekly 2d

Philip Emanuel,
Advertisement Director,
ODHAMS PRESS, LTD.
57/9, Long Acre,
London, W. C. 2. Eng.

TREMENDOUS VOLUME OF UNSATISFIED WANTS

(*Continued from page* 24)

in financing credits and making collections. The wholesalers generally will not stock the smallest quantity until demand has been created, to such an extent that he is forced to recognize that he will lose business unless he falls in line.

In original negotiations with wholesalers it is always a difficulty that he anticipates the brand will in the course of time be distributed direct, or else his rate of profit will be cut to the bone, by the process and power of advertising. There are ways which have proven successful in developing retail outlets under these circumstances. But in the development of these methods, there has been much grief to experimenters.

Reliable trade lists and consumer-mailing lists are difficult and, in many cases, impossible to obtain. The lack of information here, as in many other directions, is due to the extreme self-sufficiency and secrecy which limits the exchange of information among business men in this country, as well as to the lack of aggressive service development in trade data. Classified trade lists of the rating agency kind are not to be had. Rating agencies there are, but their service is most disappointing to any American house.

The American who has decided to open up business in this country should not expect any satisfaction from a policy which permits dumping surplus, with possibly later withdrawal of supplies, or who is careless about the personality and British experience of the sales agent or other representative given charge of the business. The wisest first decision in any case will be to obtain the necessary facts precedent to market estimate, by engaging competent research service in this country, under sufficiently broad terms of reference to get really dependable data. In view of the difficulties already outlined, it will be obvious that such data cannot be expected by return mail, because special surveys in most cases have to be made, and because so little statistical data is available. When useful preliminary information has thus been obtained, the American house can decide whether there is no worth-while opening here, or whether it is worth a visit by a principal executive to make his own checking of data and his own investigations, and to decide further steps.

Americans thinking of doing business here often hold back from fear of British taxation. At worst their profits would never be taxed more severely than are those of competitors.

The effects of the British income tax are different according to the method adopted for getting sales representation on this side, and the subject should be fully understood before making any arrangements.

The income tax applies only upon British sales, and then only under certain circumstances. Profits on sales of an American house in Great Britain are exempt from taxation when the following three conditions all exist:

(a) When acceptance of the order takes place abroad;
(b) When payment for the goods is made abroad; and
(c) When delivery of goods to buyer is made abroad.

When a branch business is set up in Great Britain, its net profits after deducting fair and proper trade expenses—are taxed at the flat rate of 4s. 6d. in the pound (22½ per cent.). So where any sort of agent receives consignments on commission, selling either with or without referring orders to America for acceptance, the taxation applies. But if such agent canvasses for orders which are accepted and filled by the American house by dispatch direct to the buyer, payment being received direct, there is then no liability for taxation.

The excess profits tax and corporation profits tax are now repealed, and the income tax, which remains, affects equally any system of representation of an American house. It costs much less for registration of a branch of the house than for its incorporation as a British company, so the registered branch is in many cases advisable at first. But most American houses have incorporated here, and this can be regarded as the natural development as the business increases. There are, on this subject, a number of other considerations which should be covered in the preliminary research report.

These various cautions are derived from experience in successful introduction of many American products, beginning 30 years ago with Quaker Oats, which are now universal household words in this country. I have seen so many failures that these successes only intensify the earnestness of my advice to American houses, that they should look well before they leap. If they look well enough, they will in many cases see something of real interest to them. And not merely brief market analysis, but business research of broad scope and adequate depth, will often mean the difference between success and failure.

ANOTHER POINT OF VIEW



I buy Quaker Oats—because

it gives the most nourishment for the least money.

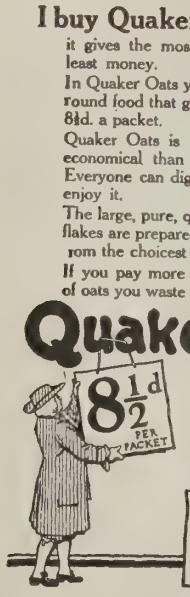
In Quaker Oats you buy the richest all-round food that grows—yet it costs only 8½d. a packet.

Quaker Oats is more nourishing and economical than beef, bacon or eggs. Everyone can digest it. Everyone will enjoy it.

The large, pure, quickly-cooked Quaker flakes are prepared by a special process rom the choicest oats that grow.

If you pay more than 8½d. for a packet of oats you waste money.

Quaker Oats



The most economical of all foods, Quaker Oats starts the day well for millions of families. Give yours the benefit of these large rich flakes with the special flavour.

ALSO IN SMALLER PACKETS
4½d EACH

Would Represent U. S. Publishers

181 Queen Victoria street,
London, E.C.4.

To Editor & Publisher:—We would be obliged if you will kindly put us in touch with the publishers of business books, magazines, etc., who are desirous of opening up in Great Britain.

We are in direct touch with business houses in this country and could give adequate representation with suitable publications.

Correct Publishing Co.,
W. J. Rand.

Most Valuable Medium

To Editor & Publisheb:—We all enjoy Editor & Publisher, in fact, it is one of the most, if not the most, valuable mediums that we now have coming into our office. We wish you every continued success.

B. K. Kennedy Organization, Inc.
John W. Matheny, Sales Manager.

BUSINESS IMPROVING IN SOUTH AMERICA

Lawrence Haas, United Press Representative, Urges American Advertisers to Enter Rich Market of Southern Continent

Business in South America is improving; newspapers are progressive and prosperous; but United States advertisers are overlooking this growing market, according to Lawrence S. Haas, manager for the United Press Associations of the West Coast of South America.

Haas arrived in New York recently from Santiago, Chile. He plans to spend about two months at U. P. headquarters, returning then to the Southern hemisphere.

After spending five years in South America, he is enthusiastic about that continent, and declares those who place advertising for American products should turn more and more to this rich field, as yet "barely scratched."

"American press associations operating in South America are splendid propagandists for the United States," Haas declared in an interview with Editor & Publisher.

"Benefits from the missionary work they have carried on should now be reaped by American advertisers.

"There is an increasing sympathy among the Latins towards the United States. Moving pictures are educating the population in American ideas and customs.

"Prosperous parents are sending young South Americans in increasing numbers to the United States for their advanced education. Newspaper men of the South American countries have come to this country for training and experience and are returning to their newspapers, many of them, with pro-U. S. leanings."

These various indications, Haas believes, show the time is now ripe for American advertisers to step in and make money from the South American market.

Of course, to a certain extent, American advertisers have already seized the South American opportunity, Haas explained.

"But the market is not cramped; there is room for many more," he maintained.

The following goods he listed as now being advertised in South American newspapers by U. S. firms:

Toilet articles, automobiles, harvesting machines, light summer cloth, American haberdashery, electrical goods, firearms, hardware, tools, shaving goods, barber supplies, and non-alcoholic beverages.

Since the war, he pointed out, certain leading American advertisers have established a firm foothold in the Southern continent.

Haas, during his five years below the equator, traveled extensively. In the survey, which he detailed to Editor & Publisher, he paid particular attention to the newspapers.

Readers of South American newspapers are on the whole extremely intelligent and take a keen interest in foreign news, in his opinion. Newspaper men have begun to elevate the journalistic profession. The old Spanish style of handling news is giving way to modern methods.

Buenos Aires La Prenza he classed as a daily current history of the world. La Nacion, of the same city, he described as also a very strong, progressive newspaper.

"On the west coast, Chilean newspapers are also on the upswing," Haas declared. "La Nacion of Santiago, established in 1916, now has a circulation of 60,000. Other newspapers in Santiago are El Diaria Ilustrado, Los Tiempos, El Mercurio and Las Ultimas Notias. Valparaiso has two newspapers—La Union and El Mercurio."

Haas spent considerable time in Peru, visiting Lima and the ports of Peitu and Salaverry. At Lima the newspapers are La Prensa, El Comercio, El Tiempo, and La Cronica. He also toured Ecuador, studying commercial and newspaper conditions before returning to the headquarters of the United Press Associations in New York.

What do you want to know?

IF there is anything you want to know about the British or any foreign market, let Erwoods help you. It doesn't matter if your interest is purely academic, or if your possible attack on the market is a matter of the dim future: all our complete resources are at your disposal.

If you want to know whether your goods will appeal to the public over here, whether the packing is right, what competition you must face, what are the conditions of the trade, discounts, etc., or to be put in touch with a reliable selling agent, we shall be only too pleased to help you.

If you are ready to talk about how little you may spend in advertising, the type of copy and the class of media, so much the better, but, frankly, we regard advertising as only part of selling.

Send us a radio now, telling us your hotel, or 'phone Central 1240 the moment you arrive, and one of our principals will render you every possible assistance during your stay in Europe.

ERWOODS

(V. J. Reveley, Eric Field, W. J. Fitzgerald)
International Advertising Agents
30, 31 & 32 Fleet St., London,
and 162, Faubourg Poissonniere, Paris.
London 'Phone: Central 1240-1241.

N.B.—We are particularly proud of the successes which we have helped American manufacturers to attain. The American goods we have helped or are helping to establish on the British or European markets—some as yet only in the initial stages, include:

Palmolive Soap
Fould's Macaroni
Paris Garters
Welch's Grape Juice
Premier Salad Dressing
Liggett & Myers Cigarettes
Euthymol Dentifrice
West Electric Hair Curlers
Mercolized Wax
Parmint
Dr. Blosser's Cigarettes
Pond's Extract
Pilenta Soap
Stallax
Othine
Karmoid Tablets
and many other lines.

Your way about London

If you desire another copy of our little pocket Convention May of London, we have a few left and will gladly send you one. Just write or 'phone for it.

ASK
ERWOODS
for anything you want

The VERNON ORGANISATION

Advertising Service and—something MORE

WE address ourselves to the leading Manufacturers and Advertising Agents of the United States. The more experienced they are, the more certainly will they recognize their own limitations in regard to developing business in overseas markets.

And so we say: VERNON'S KNOW THE BRITISH MARKET. We have been established for over 40 years; we have played our part in the development of modern advertising, associated with it all the way, and to-day we can justly lay claim to as complete a knowledge and as wide an experience of the British market as it is possible to enlist.

We shall welcome correspondence from Manufacturers and Advertising Agents in the United States who are anxious to market first-class products in the British Isles efficiently.

We believe that an advertising service agent should shoulder the full responsibility for increasing the sales of the commodities which he advertises. He cannot perform his complete duty unless he is able to advise on all questions of selling and on methods of marketing. The policy of the house which he is serving must be his complete concern if he is satisfactorily to serve that house. This conception of our duty is illustrated in every piece of work we undertake.

C. VERNON AND SONS LTD

C. HAROLD VERNON, Managing Director

38, HOLBORN VIADUCT, LONDON

56, SOUTH CASTLE ST., LIVERPOOL

Cables: "Joyfulness London." Telephone: Holborn 6060.

BRITISH NATION BIG BUYER OF TOILET PREPARATIONS

Success of Present Day Marketing of Soaps, Dentifrices, and Toilet Preparations Due to Desire for Higher Standard of Living, Personal Comfort and Refinement

By LIONEL JACKSON
(Managing Director, G. Street & Co., Ltd., London)

EVEN casual perusal of the British press at once discloses what an immense amount of space is devoted to the advertising of toilet preparations; while inspection of billboards, bus and electric railways tells the same story.

It should be understood that the phrase "toilet preparations" is used here in its widest and most comprehensive sense, and should be taken to include the whole range of toilet articles.

In view of the fact that the British market per capita is relatively small in comparison to that of other countries, it almost passes belief that the whole of the advertised toilet lines can be absorbed profitably, yet, it must be assumed, so far as the leading lines are concerned, that the results are not unprofitable, otherwise the steady flow of advertising would not be maintained. The probable explanation is that the cumulative weight of the advertising is creating an ever-expanding market, limited only by the general purchasing power of the people; in other words propaganda is influencing the public as a whole to be more particular in their toilet and in consequence to purchase more toilet requisites.

Improved education is also doubtless influencing the mind of the young in regard to cleanliness of habits, and in consequence a higher standard of personal cleanliness is rapidly being created. Care of teeth, for instance, is certainly far more considered by the general population today than ten years back, due partly to the influence of school clinics, and partly to the habits of personal cleanliness acquired on War service. If these premises in regard to teeth be correct, then it naturally follows that a wider demand for tooth powder and tooth brushes is created in the minds of those already prepared to accept the principles of personal cleanliness.

Pari-passu with the desire for cleanliness marches a desire for a higher standard of refinement and luxury, consequently a desire for the use of a better class of soap. Hence it follows that a more extended field is thrown open for the marketing of higher grade toilet soaps. Then, too, apart from the clean shave fashion, the wider and more extended use of the safety razor has induced more people to shave themselves; in consequence there is a great consumption of shaving soap per capita.

If then it be that the desire for an higher standard of living and of personal comfort is developing among all classes of the population in the United Kingdom, limited only by the purchasing power of the various grades of society, then it is fair to assume that a desire for the more absolute luxuries is also present, in addition to the desire for what may be termed the necessities, leading to a wider demand for scents, bath, salts, face and toilet creams, etc.

It should be remembered that the now almost forgotten post-war boom, without doubt, gave a decided impetus to the desire for more personal comforts, and during that period the earnings of many hundreds of thousands of people enabled them to gratify this desire; and, while the subsequent slump has unfortunately forced many back to a lower standard of living, nevertheless the desire for more personal comfort still exists, and made even stronger by the fact that for a short period, at any rate, this desire had to some extent been gratified.

This pen picture of the position in regard to toilet preparations may be controverted; it may be alleged that the argument is based on false premises; nevertheless the writer is convinced that taking into consideration the relative numerical smallness of the British market in comparison with the United States, the basis for the present-day marketing of the scores of various toilet preparations is to be found in this desire for a higher standard of living embracing a greater degree of personal comfort and refinement.

To describe in detail the variety of methods employed by advertisers to present their goods to consumers would fill a volume, but in general, more or less conventional lines are followed. In some instances the appeal is made on a basis of quality, in others stress is laid on certain special properties claimed for the article. For instance, some soaps are featured for their value as "beautifiers," others for their antiseptic properties. Toothbrush makers strive to explain the special efficiency of the set of the bristles of the brush or the shape of the handle, etc., while tooth powder and paste makers describe how their preparations prevent pyorrhea, cleanse teeth without wearing the enamel, or in some instances appeal directly to the very young by examples that a child can easily understand. The same line of thought also is apparent in the propaganda issued for face creams, scents, bath salts, beauty treatments, etc., adapted naturally to suit the particular article.

Taking the standard of the advertising put out on behalf of toilet requisites as a whole, a high level is reached both in regard to subject matter, art and technique. Soaps and tooth powder naturally carry the biggest share of the appropriation; their market is the larger and their wastage in use greater than in the case of scents, face creams, etc.

In regard to the media generally used, as may be imagined, this depends on the exact characteristics of the particular article; in a general way newspapers, periodicals and magazines are used, and also outdoor publicity. In regard to this latter form, it is of interest to note that some of the most attractive posters on the British billboards are those of toilet soaps, and further, the fact that many of these are to be discovered in quite poor-class districts proves that the manufacturers believe, or have reason to believe, that the market is a wide flung one. Distribution is attended to with minute care; it could scarcely be otherwise when dealing with such highly competitive lines. Stock of all leading lines are to be found in practically every shop, ranging from the big department stores to the small village shop, as often as not the manufacturer having his own sales staff.

Another side of the problem, packing, has also been seriously studied, and throughout the whole range of toilet articles, packages are thoroughly in keeping with the class of goods, labels and cartons attaining a very high level of design and printers' art. The result of this care is self-evident by the handsome displays of toilet preparations to be seen on all hands.

Before passing to general conclusions, there are one or two curious points worth mentioning; one is the very apparent decrease of publicity on behalf of hair lotions and tonics, which, in pre-war days were if anything, more prominently advertised than the toilet soaps, teeth preparations; etc. of today, and the other, the very limited extent to which hair brushes and combs are advertised. How to account for the lessening of the former, and the smallness of the latter is difficult. Possibly the spirit duty has had effect on the hair lotion business, but as regards hair brushes, it is difficult to assign a reason. Can it be lack of enterprise—trade prejudice—or a thought that all is

(*Continued on page* 38)

Sunday Times

A Great English National and Independent Newspaper

WEEKLY FEATURES

EACH week recognized features appear which appeal to thinking and intellectual men and women by writers of the highest authority.

The World of Books ..... *Edmund Gosse*
Music ..... *Ernest Newman*
Art ..... *Frank Rutter*
The Drama ..... *James Agate*
Finance ..... *R. J. Barrett*
Economics ..... *Harold Cox*
Men, Women, and Memories ..... *T. P. O'Connor, M.P.*
Auction Bridge ..... *"Yarborough"*

Another notable feature of the SUNDAY TIMES is its correspondence columns, the most diversified of any newspaper published in Great Britain.

EDITORIAL, ADVERTISING AND PUBLISHING OFFICE
186 STRAND, LONDON, ENGLAND

WELDON'S

Famous

FASHION JOURNALS

These Journals circulate throughout Great Britain and Ireland and have a combined net sale of over

ONE MILLION COPIES MONTHLY

Enquire of your Advertising Agent or write to us for handsome volume of specimen copies and rates.

If your goods are for women your advertising is for Weldons.

Weldons Ltd., Southampton Street, Strand, London, Eng.

Scotland's National Newspaper

THE SCOTSMAN

Established 1817.

FIRST to Distribute Direct to Readers through Retail Newsagents. 1865.

FIRST to hire from the General Post Office a Special Telegraph Wire for its sole use. 1866.

FIRST to Open an Office in London. 1868.

FIRST Newspaper, after "The Times," to use a Rotary Printing Press (The Walter Press.) 1872.

FIRST to Run a Special Morning Newspaper Train. 1872.

FIRST to Introduce in its Office a High Speed Multiplex Printing Telegraph.

AND NOW AS THEN

FIRST in Importance in Scotland and the North of England.

Unequalled as an Advertising Medium

It is the only Morning Paper published in the Capital of Scotland

Head Office:
North Bridge, Edinburgh.

London Office:
63 Fleet Street, E.C.4.

Manchester Office:
24 Market Place.

Glasgow Office:
24 George Square.

FIGHTING THE CAUSE OF THE BRITISH COUNTRY NEWSPAPERS

88-Year-Old Newspaper Society Enables Them in Combination to Hold Their Own Against the National Press, to Negotiate with Unions, and Make a Common Stand for Protection

By VALENTINE KNAPP
DIRECTOR, SURREY COMET

THE interests of the Fleet Street press are looked after by the Newspaper Proprietors Association; those of the provincial press of England and Wales are presided over by the Newspaper Society, a body in the 88th year of its existence. The newspapers of Northern and Southern Ireland also align themselves with the Society. If there was a time some years ago when age might have been said to have "withered" the activities of the Society, it certainly cannot be alleged today that "custom" has staled the "infinite variety" of the work it undertakes on behalf of its members.



VALENTINE KNAPP

Three years ago new life was put into its old bones by a four-handed amalgamation under which it partnered itself with associations of northern and southern groups of newspaper owners, and another organization which had theretofore conducted wage negotiations on behalf of the provincial side of the industry; and thus there became unified under the Society's banner all newspaper interests outside London.

At the same time a new constitution was adopted which gave to its Council a thoroughly representative character based on geographical lines, and under a new and highly energetic secretariat it has continued to grow in power and activity until today it stands as an excellently organized and most active industrial proprietorial body.

The sum of its activities would make a long catalogue. It stands to promote and defend the interests of its members whenever and however affected. In this respect it fulfills the same office as every other association of proprietory interests. The measure of its new-born vigor is to be assessed by the manner in which its members react to its efforts on their behalf and respond in terms of active personal co-operation.

The basis of its constitution is the local associations of groups of counties which send representatives to the central body. These associations have developed and are maintaining a keen interest in the Society's work. They meet at intervals in some provincial town of their area, discuss current business which may have been remitted to them from head office, exchange notes in matters of common interest arising locally, and send their reports and resolutions to the General Secretary. These local meetings are the means of the development of the best relationships between local newspaper proprietors—in itself a great asset—tend to open up new means of co-operation for the general benefit, and are the indispensable arteries of communication between the branches and the central office.

This co-operative spirit is tending to grow in more than one direction. There is co-operative effort to obtain national advertising. Here and there has been noticed among national advertisers a very bad symptom—the idea that the national newspapers are the best, or only necessary field for their advertisements.

The idea can only proceed from imperfect information of the peculiar hold which provincial journals, daily and weekly, have over their respective areas. This place the national newspapers can never take, however their circulations be expressed in millions. The provincial daily or the provincial weekly goes right into the homes of the people and stays there until each member of the family has done with it; when it is passed on to neighbors. It is a poor "rag" when it gets there, doubtless, for it has been very badly thumbed, but it is the thumbing process which makes the provincial newspaper's value as an advertising medium. Incidentally, and this is important, no one knows so well as the provincial newspaper publisher that the weekly newspaper habit—the habit of taking the weekly paper published in the daily provincial office, or the regular county or local weekly—is still the only newspaper habit which tens of thousands of people in rural districts have ever had, though undoubtedly the Sunday newspaper habit is growing upon them.

Yes, the provincial newspaper man is out to rebut the overweening pretensions of the national daily, just because the facts are with him. Therefore he must succeed.

Not much is heard of co-operative purchase of newsprint, for the standardization of news sizes is not yet practical politics, or likely to be. However desirable standardization may be, in this country it is not a thing even of the immediate future.

The central office is always ready to assist its members in local troubles with trades unions; though true it is to say that, were the troubles that arise in the rural areas the only clouds that darken the industrial firmament in the newspaper world, then that firmament would cover a very peaceful and contented people. Left to themselves the local proprietor and his men would seldom have serious differences, and conciliation committees would go out of business.

Generally speaking, however—and we are happy to be able to testify it—the relations between the Newspaper Society and the trades unions are in excellent temper; and, if the echoes of the last strike can yet be faintly heard, it is generally regarded as a regrettable incident, not to be "unadvisedly, lightly, or wantonly enterprised" or repeated.

Incidentally the occasion was the first on which the industry was asked to combine in its own defence on a definite point of principle, and it demonstrated itself effectually as a puissant fighting force. Far distant be the day when another call-to-arms shall be necessary.

In wage negotiations the Society takes joint action with the Federation of Master Printers, inasmuch as some 80 per cent of its members, besides being newspaper proprietors, are also general printers. The association, in the circumstances, is mutually advantageous, as is all but generally now agreed. As a result of this association the Newspaper Society has the privilege of membership of the Joint Industrial Council of the Printing and Allied Trades. In this body all that concerns the common interest of the masters and the men, all that makes for healthy conditions of employment and the common advantage of both sides of the industry, is brought up for consideration.

And here also, when trouble is brewing; when, as appears, the last effort has been made outside to prevent a break in mutual understanding and good will, are troubles tabled, and seldom has it been that they are not here composed, either by the empanelling of that useful institution, a conciliation committee, or by the J. I. C. itself.

At the moment, the industrial barometer, which has been for more than twelve months at "set fair," owing to a

(*Continued on page 37*)

A BIG MONEY MAKING OPPORTUNITY

is offered the advertising man who will communicate with us whilst in London. We are patentees of an entirely new process for reproducing in mass production, designs —figures—letters, etc., in beautiful art colours in VITREOUS enamel.

It is a process that will save 90% of labour and material in the manufacture of enamel iron signs. We will demonstrate how 10 signs would be made by existing methods and how 100 signs would be made by our patent process in the same time.

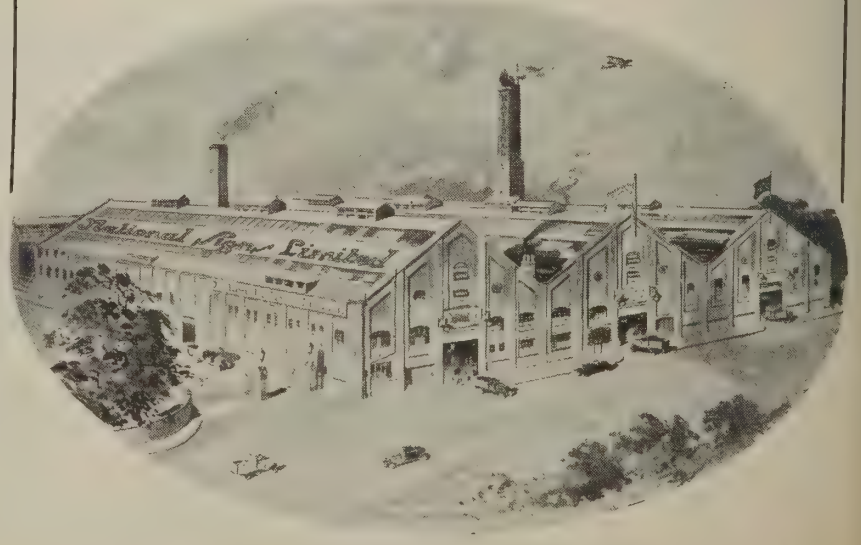
There is a market all over the world for these permanent signs. We are open to negotiate manufacturing concessions abroad.

Our works in London have grown in three years from a floor space of 3,000 square feet to 1½ acres.

If this interests you every opportunity will be extended to interested party to make the strictest investigations under actual working conditions at our works.

NATIONAL SIGNS LTD.

COLINDALE EDGEWARE RD.
HENDON—LONDON, N.W. 9.
Telephone KINGSBURY—143-144



BRITISH AUTO MAKERS TURN TO DAILIES WITH BIG MARKET UNTOUCHED

Quality Is Stressed, Rather Than Price, in Advertising—Car Ownership Represents Steps in Social Scale, and There Are Less Than 500,000 Owned in England

By ERNEST H. GODBOLD

MOTORING in England is on the eve of big developments and current motor advertising reflects this very accurately. We have an excellent technical press devoted to the interests of a fast growing motoring public. An ordinary issue of one of the most popular of the motoring journals carries well over 100 pages of advertising and this number is even more than doubled during the annual Motor Show period.



ERNEST H. GODBOLD

Up to the present the illustrated society and sports weeklies have provided one of the chief links between the maker and the car buyer. Advertising in the daily press has not hitherto been used to nearly the same extent as in the United States, but many of the leading car makers are now conducting national campaigns with great success; and the satisfactory results they have achieved are likely to create an increased and consistent motor advertising in the daily press. Till now, too, posters have been used very little, although makers of tires, gasoline and oils have used roadside signs to an extent that has called forth popular disapproval and protest.

Those of our trans-Atlantic friends who are inclined to criticise English car advertising—and helpful criticism is always welcome—should bear in mind that just as each country has evolved cars to suit its own requirements so the methods employed to sell those cars must differ. In England the possession of a car still marks a distinct step in the social scale—or perhaps it would be more true to say that the various grades of cars constitute a series of steps in that scale.

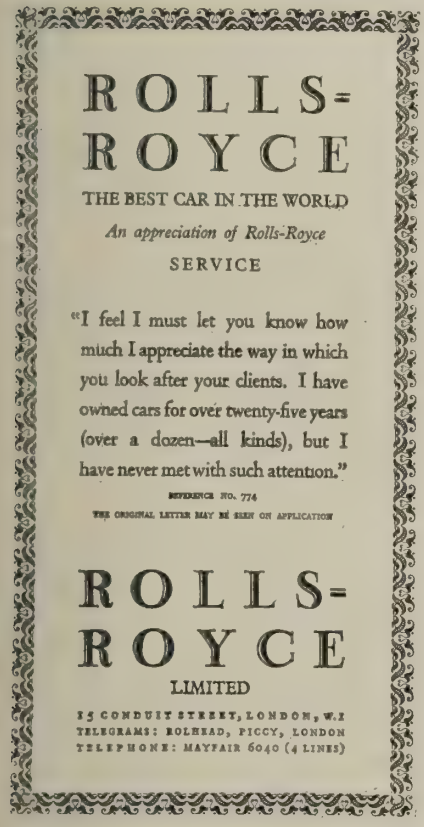
This state of affairs has had a marked influence on car advertising. It tends to place a premium on the reputation of the maker. It is doubtful whether in any country in the world could one make of car have attained such complete distinction and eminence as the British Rolls-Royce. The popularity of the Rolls-Royce forms a fascinating study for the psychologist. It is so complete that it undoubtedly reacts upon Rolls-Royce sales among a class of buyer to whom the acclamation of the public and the patronage of the newly rich do not appeal.

In point of fact, there is very little to choose from an engineering point of view, between the half-dozen finest British cars. Daimler, Armstrong-Siddeley, Napier, Lanchester, Vauxhall, Bentley, Sunbeam—the exact list would be a matter of endless controversy—all are built with cost as a secondary consideration. Particularly among the big cars is it true that they are sold on name and not on price. Thus the outstanding characteristic of English car advertising is the emphasis accorded to the name plate.

A glance through the pages of an English motoring journal will show that, as a general rule, the "weight" of an advertisement display is in inverse ratio to the price of the car advertised. While the most expensive cars adopt a classic style of layout to convey an impression of dignity and exclusiveness, heavy displays and headings of the scare variety are not unfrequently used for the cheapest cars. Most advertisements for the highest grade cars are examples of what may be called restrained display. In some cases no illustration is used, the effect being secured by careful settings in choice types, of which incidentally there has been a revival during the last two years.

But it is between the two price-extremes, in the great field of medium-power cars where competition is keenest, that we find the best, most constructive advertising. Even here there is no primary insistence upon price. The quality that means long life and low running

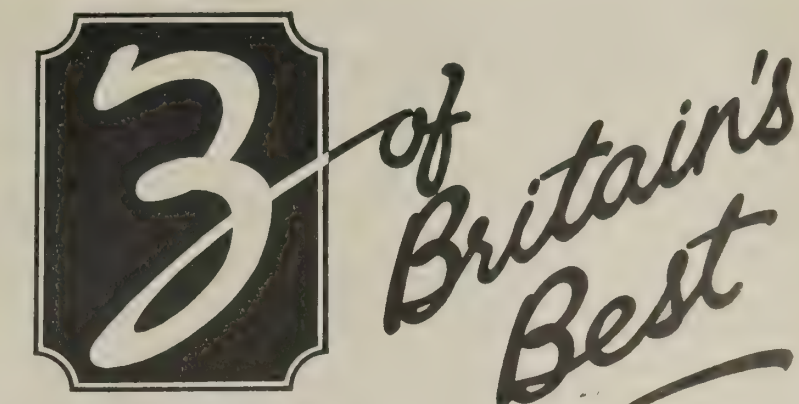
(*Continued on page 92*)

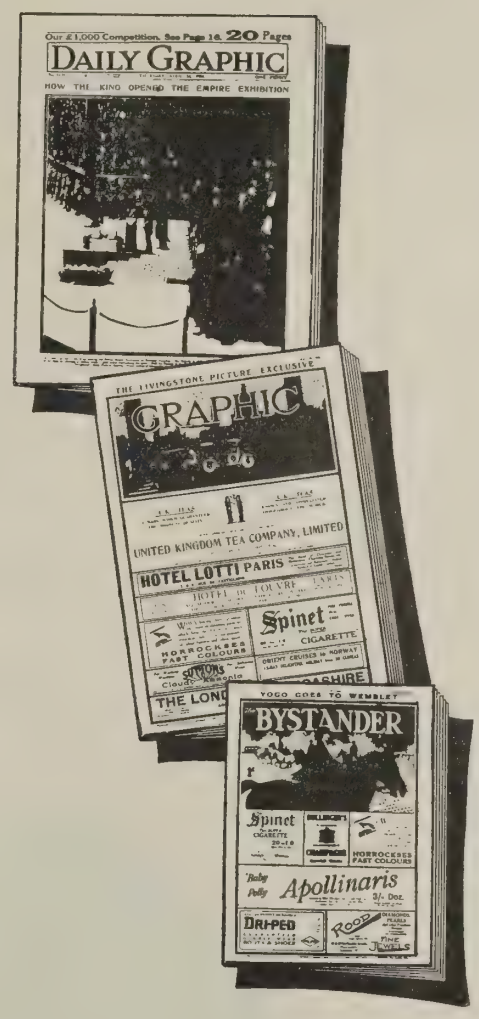


Testimonials, elementary form of advertising, are used effectively by England's premier contributor to motoring style and pleasure



A medium-priced car is offered primarily to the man who would drive his own, yet wants the "class" of a $1,600 machine





ONE

The Daily Graphic

The most influential illustrated Daily Paper in England. Read by the Royal Family and the Aristocracy as well as by wealthy private business and professional people all over the country. Its pulling power is well known and has been proved by the large number of advertisers who use its pages.

TWO

The Graphic

This world wide weekly goes into all the best homes and clubs. Wherever there is a colony of Britishers The Graphic is read. It has an established reputation for the authenticity of its photographs and the sound unchanging policy of its Editorials. It enjoys a remarkable degree of reader confidence and there is no more powerful medium through which to sell quality goods.

THREE

"THE BYSTANDER" is noted for:—

Its bright and cheerful outlook. That is why it is so successful. The contents of its handy size pages appeal to men and women alike, whether in town and country, traveling or abroad.

These three papers are used by all reputable Advertising Agents in London and are noted for their fine "pulling power." If you are considering advertising in Great Britain, write for further particulars to

George Sparks

DIRECTOR OF ADVERTISING
Tallis House, Tallis Street
London, E. C. 4.

BRITISH PRESS HISTORY GOES BACK 200 YEARS

Country Press of Great Britain, Enjoying Unique Confidence and Influence, Has Grown Out of Newspapers Founded as Local News Sheets Long Ago—Most of These Exist Today

By T. McAUSLAND

THE newspaper man from overseas is apt to base his opinion of the press of the British Isles on his casual acquaintance with the London newspapers coming under his personal notice. This is unwise, for the newspaper press of the metropolis is totally dissimilar from that of the rest of the country.

The morning and evening papers published in London cover a wide area, the former being on sale on the day of publication at distant towns and cities 400 and 500 miles distant, and the latter circulating in an area 100 miles around London.

The population of the British Isles is well served by its press. Apart from the big circulations of the London morning, evening, weekly and Sunday newspapers, about 200 weekly newspapers, embracing many localized editions, are issued in the London and suburban towns. In England there are published over 50 morning and 90 evening newspapers, Scotland has seven morning and 8 evening papers, Ireland 8 morning and 6 evening, Wales 3 morning and 6 evening. In the Channel Islands, Jersey publishes 1 morning and 1 evening, and Guernsey has 2 evening newspapers. The Isle of Man has 1 daily.

The country papers published (some mid-week, but most of them on Friday or Saturday) in England number over 1,200, of which about 25 per cent are localized editions. A variety of titles are used, the favorites being Advertiser, Gazette, Chronicle, Herald, Observer, to which there is generally prefixed the name of the local town.

Scotland issues about 100 weekly newspapers, the names most frequently used being the Herald and the Advertiser.

Ireland has a much larger number of weeklies, many of them being remarkable for the titles they bear such as: Independent, Democrat, Guardian, Vindicator, Whig, Witness, Tribune, Constitution, Examiner, Eagle, Argus, Recorder, Freeman, Moderator, Champion, Sentinel, Messenger, National, and Liberator.

In Wales, there are over 100 weekly newspapers published, many of the country papers here adopting names in the Welsh language.

The newspapers published in the large provincial cities such as Manchester, Liverpool, Leeds, Birmingham, Bristol, Nottingham, Newcastle, Cardiff, Plymouth, Glasgow, Edinburgh, Dundee, Aberdeen, Dublin and Belfast are valuable properties cleverly edited and admirably managed and produced, and held in high esteem by their readers.

All of them maintain, in Fleet Street, London, editorial and commercial offices with private telegraph and telephone communications with headquarters enabling them to send forward the latest news service, and when need be, to communicate advertisement copy and instructions. The newspapers embraced in the territorial areas named rank as first class in the schedule of national advertisers placing business on the grand scale. Certain of them are frequently chosen for launching of localized schemes in large industrial centres where a concerted effort is made in advertising and salesmanship to test out the selling value of a new line of goods, a try-out method of publicity which in recent years has grown enormously on this side.

The newspapers of Great Britain are representative of the solidity of the people of these islands. In a word, they are John Bullish. They play an important part in the politics of the country, and in the religious, social and recreative life of the communities they serve. However bright and cleverly edited they may be, and they mostly are, they are loath to make alteration and a departure from their make-up and method of presenting the news their readers have been long familiar with.

Splash methods are abhorred, black-faced headings are tabooed. There is no riotous look about their make-up. Everything is presented with dignity and even in this way little is lost in effectiveness.

The country weekly editor has his own views, and knows well how to express them. His area embraces a public that includes members of our old nobility, as well as the tiller of the land. He sees that they are equally supplied with news of interest to both; there is no writing up to the one or down to the other. The old English family—be it that of Lord or Squire—commands in his columns that respect that still is its due reward for services rendered to those less fortunate in the social scale. Its hunting and its social fixtures are fully recorded as are its deeds of charity and kindness. The worker has complete attention paid to his activities, be they what they may. However small townish the local newspaper may appear to the outsider it lives as an important factor in the life of its own particular community.

The country weekly newspapers of the British Isles make a varied collection in their size, circulation and carrying capacity of advertisements. Most of them are of eight large pages with sales in a radius embracing 50,000 to 100,000 of a population. Some of them are small four-page sheets produced by the local printer to serve the needs of the reading public in a district numbering but a few thousand people.

In larger centres of population, the local newspaper of the town may issue two, four and six localized editions for towns within a certain radius of headquarters, the localized issues carrying, in the majority of cases, the advertisements in the principal newspaper of the series, with a liberal instalment of its general news, but making a strong feature of local reports and matters of particular interest to the district catered to.

Taken in bulk, the majority of the country weeklies are excellently conducted, fully alive to the opportunities they have for serving the communities where they are published. Their news service in its localization runs to generous proportions, their advertisement space is eagerly sought after by the shopkeepers, auctioneers, estate agents and others in the country.

The country newspaper editor can obtain many features from service agencies in London or from one firm. He can get partly printed newspapers—the four inside pages with his own newspaper heading, including serial fiction, articles of general interest, "A London Letter," political notes, etc. This enables him at small cost to print the additional four pages of local news and advertisements on his own machines and give his readers a complete newspaper.

Other agencies and sellers of service offer him mat columns of interesting matter, syndicated London letters, political articles and gossip, dress and fashion features, notes on new books and their authors, the plays produced and the theatrical gossip of London, articles on gardening, poultry and agriculture. With the development of the radio in Britain, "wireless gossip" has recently been added to the supply of the weekly newspaper feature available for the provincial editor. The advertisement display of the country weekly (which can also have regularly stereo columns of advertisements supplied from London) seldom boasts of a display of the latest type faces, except where supplied by the advertiser or his agent in stereo ready for use.

Many of the English country weeklies of today have interesting histories and not a few of the most successful newspapers published in Great Britain date their commencement from a country weekly first issued over 200 years ago.

The first recorded date is that of 1690, when the Worcester Postman was published. This is now Berrows' Worcester Journal (1709) and was the forerunner of the Worcester Daily Times, established in 1880. The name of Henry Berrows was added to the newspaper in 1753.

In 1710 the Nottingham Weekly Courant appeared, which is now known as the Nottingham Journal.

In 1713 was established the Stamford Mercury, now the Lincoln, Rutland & Stamford Mercury; in 1713, also the British Chronicle was founded and is today the successful Hereford Journal, and in the same year was published the Bristol Postman, now the Bristol Times & Mirror, a title taken in 1865.

In 1714 appeared No. 1 of the Norwich Mercury, now advertised as "one of the best illustrated weekly papers published in Great Britain."

The Kentish Post, now the Kentish Gazette and Canterbury Press, started in 1717, and in 1720 there was issued the Northampton Mercury and the Gloucester Journal, both of which are alive today and bear the same titles. 1723 saw the beginning of the Reading Mercury which has added to its title "and Berks County Paper, read by the titled classes, the gentry, the farmers and their servants and professional and business men."

In 1725 was founded the York Courant, the forerunner of the Yorkshire Daily Herald (the only morning paper published in the City of York) which commenced in 1874 and was followed in 1882 with the Evening Press. 1729 saw the first appearance of the Salisbury Journal, now the Salisbury & Winchester Journal; in 1730 Adams Weekly Courant, known today as the Chester Courant & Advertiser for North Wales.

In 1732 Drewry's Derby Mercury was issued and continues as the Derby Mercury. In 1737 the Belfast News-letter was first published; and the Sherborne & Dorset Mercury, which is now the Western Gazette (Yeovil) claiming to be "the premier provincial newspaper of England." In 1741 the Birmingham Gazette first appeared. 1744 saw the commencement of the Cambridge Chronicle, now the Cambridge Chronicle & University Journal published mid-weekly and making a feature of illustrations.

The Aberdeen Daily Journal was issued in 1748, and a few years ago was incorporated with the Aberdeen Free Press, started in 1853. Jackson's Oxford Journal appeared in 1753 and in 1910 became known as the Oxford Journal Illus-

(*Continued on page* 38)



Lord Burnham

The Value of INFLUENCE!

INFLUENCE is the most valuable quality with which any newspaper can endow the announcements of its advertisers.

Influence MUST be earned by a newspaper. There is no other way of acquiring it. It is the natural result of fidelity to principle, courage of conviction, and tenacity of purpose.

Influence means the respect of the readers and the community for a newspaper. It creates an authority which applies to every announcement in the newspaper—the authority of credibility and reliability.

Influence is the keynote of the "Morning Post." It is the leading Conservative newspaper of Britain. It is read by all the people who have money to spend and who are ready to buy articles of good quality which are advertised in its columns.

You add Influence to your appeal therefore when you advertise in

The Morning Post

Rate Cards and full particulars from Mr. S. P. Thornett, Advertisement Manager, "The Morning Post," 346 Strand W. C. 2., London, England. Telegrams, "Morning Post," Telephone, City 1500

HOW SHREDDED WHEAT MADE GOOD IN BRITISH MARKET

Formerly a "Half Success," This Cereal Has in Three Years Been Boosted Into a First Line—One Free Sample Offer Produced 50,000 Replies

By FRANCIS H. BURN

(Director, Pratt & Co., Advertising, Ltd., London)

THE unusual success achieved by Shredded Wheat during the past two or three years has been one of the most widely discussed topics of the advertising world. One might say that only yesterday Shredded Wheat was the food of comparatively few of the British people, but today you will find it in almost every home in this country. To what has the success been due?

Three years ago large stocks had accumulated in the warehouses here following a period of excess production in America and the first scheme of publicity was specially designed to clear these goods speedily.

This experience proved from the outset that the papers with national circulation paid us best and for that reason we have always given these journals preference in our campaigns.

A feature of the advertising has been the use of large space. I believe that not only do the public respond better to a large, strong announcement, but the wholesaler and retailer are more impressed and influenced.

Many of our advertisements carried an invitation to the public to apply for a free sample packet of Shredded Wheat on the assumption that after our advertisements had told their story it was wise to give the reader an opportunity to try the food without expense. My clients found that excellent results followed this policy, for they sent a letter to 2,000 of the applicants and enclosed a special stamped postcard for reply. This showed that no less than 70 per cent, of those who had had samples sent them had become regular users.

But this offer of free samples also enabled us to ascertain which papers were the best for our purpose. The number of people who applied for samples totalled hundreds of thousands but the highest number of replies received from any single advertisement was from the *News of the World,* where we had nearly 50,000 replies. costing on an average less than 2d. each.

Although press advertising has been the main form of publicity, others have been used. We have had very favorable results from billboards.

Window dressing competitions have proved a great help to the advertising. Hundreds of grocers responded to the invitations to send in photographs of their windows and numerous substantial prizes were awarded. This scheme fully justified itself.

At the close of 1922 Mr. Bryce, the present managing director, informed his staff that if a certain number of cases were sold during 1923 the parent company would erect a factory in Great Britain. The goal aimed at was actually some 50 per cent. over any previous year's record but all were enthusiastic and backed by a strong, well designed advertising campaign the sales were increased by over 80 per cent. In fact the goal that had been set was passed early in November.

No time was lost in taking the first steps towards erecting the new factory, for very soon after an excellent site of about 7 acres was acquired at Welwyn Garden City, about 20 miles from London, and plans for the new factory were being drawn up. At the end of the year whole pages were taken in daily papers thanking the public for their support and announcing the coming erection of the new factory.

The sales of Shredded Wheat are still rising and we believe will continue to rise for years to come; for as the public get to know Shredded Wheat better they will buy more of the food. It has won general favor and become the principal breakfast food in hundreds of thousands of British homes.

Shredded Wheat has been shown at many exhibitions. Visitors to the British Empire Exhibition will be able to see an excellent display of the goods in the Canada building where a miniature machine is actually shredding the wheat grains to demonstrate to the public the absolute purity of the food.

The success of this campaign has been greatly helped by the assistance my clients have given me by furnishing day by day details of the sales. It is therefore possible to gain valuable information as to the copy that "pulls" best and to lay plans accordingly.

Recently I made a graph for the last two years showing the quantity of Shredded Wheat sold month by month and the cost of advertising. **The result was one** of the finest vindications of the value of advertising that I have ever seen.



100,000 Free Packets of Shredded Wheat for 'News of the World' Readers

100,000 trial packets of Shredded Wheat have been set aside specially for free distribution amongst *News of the World* Readers. If *you* have not yet had an opportunity of trying this famous whole-wheat food. we invite you to fill in the coupon below at once and post it to-day, so that you will be sure of securing one of these packets.

We make this offer knowing that an actual trial will convince you of the worth of Shredded Wheat far better than a whole volume of printed matter. You will realize at once the extraordinary economy of this food as compared with other cereals—the delightful crispness and pure flavour of the whole-wheat shreds—the ease with which the "biscuits" can be digested and assimilated. You will find Shredded Wheat in every way a better breakfast dish than porridge—and you will like it for luncheon and supper, too.

Shredded Wheat is the best value in cereals on the market. It offers the most real food and the most nourishment for the least money.

Shredded Wheat 100% FOOD

All Grocers, 8d. per packet

COUPON FOR

FREE TRIAL PACKET

To the Shredded Wheat Co., Ltd.,
119, General Buildings, Aldwych, London, W.C.2.

Please forward me free and post free a liberal trial sample of Shredded Wheat and a copy of the 50-recipe Cook Book.

Name .....

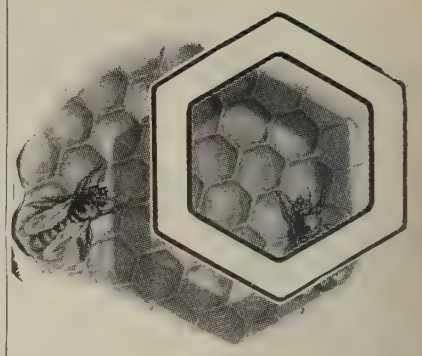
Address (in full) .....

Post this coupon in open envelope, ½d. stamp only.

How coupon idea was broadcast.



Promoting the institution and offering trial sample.



Why the Bee chose the Hexagon

THE problem of the bee was to divide up its honeycomb into compartments with the minimum waste of room. Circles, Squares, Triangles, all meant extravagance. So, with amazing instinct, it correctly chose the Hexagon as representing *the most judicious and economical use of space.*

IN deciding to adopt the Hexagon as its symbol, the House of Barney desires to identify itself with the efforts of Service Agents in this country to use the costly advertising space in the Press and on the Hoardings, more and more advantageously in the interests of Advertisers.

As the "New Agency with 25 Years' Experience," the House of Barney feels that it can be of special assistance to Advertisers who wish to plan out their appropriation to produce the best results. Mr. E. W. Barney would welcome a talk with any Advertiser or Advertising Agent from overseas.

E. W. BARNEY, Ltd.

ADVERTISING

Central House

Kingsway

W. C. 2.

Phone Regent 6104-5

"THE NEW AGENCY WITH 25 YEARS' EXPERIENCE"

Advertising for the British Market

THE LONDON PRESS EXCHANGE LTD. have the honour to announce that they have been entrusted with the whole of the advertising of the H. J. HEINZ COMPANY'S products in Great Britain.

Among the other commodities and movements advertised by The London Press Exchange are:—

BARCLAY'S LONDON LAGER
BRITISH COMMERCIAL GAS ASSOCIATION
BRITISH EMPIRE GAS EXHIBIT C. MMITTEE
CADBURY
DAIMLER HIRE
HOOKER'S MALTED MILK
IMPERIAL TOBACCO COMPANY
KODAK
KRUSCHEN SALTS
MARCONI'S WIRELESS
NATIONAL MILK COUNCIL
NEVILL'S BREAD
NOTTINGHAM LACE
SCOTTISH TWEEDS
STEINWAY
UNITED DAIRIES

American Sales Managers visiting England for the Advertising Convention are cordially invited to take the opportunity of discussing marketing possibilities in Great Britain with an organisation that is equipped with rare completeness to advise upon and execute any sales or advertising campaign—however big, however small.

The
LONDON PRESS EXCHANGE LTD
Agents for Advertisers

108-111 ST. MARTIN'S LANE, LONDON, W.C.2, ENGLAND

Associated with the above are PUBLICITY ARTS LTD., OUTDOOR PUBLICITY LTD., INDUSTRIAL & EDUCATIONAL FILM CO. LTD., EDITORIAL SERVICES LTD

CO-OPERATIVE MARKETING SCHEMES A POST-WAR DEVELOPMENT

Problems that Affected Whole Industries Created Advertising to Improve Basic Marketing, Lighting, Scotch Tweeds, Tomatoes, Milk, and Paint Are Examples so Treated

By REGINALD J. SYKES

(Principal, London Press Exchange, Ltd.)

A SIGNIFICANT feature of British advertising during recent years has been the development of co-operative, or non-competitive, marketing schemes.

Some of these campaigns have created entirely new advertisers, for example: the British Commercial Gas Association; the Scottish Woolen Trade Mark Association; the British Glasshouse Produce Marketing Association; the National Milk Council; and the Association of British Fisheries. It is remarkable that these associations among advertisers are all, with the notable exception of the first-named, of post-war origin.

Prior to the war, British manufacturers were enjoying considerable prosperity. Credit was good; taxation was low; the general standard of living was high; markets were abundant. As its aftermath, the war created intense national-



Effective small-space co-operative advertisement.

isms, greatly depreciated the buying power of our chief customers, gave an immense impetus to the manufacturing capacity of Great Britain's competitors, and greatly raised the cost of living. A considerably increased basic wage throughout industry thereby became necessary; and the price per unit of the products of our factories was proportionately increased.

The ethnographical and geographical position of Great Britain differs radically from that of all other countries in the world. As a manufacturing nation, these islands carry a population of 672 per square mile, while, for example, the United States bear only 32, and Germany —Great Britain's chief European competitor—bears only 120 per square mile. It is therefore economically imperative for Great Britain to dispose of more than 50 per cent of her output abroad—and, at the world price.

It became obvious, therefore, that any economy which could be wisely introduced into Great Britain's industrial methods, or into her system of marketing would give new life to her industries. The growth of co-operative advertising and marketing schemes dates from the realization of this simple truth.

In every industry, consideration is being given to plans which, while not interfering with the individual enterprise of manufacturers and growers, will give to them a common platform of appeal to the markets of the world, and, within defined limits, a common sales force and marketing policy.

These were the general considerations which guided growers and manufacturers of vision in the formation of marketing associations, and advertising agents have been consulted throughout as to questions of procedure, the readiness of individual firms to co-operate and the raising of funds.

The first great co-operative campaign was that started before the war by the British Commercial Gas Association. To increase the consumption of gas as an illuminant and cooking agent by means of advertising appeared at the time to be difficult, but this association realized that whereas it was impossible for any one company to advertise gas—its market being limited by the extent of its own mains—the difficulty could be surmounted by each company contributing to a central fund and therewith advertising to the entire community, served by the whole industry.

From the first, the campaign of the British Commercial Gas Association met with success, and the past few years have seen an unprecedented increase in the consumption of gas for domestic and industrial purposes throughout the whole country, despite the increasing use of electricity and its growing competition.

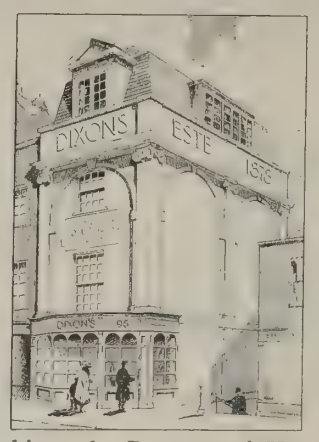
Some of the most important advertising in connection with the British Empire Exhibition has been that of the B. C. G. A., not only by means of a very remarkable exhibit in the Palace of Industry at the Exhibition itself, but by an extensive campaign in the press and on billboards.

Following upon the information of the parent Association come the National Benzol Association, the London Coke Committee, the British Sulphate of Ammonia Federation and the National Gas Council.

Another example is that of the Scottish Woolen Trade Mark Association, where the Scotch tweed industry, by similar action, has protected Scotch tweeds from competition, and, by well-planned advertising, has protected the public against inferior merchandise and made Scotch tweeds definitely fashionable for men's suits and overcoats and women's costumes. An outstanding feature of the success of this campaign is that it has held the industry together during very trying—indeed abnormal—times, and has opened up the American market in a remarkable way. The growing popularity of golf, especially in America, has been taken full advantage of, and every golfer now knows that he cannot play the "royal and ancient game" in Scotland unless clad in Scotch tweeds. So much was the American market influenced by the British advertising that a considerable sum has been appropriated and is being used for this market with most gratifying results.

A different series of co-operative campaigns is that which deals with the problems of increasing the demand for perishable foodstuffs.

The first campaign of this type was that of the British Glasshouse Produce Marketing Association. This association was formed for the purpose of educating the public to a proper appreciation of the superior merits of British tomatoes in order that the English growers might be able to compete with the Dutch growers, whose produce, though inferior, can be imported and sold here at a lower price. This campaign has now ended its second year of operation. It is supported by over 700 individual growers, and the number is increasing. The advertising advisers to the growers strongly urged upon them to adopt, as one fea-



To Achieve the Purpose of Your Visit

COME TO DIXON'S

and make your Advertising profitable to the utmost degree.

Our organization is fully equipped to give you a complete Advertising service, which probes into your proposition with minute thoroughness until the most favourable and convincing method has been approved for presenting your message.

During the past 45 years our services have been retained by a large variety of successful firms who have since become national advertisers, including:—The Birmingham Small Arms Co., Ltd., The Daimler Co., Ltd., The Chiswick Polish Co., Ltd., The Marshall Patent Mattress Co., Ltd., The Columbia Graphophone Co., Ltd., The Dictaphone Co., Ltd., Sir Herbert Marshall & Sons, Ltd., The world-famed Angelus Piano.

Providing your proposition does not compete with the interests of any of our clients we shall welcome your enquiry and give you our whole-hearted service.

DIXON'S

WEST END ADVERTISING AGENCY, LTD.

THOMAS DIXON, Managing Director. Telephones: Regent 4330-1.

193 & 195 OXFORD STREET, LONDON, W. 1



A GREAT EMPIRE SERVICE
AT
A GREAT EMPIRE EXHIBITION

All industries are public services; but this is true in a special sense of the British Gas Industry — one of the oldest established, yet most actively growing, Public Services of the Empire.

In addition to supplying over 8,000,000 households and business premises with necessities of life — Light, Heat and Power — the Gas Industry in time of war, proved itself vital to our safety, as the source of essential High Explosives. It is now, in constantly growing measure, helping to solve some of the national and civic problems of daily life; for example:

Coal Conservation, Smoke Abolition, Better Housing, Adequate and Efficient Domestic Service, Increased, Improved and Cheapened Production.

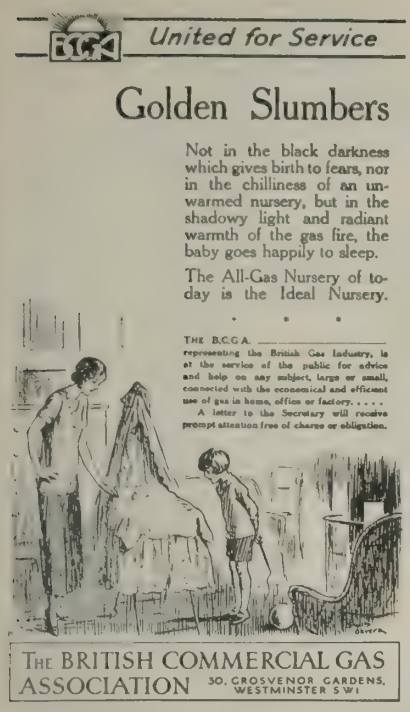
Gas—the purified Spirit of Coal—is not only a very economical and efficient Illuminant. It is well on the way to become "The Fuel of the Future." Practical evidence in proof of these statements will be found at the

BRITISH EMPIRE GAS EXHIBIT

(In the centre of the Palace of Industry)

The British Empire Gas Exhibit Committee, 30, Grosvenor Gardens, S.W.1





Tells them how to use gas.

ture of the improved methods of marketing their products, the packing of the tomatoes in non-returnable boxes in place of the returnable baskets hitherto used, a practice which was being followed by their Dutch competitors. It was a revolutionary proposal and one which at the time was not seriously considered by the growers generally.

Of all co-operative advertising campaigns during the year 1922, no compaign made a stronger impression on the public than that on behalf of British tomatoes, and there could have been few people in the United Kingdom at the end of the season who did not know that the tomato growers were advertising British tomatoes, despite the quite small appropriation; while the introduction of the non-returnable wooden boxes greatly increased the goodwill of retailers and greengrocers, and brought many new customers.

A campaign which promises to be the most ambitious of its kind is that of the National Milk Council. The method of this campaign is not unfamiliar to the States of New York and New Jersey. The Council is representative not only of that considerable portion of the community that has to do with the production and distribution of milk, and over 20,000 milk distributors, but of those government departments and public bodies and associations interested in this important product of daily life.

It will be realized that the task of bringing together for common action something like 100,000 people has been no light one. However much he may subscribe to it in theory, the British farmer does not readily embrace practically the principle of co-operation. Meetings of farmers and distributors all over the country were arranged, and a representative of the advertising agency devoted the whole of his time for the first six months of last year in addressing these meetings on behalf of the National Milk Council.

On September 30 last, it was agreed that an advertising contribution of one penny on every 12 gallons of milk sold should become automatic.

The effect of this campaign is to stabilize the consumption of fresh milk, eliminate waste, and permit the surplus to be absorbed for manufacturing purposes, while also the stabilization of prices will gradually permit of a reduction in the price of milk.

Other important co-operative campaigns which are now commencing are those of the Association of British Fisheries and of the National Federation of Associated Paint, Color and Varnish Manufacturers of the United Kingdom.



Creating a demand.

British Fisheries are convinced that a campaign of educational copy with a selling "punch" will have a marked effect in increasing distribution of their products. The paint manufacturers' drive had a counterpart in the United States where the paint industry advertised successfully with the slogan, "Save the Surface and You Save All."

In conclusion, it may be said that there is every reason to believe that the way lies open for a number of other co-operative advertising campaigns. Indeed, co-operation between manufacturers for the solution of their basic problems in all the more important industries of this country is not merely sound economic policy—it is an economic necessity. It is gratifying to perceive that this principle is receiving every day wider recognition, and merchants and wholesalers who have generally been found to be in opposition to such schemes are now themselves feeling their way towards similar action, and are giving to them their sympathetic assistance.

FIGHTING BATTLE OF THE COUNTRY PRESS

(*Continued from page* 30)

stabilization period arranged to the end of last year, shows a little unsteadiness, but the genial zephyrs of spring and common sense will probably keep the indicator for some time to come in its present satisfactory position, so necessary for the maintenance and development of business.

Among other subjects looming large on the agenda of the Society's Council is that of radio broadcasting. While the British Broadcasting Company continues linked up in financial matters with the General Post Office, newspaper interests will consider they have the right to be consulted about the broadcasting of news; and, though unwilling to place any undue hindrance in the way of the development of this new means of communication, will hold that their interest must not be overridden or overlooked. In this matter the Society works harmoniously with the London newspaper proprietors, speaking together with them as one voice on behalf of the newspaper press.

The law has its special pitfalls for the newspaper man, and when our members are in trouble they turn naturally to the Society and its Honorary Solicitor for advice. Some are so wise as to enquire beforehand, and thus avoid trouble. The Society also keeps a vigilant eye upon our lawmakers, and through its Parliamentary Committee and Parliamentary Agent does useful service to the Press.

Of many another line of usefulness followed by the operations of the Society there is not space to speak. We end as we began with the assertion that, as reconstituted the Society has become a factor making powerfully for the betterment of the industry and of those employed in it as time will hereafter show.

London Calling!

The warm welcome awaiting the great American delegation to the International Advertising Convention will reflect the welcome which always awaits good American goods upon the British market.

Advertisers should note that on the census average of 5 persons per family, a market of nearly 6½ million consumers is represented by the combined net sales of the

Daily News
and
The Star

Certified Net Sale Figures for Each Paper Will Be Furnished on Request

Advertisement Office: 67 Fleet Street, London, E. C. 4., England

BRITISH PRESS HISTORY 200 YEARS OLD

(*Continued from page 32*)


THE TIMES OR DAILY UNIVERSAL REGISTER

TUESDAY, JANUARY 1, 1788

The First Rumbles of "The Thunderer"

trated. In 1754 the Leeds Intelligencer commenced and today this is the Yorkshire Weekly Post, the Yorkshire Post (the leading Yorkshire morning newspaper) being established in 1866.

The Bath Advertiser, which appeared in 1757, is now the Bath Chronicle. The Norfolk Chronicle commenced in 1761 and is today a successful newspaper known as the Norfolk Chronicle and Norwich Gazette.

In 1763 was first published what is now the popular Irish daily, the Freeman's Journal & National Press, first called the Public Register. 1764 saw the beginning of the Chelmsford Chronicle, now the


The BIRMINGHAM GAZETTE: OR, THE GENERAL CORRESPONDENT

MUNDAY, November 16, 1741. [No. 61

Thursday's Post.

PORTUGAL.

SWEDEN

GERMANY

RUSSIA

ITALY

TURKEY

LONDON, November 16.

News Combined with Beauty In This 1741 Issue

Essex Chronicle, which is published by the proprietors of the Essex Herald, first issued in 1800.

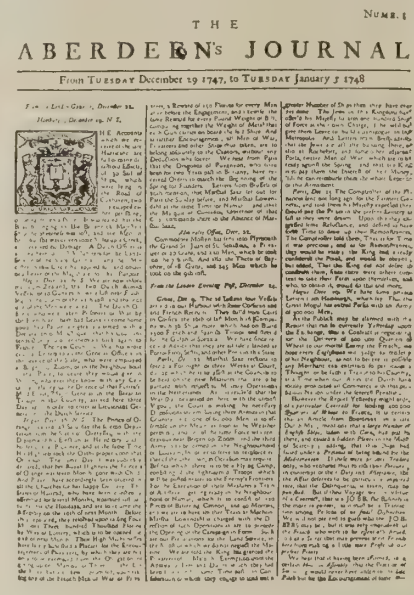
In 1764 also appeared the first numbers of the Newcastle Chronicle (now Newcastle Weekly Chronicle) and the Sherborne, Dorchester & Taunton Journal, the three towns title now covered by that of the Western Chronicle.

Two Irish newspapers came next on the list of the old-established—the Limerick Chronicle (1766) which bears the same title today, and the Leinster Journal (1767), now called the Kilkenny Journal. In 1768 the Kentish Herald, now published mid-weekly in Canterbury (the Cathedral city) as the Kent Herald.

Two county newspapers were started in 1770—the Berkshire Chronicle (which bears still the same title) and the Hereford Mercury & Farmers and Hereford Stockbreeders'. The year 1772 saw the beginning of five newspapers: The Morning Post (London), the Shrewsbury Chronicle, the Hampshire Chronicle (all three retain their original titles); the Exeter Gazette, now the Devon & Exeter Daily Gazette, and the Londonderry Journal, the latter now published three times weekly as the Derry Journal.

In 1775 first appeared the Chester Chronicle, now Chesire & North Wales Advertiser. The Clare Journal commenced in 1776 and has been called the Saturday Recorder & Clare Journal since 1917, having been amalgamated with the Saturday Recorder, first published in 1885.

The history of the Glasgow Herald, "the largest, most influential and greatest advertising medium out of London," dates back to 1782, when the foundation of this valuable morning newspaper and its associated journals can be traced to the founding of the Glasgow Advertiser.


THE ABERDEEN JOURNAL

From TUESDAY December 29 1747, to TUESDAY January 5 1748

One of Scotland's Earliest Great Journals

In the same year commenced the Bury Post, now the Bury & Norwich Post, Suffolf Standard & Advertiser, a series of three local weeklies.

London's great world-wide-known newspaper, The Times, dates back to 1785, and was then called the Daily Universal Register. In 1786 appeared the Doncaster, Nottingham & Lincoln Gazette, now published as the Doncaster Gazette. The Hull Packet (1787) is today represented by the Hull Daily Mail (1885) and two weekly papers—the Hull & East Yorkshire Times and the Hull and Lincolnshire Times.

The Wolverhampton Chronicle dates back to 1789 and continues to appear mid-weekly. A year later the York Herald commenced and is in the present-day group known as the Yorkshire Daily Herald. 1791 saw the founding of three still very much alive newspapers—The Observer (now Lord Astor's great Sunday newspaper), the Gazette de Guernsey (the oldest journal in the Channel Islands), and the Newark Herald, neither of which has had occasion to alter the original title.

In 1792 appeared the Bath Herald, incorporated in 1862 with the Bath Express, afterwards taking the name of the Bath Herald (daily and weekly). In the year 1794 there was started the Morning Advertiser (London), the Worcester Herald, (both of which carry on with the same name) and the Hull Advertiser, which has been a daily since 1864 as the Eastern Morning News & Hull Advertiser.

The Staffordshire Advertiser has continued to be the Staffordshire Advertiser each Saturday since 1795, and the Kelso Mail has been published weekly since the following year. In 1798 the Carlisle Journal made its first appearance and still bears the same name, having incorporated the Carlisle Express & Examiner, established in 1857. Last on the list of these old newspapers, whose successors are still vigorously carrying on, comes the Hampshire Telegraph (1799) which appears each Saturday as the Hampshire Telegraph & Post & Naval Chronicle.

The highly interesting historical record of a number of the newspapers of Great Britain is in part taken from Willing's Press Guide, to which the writer expresses his indebtedness.



SIR CHARLES STARMER
A Leading British Newspaper Proprietor

BRITISH BUYERS OF TOILET PREPARATIONS

(*Continued from page 28*)

well in the best possible of worlds? Surely the latter proposition is worth the serious attention of some enterprising brush manufacturer.

On broad lines, the foregoing is a brief pen-picture of the position of toilet preparations in Great Britain. There is an undoubted demand for them, but to what extent the demand is filled is a matter for investigation. There is little doubt however, that any fresh advertiser in the field would do well to thoroughly investigate the proposition from every angle, before commencing operations. Ample resources would be essential to win through to success, because big firms in strong positions would have to be met.

The small man in particular has need of special caution because he is going to find it extremely difficult to get distribution, and will not probably find the help he might reasonably expect from certain quarters. While some old time names have disappeared from sight, and are possibly unknown to the present generation, this is due to lack of enterprise rather than to lack of opportunity, as is evidenced by the newer names which figure before the public today, and there is scarcely a doubt that with a return of good trade and a consequent increase in the spending power of the people, the market for toilet preparations will show continued expansion.

The point for the newcomer to remember is not to enter into this competitive market without careful investigation, and to be absolutely certain of distribution for this market is not to be assaulted merely by weight of money, but by all the craft of salesmanship combined with well thought-out advertising

REPEAT FIRST PHONE DISPATCH

It Was Sent by Batchelder to Boston Globe in 1877

The first news dispatch ever given over a telephone to a newspaper was repeated June 5 in connection with the presentation to the Salem (Mass.) Y. M. C. A. by the New England Telephone & Telegraph Company of a replica of the first instrument made by Alexander Graham Bell.

On Feb. 12, 1877, Henry M. Batchelder, then Salem correspondent of the *Boston Globe*, telephoned to that paper a story of the first lecture and demonstration given by Bell in Lyceum Hall, Salem. June 5, Mr. Batchelder, now president of the Merchants' National Bank of Salem, called up the *Globe* again and read his earlier message at the close of the presentation exercises.

The Salem "Y" building occupies the site of the house where Bell carried on his experiments and produced his first telephone instrument. Thomas A. Watson, Bell's first assistant, and who made all the original instruments, was the principal speaker at the exercises.

Huge Population Figures

The 1921 Census of England, Scotland and Wales, shows that in the Administrative County of London and the immediately surrounding areas designated the "Outer Ring" (which together comprise what is usually known as Greater London, and coincide with the total area covered by the City of London and Metropolitan Police Districts), 7,476,168 persons were enumerated, representing about one quarter of the population of all urban areas, about one-fifth of the total population of England and Wales, and almost double that of the whole of Scotland.



You Don't Have to Disguise Yourself—

BUT YOU MUST SPEAK THEIR LANGUAGE

True, they are different—these Britishers—from us Americans; but you'll find they are jolly good fellows.

They will insist upon saying "vest" when they mean "undershirt" (but they wear them alright); "sweets" when they mean "dessert" (but they eat it just the same). And the girls powder their noses and wield the lipstick just the same as over home. You'll like 'em the same way, too.

All of them want what you want if it's good—not just because it is new, as we Americans do, mostly. That's why the advertiser in the British Market has got something worth while when he gets it.

And it's the same with the middlemen, too; they function pretty much the same way here as at home, but there are little differences that make **all** the difference.

And Selling in the British Market must take account of all these differences of temperament, habit, speech and nationality as compared with the American public. Don't forget, too, that the British Market includes Scotland, Wales and Ireland, where the people have different sets of differences.

So with Advertising—all its fundamental truths hold good in practice here, but it needs a different application. I have known my way about the British Market, and Advertising field, for thirty years, and have lived here for twenty of them. All that time I have been building—building, building, an Advertising Agency in London which provides that Organized Service demanded by the best American advertisers, and provided by the best American Agencies.

Derrick's is Headquarters for you in London if you want to know all about what you ought to know about the British Market.

Being a "dyed in the wool" American myself I can see your problem through American eyes, and help to solve it with thirty years of British experience and a thoroughbred British organization back of me that's trained in the most approved American-Research-Selling-Advertising methods.

Come in anyhow, and shake hands with us, even if you are not on the "still hunt" for an Advertising Agency. We are almost on Trafalgar Square, so you are sure to be near us pretty often—just come in and say "How d'y' do"!

Paul E. Derrick

(MAN. DIRECTOR)

PAUL E. DERRICK ADVERTISING AGENCY, LTD.
110 St. Martin's Lane (Trafalgar Sq.), London, Eng., W. C. 2

Some of Derrick's Clients

Among those who have been with us throughout the whole period of their advertising history are the proprietors of

QUAKER OATS
(Quaker Oats, Ltd.)
JOHNNIE WALKER
(John Walker & Sons, Ltd.)
TOOTAL GUARANTEED COTTON FABRICS
(Tootal Broadhurst Lee Co., Ltd.)
DEXTER WEATHERPROOFS
(Wallace, Scott & Co., Ltd.)
ROSS'S GINGER ALE
(W. A. Ross & Sons, Ltd.)
ONEIDA COMMUNITY PLATE
(Oneida Community, Ltd.)
A L S O
CROSSE & BLACKWELL CO., LTD.
(Food Products)
FLORENCE MANUFACTURING CO.
(Pro-phy-lac-tic Tooth Brushes)
FREEMAN, HARDY & WILLIS, LTD.
(Manufacturers, with 500 Boot and Shoe Shops)
J. S. FRY & SONS, LTD.
(Fry's Pure Breakfast Cocoa)
GOOCHS, LTD.
(Retail Attire)
GRIERSON, OLDHAM & CO., LTD.
(Big Tree Wines)
HORLICK'S MALTED MILK CO.
JAMES KEILLER & SON, LTD.
(Dundee White Pot Marmalade)
THE PEPSODENT COMPANY
(Dentifrice)
KRAFT MacLAREN CHEESE COMPANY, LTD.
(Cheese)
BASS, RATCLIFFE & GRETTON, LTD.
(Bass's Ale)
JAMES SHOOLBRED & CO., LTD.
(Departmental Store)



THE

Amalgam

The Larg

HEAD OFFICES
of
The Amalgamated Press (1922)
Limited.

THE only Periodical and Magazine Publishing Company which owns its printing plant, makes its own ink makes its own paper, and has its own forests for the provision of pulp

OF the 9 by this of no f open t With a total between 5,000, per issue the greatest self-c machine in th

The forty-nine pul panel on the right to their most remo class or section of t by some one or o these periodicals. of England, Scotla one, or more, of t read regularly.

Requests for information be addressed to The Fleetway House, Farringd

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Wales and Ireland,
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, London, E.C.4, England.

Monthly Magazines

LONDON MAGAZINE
MY MAGAZINE
PREMIER MAGAZINE

Monthly Fashion Papers

FASHIONS FOR ALL
HOME FASHIONS
CHILDREN'S DRESS
MABS FASHIONS

Fortnightly Magazines

RED MAGAZINE
YELLOW MAGAZINE
VIOLET MAGAZINE
DETECTIVE MAGAZINE

Weekly Periodicals

ANSWERS
ALL SPORTS
BOW BELLS
BOYS' CINEMA
BOYS' FRIEND
BOYS' REALM
EVE'S OWN STORIES
FAMILY JOURNAL
FOOTBALL FAVOURITE
FORGET-ME-NOT NOVELS
GIRLS' CINEMA
GIRLS' FRIEND
HANDY STORIES
HOME CHAT
HOME COMPANION
HOME MIRROR NOVELS
HORNER'S STORIES
NELSON LEE LIBRARY
PICTORIAL MAGAZINE
PICTURE SHOW
POPPY'S PAPER
POPULAR MUSIC WEEKLY
POPULAR WIRELESS
SCHOOL FRIEND
SPORTS BUDGET
SUNDAY CIRCLE
SUNDAY COMPANION
SUNDAY STORIES
UNION JACK SERIES
Union Jack
Popular
Gem
Magnet
Champion
Young Britain
Pluck
WOMAN'S PICTORIAL
WOMAN'S WEEKLY
WOMAN'S WORLD

CLASSIFIED ADVERTISING

The generally recognised test of the value of a newspaper as an advertising medium is the volume of Classified Advertisements it carries.

The Daily Telegraph

CARRIES A GREATER VOLUME OF THIS CLASS OF ANNOUNCEMENT THAN ANY OTHER DAILY NEWSPAPER IN GT. BRITAIN

This alone is sufficient indication of its great pulling power

In June last, when the International Advertising Convention was won for London, the Proprietors of *The Daily Telegraph* invited delegates to visit their Offices. Lest there be some delegates who did not at the time make a personal note to accept this Invitation it is now repeated, and every delegate is warmly urged to take this opportunity of seeing how, whilst retaining the traditions of a Great British Newspaper, *The Daily Telegraph* has moved with most modern ideas in production and organisation.

The Daily Telegraph
ADMITTEDLY THE BEST MEDIUM FOR CLASSIFIED ADVERTISEMENTS

Communications with regard to Advertising should be addressed :-
H. G. REEVES, *Advertisement Manager*,
138, Fleet Street, London, England.

J. S. HOUSES AS WELL AS BRITISH HAVE MAIL-ORDER SUCCESS IN ENGLAND

ome Experiences of An Expert That Reveal How the Press Has Been Capitalized to Sell Books, Correspondence Courses or Bayonets, and to Develop Trade Distribution

By ERIC FIELD

(Director, Erwoods Ltd., International Advertising Agency, London)

A FEW weeks ago one of the American agencies with which we are associated asked "Is it possible to run a mail rder campaign in England?"

If the doubt implied by this question s in any way general, it is high time it vas dispelled. Not only is it possible to un a mail order campaign in England, ut it is also for some propositions a very ne way to break into the market even vith an article which it is intended later



ERIC FIELD

n to distribute through ordinary trade hannels.

Naturally there are limitations as to he type of goods that can profitably be old by mail but they are nearly all the ame as those that apply to similar meth- ds in the States. True, geographical and ndustrial conditions here are very dif- erent. We have a population equal oughly to 40 per cent of the entire popu- ition of the United States crowded into n area no bigger than that of one of s individual States. Only a very small roportion of this population is situ- ted so deeply in the country that n hour's drive — not necessarily by ar — will not take them to a fair zed town. The people who are so situ- ted that they *must* shop by post are so ew as to present a negligible market t themselves. Nor even for them is here any cash on postal delivery system. or these and other persons I do not be- eve we shall ever see any counterpart f Sears Roebuck or Montgomery Ward this country.

Yet there is a great and growing busi- ess transacted through mail order ad- ertising. Although as a race we may rofess to be cynical and although it may the hardest thing in the world to find ny Englishman admitting that he ever ought anything through advertising, yet eep down in their hearts English men nd women are easily affected by adver- sing. Moreover as we happen on the hole to be in honest business, perhaps ecause we are not clever enough to be nything else, English people will send ff their money in answer to an adver- sement in the sure and certain expecta- on of getting what they send for. In ldition although we bear the reputation f being a nation of world travelers, we ove about in our own little pocket ountry much less than Americans do theirs.

The average middle class New Yorker ill take the 1,000-mile trip to Chicago uch more readily than will his counter- rt in London make the 200-mile run Manchester.

This, I imagine, is one of the reasons that explain the great volume of mail order business done by the London department stores through their advertising in the London daily papers. Every Monday, Tuesday, and Wednesday the whole year round the front page of the *Daily Mail* is entirely occupied by advertisements of Harrods, Barker's, Selfridges, Whiteleys and the other stores and, having been advertisement manager of a great London daily myself, I know what happens if they don't get mail order results. These advertisements are mostly of dry goods departments and usually feature bargain lines. As the London dailies are distributed all over the country in the morning, the woman in the country knows she can post her order and get it filled before the line is cleared.

Nor are mail order buyers here confined to the one-time gentler sex. The instalment book business is much more interested in men than women and we have in this country several great concerns that spend hundreds of thousands of dollars in advertising every year. Of course these firms are not solely mail order. Each has a large staff of salesmen whose work represents in some cases the major portion of the turnover, but as a rule the advertising has first to justify itself by the mail orders it produces.

Of very much the same style business are correspondence courses and these flourish in this country with almost the same virulence as in America. The Pelman System of Memory Training has had a success here that far excels anything it did in the States. The I. C. S. have a fine business and a palatial building in Kingsway. Arthur Murray is now busy teaching us how to dance. The accountancy schools have done well. Dutton has carried on for years with comfortably economical small space advertising and another client of mine is building up quite a good sized business purely through the classified columns. This by no means exhausts the successful correspondence schools. Their name is legion and about the only thing we have not yet got here is any counterpart of that very interesting economy educator service of New York that deals in secondhand courses.

This story must not, however, degenerate into a catalog. Let me now give a few examples of mail-order advertising that I have either personally handled or come sufficiently close to to know the results. Firstly let us take the quaint case of the man who after the war bought from the French government its entire stock of sword bayonets. He brought them over and started selling them as sets of fire irons, joining two together to make tongs, putting a shovel on another, and so on. He sold a few through stores in the usual way and then he came to talk about advertising. We finally decided to try a three-inch single column advertisement in the Daily Mail advertising them just as they were as pokers. That advertisement cost $105 and brought him in 5,000 orders at something over 75 cents each, including postage. This is not of course by any means a record for results but it does show how at first sight a most unlikely proposition can stir even the cold-blooded English imagination.

A more useful case than this, because it has a moral of wider application, is that of a client of ours who makes a preparation for the cure of catarrh. Incidently the firm is American and the name of the article is a household word in the States. He came over here a

(*Continued on page* 91)

On Your Arrival in London

'phone CITY 2130—

It is the office of

DAILY GRAPHIC

where

MR. ROBERT THORNBERRY

is the Advertisement Manager

Mr. Thornberry is most anxious to reciprocate, as near as possible, the kind welcome and hearty invitations extended to him last year when he visited the United States in connection with the

Advertising Convention

Chairman of the Publicity Club of London 1922, 1923. Vice-Chairman 1924.



R. THORNBERRY

Those American Advertisers who are not coming to London in July, yet seek a voyage into the homes of the high social and middle class community of Great Britain, cannot do better than trim their sails in the columns of the Daily Graphic—Britain's Best *Penny Morning Illustrated* paper. Its editorial features are famous, commanding the reader-support of the best elements in British Society.

The advertising columns of The Daily Graphic carry only the best and cleanest advertising, and the paper has the confidence of its readers, who respond regularly to advertisers' announcements in a manner that makes the advertisers' investments profitable.

The Daily Graphic was the first illustrated daily published in London—34 years ago. Its illustrated pages are the best examples of modern illustrated journalism. In fact, The Daily Graphic commands exclusive features in its daily work and reflects in character all that is best in English journalism.

WELCOME

to the home of London's premier picture paper

GRAPHIC BUILDINGS
TALLIS - STREET
LONDON, E. C. 4

"Just 'phone or drop right in"

OFFICIAL AFTER CONVENTION TOURS AND THOSE WHO WILL MAKE THEM

EDITOR & PUBLISHER herewith publishes for the first time the complete list of provincial tours, which will take place immediately following the international A. A. C. W. convention at London, next July.

All transportation will be free. Delegates need only pay their hotel expenses.

The number of delegates to be taken on each tour is limited, and therefore, the British convention authorities have asked Americans intending to accept the invitation to make a choice of three. Convention officials will be responsible for the final assignment.

Trips from which selection may be made, follow:

Tours from London

No. 1—To Brighton: Delegates will leave London Wednesday morning, July 23, arriving at Brighton about 1 o'clock. They will be entertained at luncheon, after which a motor drive will be taken through the surrounding countryside. In the evening a Municipal banquet will be given at the Pavilion, in the old banqueting room of George IV. Delegates will be housed for the night at the Metropole, Grand, Bristol and other hotels, returning to London about mid-day on Thursday, July 24 (For 250 delegates).

Those who have signified their going are as follows:

Allen, Mr. W. S.
Bloomingdale, Mr. Karl
Britt, Mr. and Mrs. Earl R.
Britt, Miss Martha
Creed, Mrs. Laura
Eisenberg, Mr. Ralph M.
French, Mr. George
Garvin, J. F.
Gayou, Mr. & Mrs. George E.
Gerlach, Mr. Theo. R.
Gougeon, Mr. Elmer J.
Hathaway, Mr. John R.
Howe, Mr. and Mrs. J. H.
Howe, J. H., Jr.
Jaques, Miss Marie
Kealey, Mr. John F.
Krumming, Mr. M. J.
Mamlok, Mr. R. R.
Marble, Mr. Chas. B.
Martin, Mr. Lowry
Murphy, J. E., Jr.
Randall, Mr. R. T.
Ridder, Mr. Henry
Shippey, Miss F. B.
Weis, Mr. Gus
Wolff, Mrs. Y. S.

No. 2—To South Coast Resorts: Delegates will leave London July 19, late in the afternoon. On Saturday evening the Mayor and Corporation will entertain the delegates to a reception party and ball at the Pavilion and Winter Gardens. On Sunday, July 20, a motor trip will be taken to Canterbury, where special arrangements will be made for a visit to the Cathedral. On Sunday evening a special concert will be given at the Pavilion. (For 300 delegates).

Those who have signified their going are as follows:

Asam, Mr. Charles
Babcock, Miss Lucile
Barks, Mr. and Mrs. Horace
Becker, Miss Bertha W.
Benson, Miss Hilma K.
Berry, Mr. and Mrs. C. F.
Boxley, Miss Hazel L.
Brook, Mr. Charles H.
Brooke, Mr. Truman C.
Brockover, Mr. Lyle A.
Brugh, Mr. E. E.
Cleveland, Mr. Newcomb
Coburn, Miss Julia
Collins, Mr. John J.
Donath, Miss Irene I.
Dooley, Miss Mary M.
Dorn, Mr. Albert A.
Fellows, Mr. R. N.
Finger, Mr. Ray H.
Finley, Mr. W. S.
Gambill, Mr. Chas. E.
Gardiner, Miss Grace A.
Grimm, Mr. H. B.
Grimm, Mr. and Mrs. H. B.
Grollnek, Mr. and Mrs. Louis A.
Hale, Miss Maude M.
Handerson, Mr. C. H.
Handley, Miss Alberta
Harris, Miss Hester R.
Hazard, Mr. Eugene J.
Higgins, Miss Katherine E.
Hodapp, Mr. H. G.
Hoyt, Mr. F. M.
Kauffman, Mr. C. S.
Kendall, Mr. F. C.
Lewis, Mrs. Mary
Lezius, Mr. C. F.
Locking, Mr. Guy
Lovell, Mr. Clarence B.
Meulendyke, Mr. Sam L.
Milburn, Mr. Fred.
Mitchell, Miss Ethel M.
Moore, Mr. Bert
Muir, Miss Margaret R.
Murrill, Mr. Le Roy K.
McCann, Mr. Fred. W.
Newell, Mr. Clarence C.
Norris, Miss Mary Hope
Ormerod, Mr. Leonard
Paradis, Miss Sylvia M.
Rees, Mr. J. G.
Rider, Mr. Albert C.
Rosenstein, Miss L.
Rosenthal, Mr. Chas.
Shoppach, Mr. A. G.
Shorwitz, Miss Naomi
Smith, Mr. Allen C.
Smith, Mr. Louis R.
Sterling, Mrs. Louise A.
Stevenson, Mr. Hollis S.
Stewart, Mr. Rowe
Thomson, Mr. Philip L.
Updegraff, Mr. R. R.
Vander, Mr. Charles
Wakefield, Mr. Paul L.
Waxberg, Miss Hattie
Wevill, Mr. Richard H.
Wolfinger, Mr. B. F.
Wright, Mr. M. H.

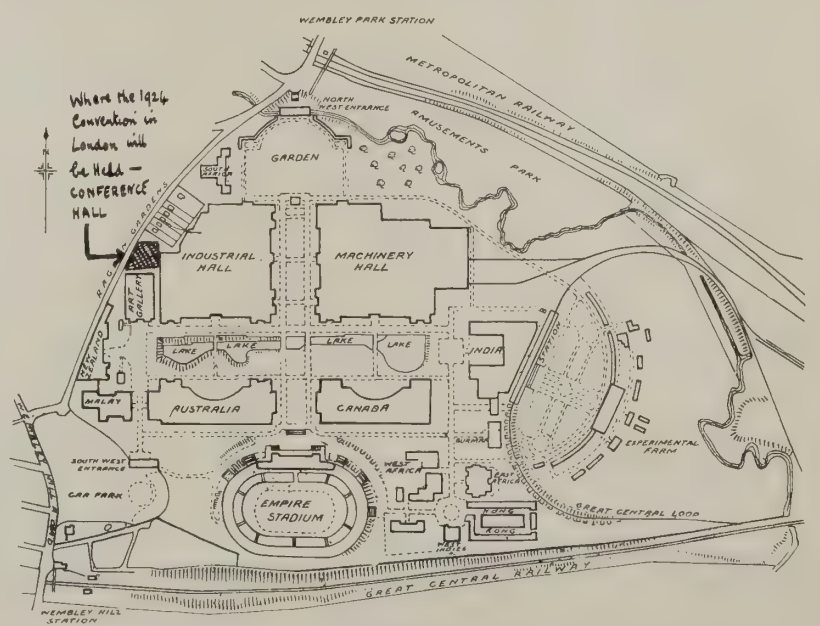
Tour A: To Edinburgh

The Edinburgh delegation of 200 will be carried on a special train from London to Edinburgh, by the courtesy of the London & North Eastern Railway Company. The party will reach Edinburgh at 7:30 on Monday evening, July 21. On Tuesday, July 22, a visit will be made to Holyrood Palace and the King's Park in motor cars. Lunch will be taken in Free-Mason's Hall, the hosts being the Edinburgh Merchant Co. and the Edinburgh Publicity Club. In the afternoon a visit is arranged to Edinburgh Castle and the Royal Mile. In the evening a reception will be given by the Lord Provost and the Town Council.

On Wednesday, July 23, those who wish will go to The Royal & Ancient Club at St. Andrews, for golf, where special matches will be arranged. Others can take advantage of a free train to Aberdeen, while the remainder will go by motor car to the old Scottish Border country and visit the Abbeys of Melrose and Dryburgh. In the evening there will be a farewell dinner or concert. On Thursday morning the delegates will leave Edinburgh for London.

Those who have signified their going are as follows:

Aiken, Mr. William B.
Althouse, Mr. Elmer E.
Appleton, Mr. Henry Lewis
Aronson, Mr. Jacob H.
Baker, Mr. William A.
Barnitz, Mr. Frank R.
Beattie, Mr. and Mrs. Wm. T.
Beaubien, Mr. Pierre
Benade, Miss Katherine
Berdan, Mr. and Mrs. W. T. and daughter
Berkowitz, Mr. Leon L.
Bissell, Miss Olive
Blackwood, Mrs. Bernice
Brown, Mr. James Wright
Buente, Miss Frances M.
Bursley, Mr. H. C.
Caples, Mr. R. C.
Carsen, Mr. Edward F.
Carson, Mr. O. B.
Cope, Mr. Hal.
Cauger, Mr. A. V.
Clayberger, Mr. R. P.
Cobb, Miss Beatrice
Coe, Mr. David C.
Constantine, Mr. C. P.
Conter, Mr. E. N.
Conter, Mr. Edward T.
Donaldson, Miss Lois
Drier, Mr. Thomas
Dumont, Mr. Henry
Eakin, Miss Eleanor
Elgutter, Miss Selma Baer
Ellsworth, Mr. Fred. W.
Elson, Mr. E. J.
Exline, Mr. George
Farrar, Mr. Roy Montgomery
Flaacke, Mr. Theodore
Forst, Mr. Louis D.
Fort, Mrs. Lewis D.
Forsyth, Mr. George
Freedlander, Mr. Herman
Freeman, Mr. H. C.
Frost, Mr. E. Allen
Gardner, Mr. Paul W.
Gerlach, Mr. K. H.
Gilster, Mr. and Mrs. August E.
Goldberg, Mr. Emanuel
Gordon, Mr. Colver
Griggs, Miss Nellie M.
Gustafson, Miss Grace E.
Hackstaff, Mr. Richard C.
Haden, Miss Mabel L.
Haigh, Mrs. Gertrude J.
Haigh, Mr. Stanley E.
Hamnett, Miss Edith
Hansen, Mr. H. Alfred
Harris, Mr. Evelyn
Harris, Mr. O. T.
Harrison, Mr. William E.
Harvey, Miss Olive M.
Haskell, Mrs. Martha S.
Hatfield, Mr. Charles F.
Hauser, Mr. George
Hawkes, Mr. Arthur C.
Heckler, Mr. Louis J.
Hein, Mr. Adolphine
Hexter, Miss Rosa B.
Higgins, Miss Joan
Hodge, Mr. J. C.
Hoffheimer, Miss Frances F.
Holbrook, Mr. I. S.
Hood, Mr. Jennings
Hotchkiss, Mr. George B.
Hull, Mr. A. E.
Iles, Mr. Harry
Johnson, Miss Edith A.
Johnson, Miss Helen R.
Kallfelz, Miss Mildred
Kelly, Mr. Eugene
Kelly, Mr. John J.
Kelly, Mr. John J.
Kemp, Mr. John M.
Koether, Mr. and Mrs.
Kentle, Miss Jean Bell
Ketcham, Mr. H. J.
Krahmer, Mrs. Susie R.
Lakeman, Mr. Maxwell
Lanoix, Mr. Noel Emery
Lawrence, Mrs. Inez
Leaman, Mr. Alfred H.
Lee, Mr. Henry
Levy, Mrs. Harriet Mooney
Lowe, Mr. Gurney R.
McIntosh, Mr. Thomas McLeod
McKinney, Mr. and Mrs. A. D.
McNaughton, Miss Lucile
Malory, Mr. J. M.
Mann, Mr. Karl M.
Marble, Mr. and Mrs. Charles B.
Martin, Miss Jane
Massie, Miss Nellie S.
Mayer, Miss Eva
Mayer, Mr. Irving L.
Mears, Miss Emeline
Milne, Miss Margaret
Montet, Mr. Ed.
Morton, Mr. Wm. J.
Mulligan, Mr. Ralph R.
Nelson, Mr. George A.
Neck, Miss Anna
O'Brien, Miss Mary F. C.
O'Connell, Mr. John F.
Osborn, Mr. Guy S.
Pidgeon, Mr. Edward Everett
Pyle, Mr. Clarence J.
Reed, Miss Ruth
Richards, Mr. F. St. J.
Richardson, Miss Margaret K.
Richey, Mr. R. A.
Rieley, Mr. Daniel V.
Rockwell, Mr. J. M.
Rogers, Mrs. Louise Wharff
Rogers, Mr. Wm. F.
Rose, Mr. James H.
Schermerhorn, Mr. James
Schwab, Miss Gertrude
Scofield, Mr. Frank P.
Scudder, Mr. George
Sellers, Miss Marie
Shackford, Miss Ida A.
Sibertson, Mr. W. E.
Silance, Mr. Louis M.
Smith, Mr. A. C.
Smith, Mr. Fred B.
Smith, Mr. Herbert H.
Smith, Mr. Louis R.
Smith, Miss Mildred Law
Sorensen, Mr. Roy A.
Staples, Mr. P. C.
Stein, Dr.
Stearns, Mr. Geo. W.
Stout, Mr. R. B.
Sudler, Mr. Carroll H.
Sulcer, Mr. Henry D.
Terry, Miss Irene S.
Thrift, Mr. Tim
Tupper, Mr. C. A.
Vatcher, Mr. H. J.
Wade, Miss Hollis M.
Waldo, Miss Helen
Weitzel, Mr. Will S.
Winter, Mr. and Mrs. Arthur W. and daughter
Wogam, Miss Anna
Wolcott, Mr. Roger
Wood, Mr. Wm. W.
Yocum, Miss Grace O.



A Beautiful Situation, Easy of Approach by Motor, or by Rail, Has Been Provided for the Empire Exhibit, on Whose Grounds the Associated Advertising Clubs Will Meet in July.

Tour B: To Glasgow

The Glasgow delegation will be carried on a special train from London to Glasgow, by courtesy of the London Midland & Scottish Railway Company, arriving at 6 p. m. Stop will be made at Carlisle about 3 p. m. where they will be met by a deputation of the Glasgow Publicity Club, who will proceed with them and entertain them to a special dinner at the Central Station Hotel. On Tuesday, July 22, delegates and guests will be conveyed by special train to Callander, from whence they will motor to Trossachs, returning to Callander for lunch. After lunch they will travel to Gleneagles, spend the remainder of the day there, dine at the Gleneagles Hotel and leave for Glasgow about 10 o'clock.

On July 23 they will leave Broomielaw by steamer for a sail down the Clyde to Loch Long, Kyles of Bute, round Arran, and return via Wemyss Bay to Glasgow. In the evening a Civic Reception will be arranged. On July 24 they will take a special train for Ayr, motor from Ayr to Burns' Cottage and Alloway, leave Ayr and proceed to Turnberry, lunch at hotel and return to Glasgow about 4:30. The evening will be left free for the delegates to look around the city. On July 25 the delegates will leave by special train for London, taking Dumfries en route if time permits.

Those who have signified their going are as follows:

Ackerly, Mr. A.
Ankrum, Mr. E. W.
Anspach, Mr. J. Geo.
Anthoensen, Mr. Fred. W.
Austin, Mr. W. A.
Beecher, Mr. Aymer J.
Blanchard, Mr. Frank LeRoy
Brook, Mr. Charles H.
Brown, Miss Alice J.
Brown, Mr. Frank I.
Brownell, Mr. C. A.
Byrne, Miss Gertrude Barry
Campbell, Mr. W. A.
Charles, Mr. and Mrs. H. H. and Miss Jane Charles
Clinebens, Miss Ruby
Cooper, Mr. Clay C.
Crosby, Miss Emily
Davidson, Mr. Thomas M.
Davis, Miss Marion M.
Drouet, Miss Adele
Dubbs, Mr. Harry Russell
Dwyer, Miss Blanche M.
Fairbanks, Mr. C. T.
Flader, Mr. Louis
Forristall, Mr. George B.
Frank, Miss Irma
Gibbons, Mr. J. S.
Grant, Mr. Jeffry
Gurnsey, Mr. Frank B.
Haigh, Mrs. Gertrude J.
Haigh, Mr. Stanley E.
Hall, Miss Eva M.
Harris, Mr. George E.
Harris, Mr. Ralph
Hatfield, Mr. Charles F.
Hodapp, Mr. H. G.
Hoyt, Mr. Charles W.
Huddleson, Dr. S. M.
Ingles, Mrs. Margaret
Keadle, Miss Lucy C.
Kelley, Miss Anna M.
Kelly, Mr. John J.
Lamb, Mr. T. K.
Lee, Miss Jeannie
Lyman, Mrs. Minnie J.

(*Continued on page 70.*)

The Advertising World

Britain's Leading Publicity Journal

ESTABLISHED 1901

Offers a cordial welcome to all American Delegates to the 20th Annual Convention of the Associated Advertising Clubs of the World. It will strive throughout the months that follow to keep alive in its pages the spirit of this great Convention.

The greatly enlarged July Convention number of this Journal will be presented to every delegate upon arrival in London.

Publishing Offices
14, King Street,
Covent Garden,
London, W. C. 2

Subscription Rate
15/- per annum. Post free to any address.

For Advertisement Rates, please communicate with Thomas McDougall, Overseas Director, at the above address.

BRITISH STORE ADVERTISING PROBLEMS UNKNOWN TO U. S. MERCHANTS

Great London Dailies Can Be Used to Produce Counter Sales from City and Mail Orders from Provinces at from 5 to 20 Per Cent Advertising Expense

By SIDNEY T. GARLAND

(Late Advertising Manager London Daily Mail; late Advertising Manager, Selfridge Store; late Sales Promotion, Advertising and Mail-order Manager, Kendal Milne Co., and now Principal, S. T. Garland Advertising Service, London)

FOR those delegates to the advertising convention in London who have not studied British advertising in advance many surprises are in store.



SIDNEY T. GARLAND

You will find the great London daily papers are not London dailies from the advertiser's point of view. Not half of their enormous circulations are actually in London. Even the evening press aims to circulate as widely as possible and there is probably no village or town in England and Wales into which the *Daily Mail* does not go.

Here, then, is a first class problem for all advertisers but particularly for the department stores. Those situated in London have no local press of any advertising value: those in provincial towns, (and there are many excellent ones outside London) if they actually possess good local newspapers, have to contend always with the advertisement columns of the great nationally distributed London dailies.

Both are in difficulties—both are compelled by such circumstances to strive one against the other for 100 per cent efficiency from their advertising appropriations.

When they advertise they must consider not only the needs or the competitive merchandise of their own locality, but everybody's needs and every retailers prices throughout the country. Our visitors, therefore, will have the unusual picture of local retailers with national competition.

This is a most excellent arrangement for the shopper but it makes department store merchandising exceptionally difficult—it makes department store advertising in Great Britain more difficult still.

The announcement for a nationally distributed and branded commodity such as a soap, medicine, tinned food, footwear or fabric are enormously helped by these conditions but it is easy to see why advertising can be more costly and always is more speculative for the department store. Normally the aim of the Department Store is to develop its counter trade.

That is its great function. Its attraction, with everything under one roof, its greatest conveniences, with the many unique services it provides—restaurant, post office, waiting room, free and speedy delivery, etc., quite naturally suggest that its main objective is to fill the store with shoppers. The dealing with post and mail order trade is, in the States, the purpose mainly of another organization. Here you have the great Department Stores doing both—its wonderful counter trade and in addition the bulk of the Letter Order Trade.

In the case of the London stores their advertising has to compete for the two kinds of business or they must consider as waste circulation all copies of newspapers sold outside the London area. The decision is not always in their hands however, for some of the greatest London Dailies have a much greater influence in the Provinces than in London and it would be necessary to rule these mediums out altogether if one were not prepared to deal extensively with orders mailed. Such action would, of course, at the same time rule out also the value of the London circulation of such newspapers which would probably reflect itself in a falling counter trade. The aim must obviously be, therefore, to obtain by organization the skill and maximum results both classes of circulation.

Local department stores, therefore, have of necessity to maintain huge organizations for the handling of mail orders, but it is often done at very great cost to themselves. Few find it possible to do this business on an advertising charge of 5 per cent and most of them find it much higher than that—I have heard of cases where 10 per cent and even 20 per cent has been spent in this direction.

And the merchandise difficulties are also immense. Consider for one moment the problems arising from the publication of a page in the *Daily Mail* with its daily circulation of 1,750,000.

A representative store page might well contain 200 widely different commodities.

Not all of these lines will be the instantaneous success one might expect but sufficient stock must be ready to supply all demands without delay. If there is not enough stock available there is the possibility of having to refund money to large numbers of customers and the equally disagreeable dissatisfaction bound to arise, or you have on your hands huge blocks of goods which may have to be cleared at a discount.

But supposing the whole advertising fails (and just because it costs more is no guarantee that it will not fail) then the financial loss is enough to break many businesses. Your front page in the "Daily Mail" has alone cost £1,250 (roughly $5,500) and your goods a great deal more. If you have covered the whole field and used in fair proportion all the best London Dailies you might easily have created a loss of $15,000 to $20,000 in a day! While these figures are based on the spending power of the largest emporiums it requires very little imagination to see the plight of the smaller department store under similar circumstances. They might risk less in actual cash by using fewer column inches, but one gets very little space in the best papers for $1,000, and $20,000 return from the limited amount of goods one can display in a half of three columns, though seemingly great, must be secured to bring one's advertising costs down to 5 per cent.

Unlike advertising which circulates among those people who can conveniently shop in person any day one's results if they come at all, must come immediately or the value of your announcement is largely lost in the new interest created by the announcements in the following day's paper. If your goods are right in every way, you will get results immediately, and your announcement will continue to produce returns months afterwards—if the goods are not right, results will never come!

Extraordinary care must be expended, therefore, upon the selection of merchandise for advertising purposes. Lancashire's needs are in many respects totally different from the requirements of London; the seaside towns have very little in common with the requirements of our great industrial centres—the colder Northern cities will want many things not needed in certain seasons in the Southern towns. Prejudices, hopes, aspirations are nowhere more divergent than in the counties and countries which make up Great Britain. Yet our great daily newspapers cover the whole ground.

The capitalization of this two-fold kind of business quite apart from the high cost of advertising space is no less a problem. Most of the goods advertised, if they are not specially bought lines, are bought in quantities over and above the normal counter needs.

In justice to the subject, I do not think I have given any undue emphasis to the natural handicaps with which department stores in Great Britain have to contend. That department stores are, despite these adverse conditions, successful and in many cases enormously so, is at once a tribute

(*Continued on page* 48)

Exposition of the Autumn Mode



TO-DAY Harrods opens its doors upon an Exposition of Autumn Fashion which we believe will be found worthy of the highest traditions of this House, and worthy of the discriminating public Harrods serves.

In extent, variety, and briginality, it is safe to say that there is nothing finer in this country. The master-designers of the world here contribute the most entrancing answers to that riddle of the ages, 'What Shall I Wear?'

It may be left to the quality and character of to-day's Displays to mirror the conviction of this House, that not only is there still a great public who appreciate the best, but that good taste was never more happily apparent than it is to-day.

This Message is by way of Invitation to the Exposition, which will continue all this week.

To take this, or to send a cheque from Harrods to avoid therefore attendance of this Invitation, a copy of Harrods originally illustrated Book of Autumn Fashions will be immediately forwarded on request.

Harrods

HARRODS LTD LONDON SW1

Quality—this cultured printed salesman fairly radiates it. Its lure is its aloofness.



And here the thrifty woman, rich or poor, learns of a vast assortment at a 75 percent saving. Mail orders were a major aim of this advertisement.



You are welcome over here

Visitors from U.S.A.—our services are at your disposal for anything that will add to the enjoyment and comfort of your trip.

And if you want to know more of the British market, come and talk it over.

Advertising & Publicity, Ltd.
(Fleetwood Pritchard, Managing Director)
1 Arundel Street, Strand, W.C.2
TELEPHONE: CENTRAL 3435



MAYBE we aren't so good-looking as this. Anyhow, neither of us will own it as a portrait.

Perhaps you would like to come and see us, and have some lunch in the Dickens Room, or at the old grill in the Devereux. And then, if you eventually add your name to the list of our American clients, you'll know what sort of fellows are looking after your drawings for you.

We make out pretty well with our London clients, because they get into the way of feeling that we are part of their own service.

Collingwood Parry
Brian W. Rowe

LANGHAM ARTISTS
DEVEREUX BUILDINGS
DEVEREUX COURT STRAND
(Opposite Law Courts)
Telephone CENTRAL 8820 882

Always Progressive

Fairy Dyes

are now being packed in
Airtight Tubes tightly sealed
and cased in a
CARDBOARD CONTAINER
FOR HOUSEHOLD USE

25 SHADES



**SPECIALLY PACKED FOR
EXPORT TRADE**

*Obtainable from your
Wholesaler or direct from*

FAIRY DYES LIMITED

Registered Office
Well Road Glasgow
**London Depot—292 Upper St.
Islington N1**

Telegrams
"FAIRYLAND
GLASGOW"

Telephone
DOUGLAS 1051

BRITISH STORE ADVERTISING PROBLEMS UNKNOWN TO U. S. MERCHANTS

(*Continued from page 46*)



"Next to Reading Matter" doesn't plague the British advertiser or publisher. Day after day, front pages like that on the left present the messages of a half-dozen or more stores. Full pages, like that shown at the right, are also popular when available.

to the skill of their salesmen in print—to the skill of their merchandising men—and to the sagacity and foresight of those merchants in whose hands the fortunes of our great enterprises rest.

It is a fact that the readers of the *"Daily Mail"* are the keenest of shoppers. Day by day the columns of this journal create the price standards upon which the country shops: day by day they give to Great Britain's millions of shoppers a market place the influence of which extends beyond its printed columns and serves as a basis of value for retailers throughout the country. So great is this influence that once an article appears in its columns at a price, it would be impossible to retail that article in any quantity in any part of the country at a higher rate—it is also impossible for a wholesaler or manufacturer to dispose of stocks except at a price which would permit a retailer to compete on price.

The keenness of this market and the necessity for quoting always the "rock bottom" prices making big profits impossible yet it is a productive field which hardly any department store of any size can afford to ignore. It is, indeed, a market they have built for themselves and its progressive advertising atmosphere must for all time remain a monument to the efforts mainly of the department stores.

With perhaps the exception of the advertising of one or two proprietary lines, the department stores, led by Mr. Selfridge, are responsible for the pioneer work which, during the last 15 years or so, has changed completely a notoriously conservative public's attitude toward advertising. They have by revolutionizing habit made advertising a necessity for every progressive business in Great Britain. By their intense interest and analysis they brought the net sales certificate into existence in England. There is no doubt that British advertising owes much of its eminence to the work of the department stores.

Besides the development of a difficult press department stores have introduced many good examples of auxiliary advertising, one or two of which are illustrated, and, if they are not altogether new, my readers will find them interesting, if only as examples of very successful sales promotion matter in Great Britain.

If then our visitors to the convention feel that the British department store advertising does not in every case appear as artistically presented as in their own home towns, it certainly does not mean that it is less productive of results—it may be more so!

In forming a healthy judgment the vastly different circumstances which exist here and which a few hundred words can but inadequately explain, should be borne in mind. The business of selling goods is paramount and extraneous decoration at $30 a column inch is sometimes an unwarranted extravagance detracting from the main issue.

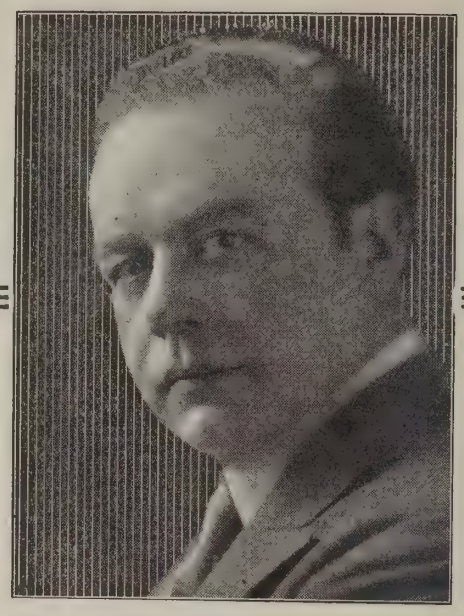
"It Is in a Common Cause That We Meet"

SIR SYDNEY M. SKINNER

Chairman, JOHN BARKER STORE, London

AMERICAN advertising men going to Wembley for the Convention are assured of the heartiest welcome from the business men of Great Britain. And this is not only in reciprocity for the generous reception given us last year at Atlantic City. It is in a common cause that we meet, and the more the opportunity for business talks between men of the English-speaking race the happier will be our general relationship.

The public is singularly uninformed on the benefits to themselves of advertising in business; and the trader, perhaps, often underrates the power of the alliance offered him by the publicity expert. The Convention will provide a platform for authoritative pronouncements on the subject from leaders both in America and here, and in its importance it may well prove a landmark in the history of commerce and advertising.



I INVITE American Advertisers and Advertising Agents who are attending the Convention in London to make an appointment with me to discuss their Advertising Campaign in Great Britain.

A preliminary discussion places you under no obligation whatever. When shall it be?

C. F. Higham

IMPERIAL HOUSE
KINGSWAY
LONDON
W.C.2

What you want to know about British Agency Service

Knowledge of Marketing Conditions

The enterprising British service agencies can quickly put you into possession of marketing facts regarding any product. The Saward, Baker Organisation has collated much data concerning many articles of general consumption, and it has the machinery for getting rapidly complete information relating to any others. Whilst market research is a comparatively new department of agency service in this country, it has been brought to a fine point of efficiency. The compact nature of the British market has rendered this more easily possible than has been the case in the United States. The Saward, Baker Organisation has been privileged to prepare special reports for American Companies.

Advice on Distribution

But the British service agency not only knows marketing conditions and has requisite machinery for market research; it is in a position to advise upon channels of distribution and to place American manufacturers in contact with reliable selling agencies. In some instances it is in a position practically to control distribution of any particular product.

The Intangible Something

Whilst human nature is pretty well the same the world over, there are psychological differences in the buying habits of different peoples. The differences are, perhaps, intangible. They are shades of difference, but as all advertising men know, shades of difference may break or make a selling campaign. Obviously, the British service agency is in the best position to appreciate and advise, on policy, copy-appeal, the package and the media. The fact that a firm like Saward, Baker & Co., Ltd., have held some of its accounts, and held them progressively, for a quarter of a century is convincing evidence of sound judgment and virile advertising.

British Commercial Art

The best British service agencies possess their own art departments, and the present high standard of British commercial art is in great degree due to the enterprise of the agencies' own studios. The art work of Saward, Baker & Co., Ltd., has played an important part in the success of its clients.

Advertising out-of-doors

Outdoor publicity has made remarkable strides in this Country within the last fifteen years, but as you travel Great Britain you will realise that effectively to use outdoor publicity calls for much discretion and knowledge. That is why Saward, Baker's outdoor publicity department has been so carefully manned and so carefully organised.

Helping the Retailer

Practically no advertising campaign of importance is now initiated here without preliminary trade effort and subsequent dealer-helps. Those agencies who know best the marketing conditions, are strongest on the subject of trade appeal.

It is important for American Companies to know that whilst it is difficult to sell to the individual in Great Britain—Britishers are more conservative—that disadvantage is more than counter-balanced by the amazingly compact nature of the market. If, in remembering that latter fact, you will also satisfy yourselves that the British service agencies combine judgment with alertness, you will not hesitate to discuss with one or more of them the possibilities of marketing your own products here.

They will be very frank and very fair with you. The Saward, Baker Organisation gives this undertaking for itself, knowing also that it is true of British agency practice in general. A cordial invitation is extended to you to visit Saward, Baker & Co., Ltd.

Saward, Baker

& CO., LIMITED, ADVERTISING FROM A TO Z

27 Chancery Lane, London, W.C.2

Telephone: Holborn 5528

Some Saward, Baker Advertising: Glaxo, Pompeian Toilet Preparations, Ovaltine, Gibbs Dentifrice, McClinton's Soaps, Nil Simile Footwear, Leyland and Birmingham Rubber Co., Cleeves Bros. Ltd., Fitu Corsets, Brown and Polson, etc.

BRITISH ADVERTISING HISTORY MADE IN MAIL ORDER CAMPAIGNS

Two of Britain's Largest Supply Houses Were So Founded—Catesby's Store Sells Everything, and Seed Merchant Ryder Popularizes Penny Packets of Garden Seeds

By PHILIP SMITH

Principal Director, Smith's Advertising Agency, London

MAIL-ORDER advertising in Great Britain is very different from mail-order in the United States. Americans take their advertising more seriously. By that I mean to say, they consider advertising as a profession whose pronouncements are worthy of careful attention. They have been brought up on that belief. They take advice from advertisements.



PHILIP SMITH

You never find an Englishman taking advice from advertisements. The last thing he admits is that he is influenced by advertisements. No sir! never read 'em. You have to get at an Englishman by subconscious impression. You have to get at him when he isn't looking—mentally. Unless you can catch your fish with the one first flick of the hook, he is off.

That is why mail order advertising in this country is so dependent upon experience. You cannot reason it out. You cannot say "I have studied the mentality of the British public and I am confident that the particular way I recommend is the one straight quick way to the public pocket." You cannot say this and be reasonably sure that your prophecies will come true. There is only one sure way and that is the way that has been tried before and found correct. And to find that one way, perhaps a dozen have been tried and have failed. No one can say why the dozen failed; no one can say why the one succeeded. It just happens, like our English weather.

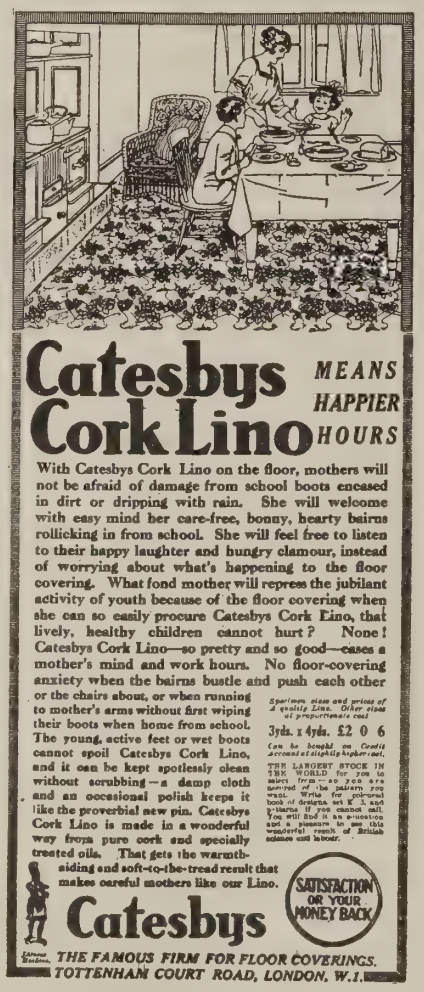
I recall one instance long ago when a clerk's error made one of Catesby's advertisements appear with the wrong block fitted to the wrong copy. The result was chaos, but that advertisement almost made a record in replies. I do not say this is a good principle to act upon in mail order advertising, but it illustrates my contention—you never can tell—in this country—you never can tell unless you know. The assistance of an old hand at the game is not only valuable, it is absolutely essential.

One other point to remember is that in Great Britain you are dealing with a certain class—not a certain class "socially" but a certain class "intellectually"; though for the most part the class does, I think, coincide with that generally known as "lower middle." There are thousands upon thousands in this country who would never dream of buying through the mail, even if you pelted them with full pages for a twelvemonth. You must know exactly where your potential customers lie and exactly how to reach them—economically.

Very important is this last word "economically." In mail order advertising every penny has to bring its pound. The margin of gross profit in the intensely competitive condition of today, is usually just enough for an advertising expenditure barely sufficient to bring in the results if properly used. Any sort of experimenting must be fatal. There simply isn't space for it. Not only must the mail order advertiser have a very, very shrewd knowledge of what media are most likely to bring him orders, he must also know what size of space is likely to furnish the largest ratio of orders in proportion to the cost.

If he does not know these things as result of his past experience I advise him to go to an advertising agent who does. And this I recommend all business men from the States to do. However large their knowledge of their own country may be, it will avail very little in this.

So far I have dwelt on the less attractive aspects of mail order advertising in Great Britain. I have dwelt on them because I have seen so many promising ventures go under simply and solely through mismanagement. And every year that passes, as I have said, makes the chances of mishandling greater and the penalty more severe. But on the other side of the balance you can put this cheerful thought: that when you do get on the right side of the British public, you will find them not only generously responsive but unshakably loyal. Your success will not only be great—it will be permanent.



Happy style in advertising success.

Take Catesbys for instance. Catesbys mail order success (which made advertising history in this country) was due to two strokes of genius—one serious, the other frivolous. The serious one was the system of payments by easy instalments. I am not sure whether Catesbys actually invented this system. I am sure that they were the first to put it boldly before the public and to announce a fixed schedule of terms.

Here you have the foundation of mail order success; something good and new to offer to the public. For it must not be forgotten that the goods they offered in easy payments were worth paying for. However clever their method of getting their cork linoleum on to the floors of people's houses it would not have carried them over a year of business had not that cork linoleum stood years and years of wear.

In mail order business, no less than any other form of trading, must the quality of your goods be up to standard, or beyond it. This then was the basis on which Catesbys started to work.

The way in which they presented their effers to the public was the second stroke of genius, which I have called frivolous. They cloaked their advertisements in a simple sort of humor, a sort of amiable nonsense which every one could understand and which came to be known as Catesby's "drolleries." I have been told that the association of nonsense with advertising is dangerous. Well, it may be, but it wasn't dangerous for Catesbys.

When we first became associated with them they were occupying a small single-windowed shop in Tottenham Court Road. Now on an extension of the same site they have premises which constitute one of the six great London stores.

Perhaps a little lapse from modesty may be allowed even to an advertising man, who is expected to devote all his energies in that direction to his clients. But I am really and genuinely proud of my association with Catesbys and what has been perhaps the greatest and most satisfactory mail order success of its time. No amount of theoretical science could have foretold the issue, neither can it explain it. It was simply a venture that succeeded; and it has taught those who, like myself, were privileged to take part in it more about mail order advertising than all the theory that was ever written.

Turn now to Ryders, the famous seed merchants. They also had a sound proposition to present to the public. There were tens and tens of thousands of householders in the big towns throughout the country with small gardens tacked on to their houses which they were not sure what to do with.

Ryders offered them a simple way of turning these gardens into little paradises of summer flowers, or into miniature market gardens, by the simple expedient of penny packets of seeds through the post. It was a service that was needed—its success depended only on the method of making it known. I have placed full pages for Ryders costing $6,000 a page, which have paid for themselves over and over again in orders for penny packets of garden seeds. Think of what that means in individual responses to one advertisement! That shows the possibilities of mail order advertising in this country.

Robeys of Birmingham again had a more difficult proposition. They went straight into the cheap gramophone market. They tried to sell gramophones through the post. We have been advertising for them for 14 years and I suppose I am right in saying that their sales have gone into tens of thousands. I think I am also correct in saying that their advertising space has rarely exceeded four inches single column. Certainly this is the average. I am not one of those who believe that in advertising, results are scientifically proportionate to the size of space. I know that a moderate sized space provided it is used in the right way can produce satisfactory results.

But over my shoulder I seem to hear the remark, "Ah, yes, but in the past mail order advertising was a very different thing from what it is today. Circumstances have changed. Money is scarce. The costs of running a scheme are greater; advertising costs are greater. And what is more, a large part of that section of the public which was a fertile field for the mail order advertiser has changed its habits. Its standard of comfort has risen and the scope of the big stores has been enlarged to cater for it. . . . Circumstances have changed."

Have they? I know my own clients—and a man can only speak from his own experience—are doing as well as, or better than, they were doing before the war.

The mail order advertiser in this country requires no greater courage today than 20 years ago—and his chances of success are just as good.

A letter to our American Friends

ADDISON HOUSE,
26 Bedford Street,
W. C. 2.

Gentlemen:

The purpose of this communication, other than to send you greetings, is to introduce the quality of the allied service offered by the Westminster Advertising Service, Ltd., and May's Advertising Agency, Ltd.

The organization we place at your disposal is built upon lines that assure efficiency. The keystone of our policy is personal service.

Should you place your advertising with us, your requirements having been studied, the account would be taken in charge of personally by one of the four principals: viz., The Rt. Hon. G. H. Roberts, P. C., Edgcumbe Brighten, Kenneth Blundell, or Ralph Newton May.

At frequent intervals the principals, together with the expert members of their staff, confer on all accounts handled from this address. Thus your needs are under constant review, and the knowledge, experience, and ideas of each are pooled for your advantage. Scientific advertising is not a matter of routine. It calls for close study, continuous attention, and the invigorating infusion of fresh and original ideas.

To give our clients the service to which they are entitled, we have co-ordinated every necessary phase of advertising. We are equipped to undertake newspaper and periodical advertising, outdoor publicity schemes and printing. Research merchandising plans and sales consultations, the preparation of "copy" and advice on art policies are included in our service.

An advertising agency fails unless it is inspired by the pride of achievement, resulting from the ever-growing prosperity of the clients for whom it acts. We measure our own success by that of those many satisfied clients who entrust their business to us.

Give us the opportunity of discussing this matter with you. One of our principals will call upon you at your convenience, when our advice will be freely placed at your disposal.

Yours faithfully,

Geo. H. Roberts
Chairman.

WESTMINSTER ADVERTISING SERVICE LTD.
in association with
MAY'S ADVERTISING AGENCY LIMITED.

Telephone: Regent 8020 (6 Lines)
Telegrams: "Westmiads, London."

WOMEN IN BRITISH ADVERTISING

By ANNE MEERLOO

(Managing Director, Meerloo Publicity Service, London)

ONE of the businesses which is least regarded as woman's sphere in Great Britain is the business of advertising; possibly because it is, comparatively speaking, a new profession, or is regarded with more seriousness today than it has ever been before. If, ten years ago, a woman had set up for herself in advertising and had endeavored to persuade firms of any standing to place their appropriations with her, or to consult her, she would have received no encouragement, and would probably have been confronted everywhere by the attitude which is expressed by the time-worn remark that "woman's place is in the home, minding the babies." At the best she would have been merely tolerated.

Now in these more enlightened times, the woman has taken her place in business on equal terms with the man, has fully justified her existence, and, as a rule, receives the same consideration and attention that is accorded to her so-called "mental superiors."

Advertising is one of those professions which have been in the past, particularly conservative in such matters. It is only within the last four or five years that women have gained any footing on this field, Today women occupy a number of important administrative positions in advertising, and I think the number will increase.

Advertising is intended to appeal to so many different types of people—its scope is so varied, and the psychological side of life plays so important a part, that the particular sense which is exceptionally well developed in woman—that instinctive gift of judgment—some would call it intuition—is very valuable.

In England, among the women holding important posts and controlling large advertising interests, is the Advertising Manager of one of the oldest and most important weekly journals in the country. A big firm of printers also has a woman at its head, and a woman runs the advertising department of one of our big motor-car manufacturers. Another indication of the fact that women are entering into the advertising world is that there are now in existence several clubs composed solely of advertising women, and that a representative number have been appointed to sit on the International Advertising Convention at the Wembley Exhibition. I think that is proof (and a "bouquet" at the same time) that they have a voice in the "selling organization" of this country, just in the same way that they have a voice in the affairs of the state.

As we all know, women were regarded as incapable of doing anything except looking after the home, and one can appreciate the disadvantages to which advertising women were subjected in the eyes of the masculine world.

First of all, in an advertising agency, there is a study of manufacturing methods of the article to be placed on the market. There is to be considered the law of supply and demand, the selection of their suitable market, their greatest attraction over competition, selling price, packing and so on, before the work of the actual advertising of that article can be commenced.

Then there is the financial aspect of an advertising agency. It is not an uncommon thing for an advertising agent to have as much as £30,000 outstanding on his books at the end of a single month's trading. Now whoever heard of a woman who would risk her capital in that way, when she could buy jewels and motor-cars and other necessities of life!

Again, there is a mass of detail work to look after, such as fierce bargaining with newspapers for good positions next to "live" news matter. There are ideas to produce, drawings to be made, blocks for printing, the illustrations, and then a kind of literary jugglery in the shape of making each word in the advertisement worth 5/— or a £ in order to bring orders for the goods. But who could be better fitted to do this work than a woman? For is it not the women who actually influence advertising, because practically every advertisement that is written is written to appeal to the women? Whether directly or indirectly everything that is sold is purchased, or the purchase is influenced, by a woman.

Think of the things one buys for one's own use, whether luxuries or necessities. Take soap for instance. How many go into a chemist's shop and say, "I want a tablet of soap, please"? You say, "Let me have a tablet of Vinolia, or Palmolive or Erasmic soap"—whatever you have tried before or have heard or read about. We try out an article we have heard about and if we like it we continue to use it.

It isn't enough to advertise an article largely, in the hope that it is going to have a prosperous and steady sale. You must have a good article, because you might deceive women into buying once and, if it isn't good, the advertisements can say what they like, we shan't go on using it.

There is no question that the advertisements in England are truer, more genuine and more faithful to facts than the advertisements in any other country in the world.

Manufacturers in this country are scrupulously careful or, at least, those I have had dealings with—that no words should be written in connection with their goods which they cannot substantiate. I am not altogether sure that this is entirely due to the integrity and honesty of the manufacturer, but I think it is the fact that when they are advertising to the women of this country, they will be very readily "found out" if they embroider their story extravagantly; so I might claim that women, therefore, influence in this way better advertising and a higher standard of business morality.

I hope I am not painting too vivid a halo around our heads when I make this somewhat sweeping statement, or, in any way casting aspersions on the business morality of the sterner sex. Nevertheless I think we can claim this for ourselves. There is no doubt that the women of this country are the absolute dictators of advertising. Very largely all the millions of pounds which are spent annually in advertising are directed to appeal to women. Consider such things as clothes, hats, shoes, toilet articles, sweetmeats, domestic articles, baby foods and motor-cars—even commercial vehicles and industrial implements. Here again, woman's influence is behind most of the purchases, if one goes deep down to the root of the matter. Even steamships and railway companies have their appeal to the woman, because, even if she does not actually make the journey herself, she influences her menfolk to do so.

In the avoidance of such untoward happenings woman's instinct of carefulness in business is often used to advantage. And that is one reason why the sphere of woman is widening every day in Britain—a country in which women have an opportunity of entering that sphere to which they are best and most aptly fitted.

Birthday Greetings

To EDITOR & PUBLISHER:—Congratulations on your twelfth anniversary!

Congratulations on your service idea!

Congratulations on the manner in which you have developed EDITOR & PUBLISHER!

Here's hoping that you may have many, many more 12-year periods that are as full of accomplishments and developments as the past.

GILMAN, NICOLL & RUTHMAN,
L. GILMAN.



COMPLETE OFFICIAL LIST OF AMERICAN DELEGATES AND LONDON HOTEL ADDRESSES

WHO'S who among the American delegates to the Twentieth Annual Convention, A.A.C.W. and where can they be located in the Hotels of London?

EDITOR & PUBLISHER herewith presents a complete, official list of the American overseas legion, classified according to hotels.

See steamship passenger list for the names of your fellow-passenger associates in advertising and after you have reached London keep track of them through the following classification:

HOTEL BELGRAVIA

Mr. F. M. Farrar, New York.
Mr. Paul W. Gardner, Pennsylvania.
Mr. Clarence B. Lovell, New York.
Miss M. Sitgreaves, Washington, D. C.
Mr. E. J. Mchren, New Jersey.
Mrs. E. J. Mchren, New Jersey.
Mr. & Mrs. Chas. H. Brook, New Jersey.
Mr. & Mrs. H. C. Bursley, New Jersey.
Mr. & Mrs. J. D. Bates, New Jersey.
Mr. J. D. Bates, Jr., New Jersey.
Mr. Avery Bates, New Jersey.
Mr. & Mrs. Gustav Zeese, New York.
Mr. & Mrs. J. A. Fueglein, Kentucky.
Mr. & Mrs. J. B. Fueglein, Kentucky.
Miss Sarah M. Huddleson, Washington, D. C.
Miss Mary D. Arnold, Washington, D. C.
Mr. & Mrs. O. T. Harris, New York.
Mr. & Mrs. H. C. Brearley, New York.
Mr. H. H. Pennock, New York.
Mr. E. Porter Wylie, New York.
Mr. H. H. Hebert, Spokane, Wash.
Mr. G. W. Roche, Spokane, Wash.
Mr. R. J. Danson, Spokane, Wash.
Mr. Ben Cohen, Spokane, Wash.
Mr. & Mrs. I. S. Holbrook, New York.
Mr. A. J. Beecher, Connecticut.
Mrs. A. J. Beecher, Connecticut.
Mr. F. L. Belt, New York.
Mr. J. B. Fletcher, New York.
Mr. & Mrs. John Sullivan, New York.
Mr. W. M. Lester, Massachusetts.
Mr. Ed. W. Stack, Massachusetts.

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Mr. & Mrs. Arthur W. Winter, Michigan.
Mr. & Mrs. H. B. Grimm, Michigan.
Mr. & Mrs. J. S. Van Alstyne, Michigan.
Mr. & Mrs. Peters, Michigan.
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Mr. Fred T. Grenell, Michigan.
Mr. Edward E. Rothman, Michigan.
Mr. & Mrs. Geo. M. Slocum, Michigan.
Mr. & Mrs. Chas. A. Brownell, Michigan.
Mr. & Mrs. Clinton F. Berry, Michigan.
Mr. & Mrs. B. G. Koether, Michigan.
Mr. & Mrs. George Willens, Michigan.
Mr. & Mrs. Chas. M. Voelker, Michigan.
Mr. & Mrs. H. Howard Flint, Michigan.
Mr. Flint, Michigan.
Mr. Flint, Michigan.
Mr. & Mrs. Fred J. Woodruff, Michigan.

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Miss Mildred L. Smith, New York.
Miss Emma Smith, New York.
Mr. & Mrs. F. B. Peach, Spokane, Wash.

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Mr. Baldwin Krahmer, New York.
Mrs. Albert Squier, New York.
Mrs. Hattie Waxberg, New York.
Mrs. Mary Lewis, New York.
Miss M. Webber, New York.
Miss Selma A. Wickert, New York.
Miss M. B. McKellar, New York.
Mr. R. H. Wevill, New York.
Mr. R. F. E. Colley, No. Dakota.
Mrs. M. Weller, New York.
Miss Celia Kahn, New York.
Miss Mae Roman, New York.
Mr. J. A. Hyams, New York.
Miss M. Kallfelz, New York.
Miss Marian H. Smith, Florida.
Mrs. J. P. Holbrook, Florida.
Miss Esther Lyman, Connecticut.

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Miss Catherine McNelis, Pennsylvania.
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Miss Anna Mackin, Pennsylvania.
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Miss S. M. R. O'Hara, Pennsylvania.
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Mr. Frank H. Burgess, Wisconsin.
Mr. J. H. Fox, California.
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Mr. & Mrs. Wm. L. Rickard, New York.
Miss Alice J. Brown, New York.
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Mrs. Eva J. Bacher, Texas.
Mr. J. M. Cecil, Virginia.
Mr. M. Richter, Texas.
Miss R. Jacobe, Texas.
Miss M. Patton, Texas.
Mr. D. L. Ballich, Texas.
Miss Jeannette Grumbach, Texas.
Miss Rose Freidlander, Texas.
Mr. Paul L. Wakefield, Texas.
Mrs. Burton Davis, Texas.
Mr. Roy Kiesling, Texas.
Miss H. Cottrill, Texas.
Mrs. H. Cottrill, Texas.
Mr. J. A. Dawson, Texas.
Mrs. Martha Lawson, Connecticut.
Mrs. John W. Graham, Texas.
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Mr. W. H. Winerich, Texas.
Mr. Oscar Holcombe, Texas.
Mrs. Oscar Holcombe, Texas.
Mr. John A. Grant, Florida.
Mrs. Gertrude Morrison, Texas.
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Miss Lillian Rockwell, Texas.
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Mr. R. H. Cornell, Texas.
Mr. R. M. Farrar, Texas.
Miss Margaret Pedan, Texas.
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Mr. Henry Robards, Oklahoma.
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Mr. T. K. Lamb, Ohio.
Mr. Herbert M. Morris, Pennsylvania.
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Lieut. Robin B. Pape, Connecticut.
Mr. & Mrs. Chas. W. Edwards, New Jersey.
Mr. & Mrs. James H. Ross, Pennsylvania.
Mr. & Mrs. Albert A. Dorn, Ohio.
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Mr. & Mrs. Russell Jacobs, Texas.
Mr. V. A. Corrigan, Texas.
Mrs. Corrigan, Texas.
Miss Corrigan, Texas.
Miss Katherine Cornell, Michigan.
Miss Marie Yeats, Michigan.
Miss H. Ryan, Michigan.
Mrs. Irene Stoops Terry, Michigan.
Mrs. Helen P. Boyd, Kensas.
Mrs. L. O. Dalton, Kansas.
Mr. & Mrs. W. S. Patton, Texas.
Mr. & Mrs. A. C. Pancoast, Texas.
Mrs. Simon Roos, Texas.
Miss Cora Roos, Texas.
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Mrs. E. A. Peden, Texas.
Miss Stella Peden, Texas.
Mr. & Mrs. Dale Rogers, Texas.
Mr. & Mrs. W. A. Ryan, Texas.
Mr. & Mrs. J. M. West, Texas.
Mr. J. M. West, Jr., Texas.
Mr. Wesley W. West, Texas.
Mr. & Mrs. Lowry Martin, Texas.
Mr. J. W. Neal, Texas.
Mr. J. O. Cheek, Texas.
Mrs. R. M. Farrar, Texas.
Miss M. Farrar, Texas.
Mr. R. E. Lent, New Jersey.
Mr. G. M. Hartt, New Jersey.
Miss K. R. Stricker, Texas.
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Miss Ruth Pearse, Milwaukee, Wis.
Mr. H. A. Hill, New York.
Mr. Geo. E. Graff, Pennsylvania.
Mr. W. J. Morton, New York.
Mr. Elbert Fybush, New York.
Mr. Charles Forbes, New York.
Mr. Carlton Eberhardt, New York.
Mr. Joseph Linahan, New York.
Mr. Albert Piret, New York.

HOTEL VICTORIA

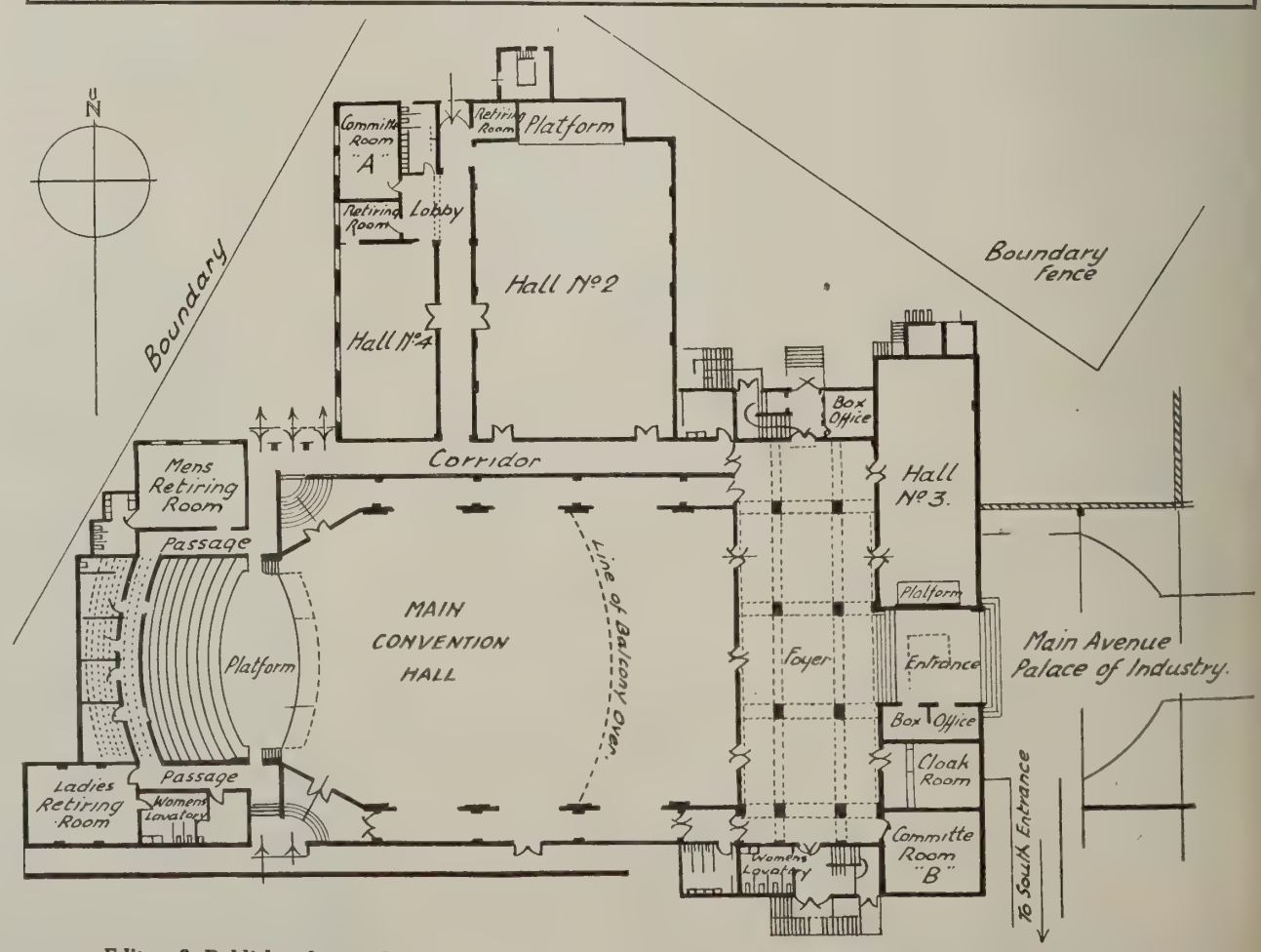
Mr. M. F. Aronhime, Kentucky.
Mr. Chas. F. Radley, New York.
Mrs. H. M. Levy, New York.
Miss Eleanor Story, Pennsylvania.
Miss Elma Olin, New York.
Mr. Edw. Everett Pidgeon, New York.
Mr. John U. Wisotzkey, Pennsylvania.
Mr. & Mrs. John R. Demarest, Connecticut.
Mr. & Mrs. Oswald B. Carson, New York.
Mr. & Mrs. Richard C. Hackstaff, New York.
Mr. & Mrs. Howard C. Story, Pennsylvania.
Mrs. E. M. Klingel, Baltimore, Md.
Miss H. Embert, Baltimore, Md.
Miss M. Livingston, Baltimore, Md.
Miss M. Armiger, Baltimore, Md.
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Mr. & Mrs. J. D. Lorentz, New York.
Mr. & Mrs. George S. Scudder, Pennsylvania.
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Mr. & Mrs. Frank C. Goldner, Pennsylvania.

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Mr. M. E. Oettinger, Pennsylvania.
Mr. B. F. Wolfinger, New York.
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Miss Thrift, Ohio.
Mr. W. S. Weitzell, Tennessee.
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Mr. & Mrs. Chas. Rosenthal, Tennessee.
Mr. & Mrs. Geo. W. Stearns, New York.
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Mr. C. A. Stinson, Pennsylvania.
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Mr. Louis Dyer, Minnesota.
Miss Helen Waldo, New York.
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Miss Rosa B. Hexter, Virginia.
Miss Mary Hexter, Virginia.
Mr. Ralph R. Mulligan, New York.
Mr. Ralph P. Mulligan, New York.
Miss Sadie Emanuel, New York.
Miss Alice Emanuel, New York.
Miss Irene Donath, New York.
Miss B. Berger, New York.
Miss Bertha M. Becker, New York.

(*Continued on page* 54)

FLOOR PLAN OF CONVENTION HALL



Editor & Publisher herewith presents a comprehensive floor plan of the Convention Hall at Wembley

When you come to

ULSTER

Intimate intercourse with your own Kith and Kin in the Homeland of so many of your illustrious ancestors will quickly convince you that the Golden Gate of this fertile British territory is the

Belfast Telegraph

"The Paper Portal of Ulster Trade"

This is the newspaper that goes into the homes of the people—North, South, East and West, and what is told in its pages is told all over the most flourishing province of the Emerald Isle. For this reason the advertisement columns of the "Belfast Telegraph" are a very big factor in the success of any British or Irish campaign.

For Rates and Circulation Map apply to

THE ADVERTISEMENT MANAGER

Belfast, or 43 Fleet Street, London, E.C. 4

OFFICIAL LIST OF AMERICAN DELEGATES

(*Continued from page 52*)

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Miss Marion Davis, Maine.
Miss Esther Harriss, Maine.
Mr. Fred Anthoensen, Maine.
Mr. Chas. T. Nelson, Maine.
Miss Mary H. Norris, New York.
Miss Jane J. Martin, New York.

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(*Continued on page 94*)

District Fourteen Pledges Its Support for "Houston—1925"

At annual meeting District Fourteen, held May 8th, following resolution, "that this meeting of District Fourteen of the A. A. C. W. pledges itself to support the Advertising Association of Houston in its endeavor to secure the Nineteen Twenty-Five Convention of the A. A. C. W. for Houston and stands by the promise given by the District representatives at Atlantic City to record their votes in favor of Houston," carried unanimously.

Signed C. HAROLD VERNON,
Chairman District No. 14

ADVERTISING ASSOCIATION OF HOUSTON

Houston Next—1925

CONVENTION DELEGATES

A BROAD view of the practice of advertising in Great Britain necessarily includes appreciation of the predominant position occupied by

The Daily Mail

(London)

WORLD'S LARGEST DAILY NET SALE

So widespread is the influence of this great national newspaper that it constitutes in itself a complete campaign for the United Kingdom.

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Greeting!

In proportion to its circulation **"The Daily Chronicle"** sells more copies in London than any other British daily Newspaper.

"The Daily Chronicle," therefore, may well claim to be London's representative Newspaper, and on its behalf I extend a warm welcome to the men and women of the American delegation.

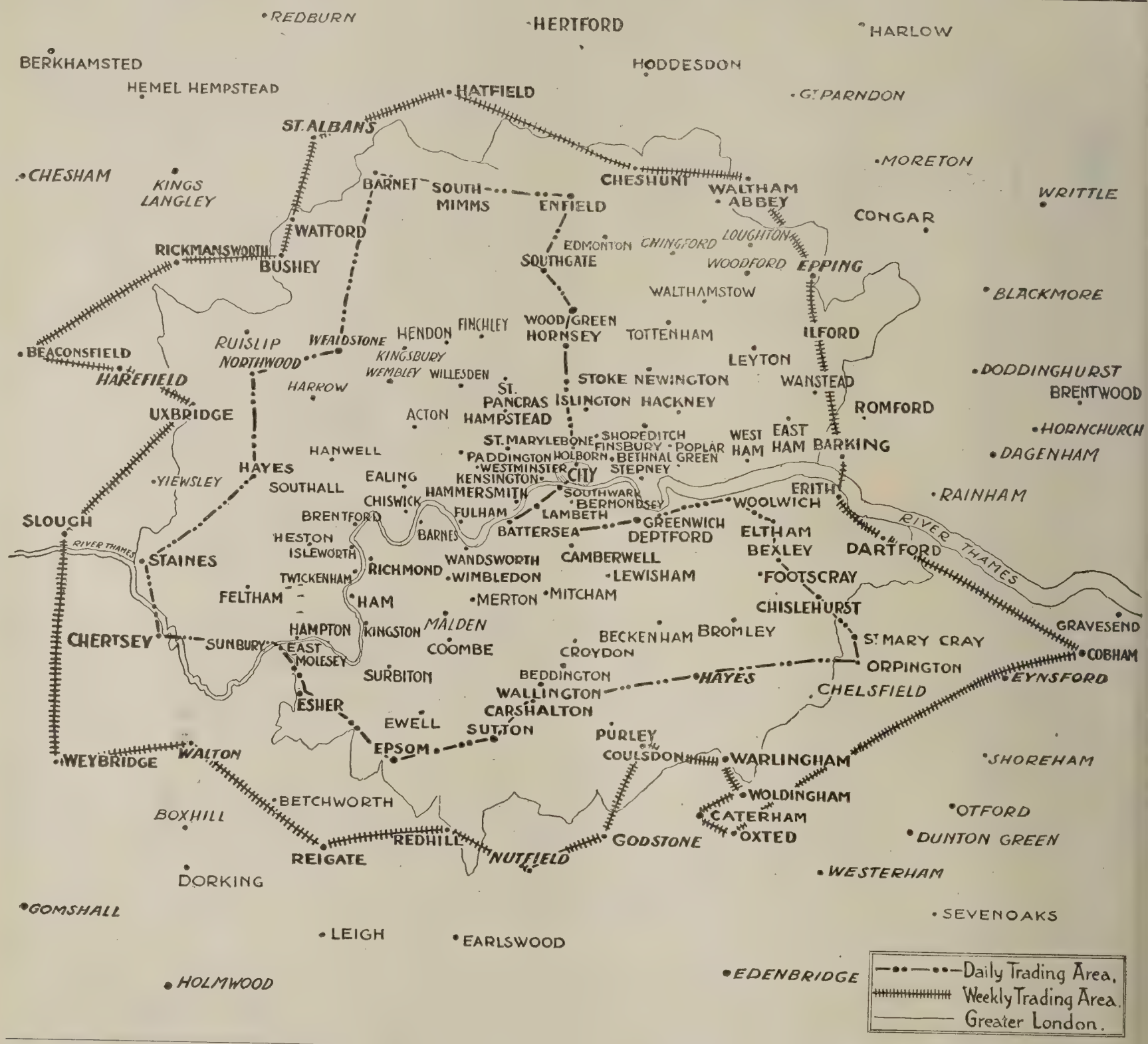
Horace Sumner

Advertisement Director

The Daily Chronicle

SALISBURY SQUARE
LONDON, E. C. 4

LONDON IS THE WORLD'S CITY OF CITIES



LONDON is a city of cities, a repository of wealth, culture, historic interests and the lodestone of British Imperial enterprise.

As the center of the British Empire it naturally carries within its borders the headquarters of the greatest financial, commercial and artistic interests of that Empire, and no business enterprise in any quarter of the globe can be said to have attained success in these days without adequate representation in the City of London.

Perhaps to Americans the most convincing feature about London's commercial importance is the fact that so many American houses—financiers, manufacturers, and producers—are centered upon that city as a point for the exercise of their European or British developments.

The City of London proper is but an area of 678 acres with a taxable assessment of £5,808,818 (1920), and a population of 13,706; the Administrative County of London (excluding the City) covers an area of 74,172 acres with a taxable value of £39,788,071 and a population of 4,469,453.

The richest of the London areas is that of Westminster, created the City of Westminster by the Royal Charter in 1900. It includes within its borders some of the finest buildings in London, among them the Houses of Parliament, Westminster Abbey, the Westminster (Roman Catholic) Cathedral, the Law Courts, Buckingham Palace, St. James' Palace, and the principal Government buildings—the Admiralty, War Office, Treasury, Home, Foreign and India Officers, etc. It also includes the fashionable residential districts of Mayfair and Belgravia.

London has no skyscrapers, its buildings being rarely higher than ten floors. But what the architecture lacks in height it possesses in beauty and dignity, many fine buildings, of historic interest in particular, being dotted throughout the City and West-end.

A fine avenue, broad and spacious, is the Victoria Embankment, running along the River Thames from Blackfriars to Westminster, from which a fine vista of the river, with such buildings as St. Paul's Cathedral, the Houses of Parliament and the County Hall (the new seat of the London County Council), standing out against the skyline. The residential thoroughfares of highest rentals and estate values are Park Lane (running on the east side of Hyde Park) and Berkeley Square.

The parks and open spaces of London are popular places of resort, the larger parks of the Administrative County covering a total of some 1,672 acres. Regents Park is the largest of them all (472 acres) and houses the Zoological Gardens and the Botanic Gardens. But Hyde Park and Kensington Gardens (separated only by a railed fence) cover a larger area (630 acres) and are the fashionable parades of society—the Hyde Park "church parade" and Rotten Row being the Sunday rendezvous of many smart London folk. St. James's Park is small but has a semi-official character, running as it does between Whitehall with its Government buildings, and Buckingham Palace. The Green Park is another small park adjoining St. James's Park, and these four parks are so placed that it is possible to walk across London from Westminster, through St. James's and Green Parks, cross the thoroughfare of Piccadilly, and through Hyde Park and Kensington Gardens either to High street Kensington or Notting Hill gate—a leafy stroll of some four miles. There are numerous other parks, Battersea Park (200 acres), in South London, Victoria Park (217 acres) in North London, Finsbury Park (115 acres) and 142 further open spaces.



About the Hulton Group

The re-organization of the Hulton Group of newspapers has in no way affected their usefulness, singlely or collectively, to American advertisers who desire to establish their products in the British Market.

ALTHOUGH under three separate directorates, there is still a friendly working arrangement (as this advertisement demonstrates) to the benefit of present or potential advertisers. The papers are re-grouped so that each is peer of its own particular realm.

For example, the DAILY SKETCH and the ILLUSTRATED SUNDAY HERALD is the strongest combination of picture papers, having an exceptional feminine appeal and great home influence, outstanding in their sale-creating force for every kind of commodity from toilet products to wireless equipment.

THE EVENING STANDARD is London's greatest evening journal. It circulates in London, Greater London and for fifty miles around, enjoying the support of the well-to-do readers of London's Eight Morning Papers.

The DAILY DISPATCH, EVENING CHRONICLE combine to cover that wealthy industrial zone represented by Lancashire, West Yorkshire, The Potteries, Cheshire and North Wales.

The SUNDAY CHRONICLE is the choice of the good middle class public and an essential item of every National campaign. The EMPIRE NEWS is the premier mail-order medium with a National circulation. These journals together with the WORLD'S PICTORIAL NEWS, ATHLETIC NEWS, SPORTING CHRONICLE, IDEAS and the several weekly publications, combine to give the American advertiser a group of publications sufficient for an effective campaign in Great Britain.

All communications to be addressed to

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AN

EIGHT DAILY & TWENTY W

BIRMINGHAM.



Newspaper House, Corporation Street, Birmingham.

The Largest Provincial City and the Capital of the Midlands. The Centre of an Area with a population of 4,000,000. The City of 1,200 Industries This means that severe Trade depression is not experienced.

"BIRMINGHAM GAZETTE." Recognised as the Leading Morning Newspaper.

"EVENING DESPATCH." The Progressive Evening Paper, which is to be found everywhere within 30 miles.

"SUNDAY MERCURY" The only Sunday paper printed in the Midlands. Noted for its late news services, features and exclusives.

"SPORTS ARGUS" (Saturday Night).

NOTTINGHAM.

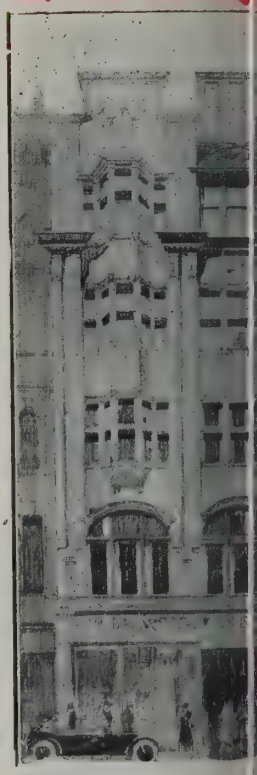


Newspaper House, Parliament Street, Nottingham.

Nottingham, situated in the very centre of England, possesses insurpassed railway and waterway communication, coal supplies on her doorsteps, and many important industries: Lace, Hosiery, Drugs, Tobacco, Engineering, Coal Mining, Printing, Brickmaking, Brewing, and Malting.

The "Nottingham Journal," with a certified net sale of over 42,000 copies daily, guarantees by far the largest circulation of any morning paper in this area. Together with its associated evening paper—the "Evening News"—it thoroughly covers the North and East Midlands.

LO ADVE HEADQ



Westminster Gazette.

"The Westminster Gazette" contains all the news from all the world daily, and occupies a position of unrivalled influence. Is well informed, authoritative, reliable. Famous for its early and exclusive information, the leading features include special articles by the most brilliant writers, Parliamentary and Political reports; City, financial, and industrial news; art, music, and dramatic criticisms; book reviews, sports and pastimes, Ladies' page, serial story, news-pictures, etc. It is the best and most complete Morning Newspaper of the day.

NEWSPAPER HOUSE, 169,

LARGEST LINOTYPE USERS IN TH

YORK.

The "Yorkshire Gazette," in addition to being the only weekly paper for the City of York and surrounding district, is published in separate editions respectively for the Thirsk, Malton and Ryedale Valley area, one of the most important agricultural districts in Yorkshire, and also for the Cleveland and Whitby Division of the North Riding of England's greatest County. The "York hire Gazette" is one of the oldest weekly papers in the country and in addition to selling very largely in York City and the immediate district, with its industrial, engineering and confectionery connections, has a really excellent sale amongst agriculturists.

DURHAM.

Durham County, with a population of 1½ million people, is the third most thickly populated county in the Kingdom, and its coal fields are world famed. Railways were first laid down in this area, and the county has a reputation of long standing as a rich agricultural area. Engineering and iron working are ever large wage-producing industries in this busy part of North East England.

WEST STANLEY.

The "Stanley News and Consett Chronicle" is easily the dominant weekly paper for the whole of North-West Durham, one of Durham County's most important mining areas. There are at least 20 important coal mines in the district, each with a large number of employees, making up big industrial thickly-populated areas.

The "North West Durham Observer" and more recently the "Consett Chronicle," have been incorporated with the paper, which has increased its sales and influence in a truly remarkable manner during the past six years.

BISHOP AUCKLAND.

The "Auckland and County Chronicle," one of the oldest weeklies in the palatine, has a great sale in the county, and is published in three editions. The principal weekly paper for Durham County, and its sale and influence are far-reaching, covering as it does the other important centres of industry, Shildon, Crook, etc., as well as the agricultural areas of Weardale and Swaledale.

THE EAS

The Norwich Mercury
People's Weekly Journa
mouth Independent and
Fakenham Times," "
"Downham Market Ga
Sale of any Weekly
papers circulate in ev
and Hamlets in Norfol
all this area. Adverti
Manager, "Norwich
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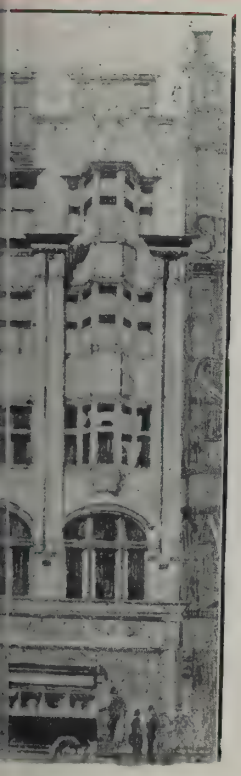
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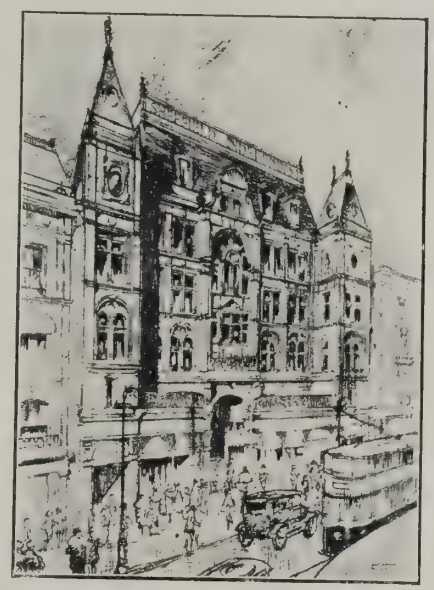


Westminster Gazette.

To the keen discerning advertiser "The Westminster Gazette" offers a medium of first-class business-producing value. Its readers comprise the purchasing classes, the very people who buy the bulk of the nation's high-grade goods. It goes directly into the home, and reaches the woman who buys for the household. Other advertisers have proved this by experience, and its columns carry the announcements of successful firms throughout the country.

STREET, LONDON, E.C. 4.

SHEFFIELD.



Newspaper House, Fargate, Sheffield.

Sheffield is the metropolis of a wonderful industrial area which includes South Yorkshire, North-East Derbyshire, and a goodly portion of Lincolnshire and Nottingham. The other important centres are Rotherham, Mexborough, Barnsley, Doncaster, Chesterfield, etc. This area is the home of world-renowned firms, Vickers, Cammell Lairds, Thos. Firths, John Browns, Edgar Allens, etc., etc.

It is this area on which the "Sheffield Independent" and its evening associate concentrate.

The "Sheffield Independent" has the largest certified net sale of any morning paper printed and published in Yorkshire.

DARLINGTON.



Newspaper House, Priestgate, Darlington.

The North-East Coast area is the principal iron and steel producing district in the country: the coal fields of Durham and Northumberland are world-famed, whilst the shipbuilding output from the Tyne, Wear and Tees construction yards is amongst the greatest in the world.

In this wonderful industrial area—the birthplace of railways—the "Northern Echo" dominates sales.

WHOLE OF THE BRITISH EMPIRE.

A "FIVE."

Norwich Mercury and Westoft Journal," "Yarmes," "Dereham and Watton Times," and far the Largest Net ed in Norfolk. The nearly 600 Villages fer Weekly Papers cover , on application from: rich. Each paper illus- ewell street, Norwich.

HEREFORD.

Advertisers making an appeal in Herefordshire and the Wye Valley have undoubtedly unlimited opportunities with whatever products they have for disposal

Hereford, with its population of 23,000, is directly connected with the following thickly populated Counties: Gloucestershire, Worcestershire, Monmouthshire, Shropshire, Breconshire, and Radnorshire, which are all famous for their agricultural enterprise.

Two of the oldest newspapers in the country are the "Hereford Journal" and the "Hereford Mercury," which are read with widespread interest throughout the whole of this district.

LINCOLN.

The "Lincolnshire Chronicle" ranks among the Weeklies as one of the most valuable mediums in the country. It has by far the largest circulation of any newspaper printed in the city of Lincoln, and for nearly a century has been the favourite paper of farmers and cottagers in practically every village in the county. thus while it is the sole means of publicity in the more isolated villages, it is also the principal medium for trading or official notices in the important industrial and county town of Lincoln and half-a-score of busy market towns, such as Grantham, Sleaford, Horncastle, Gainsborough, etc.

SWINDON.

"The Swindon Advertiser" (weekly) has a house-to-house circulation; the "Evening Advertiser" is the only daily paper printed between London and Bath.

Swindon, the headquarters of the Great Western Railway and the hub of the industrial portion of Wiltshire, numbers in or within a few miles of its borders half of the total population of the county. Since the war its proportion of unemployed to population has been lower than any other centre of industry in the country, and the railway work on hand and on order ensures a steady increase of employment for several years.

LANCASTER.

"The Lancaster Guardian" and "The Morecambe Guardian" are the largest newspapers for the area, never being less than twelve full size pages each. "The Lancaster Guardian" (now in its eighty-eighth year) enters nearly every house in the borough (40,000 inhabitants) and in addition has an extensive circulation for twenty miles around. It is pre-eminently a "family paper." "The Morecambe Guardian," a thriving "four-year-old," is the only week end paper in Morecambe and and Heysham, and already enjoys in that district a substantial circulation as a home journal

DS A HEARTY WELCOME TO ALL OVERSEAS VISITORS.

When you visit

GREAT BRITAIN

remember that one of every three of the Homes you will see contains, every Sunday, a copy of the

NEWS of the WORLD

certified NET SALE largely EXCEEDS

THREE MILLION

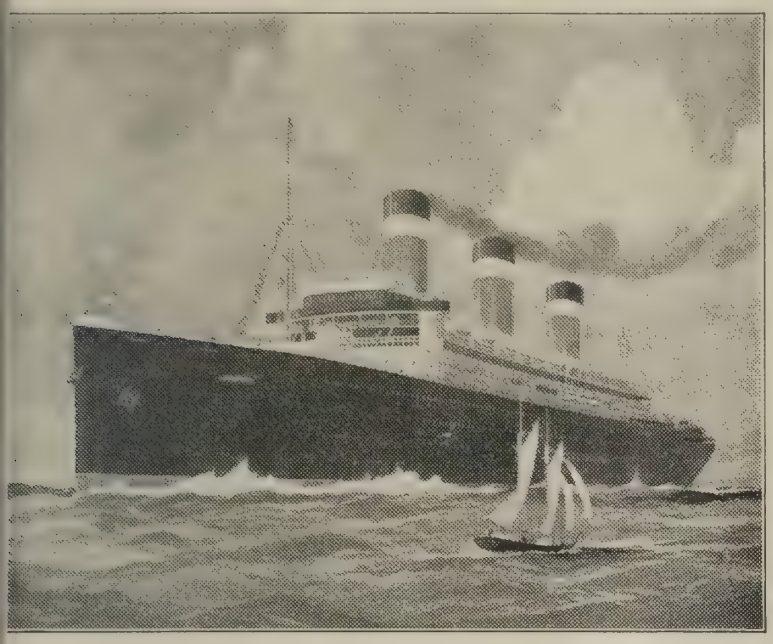
copies per issue

THE LARGEST CIRCULATION IN THE WORLD AND THE BEST ADVERTISING MEDIUM IN GREAT BRITAIN

THE NEWS OF THE WORLD
LONDON
ENGLAND

PROMISE OF 1923 THE REALIZATION OF 1924

LEVIATHAN



(From Editor & Publisher, May 19, 1923)

Resolved

That this Club invites the Associated Advertising Clubs of the World to hold its Convention in 1924 in London, and appoints a Committee to organize an Invitation Committee consisting of every interest in this matter.

The Thirty Club of London once made a Good Resolution. It was conceived by Mr. W. S. Crawford and put to the Club during his year of office as President in 1922. It is bringing the new Pilgrim Fathers to Atlantic City.

LANCASTRIA



Queens of America's merchant marine share with the Britain's mercantile navy the honor of bearing the delegates to London from the Western World. "George Washington" and "Leviathan" were names familiar to Americans and their Allies during 1918 and the days after the Armistice—as familiar as Pear's Soap or Armour's Ham. They were transports then with their chiefest glories the number of troops they could pack 'tween decks and the celerity with which they could debark their contingents at Brest and turn around for another trip to New York through mines and torpedoes. With equal, nay greater, facility, they have turned to their new mission—that of bearing ambassadors whose thoughts are concentrated on keeping the world in amity, that the currents of world trade on which the happiness of nations depend be not interrupted.

⚓ ⚓ ⚓ ⚓

Commissioned in 1907 as part of the great German fleet of pre-war days, the "Republic" now flies the flag of the U. S. Lines. With a tonnage of 18,072 and horsepower of 12,000, this ship which will carry the majority of the American delegates, is equipped to give them commodious accommodations and a comfortably fast journey.

One of the new Cunard steamers is the "Lancastria," a cabin ship of 16,000 tons, placed in commission this year. She was one of the two liners originally selected by the Associated Advertising Clubs of the World to carry the American contingent.

GEORGE WASHINGTON



Without precedent is the overseas excursion of more than 2,000 Americans to attend a business convention—advertising, as usual, leading the column of world trade.

REPUBLIC



LONDON—A SPECIFIC MARKET

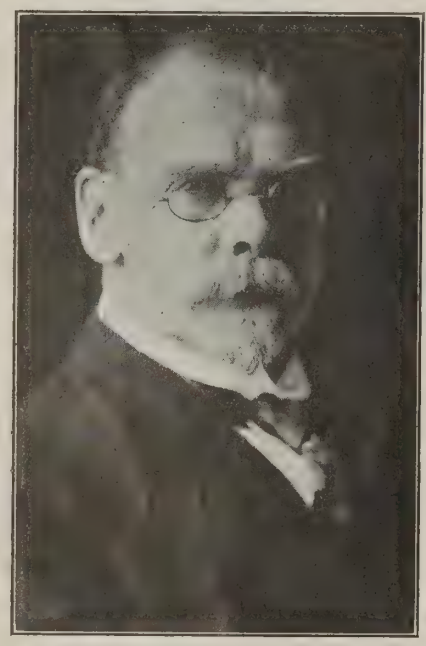
By SAMSON CLARK

(Chairman, Samson Clark Advtg. Service, London)

IT CANNOT be too often or too emphatically impressed upon American advertising directors and sales managers that the British markets differ in two or three essential respects from their own markets.

The main difference lies in the fact that our own population of rather more than 40,000,000 is enclosed within a comparatively small area, thus rendering it easy to get at. There is hardly a point that cannot be reached within 24 hours, and the richest and best is easily within a 12-hour journey.

One result of this is that London is the natural centre of advertising as well



SAMSON CLARK

as of distribution. It is safe to say that quite 80 per cent of national advertising is spent in London, possibly more.

Another result is that the great national and weekly newspapers have been able to build up enormous circulations thus for example, the *News of the World,* a Sunday paper, has a circulation of 3,000,000; the *Daily Mail* reaches nearly 2,000,000, being closely followed by the *Daily Express, Daily Chronicle,* and *Daily News,* each with a circulation approximating 1,000,000.

There are, of course, several large and important provincial newspapers that have to be taken into account when any national campaign is under consideration, but to cover London the big national newspapers have to be used, even though a great proportion of their circulation is throughout the provinces, say within a couple of hundred miles.

Although London, by reason of its density, affords a good market, this very advantage also involves one or two other points of difference from American conditions. For example, as we are still primarily a free trade country, London is the greatest free market-place of the world, and severe competition brings prices down to the lowest level, so that on any ordinary commodity it will be safe to reckon upon there already being rivals in the field.

Then again we have not anything like the same number of big general stores, either in London, or in our other big towns, such as are the rule in the United States. Trade is still done very largely through shopkeepers dealing in their own particular classes of goods; thus the grocer stocks only grocery goods; the hardware man will handle ironmongery almost exclusively; the men's outfitter is restricted to men's wear; most drapery houses deal with nothing but drapery goods, and so on.

Owing to the ease with which stocks can be obtained and replenished it is not the general custom on this side to buy in large quantities. The retailer expects the wholesaler to keep sufficient stocks to be ready on short notice to furnish supplies. The old days when a draper, for example, would arrange his season's orders at the beginning of the spring and autumn are to a large extent past. He buys, as a rule, from hand to mouth, as and when his stocks need replenishment. This is particularly so in the London area. Probably, of course, it applies to your own big towns, such as New York, Chicago, etc., but there may be many provincial manufacturing houses in America who would not readily realize the fact. Car-load deliveries of any commodity at one time are almost unknown on this side. They would only apply to a few of the very big houses, and then at prices cut sufficiently to make the lot tempting.

It is an axiom in the advertising field that the Londoner is the most difficult man, or woman, to secure through advertising. In the world of fashion, of course, the daily announcements of our big stores are watched with increasing interest by women, but in all other fields the populace is so well catered for in the dozens of shopping streets, that it takes a fair amount of advertising, plus a lot of personal work by travelers, demonstrations, etc., to get a proposition past the naturally conservative temperament of the Londoner.

London is unquestionably a big and rich market, but it has a peculiar temperament, just as I imagine your own towns have, but, in one particular, I should think we are notably different, that is to say—our people are slow to pick up new ideas and, as almost necessarily follows, slow to drop old ones, and unless due attention be paid to these idiosyncrasies a lot of unnecessary trouble will have to be endured by the man who determines to maket his goods here.

Just as no English agency would think of endeavoring to cover the American field without using the services of Americans on the spot, so I would strongly recommend our American friends to employ reputable and reliable English houses of this side, at least in the early stages of any proposed campaign, and most important of all, if possible, the ground should be viewed personally by the American sales manager before any attempt is made. The journey may be fairly costly but the cost would probably be quickly saved in the experience gained in handling any conceivable proposition. The present season is, without question, an excellent opportunity for such a visit and consideration of possibilities, as we can at the present time offer the advantages of the Empire Exhibition, which is far and away the biggest thing of its kind ever attempted in any part of the world.

This may strike some readers as a bold claim to make but I feel quite safe in making it, and, at the same time, urging that any merchant or manufacturer who contemplates establishing himself in the British market should do his utmost to come here and look round first in order that he may arrange his plan according to our conditions and requirements.

LIVERPOOL—THE WESTERN GATEWAY

LIVERPOOL'S rapid development is akin to that of many cities of the Western world. Two hundred years ago, Liverpool was a small town of under 6,000 people, mainly fishing folk. Today, as revealed by the census of 1921, the population of Liverpool is 803,118, and with the adjoining boroughs of Bootle, Birkenhead, and Wallasey, which with Liverpool form one commercial community, the population is 1,115,939. The possibilities today are well-nigh, illimitable; the prospects are brighter, and the chances are that in the years to come the city will attain to an even more splendid position than it now has owing to the indomitable pluck and steadfast loyalty of its citizens.

Liverpool owes its importance and rapid growth in population and wealth to its favorable geographical position and its magnificent harbor. It is the natural gateway of the West. Through its portals passes one-third of the total imports of Great Britain, and its exports far exceed those of any other port in the country, including London. Its huge export trade is due to its nearness to the teeming industrial regions of Lancashire, the West Riding of Yorkshire, Staffordshire, and the Midlands.

The Liverpool docks extend along the river for six and a half miles, and possess 27 miles of quays and a water area of 430 acres. On the opposite side of the river are Birkenhead docks—transferred to the Mersey Docks and Harbor Board in 1857, the year of its inception—with ten miles of quays and a water area of 172 acres. In 1800 about 5,000 ships entered the port; today the total is in the region of 25,000. The first commercial wet dock constructed in England was at Liverpool, when the Pool from which Liverpool derives its name was converted, in 1715.

With the opening of the 19th century, rapid development came with the adoption of steam to manufactures and transport, and the exploitation of the rich coal and iron deposits of Lancashire and the neighboring counties.

Two notable events stand out in this epoch. The first was the arrival at Liverpool, on June 20, 1819, after a 26-days' voyage, of the *Savannah,* the first steam-driven ship to cross the Atlantic.

Of equal significance was the opening, on September 15, 1830, of the first British railway—between Liverpool and Manchester. A train of 32 carriages, holding 732 passengers, and drawn by seven engines, left the first passenger railway station, which stood in Crown street, Liverpool, and duly arrived in Manchester, notwithstanding prognostications to the contrary by many who stoutly opposed the introduction of railways. In 1832 the line was extended, and four years later the famous Lime street terminus was opened. The year 1837 saw trains running from Liverpool to Birmingham, and 1838 brought London into railway touch with Liverpool.

In 1846 the London & North Western Railway was formed, and today Liverpool possesses a great network of railways facilitating the distribution of the huge volume of imports which enter the port, and bringing for shipment the still greater volume of exports manufactured in the adjoining industrial centres.

A riverside station was opened in 1895 for the convenience of Atlantic passengers, who previously had to cross the city by road to reach the various railway termini. During the war this riverside station proved invaluable in connection with the transport of troops. No fewer that 1,729,000 troops, in 3,706 trains, passed through Liverpool during the period of hostilities, and of this army the greater number entrained at Riverside Station, though the fact was known to only a small portion of the citizens of Liverpool.

The Landing Stage, another vastly convenient provision, has a length of nearly half a mile. It is a floating structure carried on iron pontoons. For transatlantic and other vessels movable gangways are used, and high level bridges have been provided for use in connection with the mammoth ocean liners. To accommodate these liners, splendidly equipped docks have been provided, and further extensions are now proceeding at the northern end. Some idea of the importance of the improvements now in hand may be gathered from the fact that the total cost is estimated at about £7,500,000. When completed, 55 acres will be added to the dock area of the port, and there will be nearly three miles of additional quayage.

It is as a distributing centre that Liverpool is pre-eminent, and in its enormous warehouses are to be found the products of every country in the world. The city is the home of shipowners, merchants, bankers, brokers, underwriters, buyers and agents, and ship store dealers. Of all the vast imports of Liverpool none approaches cotton in value, and after being spun and woven, the bulk of the manufactured goods from the looms of Lancashire are exported and again pass through Liverpool. It is also the port for the woolen manufactures of the West Riding of Yorkshire.

The provision trade, in point of value, ranks high in the imports of the port, and trade has been greatly helped by the cold storage accommodation. The cold stores of Liverpool present unrivalled facilities for the handling of all kinds of frozen and chilled produce, and consist of 8,000,000 cubic feet of space. So far as ice-making is concerned, machinery is laid down in Liverpool capable of supplying more than double the present demand. Nearly every country in the world supplies Liverpool with canned goods. The green fruit trade, too, is of enormous extent and the Liverpol fruit auctions attract buyers from all the big centres.

It would be a mistake to suppose that Liverpool deals with only the manufactures of other centres; it is a hive of industry and enterprise on its own account. For a century the shipbuilders on the Cheshire side of the Mersey have been, and they still are, able to cope with every forward movement in the shipbuilding and engineering industry. As regards ship-repairing, the Mersey stands pre-eminent in the Kingdom, and this is a great advantage to shipowners in that it is possible for them to have executed any kind of repair at short notice.

The milling industry has grown enormously within the last twenty-five years, and Liverpool has become the second largest milling centre in the world, running Minneapolis very close in point of importance. Allied to this industry are biscuit-making and the manufacture of cakes and confectionery, which have made rapid strides in Liverpool within recent years. The manufacture of compound cakes and meals, specially prepared for cattle fattening, milk producing, pig feeding, or for sheep, is a development of the seed, oil and cake trade, and represents a tonnage of over 400,000 tons per annum.

Another important industry in Liverpool is that of sugar refining. The industry dates back to 1667, but when the Continent started to make sugar from beets about 1855, the industry was menaced. Many British refineries then went to the wall, but Liverpool firms met the new situation with characteristic boldness, and it is computed that one Liverpool firm, also operating in London, now produces more than one-third of all the sugar refined in the whole country.

The manufacture of heavy chemicals and soap-making are two important industries in the district, and the influence of Liverpool extends over an area in which is perhaps a larger variety of crafts and trades than in any other of equal size. Among the smaller industries are sheet metal works, tobacco works, sawmills, furniture factories, bobbin mills, dye works, breweries, cooperages, and printing and bookbinding establishments, also the making of paints, matches, sails, printing inks, preserves, sweets, ropes, fine chemicals, waste-detecting and integrating meters, wire cables, etc.

Liverpool is a city of fine, stately buildings. The finest structure is undoubtedly the spacious and noble St. George's Hall, which, with its concomitant suite of the County Sessions House, the Walker Art Gallery, the Picton Reading Room and Library, the Museum, and the Central Technical Schools,

(*Continued on page 75*)

On to London!

The Associated Advertising Clubs of the World are cordially invited to hold their 1924 Convention in London, England.

Lever Brothers Company, Cambridge, Mass., have heard with the greatest interest of the proposal that the Associated Advertising Clubs of the World should hold their 1924 Convention in London, England.

They hope that the proposal will become a fact, thereby providing yet another link between the two great English-speaking nations of the world.

Should this Convention be held in London, Lever Brothers Company desire to issue a very cordial invitation to all the members to visit the far-famed village and works at Port Sunlight, Cheshire—the English headquarters of their company.

They know full well that the members will be received at Port Sunlight with a hearty welcome, and will find preparations made there to ensure that every moment of their visit is full of interest.



LEVER BROTHERS COMPANY
CAMBRIDGE, MASSACHUSETTS



So You're Going!

We reprint above the Invitation that appeared in our name on this page in the On-to-London Number of *Editor & Publisher* on May 19, 1923.

See all there is to be seen, hear all that Britain has to say, and profit by the thousand years experience that gives the "old country" her dignity and authority.

We sincerely hope that you will bear the above invitation in mind, assured as we are that Americans will be specially welcome at the Manufacturing Headquarters of Lever Brothers Ltd. Products —Port Sunlight.

LEVER
BROTHERS
COMPANY
CAMBRIDGE, MASS.

THE BRITISH WOOLLEN MANUFACTURING AREA.

BRADFORD

THE WOOL CENTRE OF THE WORLD

AN AMERICAN'S IMPRESSIONS.

When Mr. Claude Meeker was appointed U.S. Consul to Bradford, he was told by the State Department in Washington that Bradford was one of the most important Consulates under the United States Government.

It did not take him long to find that Bradford was the wool and woollen centre of the world. "There the wools of the universe seem to be gathered together," he wrote, "and it gathers the fleeces of the tropics as well as the coarser fibres of the North Countries. From North and South America, Mexico, and Australia, the countries of Europe and Asia, and even the Isles of the Sea, go to Bradford wools of every length and of every colour and description. . . The people of Bradford and vicinity wash it, comb it, sort it, card it, dye it, spin it and weave it into cloth, ship to the outposts of the world, and still not satisfied, they buy it back as rags from the junk shops and ash barrels of the universe, rend it into shoddy, and send it forth once again to clothe gay and careless humanity."

He found other things to interest him in Bradford besides wool, for he continues: "I had scarcely settled myself in comfort until I was aware that, despite the whirl of machinery, the hurly-burly of commerce, and the roar of goods trains starting cargoes of cloth to every clime, I was located in a veritable treasure trove of legend and romance, of literary achievement and patriotic endeavour; that I was sojourning in a neighbourhood that had produced great novelists, poets, artists, musicians and statesmen."



BRADFORD is the commercial pivot and distributing centre of the Yorkshire Woollen Textile area, which includes Huddersfield, Halifax, Keighley, Dewsbury, Batley, Morley, &c.

The importance of this district and its industries may be gauged from the volume of Raw Wool Imports and Manufactured Woollen Export Trade.

According to the British Board of Trade returns for 1923 these are:—

Total Export Trade of Great Britain **$3,713,870,695** (£767,328,656)

Value of Raw-Wool Imports - - - **$226,133,463** (£46,721,790)

Australia $103,154,469.88 (£21,312,907) New Zealand $49,509,434.48 (£10,229,222) South Africa $32,328,421.84 (£6,679,426)

Value of Manufactured and Semi-Manufactured Woollen Exports *(excluding re-exports)* - - - - - **$303,195,319** (£62,643,661)

Bradford ranks second only to Liverpool in U.S. Consulates in Great Britain.

There are more cablegrams sent or received through the Bradford General Post Office than any other place in the British Isles, with the exception of London and Liverpool.

Evidence of Bradford's wealth and thrift is seen in the fact that 7 Building Societies operating in the City have combined assets amounting to **$159,720,000 (£33,000,000),** or **one quarter** of all the Building Societies' capital of the United Kingdom. Bradford has been well described as "the home of Building Societies"—the working man's Bank.

This extensive British manufacturing area—in which an industrial population of nearly three millions is engaged—can be most directly covered through the BRADFORD PAPERS:—

The Yorkshire Observer

for nearly a century well in the front rank of British provincial daily newspapers, and acknowledged as the highest authority on the Woollen and Worsted Industries. It reaches the commercial classes, and its well-written Women's Pages, regular literary and social features by well-known contributors ensure for it a very definite "home" influence. The

Bradford Daily Telegraph

one of the brightest and most vigorous British Provincial Evening Newspapers, which regularly carries the advertising of American products distributed in the British Isles, and reaches almost every Bradford home.

Rates and quotations available from any recognised British Advertising Agency, or from American Agencies with British connections.

Head Offices - - **BRADFORD.**

LEEDS—Albion Place. **LONDON—172, Fleet Street, E.C. 4.**

LEEDS AND THE WEST RIDING OF YORKSHIRE

LEEDS, its detracters say, is a good place to get away from—and if a native takes offense at that, they explain that they mean it is a convenient centre from which to get about the country.

Certainly Leeds is most favorably placed from the travelling or the distribution point of view. Before the amalgamation of the railways, five companies ran their trains into Leeds. It is on the main Midland line to Scotland from London, and Pullman trains run to it in 3½ hours from London by the other route via Doncaster. Leeds is only 25 miles from York and there are splendid train services connecting it with the great industrial parts of Lancashire.

Bernard Shaw *would have* Leeds bombarded by heavy artillery, because merely burning it would not be thorough. But the city retains its local pride, even though its City Square must not be mentioned in the breath with Piccadilly Circus.

Leeds is a spending place for people miles around. Lots of the wealthy people who have their businesses or factories there live miles away—at Harrogate or in the country—but they go into Leeds to shop. It is the centre, too, for many of the other smaller industrial towns in the West Riding. When you think of Leeds you must think also of the whole area around it.

Leeds itself has a population of 458,000. Its industries are more diverse than those of our other provincial cities of its size. It is the centre of the clothing industry, but steel, leather, engineering of all kinds, printing and what not claim thousands of workers.

Bradford is only nine miles away. It is know as "Worstedopolis" and just after the war *it was said to be* a city of millionaires. It is reviving its fortunes by a great campaign to advertise its cloths. It is significant that unemployment in Bradford has been halved in the last four months (12,882 down to 6,265), two-thirds of the decrease being in the textile industry.

Other towns nearby all engaged in some branch or branches of the textile trade are Wakefield, Huddersfield, with a population of 110,000; Halifax, with a rather smaller population; and nearer to Leeds are Morley, Batley, Dewsbury, and Cleckheaton, the last four with a total population running into six figures. Northwest of Leeds are Keighley and Skipton.

Indeed, within a circle of about 15 miles diameter there is here one of the most crowded and busiest parts of England. Naturally, there is a good deal of smoke and dirt about. But the Yorkshireman is proud of it, for "where there's muck there's brass"—and that is not at all a bad proverb for the sales manager in Britain.

"This is where the work's done," the native will tell you and maybe add an uncomplimentary reference to London which he regards as a satellite town living on what the north produces. The census figures rather encourage that view. In this Riding are three-quarters of Yorkshire's four million people and out of every 1,000 males over 14 years of age, 942 are "occupied." It is important to notice, too, that there are half a million women earning money in the West Riding, 34 per cent of them being in the textile industry.

South and Southeast of Leeds—between it and Sheffield is the great Yorkshire coalfield in which is a growing population which should be watched. Barnsley and Doncaster are the principal towns.

Industry extends right to the most southern part of the Riding where Sheffield lies. Sheffield is the biggest city in the Riding and the fifth in England and Wales. She has multiplied herself twelve times in a hundred years and is still a growing market. Of her 490,000 people, over 200,000 are "occupied" and 31 per cent of them are metal workers.

But Sheffield, like Leeds, must be considered along with the great industrial district around it and as a centre for other parts of the country. Rotherham, for instance, has a population of 68,000 and north of it is the densely populated mining district already referred to.

A point to be noticed about the West Riding market is its great diversity. Harrogate, just north of Leeds, is the most fashionable of English health resorts. The Riding also has its stretches of typical English country with parks and country houses, pastures and arable land, its own landed gentry and well-to-do farmers.

The moors are without equal in England. The rest of England knows it and goes there on holiday. The Yorkshireman himself may usually be found on holiday bent, if not in his own Riding, then in his own county, say on the coast at Scarborough, Bridlington or Filey.

Enough has been said to show that in the West Riding of Yorkshire there is a population worth appealing to. As to the means of making that appeal, let it be said that the people support a great number of newspapers of their own. The evening newspapers unlike the morning papers, do not suffer from London competition.

The Conservative morning paper published in Leeds is read all over the county and known all over the country. The two Leeds evening papers have circulations running well into six figures. There is a popular picture morning paper, too, and several weeklies.

Sheffield has its substantial and a less substantial rival and each of these has its evening offshoot. Bradford has a famous Liberal morning paper and two evenings—although so close to Leeds. Huddersfield and Halifax also boast evening papers and York has a morning paper and an evening.

The smaller towns have their weekly papers—one, two or three each. The Yorkshireman is a great lover of sport, and for that reason a sales manager would do well to take notice of the *Saturday* sports editions of the evening newspapers in the big towns.

Some may doubt whether the Yorkshireman can be induced to part with the cash he undoubtedly earns. Sir Harry Lauder recently said to the present writer that when a Yorkshireman and a Scot came to terms, it was quite certain they had got down to bedrock. The one couldn't get any more; the other couldn't pay any less.

There is something in that, but it should not deter anyone from trying business with a Yorkshireman. (Nearly 4,000 Scots find it worth while to live in Leeds alone!)

The Yorkshireman does not really quite believe that if he does "owt for nowt" he should do it for himself. But he believes in seeing that he is going to get a return for his money, or, in the case of charity, that good use is going to be made of it.

He is not enamored of saving in the Scottish way. If he sees a good thing he will pounce on it and will experience no pain in parting with his money. For that reason many an advertiser with a good article to sell has been able to lay the foundations of success in the West Riding of Yorkshire.

One word more. If you go to Yorkshire you will surely be offered "a Yorkshire tea"—which means a groaning board and speaks of much work in the kitchen. That will suggest the efficiency of the Yorkshire housewife. She is a market in herself.

Praise from Peoria

To Editor & Publisher:—Permit me to offer my congratulations on your 1924 Year Book. If there is any information concerning the newspaper business omitted from its pages, I do not know what it can be. It certainly is very valuable, not only to publishers, but to advertisers as well. You are to be congratulated.

S. A. Oakley, Editor Peoria Star.



PICCADILLY CIRCUS

Places you have heard of through life, but have never seen, charm the American tourist in London, city of ten thousand curious sights for the observing. In your fiction you have read of the "flower girls" at the fountain in Picadilly Circus. You go there to see them, and find they are boys. But their wares are just as lovely and it is here that the Londoner finds his morning boutonniere, an ornamentation which he readily accepts.

Part of the romance of London is the quaint or picturesque names of streets and squares, in contrast to the common unromantic lettering and numbering of the streets of many American cities. "Tipperary" made Piccadilly famous to the American dough-boy, but to the modern tourist it means a convenient starting place for exploring the West End of London. It extends from the Haymarket to Hyde Park. London is known as a "grey city of commerce," but scattered through out its length and breadth are little green spots and gems of ornamentation, such as that depicted in this photograph of the famous Circus.

Getting hold of
9 Millions

The great Industrial North is almost a country in itself and it's a favourite "tryout" ground for advertisers. Nine million people in the two counties of Yorkshire and Lancashire alone!—makers of money and prodigal spenders, but they spend in their own way.

To influence their spending you must know them—know their outlook and their mode of life.

We do know them.

Let us convince them of the value of your goods.

COLLINSONS
ADVERTISING AGENCY
6 Upperhead Row
LEEDS

BRADFORD—THE CITY THAT "SAYS NOWT"

ON a large scale map it is possible to find Bradford, Yorkshire, but it is easily missed. When you have heard or have declined to hear all the statistics that can be compiled about its population of nearly 300,000—and the city has pangs of mortification that it is only "nearly"—about its vast acreage, about the fact that from one extreme boundary of it to another is a distance of about 12 miles, about the number of millionaires that it houses to the square mile, about its highly-specialized accent, and its back-to-back houses, you know a little about it. Delving a little deeper into the morass of figures you find that it handles the greater part of the 400 to 500-odd or more varieties of wool there are in the world, and that it is pre-eminent for the production of worsted—not woolens mark you, which are another thing altogether, but worsted, WORSTED, WORSTED—and that for the combination of qualities of making and spending money it takes second place to no other city, town village or hamlet anywhere on God's earth.

You find that about sixty cinema theatres and several other places of amusement expect to be supported in Bradford, and that for the style of its architecture, from the Town Hall to the Wool Exchange, it borrows from Siena, Florence and other Italian towns—or rather that it did borrow, long years ago, and has covered its great buildings with the industrial smoke and grime of generations.

Then you find that for it public health services it is the model town in England, and that deputations come from abroad to visit its clinics, nursery schools, its public baths, and its "conditioning house" where samples of wool, hair and other spinnable and weavable products are tested, under the aegis of the Corporation, and their birth certificates and standards of quality are-er-certified.

Even then, it is easy to miss Bradford even on a large scale map. For to all intents and purposes Bradford has overgrown its industrial boundaries, and a couple of dozen of smaller towns round and about the hub of Worstedopolis are all within its manufacturing orbit. This is the secret of the singular reticence which enshrouds and will always enshroud the city. When trade is looking black—it was once prophesied, to the scorn of ensuing generations, that grass would grow in its streets, following the depression which succeeded a boom period towards the end of the last century—the Bradford which counts says nothing, except in moments of overwhelming exasperation.

The fact is that within a comparatively small space, as modern transport facilities go, Bradford and its environs—hereinafter comprehensively referred to simply as Bradford—are a self-contained region in all that pertains to the manufacturing, dyeing, finishing and merchanting of its staple products. By the luck of fortune everything that it wants is there to be used, except the raw material, and Bradford has become accustomed to expect its raw material to come along sooner or later, and more or less surely, by reason of those other things that it possesses.

The only point which worries the business brains of the city at the present time—the chief big worry that is—concerns the amount of skilled labor which will be available when, as certainly as the going round of the earth once a year, the world begins to pour in its next boom orders. For mark you, now that the recovery expected is beginning to make itself felt, Bradford finds that during the slump it exported too many of its operatives to other countries and that it will want them back again before long.

On this one point, employers and operatives are in the main agreed, as also are the managements of the two important English League football teams which the city boasts and their colleagues of the amusement places already mentioned, not to mention the hotel and boarding house keepers at Blackpool, Morecambe and other seaside resorts where the democracy of the northern towns and cities spills itself on the yellow sands for a fortnight's orgy of sunshine and salt-water and motor-coach outings some time in August and for lesser orgies at Easter and Whitsuntide.

For, as we have seen, Bradford can spend as well as make money.

That this difficulty of prospective labor shortage is very much in mind is indicated by the fact that at a meeting of the Textile Institute recently, in Manchester, John Emsley, the president, who happens to be one of the biggest manufacturers in Bradford, expressed the opinion, apropos of statements by other speakers to the same effect on the subject of the recovery of the Lancashire cotton industry, that if all the machinery in Bradford standing idle at the present time were required to be put into motion there would hardly be enough labor available to do it.

It was John Emsley, by the way, who expressed in blunt Bradford fashion some time back, when the question of a tariff was being debated by the leading men of the industry, that Bradford would come out of its industrial difficulties as it had done on previous occasions by the aid of—its brains.

That is another point about Bradford which may be missed in volumes dealing with output and in charts of production and prices. By the brains of Bradford you have to understand not mere cerebration in the ordinary sense but something which has been handed down from the old days when wool was washed in the streams in which the West Riding abounded and was combed and woven by hand. The operatives of today are the descendants of operatives. All down through the time of the industrial revolution in Britain until the present day has the skill of hand and eye, together with an instinct which is the outcome of the development of them both, been handed and if you want the best men for dealing with wool you must sooner or later get back to Bradford. And on the whole the employers and the employed have had the sense to work amicably together, which counts for a good deal in so complex and baffling an industry as that in which they are concerned.

These are some of the reasons why Bradford—to use its own idiom—"says nowt." It has no pressing need to say anything.

Even until quite recently people have been in the habit of wondering where Bradford is and what it does. Bradford has amused itself, however, by staging at the Wembley Exhibition, in the Palace of Industry, a magnificient exhibit, complete even to a mannequin parlor, which has excited the interest and admiration of many thousands of visitors who have been astonished to find that stuff of such excellence, both in design and quality, comes from the West Riding of Yorkshire. Then, just to buck things up a bit and bring the boom period a little nearer, an "Advertising Bradford" campaign was recently started which has worked wonders, in conjunction with the Wembley exhibition, in focussing the attention of the world on the products of the city.

Bradford lays itself out to clothe civilization in the clothes of civilization. Just at the moment, however, civilization is experiencing a rainy day, and although the weather is clearing up a bit, Bradford has its umbrella up. When the clouds have lifted it is a sure thing that Worstedopolis will be dry and smiling, still saying very little, but there—cheerfully as ever—ready to do quite a number of big things with those 400 to 500-odd varieties of wool, alpaca, mohair and what-not which comes from all over the world to be made into cloths of finest quality, and in particular into the ladies' dress goods on which it prides itself with an almighty and wholly justifiable pride.

The intelligent will gather that the city that "says nowt" can sometimes speak to advantage.

FROM AN AMERICAN VIEWPOINT



ON THE ROOF OF THE TALLEST BUILDING IN LONDON
Irving T. Bush, owner of the beautiful new building in the Strand, looking out at the vista of tower and steeple.

Of Special Interest to Delegates Visiting Yorkshire

During your stay in Bradford, the famous centre of the Woollen and Worsted Industry, make a point of inspecting BOLLING HALL. You naturally ask: Why? Let me tell you. Bolling Hall is the ancestral home of Mrs. Wilson, the widow of the late President Wilson. Parts of Bolling Hall, which is now a municipal museum of antiquities, are reputed to have been built over 500 years ago and it is still a venerable and stately pile, standing testimony to thoroughly conscientious workmanship.

YORKSHIRE and LANCASHIRE, with a population of nine millions, mostly of an industrial nature, offer a wonderfully productive field for advertisers, but they should enlist

The Advice and Conscientious Personal Service of The Man on the Spot

who understands the character of the people to whom the appeal is being made, and has specialised knowledge of local conditions.

With this in mind, it will be to your great advantage to get in touch with

MR. GEO. H. WILLIAMS
the Principal of
WILLIAMS'S ADVERTISEMENT OFFICE
29, Kirkgate, Bradford

who has had 25 years' practical advertising experience in the North of England.

A consultation will place you under no obligation whatever.

Write, call, or 'phone 2467, Bradford.

WILLIAMS'S ADVERTISEMENT OFFICE,
Lion Chambers,
29 Kirkgate, Bradford.

The Chairman, Mr. F. C. Macaskie, and the Directors of the Yorkshire Evening NEWS extend the most cordial greetings to all delegates and their friends who are visiting the coasts of Britain, the little island set in the silver sea. London is London and Yorkshire is Yorkshire. Leeds, in the rich, populous, responsive West Riding, is the home of the Yorkshire Evening NEWS, but the fame of the journal is widespread through the land. Last summer in the great Open Professional Golf Championship arranged by the Yorkshire Evening NEWS, American players like Hagen and Sarazen took part and had the time of their lives, so royal is the hospitality of Yorkshire. To all visitors this word of greeting sincerely is given. May London be the brightest lamp yet in the history of the Conventions of the A. A. C. of W.! And may great and golden hours delight you all!

Trinity Street,
Leeds.

150 *Fleet Street,*
London, E.C.4.

Mr. Sydney Walton, C.B.E., M.A., B.Litt.
10 *Adelphi Terrace,*
London, W.C.2.
is the Chairman of the Press Bureau of the Convention and a Director of the Yorkshire Evening News.

OFFICIAL A. A. C. W. TOURS

(*Continued from page* 44)

Maguire, Miss Elizabeth V.
Marble, Mr. and Mrs. Charles B.
Martin, Mr. and Mrs. Douglas
Neal, Mr. Jesse H.
Neally, Mr. A. W.
Nelson, Mr. Charles T.
Peach, Mr. F. B.
Peden, Mrs. E. A.
Peden, Miss Margaret
Peden, Miss Stella
Penn, Mr. Henry
Porter, Mr. Fred D.
Reidsma, Mr. H. J.
Richardson, Mrs. W. R.
Rickard, Mr. William L.
Rieley, Mr. Daniel V.
Ritter, Mr. Robert E.
Rodlun, Mr. Troy M.
Rosenthal, Mr. Charles
Rothberg, Harry L.
Rothberg, Samuel
Schermerhorn, Mr. James
Simmons, Miss Margaret E.
Spollett, Mr. Frederick W.
Stansberry, Miss Ruby
Thompson, Mr. Samuel A.
Tingle, Mr. W. B.
Warner, Mr. Mason
Wingersky, Mr. Edward
Wright, Mr. Robert L.

Tour C: To Yorkshire

Delegates will arrive in Yorkshire Monday afternoon, July 21, and will be met by a fleet of motor cars, and a run will be taken into the beautiful Derbyshire country, visiting Baslow, Chatsworth Park, Rowsley, Bakewell, Monsal Dale, calling at the Marquis of Granby, Bamford, for tea. They will then depart for Sheffield. In the evening cars will be in attendance at the respective hotels to convey visitors to Sheffield Town Hall, where an official reception and banquet will be given.

On July 22 the delegates will be conducted over one or other of the following works—Vickers, Browns, Cammells, Firths, Hadfields, Edgar Allen, and will be entertained to lunch. In the afternoon lighter trade centers will be visited—Walker & Hall, Mappin & Webb, where tea will be served.

Delegates will leave by motor car for Bradford, arriving in time for dinner.

Delegates will be taken to Leeds on Thursday morning by motor car. They will receive a Civic Reception, will make a tour of industries, clothing, engineering, printing, etc. There will be an interval for lunch. In the afternoon they will visit Leeds University, Kirkstall Abbey, etc., and in the evening there will be a Banquet.

Delegates will be taken to Hull by motor car on Friday morning. There will be a civic reception by the Mayor and Corporation, then the party will be conducted round the docks. Lunch will be taken at the Guildhall. In the afternoon a tour will be made of the town, and then the party will be conveyed by motor car to Scarborough.

Arriving at Scarborough on Friday evening, they will be welcomed by the Mayor and Corporation. It is Scarborough's idea to give the delegates as much time as possible "out of doors" and special facilities will be provided for playing tennis and golf. Free tickets will be given for the Floral Hall and Spa, and places of interest in the neighborhood will be visited. They will leave Scarborough for London on July 28.

Those who have signified their going are as follows:

Baker, Mr. George M.
Bliss, Mr. Frederick W.
Boath, Mr. and Mrs. James Anderson
Brownell, Mr. C. A.
Gans, Mr. Horace B.
Gardner, Dr. A. R.
Hill, Mr. Hadley A.
Penn, Mr. Henry
Radley, Mr. Charles F.
Richardson, Mr. H. S.
Saunders, Mr. and Mrs. Walter E
Stady, Mr. Stanley
Swarts, Mr. Gardner T.
Vander, Mr. Charles O.
Vignes, Mr. Alfred

Tour D: Northampton, Leicester, Nottingham

The Delegation will leave London July 21, arriving at Northampton about 11 o'clock. They will be received by the Mayor and Corporation, and in the evening entertained to a banquet. Tours will be made of the big industrial establishments in the town. Motor trips will be arranged to the ancestral homes of Washington, Franklin, President Adams and Earl Spencer's priceless collection of pictures. It is hoped to give the delegates luncheon at Sulgrave, the home of the Washingtons.

On Wednesday morning the party will take the train to Leicester.

On Wednesday evening the party will be entertained to dinner and will leave for Nottingham on Thursday afternoon.

Those who have signified their going are as follows:

Bliss, Mr. Frederick W.
Brown, Mr. Chester A.
Kitson, Mr. Thomas W.
Oswald, Mr. John Clyde
Pickles, Mr. and Mrs. F., Senior
Pickles, Emily.
Rose, Mr. Norman S.
Smith, Mr. Richard E.
Winter, Mr. and Mrs. Louis
Winter, Miss Eleanor

Tour E: Lancashire

This party of 100 delegates will visit Liverpool, Port Sunlight and Manchester.

The delegates will leave London at mid-day on Sunday, July 20, arriving at Liverpool about 5 o'clock. They will have dinner at their hotels and in the evening there will be an informal reception at the Adelphi Hotel, with musical program.

On July 21 a visit will be made to Exchanges. Lunch will be taken at the State Cafe. In the afternoon there will be an official reception at the Town Hall and in the evening a banquet.

On Tuesday a visit will be made to the docks and shipyards. A river trip will be taken and there will be a reception at Wallasey Town Hall, a visit to Knowsley Hall and in the evening a banquet at the Exchange Hotel.

On Wednesday a visit will be made to the Cathedral, St. George's Hall and main buildings; a town survey or a race party and a farewell banquet in the evening at the North Western Hotel, with musical program.

The delegates will leave Liverpool Landing Stage at 9 o'clock on Thursday morning by river steamer for Eastham Ferry. On arrival they will motor to Port Sunlight. A short time will be spent at the Lady Lever Art Gallery and from thence they will be driven to one of the village halls for a reception by the directors of Messrs. Lever Bros., Ltd., and luncheon will be served.

After lunch the party will be escorted round the factories, then tea will be served. They will motor to Woodside Ferry and go via Liverpool to Manchester.

The delegates will leave Manchester for London about mid-day on Saturday, July 26.

Those who have signified their going are as follows:

Adler, Mrs. Hazel H.
Montgomery, Mr. and Mrs. J. Knox
Perkins, Mr. Arthur A.
Rawlings, Mr. A. W.
Richter, Mr. and Mrs. Herman

Tour F: Southwest England

This party will visit Torquay, Bristol, Bath and Weston-super-Mare.

The delegates will arrive at Torquay on Monday afternoon, July 21, and a civic reception will be given to them by the Mayor and Corporation. Motor coach tours will be taken in the beautiful Devonshire country and a trip will be made up the River Dart. The party will be entertained to a banquet and an entertainment will be provided at the Pavilion.

On July 25 the delegates will take the train to Bristol.

There they will be received by the Mayor and Corporation. Various important works will be visited. A visit will be made to Frome, the Wye Valley and Cheddar Cliffs.

A day's visit will be made to the quaint old town of Bath on Friday, July 25. Tour will be made of the city, including the famous 18th century baths, hot springs and pump room. They will motor into the surrounding country and will be entertained at luncheon by the Mayor and Corporation and the Bath Chamber of Commerce. The delegates will leave Bath for Bristol about 6 o'clock.

The delegates will be taken by special train to Weston-super-Mare each evening from Bristol and Bath, where hotel accommodation will be provided. This is a very popular west of England resort, noted for its beautiful sands and delightful bathing.

Leave for London on Saturday morning, July 26.

Those who have signified their going are as follows:

Bates, Mr. J. D.
Brown, Miss Laura
Brown, Mr. Will L.
Brownell, Mr. C. A.
Chapman, Mr. M. J.
Clark, Mr. and Mrs. Allen W.
Clark, Cummings C.
Goodwin, Mr. Wm. M.
Greenfield, Miss Goldye
Hardwell, Mr. and Mrs. O. R.
Hatfield, Mr. and Mrs. Charles
Hayward, Mr. Charles B.
Johnson, Mrs. Ralph
Kauffman, Mr. C. S.
Kuhs, Mr. and Mrs. Edw. L.
Kuhs, Lester
Kuhs, Muriel
Lang, Miss Camille J.
Lawson, Mrs. Martha
MacRae, Mr. Thomas H.
Marble, Mr. and Mrs. Charles B.
Milam, Miss Frances
Pape, Lieut. Robin B.
Pape, Mr. Wm. J.
Perkins, W. Havard
Prevost, Miss Elizabeth
Robbins, Mr. Merton C.
Sanford, Mr. L. H.
Simmons, Miss Minna Hall
Van Deventer, Mr. W. E.
Walther, Mr. and Mrs. Lambert E.
Walther, Connie
Walther, Gertrude L.
Walther, Huge
Watts, T. S.

Tour G: Midlands

This party will visit Birmingham, Bournville, Coventry and Wolverhampton.

The complete program for Birmingham is not yet prepared, but it will include a civic reception, a banquet, and visits to all the principal industrial establishments.

Messrs. Cadbury Bros., Ltd., of cocoa fame, will entertain the delegates and devote half a day to showing them over their well-known factory at Bournville.

Those who have signified their going are as follows:

Berger, Mr. M. Russell
Goldstein, Mr. and Mrs. Phil
Kunkel, Wm. D.
Rassieur, T. Edward
Squires, Mr. H. C.

Tour H: Cathedrals

Visiting the following cities: Norwich, Peterborough, York, Durham, Newcastle-on-Tyne.

The Norwich Cathedral was founded in 1096, and is one of the most perfect examples of Norman architecture to be found in England. Norwich abounds in the most interesting architectural remains, including the ancient castle with its splendid Norman keep.

The Peterborough Cathedral is a noble edifice, its vast front being unsurpassed by any other in the kingdom.

York is a very ancient city. It is enclosed by walls pierced by four principal gates.

The city of Durham dates from the 10th century. The fine cathedral containing the tomb of the Venerable Bede (d. 735) dates from 1093. The castle is said to have been erected by William the Conqueror, and the university was founded by Cromwell in 1646.

Newcastle was originally called Pons Aelii, from a bridge erected (120) by the Emperor Hadrian. Its modern name originated from a fortress of which the keep still remains, built by the son of William the Conqueror. The old Roman Wall is one of the greatest sights of the neighborhood.

Those who have signified their going are as follows:

Berger, Miss Bertha
Carsen, Mr. Oswald B.
Emerson, Mr. Merton L.
Funsten, W. F.
Goodman, Mr. and Mrs. S. M.
Grant, Mr. and Mrs. James D.
Grant, David Lewis
Hauser, Mr. George
Isbister, Mr. William H.
Lorentz, Mr. J. D.
Olin, Miss Elma
O'Regan, Mr. Wm. B.
Sudler, Mr. Carroll H.

Tour I: Belfast

A great welcome awaits delegates who intend to visit Belfast. They will be formally received by representatives of the Government of North Ireland. The corporate bodies in Belfast will also participate in the entertainment of the delegates, which is being specially planned by the committees of the Ulster Club.

The members of the Ulster Club wish to show the delegates first industrial Ulster, and they will have the opportunity of seeing seven of the biggest factories of their kind in the world centred in Belfast. They will be given ample opportunity to examine the world-famous Irish linen manufactured in Ulster.

The delegates will have an opportunity of traveling to Newcastle in County Down, or Portrush in County Antrim, and playing over two of the finest sea-side golf courses in the world.

Those who have signified their going are as follows:

Ardrey, Miss Anna
Bauer, Mr. J. E.
Bradbury, Miss Marion
Carter, Mr. William J.
Carter, Mr. Wm. J.
Cohen, Mr. Ben
Collins, Mr. and Mrs. Martin J.
Collins, William
Collins, Robert

(*Continued on page* 75)



"London Bridge Is All Built Up," we used to chant on summer evenings when we were youngsters. So did our grandfathers and so will our grandchildren. Centuries pass, but London Bridge and the Tower are eternal. Monuments to British skill with soldier sword and craftsman's trowel, they are also keys to the character of the present-day citizens of the United Kingdom.

London & North Eastern Railway of England and Scotland

What to see in Britain

DELEGATES to the Advertising Convention will see from a glance at the map on page 74 that London North Eastern Britain contains all the different types of scenery, holiday resorts, old-world towns and industrial centres which, according to their own particular inclinations, they may wish to see—all are linked with London by the London and North Eastern Railway.

Those who delight in gazing upon time-worn relics of antiquity or upon stirring events of 1,000 years ago will find much to appeal to them in this part of Britain.

Of noble monastic ruins in every variety of beautiful site there are many, and some of the most glorious Cathedrals in Europe are situated along the trunk route from London to Edinburgh and the heart of Scotland.

There are also the places associated with some of the great men of the Island, the homes of the Washingtons and of the Pilgrim Fathers, of William Penn, John Bunyan and Milton, all easily accessible. It should not be forgotten that the Eastern side of England is the "Cradle of the American Nation."

Literary shrines are met with throughout the country. The land of Scott is perhaps the most important, but to this great name may be added those of Charles Dickens, Laurence Sterne, Tennyson, Hume, Dryden and others.

Great figures in history are associated with a hundred places, and almost every inch of London North Eastern Britain is haunted or hallowed by the memories of famous men and women who make up the strangely fascinating pageant of history.

The fact that there are three chief (L. N. E. R.) terminal stations in London enables the holder of a return ticket to Scotland to journey in either direction by a choice of three alternative routes, thus an interesting tour can be carried out with the same ticket.

LONDON & NORTH EASTERN RAILWAY

London & North Eastern Rail

EAST COAST ROUTE

KING'S CROSS AND SCOTLAND

SHORTEST AND QUICKEST



Princes Street, Edinburgh

IT is doubtful whether another City throughout the length and breadth of Europe can compare with Edinburgh for splendour of situation, and an urban thoroughfare which rivals its Princes Street will be difficult to discover.

From the ramparts of the Castle the view spread out to the North, and right over the Forth Eastward, explains at once the reason for calling Edinburgh "the Athens of the North." The magnificent groupings of volcanic hills and scarps close at hand, and across the estuary, make picturesque and inspiring every view.

ON a picturesque corner of the coast of Fife stands St. Andrews, at one time the ecclesiastical capital of Scotland, and now a university town of considerable importance.

To all lovers of Golf, however, St. Andrews makes its appeal as the home of the "Royal and Ancient Game." The very air seems to be impregnated with the spirit of the game and delegates should not miss the opportunity of playing over these famous links—only then will they fully understand why St. Andrews is always spoken of in superlatives.



St. Andrews

way of England and Scotland

THE ARTERY OF INDUSTRIAL BRITAIN

THE London and North Eastern Railway serves the whole of the East of Great Britain between London and the North of Scotland, in addition to extensive areas in the centre and west of both England and Scotland—it may truly be termed the artery of Industrial Britain.

It is the greatest Dock Owning Railway in the world, possessing 38 Docks, 38 miles of quays and 210 coal shipping berths.

In a normal year it carries 300,000,000 passengers (exclusive of season ticket holders) and over 180,000,000 tons of goods and minerals.

Of the total output of coal in Great Britain 40% is raised from Collieries directly served by the London and North Eastern Railway.

Another of the great industries served is that of shipbuilding. The tonnage launched on the North East Coast is considerably more than half of the output of the British Isles, whilst 90% of the shipbuilding in Great Britain is at ports served by the Company.

In the West Riding of Yorkshire and Lancashire the railway serves an immense productive area both for woolens and textiles.

More than half the Pig Iron made in the United Kingdom is produced within the area served by the Company and there are important iron and steel works of all kinds with their attendant industries.

There are other industries too numerous to mention in the huge area served by the London and North Eastern Railway, and therefore those Delegates who desire to see something of the industrial life of Britain can combine business with pleasure by travelling over this great Company's system, which not only serves so well holiday resorts and other places of interest, but also the industrial centres of England and Scotland.

When in London and you require Illustrated Guides, Information, Tickets, call at, or write to, the

London & North Eastern
Railway Company's West End Offices
LONDON


Points of Interest
FOR VISITORS ON THE
London & North Eastern
RAILWAY
The Shortest Line
London to Scotland
The Line of
CATHEDRALS
Royal Mail Lines
to the
Continent
The North Sea
Fraserburgh
Cruden Bay
Elgin
Inverness
Aberdeen
Balmoral
Mallaig
Ft. Augustus
The Trossachs
St. Andrews
Loch Lomond
Edinburgh
Firth of Forth
Glasgow
Berwick
Lindisfarne
Roman Wall
Firth of Clyde
Newcastle
Naworth Castle
Durham
Carlisle
Solway Firth
Barnard Castle
Richmond
Fountains Abbey
York
Hull
Bridlington
Scarborough
Whitby
Saltburn
West Hartlepool
Sunderland
Bergen
To ..... Gothenburg
Scandinavia ....
Hamburg ....
Rotterdam ....
Zeebrugge ....
Grimsby
To —
Knaresborough
Sheffield
Scrooby
Lincoln
Boston
Skegness
(Mayflower sailed from here)
Cromer
Hunstanton
Sandringham
Norwich
Yarmouth
Lowestoft
Nottingham
Peterborough
Ely
Huntingdon
Cambridge
Stratford on Avon
Sulgrave Manor
Jordans
Chalfont St. Giles
British Empire Exhibition
London
Harwich
To —
Hook of Holland
Antwerp
Zeebrugge
River Thames
Southampton
Straits of Dover
Bristol Channel
Alfred Taylor

OFFICIAL A. A. C. W. TOURS

(*Continued from page 70*)

Kernell, Mr. R. H.
Kolley, Mr. Reg. F. E.
Janson, Mr. R. J.
Jonohue, Mr. W. E.
Dornan, Mr. William
Draper, Mr. William H.
Dunn, Miss Dorothy
Durfee, Miss Lucy
Farrell, Miss Mamie
Farrell, Miss Edna
Freeman, Mrs. Jane C.
Grenell, Mr. Fred. T.
Hebert, Mr. H. H.
Hoffman, Mr. W. B.
Kelly, Mr. John J.
Kiel, Mayor Henry W. and wife
Lee, Miss Eleanor E.
Mathieu, Mr. Ed. T.
Murphy, Miss Adele
Netzer, Miss Anne M.
O'Neil, Miss Eva
Parlette, Mr. Ralph
Pearson, Mr. Andrew C.
Perkins, Mr. Arthur A.
Powell, Mr. E. L.
Rauth, Miss Margaret M.
Reed, Miss Ruth
Rieley, Mr. Daniel V.
Riley, Mr. Edwin E.
Robard, Mr. Henry Alex.
Roche, Mr. G. W.
Schroeder, Theodore
Sullivan, Mr. John
Troy, Miss Julia
Uhlman, Miss Elsie H.
Voelker, Mr. Chas. M.

Tour J: Dublin

The complete program is not yet to hand rom Dublin, but the delegates will receive n official reception from the Government of he Free State, the municipality, the chamber of commerce, etc.

Those who have signified their going are as ollows:

Betting, Mr. Wm. J.
Buckley, Mr. Homer J.
Collins, Mr. and Mrs. Martin J.
Collins, Mr. William
Collins, Robert
Donehue, Mr. W. E.
Dunn, Miss Dorothy
Farrell, Miss Mamie
Farrell, Miss Edna
Freeman, Mrs. Jane C.
Katz, Mr. George R.
Kiel, Mayor and Mrs. Henry W.
Klein, Miss G.
Klein, Miss R.
Lee, Miss Eleanor E.
Leopold, Miss Jeanette A.
Lowe, Miss Charlotte
Lowe, Miss Frances
McGraw, Mrs. M. L.
McNelis, Miss Catherine
Mackin, Miss Anna
Meade, Mr. James E.
Moriarity, Miss Katherine
Moriarity, Miss Mary
O'Hara, Miss S. M. R.
O'Neil, Miss Eva
O'Shaughnessy, Mr. James
Rauth, Miss Margaret M.
Reed, Miss Ruth
Ritchie, Miss Ellen
Schermerhorn, Mr. James
Schroeder, Theodore
Toomey, Mr. Richard A.
Troy, Miss Julia
Tucker, Miss Margaret

PARIS TRIP

Date of Visit.—Leave London Friday, July 25.

Visit Terminates.—Paris, July 31.

Number of Delegates.—500.

Program will include national reception, banquet, a Gala at the Opera, visits to Versailles and Fontainebleau. A ceremony at the French Unknown Warrior, as well as a visit and a ceremony at the American Battlefield.

If arrangements permit, there might be a Franco-American Sports afternoon at the Olympic Games.

Hotel accommodation will be attended to by the Paris Reception Committee, or by a firm under their control.

Those who have signified their going are as follows:

Ackerley, Mr. A.
Adler, Mrs. Hazel H.
Adler, Mrs. H. A.
Aiken, Mr. William B.
Allen, Mr. W. S.
Althouse, Mr. Elmer E.
Ankrum, Mr. F. W.
Anspach, Mr. J. Geo.
Appleton, Mr. Henry Lewis
Aronson, Mr. Jacob H.
Austin, Mr. W. A.
Babcock, Miss Lucile
Baker, Mr. George M.
Barklow, Mr. E. J.
Barnitz, Mr. Frank R.
Bates, Mr. J. D.
Bauer, Mr. J. E.
Beaubien, Mr. Pierre
Becker, Miss Bertha W.
Beecher, Mr. Aymer J.
Bendon, Mr. S. G.
Benson, Miss Hilma K.
Berdan, Mr. and Mrs. W. T. and daughter
Berger, Mr. M. Russell
Berger, Miss Bertha
Berkowitz, Mr. Leon L.

RETAIL SECTIONS

London is the largest centre of the wholesale and retail trades in the United Kingdom, and is remarkable for the immense number of small one-shop businesses as compared with the larger stores of American cities. Further, each district has well-defined local shopping areas, and, in addition, Central London is characterized by the number of thoroughfares that have become identified with certain trades in which the principal houses engaged are to be found.

Fleet Street—Newspapers, etc.
Great Portland St. and Longacre—Automobiles.
Oxford St. and High St., Kensington—Dry Goods and Notions.
Curtain Road, E. C.—Furniture, wholesale.
Tottenham Court Rd.—Furniture, retail.
City Road and Clerkenwell—Gramophones and Records.
Hatton Garden—Diamond Merchants.
Holborn Viaduct—Cycles.
Charing Cross Road—Second-hand Booksellers.

The important shopping streets of the City are Cheapside and Bishopsgate; of the West End, Holborn and Oxford Street to the Marble Arch, Regent Street from Oxford Circus to Picadilly Circus, Picadilly to Old Bond Street and the Strand from Charing Cross to Wellington Street. Bond Street (Old and New) is the Fifth Avenue of London. Further west, the Edgware Road, for about a mile, and after another mile residential break, the shopping centre for North West London at Kilburn and Brondesbury. In the extreme west, Hammersmith Broadway, Eastward from the City, the shopping centres are Shoreditch, Mile End Road, Ilford and Stratford. Northward from the City are Islington, Highbury, Holloway, Finsbury Park, Kentish Town, and Wood Green. In the south, beyond the river, are the Elephant and Castle, Kensington, Deptford, Clapham and Brixton. In every case, the shopping is concentrated upon a common centre, usually distinguished by one or more dry goods stores situated upon a main traffic artery.

Betting, Mr. William J.
Bissell, Miss Olive
Blackwood, Mrs. Bernice
Blanchard, Mr. Frank LeRoy
Bliss, Mr. Frederick W.
Bloomingdale, Mr. Karl
Boxley, Miss Hazel L.
Brook, Mr. Charles H.
Brockover, Mr. Lyle A.
Brown, Miss Alice J.
Brown, Mr. Chester A.
Brown, Mr. Frank I.
Brown, Mr. James Wright
Brown, Miss Laura
Brown, Mr. Will L.
Brownell, Mr. C. A.
Brugh, Mr. E. E.
Buckley, Mr. Homer J.
Buente, Miss Frances M.
Bursley, Mr. H. C.
Byrne, Miss Gertrude Barry
Campbell, Mr. W. A.
Carson, Mr. Edward F.
Carson, Mr. O. B.
Carter, Mr. William J.
Carter, Mr. Wm. J.
Cauger, Mr. A. V.
Chapman, Mr. M. J.
Charles, Mr. and Mrs. H. H. and Miss Jane Charles
Clark, Mr. Allen W.
Clayberger, Mr. R. P.
Clinehens, Miss Ruby
Cobb, Miss Beatrice
Coburn, Miss Julia
Cohn, Mr. Herman
Cohn, Mr. Ben
Cole, Mr. F. E. M.
Cole, Mr. Hal
Colley, Mr. Reg. F. E.
Collins, Mr. John J.
Constantine, Mr. C. P.
Conter, Mr. Edward N.
Cooper, Mr. Clay C.
Couter, Mr. E. E.
Crosby, Miss Emily
Dale, Mr. and Mrs. Thomas J.
Danson, Mr. R. J.
Davidson, Mr. Thomas M.
Davis, Miss Marion M.
Donaldson, Miss Lois
Donath, Miss Irene I.
Donehue, Mr. W. E.
Dooley, Miss Mary M.
Dorn, Mr. Albert A.
Dornan, Mr. William
Drouet, Miss Adele
Dubbs, Mr. Harry Russell
Dumont, Mr. Henry
Dwyer, Miss Blanche M.
Eisenberg, Mr. Ralph M.
Elgutter, Miss Selma Baer
Ellsworth, Mr. Fred W.
Emerson, Mr. Merton L.
Exline, Mr. George
Fairbanks, Mr. C. T.
Fellows, Mr. R. N.
Finger, Mr. Ray H.
Finley, Mr. W. S.
Flaacks, Mr. Theodore
Flader, Mr. Louis
Forristall, Mr. George B.
Frank, Mr. Fritz J.
Frank, Miss Irma
Freedlander, Mr. Herman
Frost, Mr. E. Allen
Gans, Mr. Horace B.
Gardner, Mr. Paul W.
Goldberg, Mr. Emanuel
Goodwin, Mr. Wm. M.
Gordon, Mr. Colver
Greenfield, Miss Goldye
Grennell, Mr. Fred T.
Guernsey, Mr. Frank B.
Haas, Mr. Henry
Hackstaff, Mr. Richard C.
Haigh, Mrs. Gertrude J.
Haigh, Mr. Stanley E.
Haden, Miss Mable L.
Hall, Miss Eve M.
Hall, Mr. S. Roland
Hamnett, Miss Edith
Handerson, Mr. C. H.
Handley, Miss Alberta
Hardwell, Mr. and Mrs. O. R.
Harris, Mrs. Evelyn
Harris, Mr. George E.
Harris, Miss Hester R.
Harris, Mr. O. T.
Harris, Mr. Ralph
Harrison, Mr. William E.
Harvey, Miss Olivia M.
Haskell, Mrs. Martha S.
Hathaway, Mr. C. H.
Hathaway, Mr. John R.
Hayward, Mr. Charles B.
Hazard, Mr. Eugene J.
Hebert, Mr. M. H.
Heckler, Mr. Louis J.
Hein, Mr. Adolphine
Hexter, Miss Rosa B.
Higgins, Miss Joan
Hill, Mr. Hadley A.
Hodge, Mr. J. C.
Hoffheimer, Miss Frances F.
Holbrook, Mr. I. S.
Hood, Mr. Jennings
Huddleson, Dr. S. M.
Hull, Mr. A. E.
Hurst, Mr. A. E.
Iles, Mr. Harry
Ingles, Mrs. Margot
Isbister, Mr. William H.
Jaques, Miss Marie
Johnsen, Miss Edith A.
Johnson, Mrs. Ralph
Kallfelz, Miss Mildred
Katz, Miss Hilda V. L.
Keadle, Miss Lucy C.
Kealey, Mr. John F.
Kelley, Miss Anna M.
Kelly, Mr. John J.
Kelly, Mr. John J.
Kemp, Mr. John M.
Kendall, Mr. F. C.
Kentle, Miss Jean Bell
Kitson, Mr. Thomas W.
Knight, Miss Ann Chatfield
Krahmer, Mrs. Susie R.
Kruming, Mr. M. J.
Lakeman, Mr. Maxwell
Lanoix, Mr. Noel Emery
Lange, Miss Camille J.
Lawrence, Mrs. Inez
Leaman, Mr. Alfred H.
Lee, Miss Eleanor E.
Levy, Mrs. Harriet Mooney
Lipsky, Mr. Daniel
Locking, Mrs. Guy
Lorentz, Mr. J. D.
Lovell, Mr. Clarence B.
Lowe, Mr. Gurney R.
Lyman, Mrs. Minnie J.
McGraw, Mrs. M. L.
McIntosh, Mr. Thomas McLeod
McNaughton, Miss Lucile
McNelis, Miss Catherine
Mackin, Miss Anna
MacRae, Mr. Thomas H.
Maguire, Miss Elizabeth V.
Mallery, Mr. J. M.
Mann, Mr. Karl M.
Martin, Miss Jane
Massie, Miss Nellie S
Mears, Miss Emeline
Milburn, Mr. Fred
Milne, Miss Margaret
Mitchell, Miss Ethel M.
Moore, Mr. Bert
Montet, Mr. Ed.
Morton, Mr. Wm. J.
Muelendyke, Mr. Samuel
Muir, Miss Margaret R.
Mulligan, Mr. Ralph R
Murrill, Mr. LeRoy K.
Neal, Mr. Jesse H.
Nelson, Mr. George A.
Nelson, Mr. W. B.
Norris, Miss Mary Hope
O'Brien, Miss Mary F. C.
O'Connell, Mr. John F.
Osborn, Mr. Guy S.
O'Shaughnessy, Mr. James
Oswald, Mr. John Clyde
Pape, Lieut, Robin B.
Pape, Wm. J.
Parlette, Mr. Ralph
Penn, Mr. Henry
Pidgeon, Mr. Edward Everett
Porter, Mr. Fred D.
Prevost, Miss Elizabeth
Pyle, Mr. Clarence J.
Randall, Mr. R. T.
Rauth, Miss Margaret M.
Rawlings, Mr. A. W.
Rees, Mr. J. G.
Reidsma, Mr. H. J.
Richards, Mr. F. St. J.
Richardson, Mr. H. S.
Richardson, Mr. Wallace C.
Richey, Mr. R. A.
Rickard, Mr. William L.

(*Continued on page 82*)

LIVERPOOL—WESTERN GATEWAY

(*Continued from page 64*)

occupies a commanding position in the city, and completes a fine ensemble.

The Town Hall is the centre of a district where many fine structures are discoverable, the various exchanges, banks, insurance offices and the like being imposing edifices.

Worthy of note, also, is the group of buildings at the Pier Head, consisting of the palatial Dock Board Offices, the Cunard Building and the Royal Liver Building, the latter towering 290 feet high. The Head Post Office, the Municipal Offices, the Government Buildings, the new Cotton Exchange, and new Cathedral, the massive shops and offices, strike the stranger with a sense of the wealth and importance of the city.

The University of Liverpool is a standing monument to the benefactors who took part in providing it. The leading hotels of Liverpool not only add to the beauty of the city architecturally but ensure perfect comfort to visitors. Of late years several of Liverpool's shops have advanced considerably both in dimensions and in methods, and may be ranked with the greatest modern emporia.

Better-class buyers go to the Bold street shops (the Bond street of Liverpool) but many excellent shops are situated in and around Church street, Lord street, Castle street, and other leading thoroughfares. Liverpool shops appeal not only to the residents but to a wide field of buyers from surrounding districts. Other buyers catered to are the American, Colonial, and Continental travellers, who visit the port in considerable numbers. They purchase clothing and like essentials for their personal use or to take back to friends, as they are often able to buy such goods to better advantage in England. The Grand National and other race meetings held at Aintree also attract many thousands of visitors and potential buyers to Liverpool. Visitors are delighted with the Liverpool cafés, with which there is nothing to compare outside London.

Liverpool has a great deal to interest the visitor in its famour river, shipping, docks, and commerce. Further, it is an excellent centre from which to visit Llandrudno, North Wales, the Isle of Man, and the Lake District. Interesting places in the immediate neighborhood include the richly wooded peninsula of the Wirral, lying between the estuaries of the Dee and the Mersey, with Hoylake, West Kirby, New Brighton, Wallasey, and Port Sunlight, as places well worth visiting. A little further afield are such well-known places of interest as historic Chester, sunny Southport, and breezy Blackpool.

Supremacy!



The Space Barometer which the "Newspaper World" compiles and publishes monthly proves that the

Liverpool Echo

is the greatest evening advertising medium in the Kingdom, carrying more advertisements than any other provincial penny paper, morning or evening, its total being exceeded by only one London penny paper (THE ECHO'S "smalls" alone often exceed 2000 daily.)

and that the

Liverpool Daily Post

is by far the greatest and most popular daily advertising medium outside Manchester for the district of Lancashire, Cheshire, North Wales, and the North-West generally.

THIS REPUTATION HAS BEEN BUILT UP ON HEALTHY CIRCULATION AND EFFICIENT SERVICE.

The Liverpool Weekly Post

is the favourite weekly among the working classes of the industrial North-West of England and Wales.

The fixed rates for any advertisements from a "small" to a full page can be had on application at

LONDON: 130 Fleet Street, E. C. 4 LIVERPOOL: Victoria Street

THE ADVERTISING CLUBS OF EUROPE

The Advertising Club Movement in Europe is Making Giant Strides and the Associated Advertising Clubs is Now "of the World" in the Fullest Possible Sense

FOLLOWING are details of the personnel of the Advertising Clubs of Europe who will greet the delegates at Wembley. The Clubs of Great Britain, in conjunction with the affiliated organizations mentioned elsewhere, will be hosts at the London Convention.

ENGLAND

LONDON

The Thirty Club of London—President, C. Harold Vernon (principal, C. Vernon & Sons, Ltd.); vice-president, John Cheshire (advertisement director, Lever Bros., Ltd.); treasurer, Philip Emanuel (advertisement director, Odhams Press, Ltd.) hon. secretary, W. S. Crawford (principal, W. S. Crawford, Ltd., Advertising Agents). Founded in 1905 with 30 charter members "for the betterment of advertising," its members are elected only for services rendered to advertising. There are seven honorary members. The present roll follows:

Committee—W. H. Robinson, J. C. Akerman, Eric Field, T. B. Lawrence.

Full Members—Sir Charles F. Higham, Lionel G. Jackson, Leslie Harwood, H. Samson Clark, James Walker, Hugh N. Hunter, P. C. Burton, Charles Bridges, Wareham Smith, Ivor Fraser, R. P. Gossop, E. S. Baring-Gould, Geo. J. Orange, George Sparkes, F. W. Vanden Heuval, Ernest Morison.

Associate Members—Louis Kaufman, A. Wardle Robinson, Walton Harvey, U. B. Walmsley, F. E. Bluff, Alfred Pemberton, Gerard W. Gibbs.

Aldwych Club—Chairman, Wareham Smith (director of Weldons, Ltd.); hon. secretary, Edwin T. Nind (advertisement manager of C. Arthur Pearson, Ltd.). Founded in 1911, the Aldwych Club is the only advertising social club with its own club premises (Exeter street, Strand). It has just over 500 members, practically all of whom are advertising men.



EDWIN T. NIND



WAREHAM SMITH

Fleet Street Club—President and chairman, Sidney D. Nicholls (advertisement manager of *Sunday Pictorial*); hon secretary, Fred W. Slaughter (general manager, *The Nation and Atheneum*). This is the oldest club of advertising men, its membership being composed of newspaper men, and numbering 240. Is arranging two interdepartmental sessions at the convention to discuss affairs with American newspaper advertising men. Headquarters, 3 Cursitor street, Chancery lane, Fleet street. E. C. 4.



SIDNEY D. NICHOLLS

Publicity Club of London—President, the Right Hon. the Lord Mayor of London, Sir Louis A. Newton; chairman, William M. Young (advertising agent, retired from business last year); hon. secretary, J. Douglas Mugford (director, Alexandra Advertising Agency, Ltd.). Formed in 1913, the club is now the largest British publicity club, with a membership of almost 800. It is actively engaged in the convention and has invited the delegates of the New York Advertising Club to dinner on Tuesday of convention week. Headquarters, Sentinel House, Southampton Row, London. W. C. 1.

Press Advertisement Managers' Association—President and Chairman, George Scott (London advertisement manager, *Glasgow Herald*); hon. secretary, F. Osborne (advertisement manager, *Windsor Magazine*). Formed in 1910, this association includes the advertisement managers of leading newspapers, etc., of the United Kingdom, its objects being to promote and safeguard the best interests of advertising. Membership, 83. It is represented through its members on various committees engaged in the convention. Headquarters, Norfolk House, Laurence Pountey Hill, Cannon street, E. C. 4.



GEORGE SCOTT

Regent Advertising Club—President, Major T. Worswick, O.B.E., M.Sc. (Director of Education for the Polytechnic); founder and first chairman, Cyril C. Freer (director of the Freer Advertising Agency); secretary, Muriel G. Atkins (advertisement department, Odhams Press, Ltd.). This club was formed in May, 1923, and has now 220 members. Affiliated with the A. A. C. W. H. Turner Widgery acting as representative on the General Committee of District 14. Miss Debenham represents the women members on the women's entertainment committee.



MAJOR T. WORSWICK

The Regent Club hopes to entertain the three junior delegates who are attending the convention as the guests of the senior club of New York and has applied to the entertainment committee for this privilege. Headquarters, The Polytechnic, 309 Regent street. W. 1.

Women's Advertsiing Club of London—President, Miss Marion Jean Lyon (advertisement manager, *Punch*); secretary, Miss Kathleen MacLachlan (W. S. Crawford, Ltd., Advertising Agents). The club was formed September, 1923, with the aim to widen the range of advertising vision by the addition of authortative women's activities. The membership already amounts to 32. The club is the outcome of a promise made by Miss MacLachlan at last year's convention that a real women's advertising club would be in existence in London before the 1924 convention. The club is in charge of the entertainment to be provided for the American ladies during the convention, and a special committee has been formed to take care of this important section. Miss MacLachlan is secretary of the Women's Federated Clubs of the World, and the club is looking after the business of the Federated Clubs during the convention. Headquarters, 233 High Holborn, W. C. 1.



KATHLEEN MACLACHLAN

LIVERPOOL

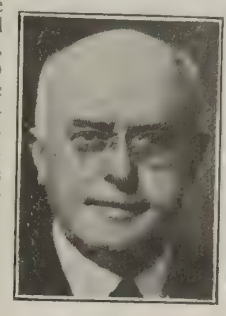
Publicity Club of Liverpool—President and chairman, Alderman C. F. Rymer (managing director of Messrs. C. F. Rymer, Ltd.); joint hon. secretaries, Douglas Munro, advertisement manager, Rushworth & Dreaper, Ltd.), Thomas W. Roberts (principal of Commercial Advertisers' Advertising Agents); hon. treasurer, Miss M. L. Wilkins (principal of Replica Letter Company of Liverpool). The Publicity Club of Liverpool was founded in October, 1920, and its membership is now 120 full members and 36 junior members. The club is entertaining in Liverpool 100 delegates arriving on the evening of July 20 and staying in Liverpool to Thursday, July 25. The club will meet American and Canadian delegates arriving in Liverpool. Headquarters, Publicity Club of Liverpool, Liverpool.



C. F. RYMER

BRADFORD

Publicity Club of Bradford—President, the Rt. Hon. the Lord Mayor of Bradford, Ald. H. M. Trotter, J.P.; chairman, H. C. Derwent, J.P., business manager of the Bradford District Newspaper Company; secretary, Walter Pitchers (London & Provincial Reproduction Company, Ltd.). The club was formed March 3, 1924, and the membership is 70. The club's invitation was extended to and accepted by the American delegates to visit Bradford during their Yorkshire tour. Headquarters, 11 Hastings Place, Bradford.



H. M. TROTTER, J. P.



H. C. DERWENT, J. P.

OXFORD

Publicity Club of Oxford—Pledged to uphold the ethics and standard of Advertising. Affiliated to the A. A. C. W. President, W. R. Morris (governing director of Morris Motors, Ltd.); chairman, G. G. Hunt (advertisement manager, *Oxford Times*); hon. secretary, Laurence Knowles (business consultant); hon. development secretary, E. Kingsley Belsten (advertising manager, Diploma Correspondence College, Ltd., Oxford). Formed March 10, 1924. Membership about 50. The club has a delegate sitting on the general convention committee. Headquarters, Y. M. C. A. Building, Oxford



G. G. HUNT



W. R. MORRIS

SCOTLAND

GLASGOW

Glasgow Publicity Club—Chairman, H. Thomson Clark, J.P. (general manager, *Glasgow Herald, Evening Times, Bulletin, Glasgow Weekly Herald*); hon. secretary Hugh W. Dick, (advertisement manager, *Glasgow Evening News*); hon treasurer, John Firth, 54 Gordon street, Glasgow. Formed November, 1923, and has 90 members. The club is attending advertising convention in London, representing the Glasgow and West of Scotland interests and entertaining the American delegates to the number of 200 when they come north to Glasgow.

IRELAND

Advertising Club of Ulster—President, S. G. Haughton (Frazer & Haughton, Culley-backey, Co. Antrim, Ireland); hon. secretary, Victor Salter, 124 Royal avenue, Belfast. Affiliated with A. A. C. W.

Publicity Club of Ireland—Chairman, Sir Thomas Robinson; vice-presi-

"Looked Back Upon With Happy Memories"

LORD ASHFIELD

Chairman of the Underground Undertakings

LAST year I expressed the hope that the 1924 convention of the Associated Advertising Clubs of the World might be held in London. I am indeed glad that this hope is to be fulfilled, and at a time so fortunate; for the linking of the convention with the great Empire Exhibition must inevitably ensure that the results of the visit will be even more far-reaching than would be the case in a normal year.

May I assure the delegates that their visit to this country will be of inestimable value, not only to British advertising but also to international trade. London, I know, will extend to them a most sincere and hearty welcome, and I can only add that it is my firm conviction that the 1924 convention will prove to be not only no less successful than its predecessors, but one which will be looked back upon with happy memories of great achievement.

dent, Dr. Lombard Murphy; hon. secretary, Brian D. O'Kennedy; hon. treasurer, F. M. Summerfield. Formed Dec. 6, 1923, and the number of members is approximately 100. The club is sending a delegation to the convention, and is arranging with the authorities in London for speakers from the Free State to participate in the convention proceedings. The club is also arranging to receive a number of delegates, probably about 250, in Dublin, where a reception and series of entertainments will be provided.



DR. LOMBARD MURPHY



SIR THOMAS ROBINSON

FRANCE

Chambre Syndicale de la Publicité—Presidents d'honneur: M. M. Doumergue, J. Crupp, Masse, Couyba, Fernand David, Guisthau. Membres d'honneur: M. Laffont, Sous-Secretaire, Aux P. T. T.; M. Emmanuel Brousse, Deputé, Ancien Sous-Secretaire d'Etat. The club was founded in 1906.

Corporation des Techniciens de la Publicité, Paris—Founded in 1913, under the name of "Conference des Chefs de Publicité." The present title was adopted in 1920. Its aim is the betterment of advertising as a whole. The organization is divided into three groups, as follows (the figures given are those indicating the number of present members): (a) advertising managers of advertisers, 50; (b) advertising consultants and agents, canvassers and advertising managers of papers, 30; (c) artists and craftsmen, divided as follows—artists and layout men, (30), block-makers and engravers (40), printers and publishers (36).



ETIENNE DAMOUR



F. A. MARTEAU

The founder was C. J. Gerin, and the present chairman is Etienne Damour, managing director of Et. & L. Damour, advertising consultants in Paris and publishers of *Vendre*. Other committee officials are Mr. Debuisson (engineer, advertising consultant); Louis Serre (advertising consultant, advertising professor and examiner); J. Gerin (advertising consultant).

Office de la Justification des Tirages, Paris—Founded in 1922 as a result of resolutions passed at the 1922 Paris advertising convention. Its aim is to act as Audit Bureau of Circulations for daily papers and periodicals. Chairman, Charles Maillard; secretary, Joseph Breuer.

Demaine de la Publicité(Comite Executif) Paris—Founded in 1922 when the Paris advertising convention was terminated, in order to carry out certain resolutions passed—namely, an endeavor to obtain a standard column width, to regulate the rights of artists to sign illustrations of advertisements, etc. Chairman, Charles Maillard; secretary, Martial Buisson.

Cercle des Publicitaires Francais, Paris—Founded in 1923, it is a social club, intended to bring together advertising men. Chairman, Louis Serre; other committee officials, Joseph Breuer, Lucien Sene, Martial Buisson, Francis Thibaideau.

HOLLAND

Vereeniging Voor Reclame—Amsterdam, Rotterdam—Founded November, 1923. Its aim is to bring about improved advertising in Holland and in the Dutch colonies. The number of members is about 125. Chairman, H. H. Behrens, The Hague; secretary, B. Knol, Rotterdam.

Bureau Voor Oplaagcontrole, Amsterdam—Founded November, 1921. Its aim is to act as Audit Bureau of Circulations for dailies and periodicals. The number of members is about 125. Chairman, H. Sanders (of the N. V. C. Polak Gazn). Other members of the committee are C. J. Van Dykl (Gillette Safety Razor Company) and Joost Sluis (N. V. P. Sluis Zaadhandel); executive director, J. C. Van den Berg.



B. KNOL

BELGIUM

Chambre Syndicale de la Publicité—Affiliated with the Chamber of Commerce of Brussels. President George F. Sellier (advertising manager of Les Savanneries, Lever Freres Societe Anonyme, Brussels, an associated company of Lever Bros., Ltd., of Port Sunlight); secretary, M. Marinx (director of the Publicity Office of Brussels). The club was formed July 30, 1921, and the membership is now 55. The delegation to the International Advertising Conventio will consist of about 25 members and will be the only Belgian advertising association represented at the convention. Headquarters, 8, Place du Petit Sablon, Brussels.



GEO. F. SELLIER

AFFILIATED ORGANIZATIONS IN DISTRICT 14

LONDON

Incorporated Sales Managers Association of the United Kingdom—President, G. S. Stevens (company director, 55-56 Chancery lane, W. C. 2); chairman, Arthur Chadwick (managing director, Amalgamated Publicity Service, Ltd., Bucknall street, W. C. 2); hon. general secretary, Stanley F. Talbot (sales organizer and manager, General Buildings, Aldwych, W. C. 2). Formed May, 1911, and has about 500 members. The object of the association is the general discussion of matters of interest to those engaged in sales management. Responsible for sales management sessions at A. A. C. W. convention, Wembley. Headquarters, Sentinel House, Southampton Row, W. C. 1.



SIR ARTHUR CHADWICK

The Periodical, Trade Press & Weekly Newspaper Proprietors' Association, Ltd.—President, Rt. Hon Lord Riddell; vice-president, Sir George Sutton, Bart. (Amalgamated Press (1922), Ltd.); Sir Edward Iliffe, C.B.E., M.P. (Iliffe & Sons, Ltd.); executive chairman, George Springfield; chairman periodical section, J. A. W. Mudie (D. C. Thomson & Co., Ltd.); chairman trade and technical section, Percival Marshall (Percival Marshall & Co.); secretary, E. O. Norton, 6 Vouverie street, E. C. 4. The association is represented on the general committee and executive council of the convention, and for convention purposes is affiliated with the Advertising Clubs of the World. Headquarters, 6 Bouverie street, Fleet street. E. C. 4.

London Chamber of Commerce—President, Lord Kylsant, G.C.M.G. (chairman and managing director, Royal Mail Steampacket Company, Union Castle Line and other associated companies); chairman, R. L. Barclay, C.B.E. (director, Barclays Bank Ltd., and Commercial Union Assurance Company); secretary, A. de V. Leigh, M.B.E., M.A. The Chamber was formed in 1881 and the membership is over 7,000 and includes the most important firms engaged in trade industry and commerce in the administrative County of London. It has affiliated associations represented on its council with a membership of over 50,000. The council at its meeting last November considered a request from District 14 to nominate three members to serve on the general committee for the convention, and three members were accordingly appointed. Headquarters, 1, 2 and 3, Oxford Court, and 97 Cannon street, E. C. 4.

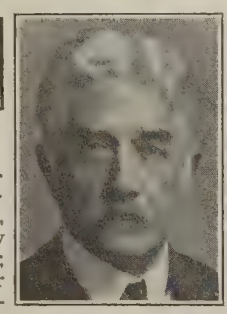


LORD KYLSANT



R. L. BARCLAY

Association of British Advertising Agents—President, L. O. Johnson, (Mitchell & Co., Ltd.); vice-president, H. L. Mather (Mather-Crowther, Ltd.); chairman, J. Strong (G. Mitchell & Co., Ltd.); hon. treasurer, Lionel Jackson (G. Street & Co., Ltd.); hon. secretary, Philip de G. Benson (S. H. Benson, Ltd.). The association was incorporated April 17, 1917, but existed under various names before that date. The membership now amounts to 71. It has been entrusted by the convention with the preparation of the program for the convention as far as it concerns advertising agencies. The association is also taking part in the exhibit of advertising art. Headquarters, 110 St. Martins lane, W. C. 2.



L. O. JOHNSON



JAMES STRONG

Incorporated Society of Advertisement Consultants—President, Thomas Russell; vice-president, Hopton Hadley; secretary, William T. Moss; treasurer, T. Gilbert Oakley. The society was formed September, 1910, and now numbers among its members the principal independent advertising men and women practitioners in London. Headquarters, Clun House, 17 Surrey street, Strand, W. C. 2.

Screen Advertising Association—President, T. P. O'Connor, M.P.; vice-president, Sir William Veno; joint chairmen, Beaumont Alexander and K. Baron Hartley; vice-chairmen, S. Presbury and G. E. Turner; hon. treasurer, Basil Davies; hon. secretary, R. K. Langley.



K. BARON HARTLEY

Federation of Master Process Engravers—President, A. Dargavel; vice-president, V. Siviter Smith; hon. treasurer, E. W. Hunter; secretary, A. E. Dent. Formed November, 1916, its membership now amounts to 120. Is illustrating blockmaking section and graphic arts exhibits at the convention. Headquarters, Room 268 Bank Chambers, 329 High Holborn, W. C. 1.

Incorporated Society of British Advertisers, Ltd.—Vice-presidents, Lord Leverhulme, Sir Jesse Boot, Bart., Sir Herbert T. F. Parsons, Bart., Sir Hedley F. le Bas; general secretary (London), H. T. Humphries, secretaries, (provincial executives), B. A. Ward (Manchester), D. J. Black (Glasgow). Members include some 300 of the leading national advertisers. The society is responsible for national advertisers' section at the convention. Headquarters, 134 Fleet street, E. C. 4. Branch offices, Veno Bldgs., Manchester; 22 Renfield street, Glasgow.

Federation of Master Printers and Allied Trades—President, Lt. Col. H. Rivers Fletcher (Fletcher & Son, Norwich); vice-president, W. B. Wykes (Johnson Wykes & Paine, Leicester); secretary, A. E. Goodwin. The federation was formed in 1901 and its membership consists of nearly 5,000 employers employing 95 per cent of those engaged in the industry, and its object is to organize employers in the printing and allied trades. The federation is responsible for the conferences of the printing section of the convention and is entertaining the American and foreign delegates. It is also responsible for the printing section of the advertising exhibits. Headquarters, 24 Holborn, E. C. 1.



H. RIVERS FLETCHER



A. E. GOODWIN

JUST A MINUTE!

THE G. W. Advertising Service, Ltd.,—located as below—will welcome any correspondence relating to Advertising propositions such as Novelties, Calendar Designs, etc., from American Producers seeking trade in British Markets.

Write us with details of your propositions.

The G. W. ADVERTISING SERVICE LTD.
PUBLICITY HOUSE
29A NEWPORT STREET
BOLTON

Bolton can respond

Lancashire's third town . . with a population of 182,000 . . is the wealthiest industrial community in the Kingdom.

Its one daily newspaper is the *Bolton Evening News* (daily net sale 48,057).

Half a million people live within a ten mile radius of Bolton. They read the *Lancashire Journal* series of weekly newspapers.

Bolton can buy . . now. Luxuries and every-day necessities. Use the *Bolton Evening News* and *Lancashire Journal* series as the backbone of your northern campaign and

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Comprehensive Analysis of Bolton Market and Rate Card Sent on Request to

TILLOTSONS NEWSPAPERS LTD., BOLTON

or the London Office: Temple Bar House, 23-28 Fleet Street, E.C., 4

ADVERTISING CLUBS OF EUROPE

(*Continued from page 78*)



W. E. Biggs

United Billposters' Association—President, W. E. Biggs, Keighley; vice-president, Councillor T. D. Schofield, Bridgend; secretary, George F. Smith. The association was registered in 1890 and its memberships numbers between 600 and 700, substantially all the billposting contractors of the United Kingdom. It is responsible for the billposting section in the convention. Headquarters, 31 St. James street, Bedford Row, W. C. 1.

London Billposters' Association—President, W. Edmund Davey (Northern Billposting, Ltd.); vice-presidents, Percy Sheldon (Borough Billposting Company); G. W. Gardner (Walter Hill & Co., Ltd.); treasurer, M. J. Richards (Willing's Billposting Dept., Ltd.); secretary, George F. Smith. The association was registered 1890, as a trade protection association. The membership numbers 52, substantially all billposting contractors of London. Headquarters, 31 St. James street, Bedford Row, W. C. 1.

Federation of Direct Mail Advertising Agents—Chairman, Arthur Chadwick (chairman, Amalgamated Publicity Services, Ltd., Publicity House, Bucknall street, W. C. 2); deputy chairman, A. H. Louis (Flowerdew & Co., Temple Bar Chambers, 227 Strand, W. C. 2); secretary, Lt. Col. High W. S. Venn (director, Amalgamated Publicity Services, Ltd., Publicity House, W. C. 2); hon. treasurer, H. C. Baldwin (life director, Smith Dalby-Welch, Ltd.). The federation was formed in January, 1924, and it is impossible to give a membership estimate. The federation will function as the direct mail departmental section of the convention headquarters, 196 Shaftesbury avenue, W. C. 2.

Incorporated Association of Retail Distributors—Past President, Sir Sydney M. Skinner, J.P.; president-elect, Sir Woodman Burbidge, Bart., C.B.E.; chairman, Percy A. Best (president 1923-24); general secretary, F. Ernest Jackson, also chairman retail advertising committee, International Advertising Convention. Northern (consultative) Council, chairman, A. W. Thomas; Southern (consultative) Council, chairman, Leonard H. Bentall. The I. A. R. D. was established in January, 1920. Headquarters, 125 Pall Mall, S. W. 1.

British Association of Display Men—President and chairman, E. Willson (display manager, Kodak, Ltd.); vice-president, G. W. S. Deadman (display manager for Army & Navy Stores, Ltd.); hon. secretary, Miss J. E. Chenery; treasurer, F. R. Stapley (display manager for Catesby's, Ltd.). The association was formed in 1919 and has a membership of about 400 to 500. The B. A. D. M. is affiliated with the A. A. C. W. and working with the advertising committee with the Incorporated Association of Retail Distributors, etc. Headquarters, 43 Blandford street, W. 1.

Business Research Association of Great Britain—President, A. L. McCredie (a graduate of Toronto University, founder and first editor of the *Canadian Countryman*. Now chief of the department of business research and merchandising counsel of the Paul E. Derrick Advertising Agency, Ltd.); vice-presidents, Arthur Taylor (director of Enos); A. W. Wilson (agricultural production representative for Canada); secretary, Sinclair Wood (Lever Bros., research department). The association will be conducting departmental sessions on business research at the convention. Formed March 14, 1924, the membership amounts to 55 at present and is rapidly increasing.

"The Invigorating Influence the Convention Will Have"



SIR WILLIAM E. BERRY

Chairman of the Berry Group of Newspapers

I FEEL sure that the American delegates to the forthcoming advertising convention will need no assurance as to the great welcome they will get in England.

It will be a sincere and I hope, a memorable, welcome; not only because we on this side appreciate so fully the invigorating influence the convention will have on British advertising and on international trade generally, but also because we look forward to this new opportunity of renewing and strengthening the many ties of good fellowship that already exist between us.

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EDITOR & PUBLISHER A.A.C.W. CONVENTION HEADQUARTERS

EDITOR & PUBLISHER will be on sale at all hotel, club and prominent Fleet Street news-stands, for the convenience of convention delegates.

Headquarters will be maintained, in connection with the official registration bureau, at Bush House, Strand, London, W. C. 2.

EDITOR & PUBLISHER'S permanent London office is located at Hastings House, No. 10 Norfolk Street, off Strand. Telephone, Central 9910, where Herbert C. Ridout, London Editor, and H. Rea Fitch, Special Commissioner, may be reached.

Savoy Hotel Headquarters, James W. Brown, President, of Editor & Publisher.

AT YOUR SERVICE

EDITOR & PUBLISHER is frankly gratified by this number devoted to the cause of international advertising and good will among the world's disciples of the printed word as an instrument for the advancement of commerce and trade.



H. C. Ridout

This is the largest issue ever printed by this trade journal, the largest and most complete issue of any paper devoted to advertising, and there are only a few instances of larger trade paper issued in any field.

Editor & Publisher appreciatively acknowledges the support of the advertising interests herein represented, which made possible a truly representative trade paper souvenier of the Twentieth Annual Convention of the A.A.C.W., at Wembley, London, England, attracting a delegation of more than 2,000 from America alone, and by all odds the most important and significant event in the history of organized advertising.



H. Rea Fitch

Everyone who is acquainted with the Texas type of American will thoroughly enjoy and value the enterprising note struck in these columns by the leaders of advertising, journalism and business in that great empire of the Southwest. Houston, gem city of the Lone Star State, earnestly and irresistibly demands the 1925 convention of the Advertising Clubs of the World, and in this number our friends have their full say, confident that the pledge of Atlantic City shall be fulfilled. "On-to-Houston, 1925," promises to be the slogan of the Wembley convention and it is typical of the dauntless Texan to deliver the message in the broad and convincing terms of the "Texas Next" section of this number

To Herbert C. Ridout, London Editor of Editor & Publisher, responsibility for the extraordinarily thorough covering of the overseas editorial interest of this number, and to H. Rea Fitch, special commissioner of Editor & Publisher responsible for assembling the brilliant array of the special business announcements in this number, a public note of appreciation is well earned and cordially extended.

LONDON'S GREAT SIZE

Administrative County of London (including the City of London)	1901	1911	1921
	4,536,267	4,521,685	4,483,249
Outer Ring	2,045,135	2,729,673	2,992,919
Greater London	6,581,401	7,251,358	7,476,168

A Practical Service

To Editor & Publisher:—May I take this opportunity of congratulating you upon this splendid International Year Book number, exemplifying as it does the high character and enterprise of the practical service you are rendering to the country through the medium of the Editor & Publisher? I need hardly add that it gives me much pleasure to see the tremendous strides taken by your publication with which I had the privilege of being associated in its earlier days.

Michael Kley,
Metropolitan Life Insurance Co.

There's an undulating tract of country in the north of England

twenty miles square, whose borders embrace a dozen boroughs with populations ranging from 130,000 to 20,000 and numerous smaller townships in addition. The people are sturdy and industrious; their energies have opened out coalfields and built up great manufacturing industries of world-wide reputation; they are a people who earn more per family than any community in any other part of the Kingdom.

SUCH ARE NORTH EAST LANCASHIRE AND ITS PEOPLE

High Organization and Geographical Situation Enable the

NORTHERN DAILY TELEGRAPH

to cover the whole field (which is the home area of the paper) in the minimum of time, carrying a newspaper service which for variety and quality of content is unapproached. Each evening the "Telegraph" is read in from 70 per cent to 90 per cent of the homes, and in the majority of cases is the only newspaper that gets there day by day.

The "Northern Daily Telegraph" has the largest sale of all newspapers published in Lancashire north of Manchester.

Head Office: Blackburn London Office, 151 Fleet St.



River life on the picturesque Thames forms one of the greatest attractions of summer time in England. The picture shows a regatta at Henley.

OFFICIAL A. A. C. W. TOURS

(*Continued from page 75*)

Rieley, Mr. Daniel V.
Robards, Mr. Henry Alex.
Roche, Mr. G. W.
Robbins, Mr. Merton C.
Rodlun, Mr. Trcy M.
Rogers, Mrs. Louise Wharff
Rosenstein, Miss L.
Rosenthal, Mr. Charles
Ryan, Miss Marie H.
Sanford, Mr. L. H.
Schmick, Mr. W. F.
Schwab, Miss Gertrude
Scudder, Mr. Geo1ge
Sellers, Miss Marie
Shippey, Miss F. B.
Showitz, Miss Naomi
Silance, Mr. Louis M.
Simmons, Miss Minna Hall
Sitgreaves, Miss Margaret
Smith, Mr. Allen C.
Smith, Mr. Herbert H.
Smith, Mr. Lewis R.
Smith, Miss Mildred Law
Smith, Mr. Richard E.
Sorensen, Mr. Roy A.
Squires, Mr. H. C.
Stady, Mr. Stanley
Stansberry, Miss Ruby
Stearns, Mr. Geo. W.
Stein, Dr.
Sterling, Mrs. Louise A.
Story, Mr. Howard C.
Sullivan, Mr. John
Sullivan, Mr. T. J.
Swarts, Mr. G. T., Jr.
Thrift, Mr. Tim
Tingle, Mr. W. B.
Toomey, Mr. Richard A.
Tucker, Miss Margaret
Tupper, Mr. C. A.
Updegraff, Mr. R. R.
Vander, Mr. Charles
Vander, Mr. Chas. O.
VanDeventer, Mr. W. E.
Vatcher, Mr. H. J.
Vignos, Mr. Alfred
Voelker, Mr. Chas. M.
Wade, Mr. Hollis M.
Winter, Mr. and Mrs. Arthur W. and daughter
Wolcott, Mr. Roger
Wolff, Mrs. Y. S.
Wolfinger, Mr. B. F.
Wood, Mr. Wm. W.
Wright, Mr. M.
Yocum, Miss Grace O.



The Victoria Embankment on the Thames, just opposite the Savoy Hotel, with the Houses of Parliament and the "Big Ben" clock tower in the distance. The building whose four chimneys rise against the sky-line under Big Ben is Scotland Yard, home of the detective branch of the Metropolitan Police Force.

"Like a Weekly Letter From Home"

That is how thousands of newspapers and advertising men regard Editor & Publisher—leading authority on journalism in all its phases.

To avoid missing any number send your subscription today.

Rates, Per Year.

United States, $4.00 Foreign, $5.00

Do it right now!

TO AMERICAN ADVERTISERS AND ADVERTISING MEN GREETINGS! AND A CORDIAL INVITATION

WE give the assurance of a hearty welcome to all you business men and women who are coming to England for the International Advertising Convention.

We shall be delighted if you will consider our offices and their facilities as your own during your sojourn in London.

We shall be pleased to give you any information and assistance that lies in our power in regard to the British, Indian, Colonial and Far Eastern Markets and questions of selling and advertising in those countries.

Our 80 years of experience is freely at the service, not only of those who are coming to London, but of those who have been unable to leave America.

D. J. KEYMER & CO., LTD.
36-38, Whitefriars St.
London, E. C. 4
England

D. J. Keymer. Lionel D. Falk.

Chairman. *Managing Director.*



you can hit BRITAIN'S MILLIONS

We are read where the map is red

through the

PEARSON GROUP

of POPULAR PUBLICATIONS

7
WEEKLIES
Pearson's Weekly
The Smallholder
Home Notes
Peg's Paper
Peg's Companion
Woman's Friend
The Scout

3
MONTHLIES
Pearson's Magazine
Royal Magazine
Novel Magazine

They cover all classes over all the country all the time; they carry your message from Great Britain to Britain's Colonies and round the world and back.

E. T. NIND

Advertisement manager of C. A. PEARSON, Ltd., 18 Henrietta St., Strand, London, W. C. 2, England, will gladly send you fullest particulars and space rates on receipt of enquiry.



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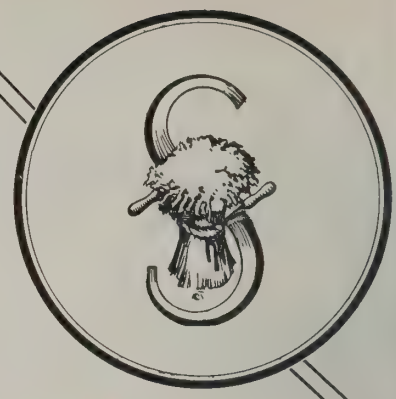
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industrial classes.
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r medium for reaching

JOHNSON
VNES LIMITED
et, Strand, London, W.C.2.



Some of the American Products which have been successfully marketed in Great Britain through Advertising.



A Few Facts Concerning the British Market

COMPARED to the United States of America, The United Kingdom, including the Irish Free State, represents a very small piece of the Earth's crust, and people accustomed to large areas and great distances are slow to realise how this influences the handling of the market. For instance, all the chief Industrial Centres are but at a few hours' rail journey from London, and in many instances a man leaving London in the morning can visit his customers in a Provincial Town, returning to London in time for dinner.

Without doubt, this compactness not only makes London by far the most dominating centre for business generally, but also has a peculiar influence on the Newspaper situation, and explains why the London Morning Newspapers obtain their wide National Circulation, as it is possible to deliver them in the Provinces by breakfast time. On the other hand The United Kingdom is far more closely populated than the United States, as the following figures show:—

United States	31	persons per square mile.
England	701	" " " "
Scotland	160	" " " "
Wales	296	" " " "
Ireland	134	" " " "

Further, the bulk of the population is concentrated in large Cities and Industrial areas, approximately only 13% of the total population being engaged in Agriculture.

From these broad facts it is evident that the British Market differs fundamentally from that of the United States of America, and requires close investigation before launching Selling & Advertising plans.

To American Manufacturers & Merchants wishful to investigate the British Market we extend a hearty invitation either to visit us or to get in touch with us by letter—we can assure them of our hearty co-operation.



STREETS

G. STREET & CO., Ltd.

INCORPORATING LEATHWAIT & SIMMONS

6 Gracechurch St., E. C. 3 — 8 Serle St., W. C. 2

PHONES: Avenue 5311 (3 lines) — Holborn 2808 (3 lines)

34 Throgmorton St., E. C. 2

London Wall 2664

London, Eng.

TELEGRAMS: Street Stock London

MAN PAYS BUT WOMAN CHOOSES AND BRITISH ADVERTISE TO WOMEN

.uch Copy Ostensibly Aimed at Men is Subtly Directed at Persuasion of Women—The Buying Influence Being the Feminine Prerogative

By H. G. SAWARD

Managing Director, Saward, Baker & Co., Ltd., London

SOMEONE who was too tired to think out a really clever epigram once said hat woman was the riddle of the uni-erse.

If he had said that at a debating ociety, he would have drawn the retort hat man is a bit of a conundrum.

Both views would have been the subject or argument. There could be no argu-ient about the statement that woman is he real buyer.

That is true, whether the woman be an merican, a Britisher or a Thibetan. lo wonder 75 per cent of the advertising ppearing in Great Britain is directed olely to the woman. The other 25 per ent is directed *ostensibly* to the man.

Man pays the bills—always. He plays he musical instrument but the woman alls the tune.

And while these are universal plati-udes, it is really true that the British oman is more of a woman than any ther woman in the world. With due nd proper respect to the American oman, she is so flattered by the Ameri-an man that she has taken on more of he masculine temperament than has the ritish woman.

The British woman is essentially con-ervative. She is almost as much con-ervative as Queen Victoria. With this ifference, that she is a 20th century ictorian and not a 19th century Victor-an. She does not in point of literal fact emand what is known as a "Victoria," he does demand a Rolls-Royce or a ord accordingly to the ability she has of aking her husband earn money.

The British advertising agent has not arned his lesson. He has been taught this esson by woman; he flatters himself hat he has introduced woman to adver-sing; he has done nothing of the sort, t the most he has had the good sense o realize that if his advertising is to be ffective, he must cease to have his own ay.

You may say "So has the American." here is just this difference; that the ritish woman and the American woman re fundamentally alike, but different in etail.

Let us give a few examples. Until re-ently, the British woman was so im-ressed with the intricacies of mechanical atters, that she did not realize her ower in regard to motor car purchase. oday she does. Thus today the adver-ising agent sells motor cars to women, esterday he tried to sell them to men. here are still motor-car advertisers who ely entirely upon an appeal to logic. The stute motor-car manufacturer appeals to ogic, but appeals to the woman's sense f niceness.

Only a woman knows what is a oman's sense of niceness and although otor-car copy that embodies niceness, ay be written by a man, it should be fluenced by a woman.

It does not matter whether it is motor-ars or baby foods. Take Glaxo for in-tance. Glaxo is one of the biggest uccesses in this country. It is certainly rue to say that Glaxo's advertising suc-ess depends upon a correct blending of he emotional appeal to woman and an ppeal to the logic of womanhood.

And even so if you studied the Glaxo dvertising for the last twelve months ou would find that much of it was irected to paternal pride. This is where he sure instinct of woman in advertising ells. Paradoxical? No.

Take Gibbs, of Dentifrice fame. No ne would claim that cleanliness of the eeth is a special prerogative of woman. ibbs have not appealed specially to oman, as woman, they have appealed to he children through the woman and the an. That is correct psychology. It would be stupid sentimentalism to argue that a woman cares more for children than a man does, but it would be more stupid reasoning to argue that it is the man who insists upon the children clean-ing their teeth. That is the special job of the woman, and that is why Gibbs have sold Dentifrice extensively to the children. The Gibbs Fairy Books, which can be



Clever small-space appeal to the woman reader.

read with great delight by the children, were not written for children at all. They were written for the mothers of children —and fathers of children read them in their better moments. But the whole family used Gibbs Dentifrice, which is precisely what Gibbs wanted.

It may be said by our American readers that all this is true of America and they may ask in what respect the advertising of an American product in this country should differ from the advertising of the same product in America.

One can only speak out of one's own experience. I have had the experience in advertising Pompeian Toilet Specialities in this country. In conjunction with my male and female colleagues I inspired copy that did not differ in essentials from American copy for Pompeian, but that differed vitally in detail. To be dangerously frank I capitalized the English woman's love of a sensational fiction story—a different type of fiction story from the American type—and based a good deal of Pompeian advertising upon the sentimental fiction appeal. That has paid Pompeian. Based upon American fiction appeal, I doubt if it would have paid Pompeian.

But we have a long way to go in adjusting our advertising copy to the hand that holds the purse-strings. It is a really astounding fact that the insurance companies of Great Britain have never yet thoroughly adapted their copy to woman. Considering practically nobody but a woman gains by insurance, it is almost unbelievable that we go on filling our insurance advertisements with dull and uninteresting statistics about the financial condition of an insurance company. Indeed we advertise insurance very little in this country. We rely upon the personal canvass. So much have we relied upon the personal canvass, that it has become a music-hall joke. One day we we shall *advertise* insurance.

It is the same with novels and books of travel. You may be surprised to learn it, but it is a fact that nobody buys books in this country. We only borrow them. A novel that sells 40,000 copies is a gigantic success. An energetic publisher could make 400,000 women ashamed of not possessing any given book.

Any woman could tell him how to do that.

Whether it is true of women the world over that they are international in outlook, I would not pretend to hazard an opinion, but I think it is true—British women are international in outlook. In other words, they will buy American goods if the American appeal is the best appeal and if the American goods advertised are up to their standard of requirement. This reminds me of a conversation with one of your American people who came to this country to find out why the American bacon proposition was anathema here.

I told this gentleman that the women of Great Britain were "sick and tired of your war bacon," and that our women would not have it at any price. It was a fact that American war bacon killed the demand for American bacon for the time being at any rate. The English taste for bacon is different from the American taste. But the English women did not refuse the American bacon because it was American bacon but because they did not like it.

If you have goods that the English-women like, you can advertise them and sell them here. The first important thing to find out is, if they like it and that is where you need the British advertising woman's point of view.

To summarize this article there are two things to remember. One is that advertising in England you must do what you do all the world over, that is appeal to women. Second, that the difference between the British women and any other is apparently indefinite, very obscure, but *very* real.

EDINBURGH—SCOTLAND'S CAPITAL

NO CITY in the world presents a grander or more varied prospect than the grey metropolis of the north. Year by year it attracts thousands of visitors who, in their admiration of its imposing Castle, its romantic Palace and Abbey of Holyrood, and its natural beauties of hill and sea, are apt to overlook the fact that it is an industrial and commercial city of peculiar importance.

As the capital of Scotland, Edinburgh is the seat of the law courts and government offices, the centre of Scottish art, literature and education, and the headquarters of the chief Scottish banks and insurance offices. In it reside many retired, leisured and wealthy persons. But industries of great importance have long flourished in Edinburgh and district, and since the Burgh of Leith and certain suburban districts were included in the city, increasing its population to about 450,000 and its area to 32,400 acres, conditions are favorable for the extension of existing industries and the establishment of new ones.

Many trades have found the advantages of Edinburgh so unique that they have been able to build up a world-wide connection. Edinburgh is the greatest printing centre for its size in the Kingdom. It is the largest book-binding centre out of London; its brewing industry is of extraordinary importance; it is the headquarters of the biggest distillery combine extant; Midlothian paper manufacturers have made their produce the standard of excellence throughout the trade; and its position in the manufacture of paper-making machinery and in the drug and chemical trade is undisputed.

A large portion of Edinburgh's commerce is a thing of yesterday as compared with the city's age and history. The great book-printing industry as now organized is a plant of only 70 years' growth. Its flour mills, its biscuit factories, its drug trade, its mining, its engineering shops, to mention only a few of its industries, are all entirely modern.

Many factories have tended to produce these as, for instance, the opening up of a new and enormous coal-field, splendid railway facilities, the possession of a great and rapidly extending seaport, its limitless water supply, its unequalled, well managed, cheap electric power (the latest extension of which was opened recently by His Majesty the King), its proximity to the Naval Base at Rosyth, its intimate touch with the great distributing centres of the Continent, complete facilities for technical education, extremely low municipal rates, adaptability of its local labor to a wide variety of trades, due partly to efficient educational facilities and partly to the innate characteristics of the Scot, and lastly the city's extraordinarily equable climate.

Foremost among Edinburgh's industries is the printing and publishing of books. It had its origin in the history and long association with the famous authors and the great works which they produced in the Augustan age of Edinburgh's literary reputation. The citizens were not slow to see the commercial possibilities which the residence of so many famous writers, chief among whom was Sir Walter Scott, gave them.

It is only fair to the principal printing firms to say that the industry has been greatly increased in volume by their enterprise in attracting to the city printing for the London and American book markets. The reputation attained by this school of printers is world famous, and the mark of an Edinburgh printing house is a hall-mark of first class craftsmanship. Printing and its allied trades give employment to about 12,000 men and women. One of the largest printing and publishing establishments in the world is an Edinburgh firm which turns out from 125,000 to 150,000 cloth-bound books per week.

The presence of so great an industry in the city has led to the establishment of many allied industries, such as book-binding, electrotying, type-casting, etc., but the most important is the paper-making industry. Fine printing, writing, and account-book papers, also art or coated papers for illustrated books and magazines, are produced at the many mills on the River Esk and Water of Leith, where paper for practically every purpose in manufactured.

The only morning newspaper published in the capital of Scotland is the *Scotsman*, whose offices are not only the largest and most magnificent establishment devoted to the production of newspapers in the world, but they are perfectly equipped in every detail.

Edinburgh maintains the high place it has always enjoyed among the cities of the world in the matter of education, so that it can be said to day with as great force as at any time in its history that the leading industry of Edinburgh is education. Pupils come from all parts of the world to receive their education at its secondary institutions, many of which have a world-wide reputation, while Edinburgh University, with its famous medical school, well merits the praise recently bestowed upon it by His Majesty the King as "the great Scottish seat of learning, which, perhaps, beyond all other universities, attracts to itself the aspiring youth of the Empire."

The city has nearly 100 educational institutions, 3,000 professors and teachers, and over 10,000 students and scholars, apart from children between the ages of five and fourteen receiving compulsory education in the elementary schools. Not the least important and useful of the teaching institutions is the Heriot-Watt Technical and Commercial College, in which the normal enrolment of students (day and evening) is 3,000, and the annual expenditure £20,000. The amount spent in the University, the colleges, and the several schools exceeds £650,000 per

(*Continued on page* 91)



The Convention of Advertising Clubs of the World

LONDON. 1924.

WHAT will this mean for National Advertising?

It is yet premature to endeavour to predict the full extent to which National Advertising will benefit.

As a manufacturer and advertiser, I think that this combined effort of thousands of enthusiasts who aim to improve advertising, will unquestionably result in a far better international understanding of world advertising, and ultimately, the establishment of world business.

Our American brothers can be assured of every endeavour to requite and reciprocate the wonderful hospitality that was accorded to our members in the United States of America.

Arthur S. Porter

ARTHUR. S. PORTER & Co Limited *Wapping Mills* LIVERPOOL. ENG.

Manufacturers of COTTON WASTE, BUNTING & FLAGS, ROPES, ETC.

GLASGOW—SECOND CITY OF THE EMPIRE

GLASGOW—Scotland's largest—never forgets that she is the Second City of the British Empire. Not that she isn't as modest as a really progressive city can be, but her 1,034,000 inhabitants never give her a chance to dismiss the thought of greatness from her placid mind.

The River Clyde drains a thickly populated mining and industrial basin, and the city lies across the Clyde at a point a few miles before the river becomes an estuary. Her position explains most of her growth, her work and—not least—her needs.

Founded in dim antiquity, big enough in 1451 to have a university which today is full of honors and enterprise, the town was preeminently ecclesiastical in the 17th century. Her ancient Cathedral, today one of her glories, was then, as earlier, a centre of pilgrimage which brought trade. In the next century she developed her traditional trade with America and before 1775 grew rich on tobacco.

Then came the industrial era—and Glasgow led it. Recognizing that everything lay to their hands in the Clyde valley—coal, iron ore, skilled tradesmen and a great waterway—her talented sons quietly set about the peaceful revolution of the world. A brief record of their names gives some hint of the wealth of practical experience which lies and has long lain behind the guarantee of "Clyde finish."

James Watt of Greenock is called the inventor of the steam engine. Nobody with an eye for machinery would dispute the compliment, for he transformed such halting models as he had to work on out of all recognition. In 1769 he secured patents for his engine which was soon in use all over the country, at first for draining coal mines and then in every variety of activity.

William Murdoch, the inventor of coal gas for lighting, was born near Glasgow and worked for Watt. He made history by installing gas lighting in Watt's foundry in 1799.

Henry Bell of Glagow was the first European to adapt the steam engine to boats in such a way as to make the steamboat a feasible commercial proposition. He launched his *Comet* on the waters of the Clyde in 1812. This was the first passenger steamboat, and it ran for eight years. It had a length of 42 feet and a speed of 5 knots—puny ancestor of the giant issue.

David Napier, another Clydeside Scotsman, was among those pioneers the greatest improver of the steamboat. He had made the first boiler for the *Comet* and he pushed on with the work, inventing later a steeple-engine which dispensed with the unwieldy cross-beam of the original model.

For every engineer who created such spectacular and epoch-making advances there were a dozen at work inventing and perfecting processes of the less picturesque appeal. Glasgow took the lead for example in developing bleaching methods, cotton mills, blast furnaces and the technique of the hundred and one trades which had rudimentary beginnings in her midst. A curious feature of Glasgow's life is that no industry once commenced has been allowed to lapse—with the exception of salmon-fishing in the Clyde!

From the general point of view these diverse industries are auxiliary to the Clyde's big business—shipbuilding. With a clear lead over the world Glasgow settled down throughout the century to build the world's best.

SHIPS! From dainty yachts and humble coasters to the *Aquitania* and the ill-fated *Lusitania*, tramps, lighters dredges, tugs—sail, steam or oil-burning—the Clyde in quantity and quality has had an output unrivalled by the world.

In 1913, the last year of peace, the Clyde launched one-third of the total tonnage output of the United Kingdom which in that year amounted to more than half of the world's output. The figures for the Clyde as given in *Lloyd's Register* were 230 vessels of 751,590 tons, with propelling engines of 349,329 indicated horse power.

No other single shipbuilding and engineering area in the United Kingdom or in the world anywhere nearly approached the Clyde figures.

And this is not all. During the war the Clyde engineering works switched over a large measure to the production of war material—shells, torpedoes, destroyers, battleships—and performed wonders in output. The improvements and extensions of machinery in the Clyde area, now devoted, except for warships, to the gentler works of peace, have been the subject of a special enquiry by authoritative economists. Today they calculate the productive capacity of the area is one-third greater than it was in 1913.

The Clyde, too, builds a greater variety of ships than any other part of the world, and has therefore unique opportunities of exploiting new ideas in marine engineering. At present important experiments are progressing with double-acting types of Diesel engines, and excellent results in cheap running are expected from a particular combination of internal combustion and steam engine. The attention of some marine manufacturers has been directed to profitable side-lines—automobiles, locomotives, aeroplanes and constructional steel.

Much of the credit for placing Glasgow in the van of modern progress is due to the genius of Lord Kelvin, who did his greatest work in the city. He came first under notice for his part in the laying of the Atlantic telegraph cable. Then followed his work in engineering theory and practice, and his phenomenal discoveries in the utilisation of electricity. In June of this year Glasgow celebrates with fitting homage the centenary of his birth.

In constructional matters, mention may be made of the great bridge-builder, the late Sir William Arrol. The Glasgow firm which he founded and directed revolutionized the science of bridge-building, and he has left as examples of his skill the Forth Bridge (Scotland), the Tower Bridge (London), and many others throughout Britain and Egypt.

One-half of the population of Scotland live within 20 miles of Glasgow's Exchange and do their buying of imported and luxury articles in the city.

The Glasgow census of 1921 shows that 100,000 tradesmen are metal workers—machine-makers, boilermakers, riveters, etc. Textiles keep 40,000 busy, wood-work 23,000, paper-making and printing 11,000, the making of food, drink and tobacco, 15,000, with thousands of electrical engineers, painters and confectioners.

Exclusive of 40,000 clerks there are 54,000 people engaged in commercial occupations and as many more in transport and communications.

The trade in raw materials and food stuffs for the West of Scotland and the North of England and the export of coal and finished products give the river plenty of work. Every year the Clyde Navigation Trustees take 2,000,000 tons of silt from the river bottom and deposit it in the firth to make way for traffic which last year amounted, inwards and outwards, to 26,241 vessels of 12,823,195 tons, carrying 8,042,000 tons of goods.

Last year's imports of goods to Glasgow, in tons, included: corn and flour, nearly 500,000; ore, 571,000; fruits, 116,342; timber, 44,000; sugar, 30,705.

For loading and discharge the most up-to-date equipment is provided at many docks which give 20,000 yards of quay wall and a water area of over 325 acres. The harbor's normal revenue is over £1,000,000. a year.

But the harbor authorities, anticipating days of greater prosperity are prepared to build a series of basins with a two-mile frontage on the river between Glasgow and Renfrew to accommodate the largest liner using the port. This provision will double existing harbor facilities. The work of the first basin is now being put in hand.

Glasgow is spreading rapidly into the country. Great boulevards are continually pushing forward among suburban cottages. These people find expression for their views and are provided with a first-class news and advertising service by the local press. A commanding position among British morning newspapers is held by the *Glasgow Herald*. One of the oldest papers in the United Kingdom—it is now in its 142d year—it enjoys an enviable reputation for accuracy, authoritativeness and influential circulation. The city is rivalled only by London in the quality and number of its evening papers.

Daily Facilitates Veteran Advertiser

Last week the *Clinton (Ia.) Herald* paid its respects to its veteran advertiser, C. E. Armstrong & Sons, calling attention to the fact that June 7 was the 54th anniversary of the first advertising of the firm in the Herald.



BUSES AND MOTOR CARS ENLIVEN WHITEHALL

To Cover Scotland

THE ABERDEEN PRESS AND JOURNAL

AND

THE EVENING EXPRESS

WHICH SERVE THE WHOLE OF THE NORTH OF SCOTLAND AND ARE THE ONLY DAILY NEWSPAPERS PUBLISHED IN ABERDEEN

MUST BE INCLUDED

LONDON OFFICE:

149 FLEET STREET

Telephone
Central 4241

The Irish Free State

Opens up great possibilities for new advertisers in all manner of goods

THERE ARE TWO CENTRES

DUBLIN for NORTH and EAST
CORK for SOUTH and WEST

¶ The first and last impression of your visit to the Convention will be the South West corner of the Irish Free State, and its great Port—the City of CORK—known the world over.

¶ Use this corner for that experiment with the new line that you have in mind.

There is One morning paper, **The Cork Examiner,** with a net sale of 22,000 copies per day, which covers the province of Munster, and this includes all the best families of which there are so many resident in this wide area.

There is One evening paper, **The Cork Echo** (21,000), which covers the City and immediate neighbourhood.

There is One weekly paper, **The Cork Weekly Examiner** (35,000), which covers a wider area than the Daily and Evening papers and is the family paper in countless homes.

There Are No Other Newspapers Published In Cork

so you have the whole scheme concentrated and self-contained for the South and West parts of the Free State. You cannot reach the Million people in this area unless you use these papers.

The rates are remarkably low for papers of their standing—send for scale and diagram of area, and specimen copies will be sent you.

THOS. CROSBIE & CO., Ltd.

PATRICK STREET, CORK Phone Cork 185 and 361

LONDON OFFICES: 180 Fleet Street, E. C. 4. Phone City 4866. Private wires to Cork.

IRISH FREE STATE RENEWS PROSPERITY

THE Irish Free State today is rapidly making up for time lost in the somewhat unsettled conditions of a year or two ago. Her individuality as an integral State is, under the hands of her present statesmen, in process of firm establishment.

One of the means by which this has been brought to achievement was the encouragement of ancient Irish ideas and traditions to make the State Irish in the Irish sense. The language was first the care of the revivalists. The Gaelic League was founded to preserve and propagate it, and so thorough has been its work, that the speech which 20 years ago was only heard on the lips of peasants and fisherfolk on the Atlantic border, is now spoken familiarly by thousands of people in all parts, is a compulsory subject in all schools and in the National University, and has received a tremendous impetus from the establishment of a National Government.

Unable, at the time, for lack of a native legislature, to protect their industries by enactment, the people decided voluntarily to give preference to home-grown and home-manufactured products. A national trade-mark was devised to distinguish these, and in the short period during which it has been in use there has been a marked increase of the commodities entitled to bear it.

Along with the revival of language and industry came a revival of the national sports and dances, and a sudden outpouring of literature in both the Irish and English languages, so that when the century was ten years old, and yet another political movement was making a last effort to obtain self-government, the nation had shaken off its lethargy and was looking to the future with renewed hopes and ambitions.

With the peace secured by the Treaty, the Irish Free State began to settle down to the development of its business. Not that the country had become poverty-stricken by any neglect of these interests, for proven facts furnished by official reports indicate only too clearly its financial strength and stability. Indeed, in this matter, the Irish Free State compares favorably with the most blessed of all countries.

The exports of the Irish Free State are in themselves proof of the stability. Ireland's figures stand high in the columns of the great countries; in 1921, the last year for which figures are available, farm produce, food and drink stuffs, exported amounted to £74,000,000; textiles, £35,000,000, and ships over £10,000,000.

The Irish poultry industry is indicative of the manner in which money circulates through all classes, for while in 1904 the value of the export trade in eggs, poultry, and feathers was about £2,750,000, in 1921 it considerably exceeded £11,000,000. In other words, in less than 20 years an industry regarded as a "pin money" affair for the farmer's wife has become a great national income.

For many centuries Ireland has been renowned throughout Europe for the quality of her woolen products. Every county in the Irish Free State possesses factories engaged in the production of woolen textiles of various kinds, such as ladies' and gentlemen's suitings, tweeds, cheviots, flannels, homespuns, friezes, blankets, traveling rugs and shawls. These goods are produced in a great variety of designs and are, almost exclusively, manufactured from pure wool. The following figures show the quantity of such goods exported from Irish Free State ports in the years 1921 and 1922,

	Cwts
Woolen goods	13,534
Apparel, unclassified	9,887
Blankets	2,759

The home demand for the foregoing absorbs, by far, the greater proportion of the country's production, but Irish woolen manufacturers are planning to extend their export trade, which, when foreign exchanges become more settled, should show considerable increase over that of previous years.

The Irish Free State produces, annually, large quantities of raw wool. Whilst an amount of this is worked up in Irish woolen mills, chiefly in the production of blankets, flannels, friezes and homespuns, the amount exported is considerable. In 1921, 4,816,896 lbs. were exported, whereas in 1922 the figure increased to 16,521,344 lbs.

Another Irish industry which has made rapid headway in recent years is the manufacture of hosiery. Factories in the Irish Free State produce the highest quality woolen hosiery, and find no difficulty in competing in the home market against the best products of other countries. The export trade in these goods is now receiving the attention it deserves. In 1921, the amount exported totalled 934 cwts.; in 1922, it increased to 1,109 cwts., and there is every reason to believe that Irish manufacturers of these goods will discover larger markets for their products overseas with each succeeding year.

PRESIDENT OF IRISH FREE STATE ON "GREATER UNDERSTANDING"

By W. T. COSGRAVE

President Irish Free State

Written for EDITOR & PUBLISHER

I AM glad to learn that citizens of the Irish Free State will participate in the World's Advertising Congress. Not only will the discussions benefit business men directly interested, but the international character of the Congress should lead to greater friendliness and understanding between the peoples represented. Many of the difficulties which arise between nations are due to misunderstanding and distrust, due in no small degree to lack of knowledge, and anything which tends to promote international knowledge is a boon to mankind. Many delegates, especially among those from beyond the Seas, will be interested in the progress of the Irish Free State. Our institutions are in their early stages, and time must yet pass before the full fruits of self-government will be realized. The foundations have been laid for the building of a democratic and progressive state.

U. S. HOUSES SUCCEED BY MAIL IN BRITAIN

(*Continued from page* 43)

comparatively few years ago and started with a very small appropriation upon at first a purely mail order basis. Gradually as the mail order business grew, he commenced to build up a trade distribution and now he has something like a 60 per cent distribution among the 11,000 odd chemists in the country. Without the benefit of his mail-order advertising and the immediate profits he derived from it, to attain such a distribution would have called for either a large initial expenditure or long uphill work.

Another case where mail order advertising was used to build up trade distribution and continued concurrently with it is that of the West Electric Hair Curler Company of Philadelphia. When this company started over here during our post war slump in the teeth of the most formidable competition, the wiseacres shook their heads and felt they were embarking on a hopeless task. But once again America confounded the critics. Starting with trial advertisements in the *Daily Mirror* and *Daily Sketch*, the mail order results were so good that and now in just three years you can get West Electrics wherever you go in England as easily as you can get them in America where they have been advertised for ten years or more.

West Electrics afford a good example of the use of mail order advertising for getting a line on the possibilities of a foreign market. They consulted us about a certain foreign country they were thinking of attacking because they were not sure firstly how strongly West Electrics would appeal to the women of that country nor secondly how much the price they would be compelled to charge by the depreciated exchange would militate against the chances of success. Upon these points depended the very important question of policy as to whether they should appoint an agent or start their own branch.

It was decided to try some mail order advertising direct from the London office before deciding. This was not with a view to making any profit, because to get money sent by foreign women to an address in London is naturally difficult—though we have at least one client who is doing it successfully—but rather to see what interest was shown. We advised two papers which our experience had proved to be good mail order media at a total cost of about $100 and the results exceeded even our expectations. Not only did they bring literally hundreds of orders—more than enough to show a profit—but they proved conclusively that even the depreciated currency was not going to prevent them from having as big a market as they have in Great Britain.

Incidentally the currency stood so low that they had to charge approximately five times the nominal pre-war equivalent of the present British price.

Another case where we are following the same plan of using mail order advertising in the early stages is that of a high grade proprietary medicine with a particularly strong and scientific backing.

Here we were faced with the problem of making a comparatively small appropriation produce sufficient results to pay the cost of gradual expansion. It was a quite suitable proposition for mail order advertising and now for nearly a year mail order advertising has carried the business on while the profits from it have been devoted to building up a trade distribution which is just beginning to prove fruitful.

One reason why some such method of producing results in the early stages of a new proposition is often essential is that it is exceedingly difficult to run an efficient local advertising campaign in Great Britain.

We have practically none of those typical American small towns where experimental campaigns can so easily be run, towns of 50,000 population and upwards a hundred miles or so from any other town, covered by a live evening paper and served by perhaps two jobbers in each trade. In such towns you can run a local campaign and know first that your advertising is not only really covering the town, but that none of it is being wasted, and second, that your check on sales is equally efficient.

In England this is not the case. There is no town of that size that the London daily does not reach in quite fair quantity, so that you cannot be sure the local paper is really covering the ground, while—more important still—it is always impossible to learn where the supplies the jobber buys actually go to, so that a direct comparison of sales and advertising expenditure is quite out of the question, unless the appropriation is sufficient for a real national campaign.

I do not mean to suggest that it is only by mail order advertising that early success can be achieved. This would be absurd and there have been many striking examples of rapid successes by other methods with small expenditures. A very good one is that of an article called Harpic. In its functions this is somewhat similar to the well known American product Saniflush. Harpic was first put on the market about four years ago by an enterprising young Yorkshireman who started with a small office, five employees and very little capital. Within three years he had sold 4,000,000 tins of his product. In fifteen months he had 5,000 dealers stocking Harpic. In another five months this figure had grown to 18,000. This success was due of course partly to the fact that his product really filled a need but very largely to his efficient sales methods and only partly to advertising which was mostly strong, small space advertising in a list of media that was pretty well as wide as his resources allowed.

This case is of especial interest to Americans because it illustrates quite forcibly the opportunities that are awaiting in the British market for literally scores of American lines.

EDINBURGH—CAPITAL OF SCOTLAND

(*Continued from page* 87)

annum. To Edinburgh belongs the honor in Great Britain of instituting the degree of Commerce.

No provincial city in the United Kingdom has more head offices of banks than Edinburgh, and of branch banks there are no fewer than 100. As regards insurance, there are nearly 60 different offices in the city employing about 1,400 persons. Fifteen companies, some of them over 100 years old, have their headquarters in Edinburgh, and these, with assets aggregating well over £100,000,000, have command of large sums for investment. It is not generally known that more income tax is paid in Edinburgh than in Glasgow, Scotland's most populous centre.

Brewing is one of the largest industries of the city, and the quality of Edinburgh-made ales is known in all parts of the civilized world. While the success of the brewing industry is a testimony to Scottish ability and commercial enterprise, it would have been impossible to have attained the results achieved without the abundant and excellent supplies of water obtainable from wells in the City.

Edinburgh is the Burton of Scotland, and produces 70 per cent of the whole of the beer brewed in Scotland. The total capital invested directly in the local breweries is between five and six million pounds. The combined breweries provide employment for thousands and indirectly support numerous subsidiary concerns and their employes; in addition, their demands for barley make Edinburgh a flourishing grain market.

Scotland is essentially the home of distilling, and the two largest distilleries are situated in Edinburgh. The capital employed is between £4,000,000 and £5,000,000, and the output about 5,000,000 gallons per annum. Brewing and distilling together give employment to about 4,000 persons.

It is impossible in a short article even to catalog all the trades that have made Edinburgh famous, but it may be mentioned that the city is one of the largest rubber manufacturing centres of the country, one company alone giving employment to 4,500 persons; and that in the scientific industry associated with pharmaceutical chemistry Edinburgh leads the world, supplying enormously to the United States and even to so highly scientific a country as Germany.

BRITISH AUTO MAKERS TURN TO DAILIES WITH BIG MARKET UNTOUCHED

(*Continued from page* 31)

costs is still the most important factor.

Those who take our national humor too seriously may be surprised to learn that this is a particularly important point in dealing with the Scottish buyer. The Scot does not demand cheapness. But he will have value for his money.

To the average Britisher, buying a car is a matter for grave consideration. He does not buy to sell again next year. He is spending as much money as he used to pay for a house.

Official road and track tests carried out by the motorists' organizations afford him opportunity to make a selection, as does also the annual motor exhibition held at Olympia, London, in November every year. The occasion of one of the big races or of the show is always the signal for a great increase in the amount of motor advertising. Some firms make a policy of regularly competing in the trials; and their advertisements are practically result-bulletins. This is the case with many light cars of sporting type and such a policy undoubtedly reaches the right class of buyer for this class of car. The selling points which trial results illustrate in the most graphic fashion are speed and, even more important, reliability and running economy.

Many manufacturers do not compete in trials, except occasionally in road reliability tests and their advertising—the most interesting part from the advertising man's point-of view—aims at driving home the advantages of motoring and particularly the advantages of the use of their own productions. An example of this class of advertisement, appealing to the family man, is seen in the "Standard" advertisement reproduced here.

The British advertiser is paying more and more attention to layout and to the importance of getting his display just right and I should be the last to deny that in this manner he has had many fine examples set by his American competitors who have laid siege to the English market during the last few years.

It is my experience that for every dozen artists who can draw live people in every other kind of surroundings there is only one who can convey an impression of real people in a real car. Motor advertising art today is also making greater calls on the engraver than ever before. While we still have with us the manufacturer who crams in a catalog halftone and fills up his space with detailed specifications, the greater part of the advertising pages of our motor press is as interesting as the editorial columns.

One point in the "copy" used in motor advertising in this country that would probably strike an American copy-writer is that much of it, particularly in the non-technical press, is of a general nature and dwells upon the advantages of the possession of a car and the joys of motoring. This is accounted for by the fact that in Great Britain these advantages cannot be "taken as read."

The Englishman may not have lost his traditional love of the sea; but neither has he developed any inborn aptitude for the steering wheel. The fact that the total number of private cars in England is still less than 500,000 and that only one Englishman in a hundred is a car-owner as compared with one American in every nine is sufficient justification for the English copy-writer's dictum that you must sell the idea of car-ownership before you can sell any particular car.

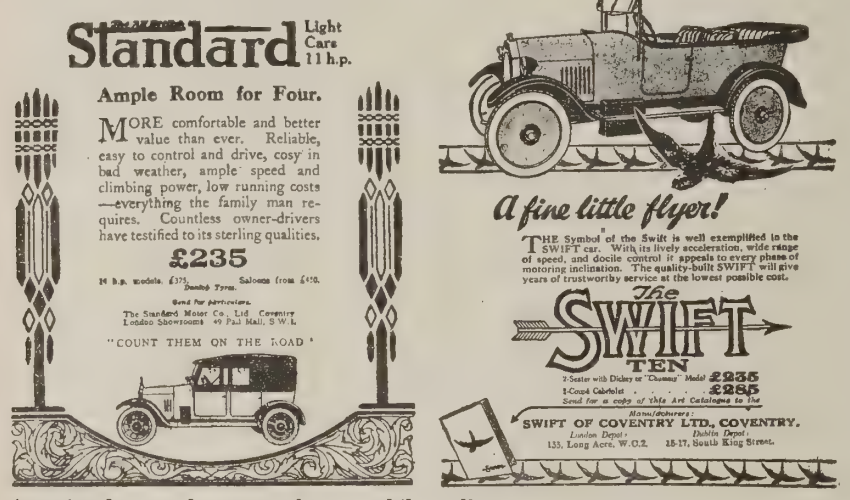
One other peculiarity of British car advertising "copy" is that in this field the testimonial type of copy still proves undoubtedly effective. Possibly the reason for this is that the average motor owner talks motors in and out of season and actually does send to its makers long and detailed reports of the performance of his new car. Provided, therefore, that your production is of any merit, there is never a lack of real testimony available for advertising purposes.

One cannot discuss advertising for long without being reminded that the one test of excellence is results. Judged on this basis, English car advertising, as a whole, has given a good account of itself. After the boom that immediately followed the war had collapsed, the trade, in common with the others, suffered from continued depression. Today one of the brightest spots in British industry is the motor trade. Conventry, Birmingham, Wolverhampton are working at full strength; the makers of one popular medium-priced car have re-introduced the waiting list; and there is a splendid demand for every car which offers real value for money.

Advertising motor cars is an art unto itself. It presents many problems which do not occur in other trades. It is particularly true of car advertising that it is as important to know what to leave out as what to put in. One reason for the high standard of car advertisement design is that most of it is handled by advertising agencies and a large proportion by specialized agencies dealing particularly with engineering and motoring propositions.

In conclusion it may be said that motor advertising in England is entering on a fresh stage: that—economic conditions permitting—the wider use of the daily press, with "Make More Motorists" as its object, will soon effect an alteration in the percentage of inhabitants owning cars.

No class of manufacturers are as a body so "sold" on the effectiveness of advertising as the motor car builders of this country. Everything points to an increase in the volume of car advertising. There are still thousands of men in England who can afford a car and have not got one.



America knows this type of automobile well. U. S. readers, however, miss the picnic party, or the football-bound family usually pictured descending with the thought of a pleasant ride shining on all their faces.

Céad Míle Fáilte

A HUNDRED thousand welcomes!

How aptly the fine old Gaelic phrase expresses the spirit of Irish hospitality! *Céad Míle Fáilte.* To our friends and comrades in advertising, we and our whole country, extend our arms in welcome. *Céad Míle Fáilte!*

THE services of this organization are at the disposal of American firms interested in the Irish market. On request we will make a careful investigation and will tell you frankly what field exists in Ireland for your product.

This Agency has helped to establish the products of scores of manufacturers firmly in the Irish market. Its services are based on the accumulated knowledge of 20 years' selling and advertising in Ireland.

Conditions in Ireland differ from those in Great Britain. Since the inauguration of the Free State they are changing more constantly than ever. To advertise successfully in Ireland demands close contact with Irish affairs. This Agency gives you that contact. It ensures the Irish viewpoint in your advertising. Seeing your goods as Irish consumers see them, we can avoid the uncertainty and speculative elements inevitable in a campaign planned and executed from outside the country.

Notable Advertisers Who Rely on Our Services

Elizabeth Arden, New York, Paris & London

Princess Soap Flakes
The Palmolive Co., Toronto, Canada

Dunlop Rubber Co., Birmingham

Jacob's Biscuits,
W. & R. Jacob & Co., Ltd., Dublin

Menapia Knitting Mills,
Wexford, Paris & New York

N. K. M. Toffee,
North Kerry Mfg. Co., Dublin

Downing & Co.,
Cash Furniture House, London

Themax Polishes,
McMaster, Hodgson & Co., Ltd., Dublin

Pelican Soap,
John Barrington & Son, Ltd., Dublin

McClinton's Soaps,
David Brown & Son, Ltd., Donaghmore

Pratt's Perfection Spirit,
Irish American Oil Co., Ltd., Dublin

Savoy Chocolates,
Savoy Cocoa Co., Ltd., Dublin

M. P. Jam,
Macfarlane, Paton & Co., Ltd., Glasgow

P. K. L. Liniment,
Ayrton, Saunders & Co., Ltd., Liverpool

Mutesco Hair Restorer,
Mutesco Depot, Carrickmacross

Maxwell Cars
F. M. Summerfield, Ltd.

The organization that measures up to the exacting standard required by these firms can be relied upon to give *you* competent advice and, if required, no less satisfactory service.

KENNY'S
ADVERTISING AGENCY
Advertising Agents to the Imperial Government
65/66, Middle Abbey St., Dublin

SAORSTÁT EIREANN
The Irish Free State

"A co-equal member of the Community of Nations forming the British Commonwealth of Nations"—Irish Constitution, 1922

Area	26,000 square miles
National Debt	£ 13,034,450
Capital Invested by citizens in British Securities	£135,000,000
Capitalized Value of Lands, Houses and other Hereditaments	£226,348,100
Railways	£ 30,000,000
Population (Eleven cities and towns over 10,000)	3,160,000
Bank Deposits	£132,479,036
British Government Stock	£ 81,864,000
Property assessed to Estate Duty	£ 19,933,467

HOME MARKETS FOR NEW FACTORIES IN IRELAND

The Free State annual imports (based on the figures for January-February, 1924) include over £12,000,000 worth of goods which could be made in Ireland.

Boots and Shoes valued at £1,773,180 are, for example, imported every year. An import tax of 15% ad valorem has now been imposed. Other such articles include:—

Hosiery (Knitted)	£362,574
Shirts, Collars and Cuffs	£341,856
Men's and Boys' Outer Garments (exclusive of Rubber and other proofings)	£708,210
Women's and Girls' Costumes, Blouses and such like Garments.	£990,870
Blankets	£91,068
Woollen and Worsted Tissues	£772,116
Soap and Candles	£431,982
Cycles	£164,640
Furniture and Cabinet Ware	£239,430
Agricultural Machinery	£141,318
Cement	£170,430
Glass Bottles and Jars	£103,536
Cigarettes and Manufactured Tobacco	£475,974
Condensed Milk	£108,606
Cocoa Preparations (including Chocolate Confectionery)	£307,200
Confectionery (except Chocolate Confectionery)	£340,524
Margarine	£151,218
Bacon	£1,488,240
Wheat Meal and Flour	£3,007,902

SOME EXPORTS IN THE MONTH OF JANUARY, 1924

Live Stock	£1,914,053
Dead Meat	£ 598,418
Flour and Grain	£ 32,984
Eggs	£ 130,554
Margarine	£ 13,313
Biscuits	£ 18,099
Edible Oils & Fats	£ 22,112
Beer & Ale	£ 356,905
Textiles	£ 114,450
Hides & Skins	£ 37,695
Textile Manufactures	£ 60,689
Horses, etc.	£ 106,616

Live Stock in the Free State

Horses	495,452
Cattle	4,212,260
Sheep	3,217,669
Pigs	856,893
Poultry	24,000,000

In December, 1923, Free State citizens oversubscribed £10,000,000 issue of 5% National Loan at £95

OFFICIAL LIST OF DELEGATES

(Continued from page 54)

Miss Mae Niedert, San Francisco, Cal.
Miss Myrtle Stahl, San Francisco, Cal.
Miss Ruby Stansberry, Little Rock, Ark.
Miss Ruby Clinehens, Little Rock, Ark.

HOTEL PICCADILLY

Mr. & Mrs. Hurd Sanford, 175 5th Ave., New York City.
Mr. & Mrs. Evelyn Harris, S. Bell Tel. & Tel. Co., Atlanta, Ga.
Mr. & Mrs. Elon G. Pratt, 37 Madison Ave., New York City.
Mr. & Mrs. W. H. Laying, Jr., Frankfort & Jacob Sts., New York City.
Miss Beatrice Cobb, Atlanta, Ga.
Miss May Prettyman, Philadelphia, Pa.
Mr. Peter Leisenring, Philadelphia, Pa.
Mr. Harry R. Dubbs, Philadelphia, Pa.
Mr. & Mrs. Chas. Bloomingdale, Philadelphia, Pa.
Mr. H. L. Appleton, Philadelphia, Pa.
Mr. P. C. Staples, Philadelphia, Pa.
Mr. & Mrs. L. M. Silance, Philadelphia, Pa.
Mr. & Mrs. W. H. Isbister, Philadelphia, Pa.
Mr. & Mrs. Chas. J. Boyle, 247 Park Ave., New York City.
Mr. & Mrs. H. H. Smith, Philadelphia, Pa.
Miss Blanch Clair, Philadelphia, Pa.
Miss Ruth Clair, Philadelphia, Pa.
Mr. & Mrs. Leonard Ormerod, Philadelphia.
Mr. C. J. Pyle, Philadelphia, Pa.
Mr. Kenneth W. Moore, Philadelphia, Pa.
Miss Helen Ruth Johnson, Philadelphia, Pa.
Miss Clara M. McCall, Philadelphia, Pa.
Miss M. Whitecar, Philadelphia, Pa.
Miss E. Silver, Philadelphia, Pa.
Mr. B. J. Whitecar, Philadelphia, Pa.
Mr. W. J. Brandenburg, Los Angeles, Cal.
Miss Laura B. Patrick, Philadelphia, Pa.
Miss Ida M. Kirshman, Philadelphia, Pa.
Miss Anna L. Potteiger, Philadelphia, Pa.
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Mr. E. S. Paret, Philadelphia, Pa.
Mrs. E. S. Paret, Philadelphia, Pa.
Mr. & Mrs. E. E. Althouse, Philadelphia, Pa.
Mr. & Mrs. W. J. Dornan, Philadelphia, Pa.
Miss M. Dornan, Philadelphia, Pa.
Miss Elsa A. Raetzer, Philadelphia, Pa.
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Mr. M. Russell Berger, Philadelphia.
Mr. Stanley E. Stady, Philadelphia, Pa.
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Mr. W. C. Bowman, Woodward & Lathrop, Washington, D. C.
Mr. Geo. B. Ostermayer, Washington, D. C.

CHARM OF CENTURIES-OLD GATE



West Gate, Southampton, remnant of a past age.

Not to blow our Own Trumpet

WE did not take this space to blow our own trumpet, but to send a hearty greeting across the Atlantic to the American delegation.

To Ireland the American nation has always been as a big brother among the powers and we hope Americans will not be so busy at the convention as to forget their little friend next door. That small friend is growing fast—Ireland today is growing peaceful and prosperous and you may take it as settled that we are buying ploughshares instead of swords.

You have heard of Irish hospitality and we want to show you what a real old Irish Welcome is like. Do not pay too much attention to all you hear about "The nation of impractical dreamers". When you get here you will find shrewd business men and good sportsmen in plenty, but very few dreamers.

American advertising men visiting the Emerald Isle are assured of "cead mille failté" at Publicity House.

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Advertising Service, DUBLIN

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(2) Seiberling Cord Tyres—imported direct from U. S. A.
(3) Gray Cars—imported direct from U. S. A.
(4) "Paddy Flaherty" Whisky—the only extensively advertised Irish Whisky.
(5) Clerys, Ltd., Ireland's largest space buyer.
(6) Shell Motor Spirit and Oils—of world-wide repute.
(7) British Vacuum Cleaner Company—a service of high-powered motor cleaners.
(8) Berger's Paints—made by the greatest British paint manufacturers.
(9) The Alliance & Dublin Consumers Gas Company, Ltd.
(10) Athlone Tweeds and Serges—Irish made, world renowned.
(11) Vaughan's Bronchial Cure—sold extensively all over Britain.
(12) "Iruva" Port—imported by the old established house of Sharman Crawford.
(13) Nugget—the well-known Boot Polish.
(14) Clanwilliam Motor Company—largest Motor Sales Organization in Ireland.
(15) "Willwood" Chocolates—the most popular Irish made sweetmeat.
(16) "Rock" Underwear—the most popular Irish Underwear.
(17) Maxwell Cars—Booming in the Irish Free State.
(18) Tal-Kraft Suits for Boys—made in Ireland.

McCONNELL'S ADVERTISING SERVICE
PUBLICITY HOUSE, DUBLIN, I. F. S.
London Office: 81 Shaftesbury Avenue



ED L. KEEN

Vice-President and General European Manager, United Press Associations, London

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BERLIN
11 Jagerstrasse

SANTIAGO DE CHILE
Calle Agustinas 1269

ROME
9 Via della Mercede

MADRID
Infantas 25

LISBON
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Around the Clock

¶ United Press serves more than 900 of the leading newspapers of North America.

¶ Forty-four bureaus are maintained in the United States by United Press for the collection and distribution of its services.

¶ Every twenty-four hours the United Press transmits an average of 50,000 words of news matter over its principal circuits.

¶ Over 60,000 miles of leased telegraph and telephone wire are utilized by the United Press in North America for the transmission of this news matter.

¶ United Press each day cables a service of more than 6,000 words to the dominant newspapers of South America. More than fifty United Press men are employed in the collection and distribution of this service to every important newspaper on that Continent including La Prensa of Buenos Aires, South America's greatest newspaper.

¶ United Press delivers its world-wide news report to Nippon Dempo Tsushin Sha, the great Japanese news agency and likewise serves a specialized service to the Osaka Mainichi and Tokio Nichi Nichi, two of Japan's leading newspapers.

¶ United Press serves the only direct American world-wide news service in China and the Hong Kong Crown Colony.

¶ United Press dispatches appear daily in the internationally famous Paris edition of the New York Herald-Tribune.

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¶ In Central Europe the world-wide cabled news reports of the United Press are received by the Vienna Neue Freie Presse, the Frankfort Gazette, the Cologne Gazette, and the Bremen Nachrichten.

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GENEVA
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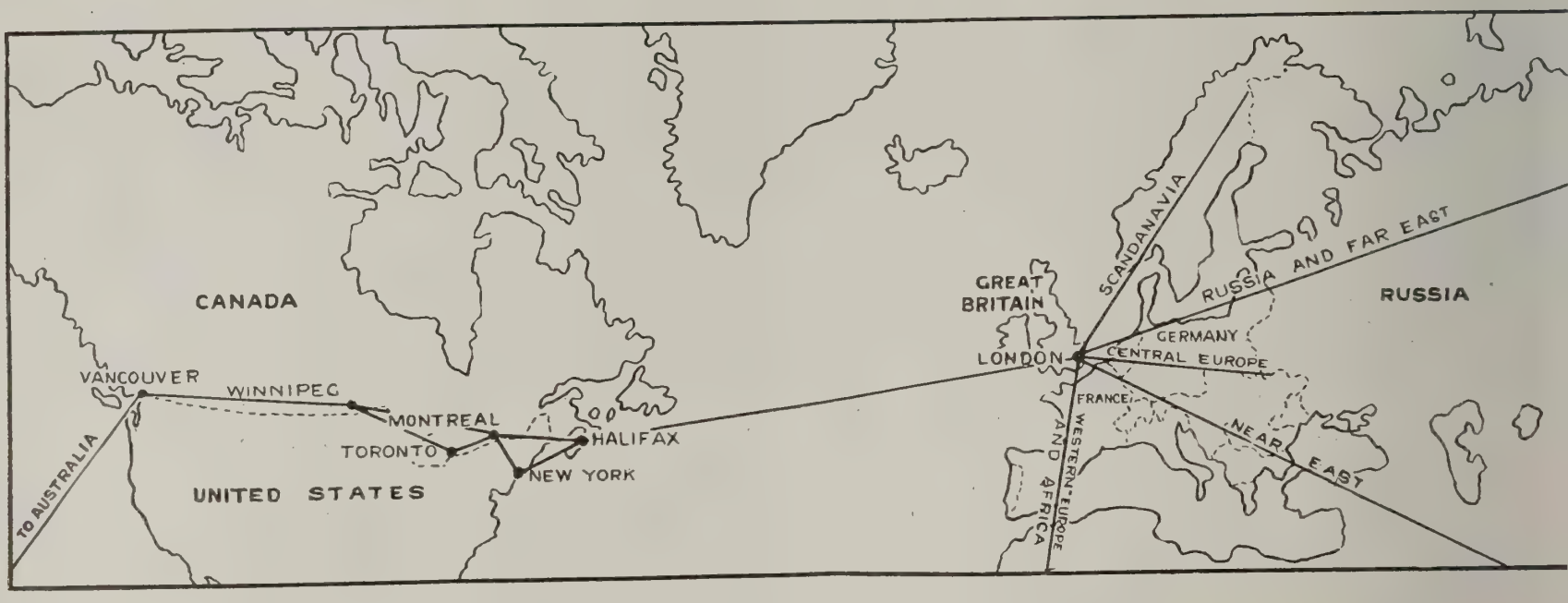
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RIO DE JANEIRO
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British United Press



A twenty-four hour service of world news gathered from every corner of the globe, complete, accurate, terse, swift and with the human touch; distributed for the British and Dominions press; serving after one year of active operation 340 newspapers in England, Scotland, Ireland, Canada, Australia, New Zealand, Tasmania, and South Africa.

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London, E. C. 4.

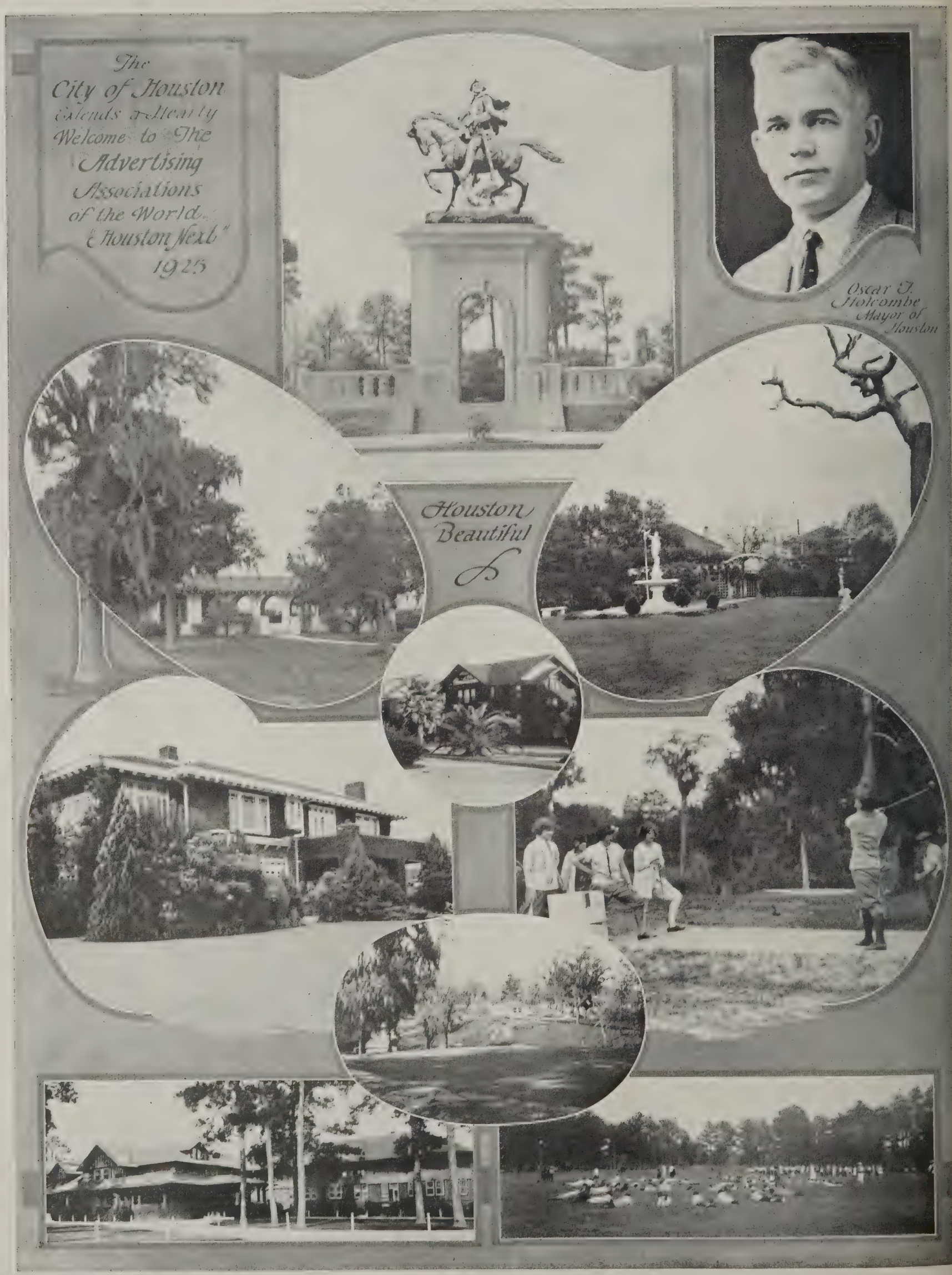
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EDITOR & PUBLISHER

TEXAS NEXT

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EL PASO
WACO
AUSTIN
BEAUMONT
HOUSTON
SAN ANTONIO
GALVESTON
LAREDO
BROWNSVILLE

HOUSTON 1925


The
City of Houston
Extends a Hearty
Welcome to The
Advertising
Associations
of the World
"Houston Next"
1925
Oscar F.
Holcombe
Mayor of
Houston
Houston
Beautiful



Governor
PAT. M.
NEFF

Executive Department
Austin
March 29,
1 9 2 4

Pat M. Neff
GOVERNOR

To the Members of the Associated
Advertising Clubs of the World,
In Convention,
London, England.

Greetings:

As Governor of Texas, and as a staunch believer in the possibilities of the Lone Star State, I take this means of extending to you, personally and officially, a most cordial invitation to come to Texas and Houston for the 1925 Convention of your great organization. Not only the people of Houston, but the five million citizens of this State covet an opportunity to extend to you the hospitality for which they are justly famed.

Houston is a metropolis with a broad vision. With its deep waterway, and with ocean-going liners discharging their cargoes from the many ports of the world, Houston stands ready to take first place among Southern cities. Few, if any cities in all the United States, are better equipped to handle such a Convention as yours. Houston has ample hotel accommodations, as well as transportation lines; many good, clean amusement places, and adjacent historic spots.

I should have been very glad indeed, had it been my privilege to come before you personally and extend this invitation to hold your 1925 Convention in Texas. Unforeseen matters have denied me that pleasure; however, I hope that it will be my privilege to meet with you in Houston in 1925, and to extend to you a welcome to our State.

Cordially yours,

Governor of Texas

"LET 'ER BUCK, COWBOY!" CRY OF OLD TEXAS



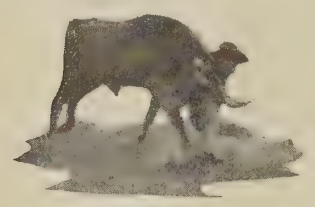
Riding a Bucker With Both Hands Free is the Test of a Good Horseman in Texas. The Cowboy in the White Shirt Is Trying to Get a Little Action.





"Whoopee"! Saddle Leather Creaks and Angry Hoofs Beat Up a Cloud of Dust. "Breaking Broncs" Is a Common Texas Ranch Sport.

Below—"Bulldogging" a Steer Is Shown. It's a Test of Strength Between Man and Beast, Which the Man Usually Wins.





Rangy "Longhorns" Can Buck Almost as Viciously as Horses as the Picture Below Shows.



This "Bronc" Is Black as Night and Angry as a Thunder Cloud. His Rider, However, Is "Sitting Pretty."



After They Get Good They Ride 'Em Backwards and Tip Their Hats to the Ladies as They Jolt Past.

Typically American Is the Hard-Riding, Straight-Shooting Cowboy of the Texas Plains with His Characteristic Sombrero, Leather Chaps, Lariat and Quirt. He Put Glamor and Romance in the Life of Frontier Texas Before the "Wild West" Had Passed From Fact Into Fiction. Texas Still Has Her Vast Ranches, Her Herds of "Longhorns" Numbering Thousands, but the Old Cow Days Are Passing Before the Inroads of Commerce.

FLAGS OF 6 NATIONS HAVE FLOWN OVER TEXAS

History of State Dates Back to French Occupation in 1684—Passed to Spain, Then Mexico—Became a Republic, Joined U. S., Later Seceding with Confederacy

UNDER the French Flag 1684 to 1690.
Under the Spanish Flag 1690 to 1821.
Under the Mexican Flag 1821 to 1836.
Under Republic of Texas Flag 1836 to 1846.
Under United States Flag 1846 to 1861.
Under Confederate States of America Flag 1861 to 1865.
Under United States Flag 1865 to present time.

Such, in brief, is a summary of the various governments under which Texas, largest state in the Union, has been ruled.

No similar area can look back upon more vicissitudes; no similar area can look forward to such a great future as can Texas.

The first flag raised by white men on Texas soil was the result of a mistake, made by Robert Cavalier Sieur de la Salle, who was the first white man to sail down the Mississippi River, and who returned to France to get the king to permit him to colonize what is now New Orleans, promising that it would be the largest city in America.

When he left the mouth of the Mississippi River he took the latitude, but neglected to take the longtitude and, when he sailed from Rochelle, France, on July 24, 1684, with 4 vessels and 300 people he got off the true path and landed in the Bay of San Bernard, now Matagorda Bay, in Texas, where he planted the flag of the King of France, built Fort St. Louis on the LaVaca River, and set out to find the mouth of the Mississippi River, a feat he failed to accomplish, being killed by his own people, who, leaderless, made a failure of the expedition.

When Spain heard of this there arose a dispute, Spain claiming a prior right to this territory, basing that claim on the obvious fact that Texas was a part of America, and America being discovered by Columbus, sailing under the Spanish flag, was the property of Spain.

In addition to this it was noted that Desoto entered Texas in 1542, and in 1582 Espejo made halts at El Paso and Santa Fe.

The King of France, however, could not get this angle of the matter and, in 1712 made a grant of Louisiana and all lands to the Rio Grande River to Anthony Crozot, who started opening trade with Mexico through Texas, and Spain proceeded to build a chain of Missions from the Rio Grande to Sabine.

In 1690, however, Texas came under Spanish domination.

Spain worried along with Texas, considering it a part of Mexico, until, in 1810, Mexico, under the leadership of a patriot priest, Hidalgo by name, rebelled against Spanish rule, starting a revolution which dragged along until 1821, when independence was won.

In 1819 the United States, having laid more or less claim to that part of the country north of the Rio Grande River, gave up all claims on Texas in exchange for buying Florida from Spain.

Upon being freed from the Spanish yoke Mexico formed a monarchy, and General Iturbide was made its first Emperor. His rule, however, was scarcely less oppressive than that of the King of Spain, and another revolution unseated him, and Mexico was declared a Republic in 1824.

It took but 2 years for Texas to decide that Mexican rule was not all that was to be desired. A revolution was started, but it accomplished nothing. Another revolution, organized in 1833, dragged along until, on April 21, 1836, General Sam Houston met and defeated General Santa Anna, the President of Mexico, who, in personal command of his troops, had been conducting a campaign of white man extermination.

This made Texas a republic in its own right.

For 10 years Texas made more or less headway as a republic, but it was a white man's republic, ruled by English speaking Americans, and after 10 years, being invited to join the United States, did so, remaining under the Stars and Stripes for 15 years, until the outbreak of the Civil War. Then Texas joined the Confederate States of America, rejoining the Union with the other Confederate states at the close of the war.

Just as the Spanish eventually dominated the Indians and French, and ruled Texas, so the American pioneer, fighting his way, inch by inch, finally dominated the Spaniards and drove them from the country.

In the driving, however, it was a man's work, every bit of it, and, in the carving of this state from wilderness, many great men have performed many great and glorious deeds of mighty valor; have made history, have made tradition and have, in the making of these, made a great state.

One of the outstanding spots in Texas history is the story of the Alamo.

Going back of the massacre, it is well to note that, in 1819, Doctor James Long, with 300 people, started from Natchez, Miss., to colonize Texas, and they helped form the first attempted Republic at Nacogdoches.

Then, too, Jean Lafitte, a French smuggler and buccaneer, after years of piracy on the high seas, established himself and his band on the island of Galvez, in 1816, from which he proceeded to annoy Spanish ships, but kept his hands off ships sailing other than Spanish flags.

Eventually, however, he got to interfering with American ships, and was ordered off the island, whereupon he disbanded his followers and with one ship, went to Yucatan, where he lived until his death in 1826.

Moses Austin, who settled in Missouri when that was Spanish territory, took a colony of 300 Missourians to Texas to settle, but died shortly after, and was succeeded as head of the colony by his son, Stephen F. Austin, who was afterwards known as the father of Texas. The first settlement was made on the Brazos river.

When Mexico gained freedom from Spanish rule the new government offered inducements to people from the United States to colonize this territory, and by 1835 there were between 25,000 and 30,000 Americans living in Texas.

This, perhaps, is one of the greatest reasons why Texas revolted against Mexican rule, and is, without question, why the war was concluded successfully for the Texans.

In the year 1700 the Mission of San Francisco Salono was founded on the Rio Grande River, but in 1718 Martin de Alcon, Governor of Coahulia, founded the town of San Antonio, and the Mission was moved there and re-christened the Alamo, and as the Alamo it thrived as a Mission for more than 115 years.

When Texas rebelled against Mexico in 1835 the Mexican army came into the state to subdue the rebellion. In the battle of Gonzales 1,000 Mexicans were defeated by 500 Texans, and in March, 1836, the Alamo was turned into a fort by a band of less than 150 Texans who were trapped there by the Mexican army of more than 8,000 under the personal command of President General Santa Anna.

These Texans were fighters and died to a man, being slaughtered like so many sheep, none living to tell the tale. This was on March 6.

The tragedy at the Alamo so roused the Texans that they rallied to the flag, and on the following month, under the command of General Sam Houston, defeated the Mexicans at the battle of San Jacinto, fought near the present city of

A. A. C. W. MOST WELCOME GUESTS
Mayor Holcombe of Houston



MAYOR O. F. HOLCOMBE

To Members of the
Associated Advertising Clubs of the World,
London, England:

AS the Mayor of Houston and a staunch believer in the wonderful advantages and possibilities of the city, I take this means of extending the hospitality of Houston for the 1925 convention to your great organization.

Houston is a city with a broad vision. With its deep waterway accommodating ocean-going liners from the ports of the world, the city stands ready to take its place as a leading metropolis of the South.

Few, if any, cities of the United States are better qualified, in my opinion, to handle such a convention as yours. Houston has adequate hotel accommodations and magnificent transportation facilities and many varieties of good, clean amusements.

From a selfish point of view, there is no organization that we would rather see meet in Houston than the Advertising Men's Association. The organization is made up of men of unusual ability, prominent in their communities, and it would be a real pleasure to show them the many things of which Houston is proud.

There are hundreds of industries in and about Houston that the members will find well worth visiting and we can guarantee the association every facility needed to make the convention a complete success, both from a business and a social point of view.

I am merely expressing the sentiment of every citizen of Houston when I say that we will consider it a pleasure and privilege to entertain the advertising men in 1925.

O. F. HOLCOMBE, *Mayor of Houston.*

TEXANS UNDER ANOTHER FLAG—IT'S A HABIT



These Texans, by courteously deferring to London in 1924, captured a British flag from the Thirty Club of London and made a total of seven flags for Texas. The flag was "surrendered" by the Thirty Club at a banquet, signalizing a fightless victory. Reading from left to right, are: R. M. Cornell, George Mistrot, M. C. Howard, W. S. Patton (President), George B. Forristall (Color Bearer), George S. Cohen, John Payne and Dale C. Rogers.

Houston, and, capturing Santa Anna, ended the war and gained independence.

When, on July 4, 1845, the Texas Legislature ratified the annexation to the United States they further engendered bad blood with Mexico, and brought on the Mexican war of 1848.

It seems that Texas was foreordained to be a part of the United States, although both the French and Spanish peoples opposed such an idea.

No new country is ever settled by mollycoddles, and the pioneers of Texas were hardy people recruited from the venturesome citizens of the United States, the born pioneers, who, seemingly, spurned all civilization and civilizing influences, and pushed their way ever westward, intent upon opening up new territory.

This characteristic was a dominant one in Texas for many years, and is, perhaps, why the state, with many disadvantages to overcome, has gone ahead as it has, and developed into the powerful state it now is.

As to territory Texas, with its 265,896 square miles, has more territory than have the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia combined.

This vast territory affords all kinds of climate—mountains, plains, seacoast—everything.

Part of the state is timbered, and furnishes a quantity of lumber. The fame of Texas, however, particularly in its earlier days, rests upon the vast cattle ranges which gave the state its first prosperity. Lumber was another of the earlier industries that produced wealth, and, as land was cleared, as water was brought to the land, and controlled, as fences were built, agriculture flourished abundantly.

Later oil was discovered and the oil fields of Texas have yielded great fortunes and are still producing great quantities of oil.

In the Southern part of the state the growth of citrus fruit has made wonderful strides, and is now far past the experimental stage. The fruits grown in Texas rival those grown anywhere, not only in abundance but in sweetness and delicacy of flavor.

Texas has more miles of railroad track than has any other state in the Union, and its ports are ports of real importance.

Song and story have told the outside world of the earlier romances of Texas; have painted pictures which at the time they were painted, were true but which today are outmoded.

It would be as foolish for the visitor to Texas to look for the long haired, gun-toting "westerner" of tradition as it would be for the man who first visits London to expect to find the "typical" Briton of the days of Richard Coeur de Lion.

Texas, as it stands today, is absolutely modern. More so, in fact, than many of the older parts of the country, for Texas is ALL new, with the exception of a few—a very few old "Shrines" which are preserved to link the past with the present.

In most of the countries there are "shrines" and then, too, there are "eye sores" which remain, not for any historical value, but simply because they do not fall down.

Not so in Texas. Texas cities are building, and in building they are tearing down the old structures. There are no "hallowed spots" of antiquity to be preserved, except a few public buildings and churches.

The new generation of Texans, retaining all the daring and manliness of their ancestors, have added the refinement and polish obtained by eastern travel and schooling. As this is being written, in the year 1924, merchants and manufacturers everywhere, who are acquainted with conditions prevailing over the civilized world, agree that Texas is one of the best states anywhere, one of the liveliest markets, and a state that, great as it is, has just begun to grow into a destiny that is going to reach tremendous proportions in a very few years.

Some history has been made in Texas. A great deal more history—business history—is to be made in Texas in the next few decades.

TEXAS CITY'S INSTITUTIONS LAST WORD IN MODERN PROGRESS

By HON. MORRIS SHEPPARD
United States Senator from Texas

THE Associated Advertising Clubs of the World could find no place more appropriate for their next annual convention than Houston, Tex. This city is dawning rapidly upon the world as one of the most promising centers of commerce and culture. Its ship channel, connecting it with world markets, is a marvel of civic enterprise and vision, while its railroads, banks, hotels, institutions of learning and benevolence are the last word in modern progress. Come to Houston, and enjoy a genuine Houstonian, Texan welcome.

"WE CAME, WE SAW AND BOTH CONQUERED"

Forristall Recounts the Romantic Story of the Presentation of the Union Jack to Houston's Delegation at Atlantic City—This Year Stars and Stripes Will Journey with the British Banner

By GEORGE B. FORRISTALL, Sales Manager Foley Bros. Dry Goods Co., and JOHN H. PAYNE, Business Manager, The Houston Press

THIRTY men, good and true Texans, in June 1923 set out from Houston, Texas, to cross swords with our worthy visitors from Old England at Atlantic City. In this little body of Houstonians were representatives of the principel advertising and civic interests of Houston. On the way to Atlantic City, we gathered at Dallas with other Texans and by the time the party rolled into Atlantic City



GEORGE B. FORRISTALL

on that sunny Sunday afternoon the Texas party numbered nearly 100, everyone ready and willing to do his share for Houston, in an effort to win the 1924 convention of the A. A. C. of W. for Houston.

Five days later the little delegation from the Southland rolled back towards home defeated in a way but with the colors of victory still waving, for in defeat Houston was bigger than if it had won. Back of this whole affair is a genuine story that has been told in Houston, but which is probably not well known by the advertisnig interests of the world.

On the way to Atlantic City the Texas delegation made such preliminary plans as were possible. Rolling into the resort city of the Atlantic seaboard, every man appeared attired in typical resort attire, blue coat, white flannels and straw hat and to bring vividly to the attention of those in attendance each man wore a bright green necktie and green hat band and a big red, white and blue Texas star. True it was a violent color combination, but it made Houston stand out in the multitude.

One member of the Houston party traveled to Atlantic City in the baggage car, for the railroads would not transport him as a Pullman passenger. That was the famous Red Rooster that stopped traffic on the Boardwalk on Sunday afternoon and which was the official delegate of Houston's fun lovers, the Red Roosters.

The arrival of the Houston delegation was officially announced to our English friends by a magnificent basket of American Beauty roses sent to Sir John Cheshire, head of the English Delegation.

Monday morning, when the business sessions of the convention opened on the Steel Pier, a bevy of Southern Beauties took possession of the entrance to the Pier and with sweet Cape Jasmine buds captured every person in attedance at that session.

As each person arrived at the pier one of these charming young ladies immediately pinned upon his or her lapel a pink ribbon with the slogan *"Houston next"* and a Cape Jasmine bud. Some of our English friends had to be persuaded to don the fragrant flowers and the Houston badge, in many cases only by the promise that the Houston folks would wear a London badge.

Our dear friend John Cheshire by a clever move rather foreshadowed the events to come by writing in heavy black pencil at the top of his Houston badge, the words *"London* 1924" and after the printed slogan *"Houston Next"* the figures "1925." That was the sign for all the Britishers to do likewise and Houston's first brush with the enemy was marked with defeat, but a graceful one at that.

At the close of the Monday morning session, John Cheshire, J. Murray Allison and C. Harold Vernon accompanied by our old friend and relative of the founder of Houston, Herbert Houston paid an official call upon the Houston Convention Executive Committee at our rooms in the tower of the Marlborough Blenheim. A pleasant chat was had and all members of the Houston delegation were greatly pleased to have their British brothers call on them. This call was repaid in the afternoon at the Ambassador Hotel. While the contest up to this time was strong, every bit of it was marked by the highest degree of fair play and sportsmanship.

Houston's fight for the convention was kept up to the last ditch. Every man did his bit. Someone spread the rumor that Houston was just laying down a barrage and had no real idea of the convention coming to Texas in 1924. To offset this rumor that traveled so rapidly through the convention, members of the Texas delegation were dispatched to all departmental sessions to say a few words to offset the rumor .

Houston's publicity manager, in the meantime had made his headquarters in the press room at the Marlborough Blenheim and was putting out story after story. Houston was being advertised to the world, filling columns on the front pages of the Eastern papers.

The Houston Executive Committee went without sleep. On the last night prior to the President's Dinner, at which the 1924 Convention City was to be nominated, the entire executive committee went into session at 11 o'clock and did not retire until after five the next morning. Fight was the word, but an honest straightforward fight to a finish.

Now for the big night when all was to be settled. Houston's fight was carried through to the end.

In fact Houston's convention executive committee was late in reaching dinner. Some wondered if it would ever reach a decision in time to attend at all. The committee of six was evenly divided. The motive which actuated the committee was—How could Houston best serve the advertising interests of the world? Part thought this could best be done by holding the convention in Houston and in this manner show a portion of the United States never seen by most of the delegates. Acquaint them with natural resources in Texas never dreamed of. The other part of the committee had become converted to the big idea and broad vision of the British delegation that the advertising interest would be best served by holding the convention in London—that the business interests of the world might get better acquainted and afford a better universal understanding. It was John Cheshire's gentle, earnest, courteous presentation ably backed up his colleagues that had sold half of the committee the larger vision and the postponement of our ambition.

The time for the President's dinner had come and still the committee was deadlocked. Suddenly the door was flung open and in lock step came "Tex" Bayless, Lawrence Ruthford and Wallace O'Leary. In unison they said "We're for you in whatever you do—but, give it to London for 1924 and let's have them come to us in 1925." Another vote was taken and London had won in our own committee.

Without change of clothing and in more or less dishevelment we rushed over to the President's dinner already well on its way. Not a word was said as to the committee's final decision. Presently President Lou Holland announced the time had come to select the Convention City for 1924 and he presented John Cheshire, the leader of the British delegation. He was followed by C. Harold Vernon, W. S. Crawford, and E. T. Meredith, presenting London's claims.

Then turning to the Houston delegation Lou Holland said, "Another city is after the 1924 convention, and they have come from almost as great a distance as has London. We will listen to Houston's claims," and he presented John H. Payne who seriously and earnestly presented the reasons why the 1924 convention should go to Houston. Harry C. Howard, President of the Houston Club, was next introduced. He explained that Houston was anxious to serve the advertising clubs of the world. The question was how it could best be done. Then pausing for a few seconds he dramatically seconded for the 1924 convention, London, England.

For seconds not a sound was heard. To the Houston delegation it seemed minutes, then pandemonium broke loose. Several of our London friends broke down and wept tears of joy. Englishmen who ordinarily are not emotionally demonstrative cheered and in every way demonstrated their delight.

The last part of the convention and the one that will ever remain in the minds of those who attended this great convention took place on Wednesday night. At the close of the president's dinner Tuesday night C. Harold Vernon and J. Murray Allison called at the Houston headquarters at midnight with an invitation to the Houston and Texas delegation to meet with the Englishmen for dinner in the grill of the Ambassador on Wednesday evening.

The entire personnel of both English



JOHN H. PAYNE

and Texas delegations assembled in the Ambassador lobby and side by side filed down through the corridors to the beautiful grill where still side by side a wonderful dinner was served. Gracing the head of the table were Sir John Cheshire, Lou Holland, President of the Associated Advertising Clubs of the World, and a number of other notables of the convention.

At the close of the dinner, our wonderful friend and host, after a number of beautiful speeches, presented to the Houston delegation that which the Britisher holds dearest to him, a magnificent silken Union Jack, which was received for Houston by President Howard of the Houston Advertising Association.

Only one more chapter of the story remains to be told. Houston wants the Advertising Clubs of the World to meet in Texas. The Britishers came to Atlantic City 115 strong. They have promised to come to Houston in 1925 300 to 500 strong and direct from England to Houston, Texas, by water. We will meet them right at our own waterfront when they arrive—and then both London and Houston will have won.

HOUSTON—PORT AND METROPOLIS—OFFERS UNLIMITED HOSPITALITY TO A.A.C.W.

By HON. EARLE B. MAYFIELD
United States Senator from Texas

HOUSTON, with its ship channel to the Gulf of Mexico and the railroad facilities of an inland metropolis is unique among the cities of the United States. As a place for the 1925 convention of the Associated Advertising Clubs of the World it presents claims hard to disregard. If the advertising men of the world decide to come to Houston in 1925, they will receive a welcome they will not soon forget and a liberal education in the meaning of the Great Southwest.

TO HOLD "SEND-OFF" DINNER

A.A.C.W. Delegates to Be Entertained by N. Y. Ad Club June 26

On-to-Britain delegates will be entertained at a "send-off" dinner to be held June 26 at the Advertising Club of New York, according to an announcement made last week by the club's On-to-London committee.

The following honor guests have been invited: F. A. Thompson, commissioner of the United States Shipping Board; E. T. Meredith, former A. A. C. W. president; Edward Beatty, president of the Canadian Pacific Railroad; Sir Harry Armstrong, British Consul; Mayor John F. Hylan; Commissioner Barron G. Collier; Hon. Grover A. Whalen, and Hon. Rodman T. Wanamaker.

GROWN-UP TEXAS LIKES BOYHOOD SPORTS

State Where "Distance" Takes on New Meanings Knows the Range and Vaqueros Only in the Movies, But Keeps Alive the Hearty Fellowship of the "Old Days"

By HARRY R. DRUMMOND

OF COURSE Texas is one of the 48 varieties, just as is Rhode Island, but, believe us, brother, Texas is different. Texas is grown up.

The closest approach to Texas in size, amongst the 48 varieties, is California.

There are some ten "hub" cities in Texas, each with a market and trading territory of its own, large enough to make it a commercial capital of great importance in the distribution of merchandise, and sufficiently remote, in most cases, practically to eliminate real competition.

The government enumerators, in 1920, listed these cities like this:

San Antonio	161,379
Dallas	158,976
Houston	138,276
Fort Worth	106,482
El Paso	77,560
Galveston	44,255
Beaumont	40,422
Wichita Falls	40,079
Waco	38,500
Austin	34,876

making a total of 837,805 people. Of course they have grown considerably since then.

In visiting these cities the traveler learns something about distance, for jumps in Texas are real jumps. For instance, traveling from the West to the East, as did the writer, the first "jump" was from El Paso to San Antonio, 620 miles, exactly the same as the "jump" from the Grand Central Station in New York to the palatial railroad station in Cleveland, Ohio, or from London to Berne, Switzerland. And still in "West Texas" mind you.

From San Antonio to Fort Worth, however, the next jump, is a mere 354 miles, just like from New York City to Rochester, N. Y.

Fort Worth and Dallas are the "Twin Cities" of Texas, there being but 31 miles between them.

From Dallas to Wichita Falls is 178 miles, about the same as from New York City to Amsterdam, and from Wichita Falls to Waco is 278 miles, like the distance between New York City and Syracuse, or London and Paris.

From Waco to Austin is but 110 miles, scarcely as far as from New York City to Albany—only as far as Hudson, in fact, and from Austin to Houston is 164 miles, like stepping over from New York City to Schenectady, you know.

From Houston to Beaumont is a mere 84 miles, just like running up to Rhinecliff, and from Beaumont to Galveston is but 76 miles, no further than from New York City to Poughkeepsie.

So that, in order to make the ten principal cities in Texas, one has but 1,895 miles to travel—that's all. No farther than from New York City, via the Pennsylvania Railroad, through St. Louis, to Denver, Colo.—or the rail distance from London to Moscow. And it's all in Texas.

And just to talk a little more about size before leaving the idea, let it be noted that Texas comprises an area of 265,896 square miles. France could be laid down on the map of Texas and its 212,659 square miles would leave room for England to squeeze in without crowding, and the chinks could be filled with East and West Flanders. In an air-line, from Texarkana, on the Eastern border, to El Paso, facing Old and New Mexico, is as far as from New York to Chicago—almost 1,000 miles.

Texas, however, is a disappointment to the man who visits it for the first time, if he has visualized it as it is depicted by Bill Hart and Tom Mix and the rodeo people.

Tradition informs us that, at the building of the state, Texas was, so to speak, wild and wooly and hard to curl. There are many stories of how, in the early days, Texas was peopled with b-a-a-d men, who wore six-guns and did naughty things.

We are told that many years ago, a real estater, in trying to sell some land in West Texas, told his prospect that "Texas is a wonderful country. All they need there is rain and good society." To which the prospect replied, "Huh, that's all hell needs." But that was long, long ago.

Texas is still a cattle country, of course, but not the kind of cattle you mean.

The old range steers are a memory. The old "cowboys" are also a memory. The "Texas steer" of today is a pet. He is not wild, neither is he wooly. He is a big, fat, well bred, easy-going, mild-eyed beastie of exemplary habits and morals and the disposition of an angel.

There is no more "range" and no more rough riding. Cowboys nowadays have A. B. degrees and wear "Brooks model" clothes and wrist watches.

The old "ranches" are cut up into farms where agriculture is practiced by agricultural school graduates, and where living is much along the lines followed by the well-bred, extremely comfortable people in the so-called "effete East," except that the "farms" of Texas, while much smaller than the ranches of the good old days, are pretty awfully big as compared with the farms of say, Ohio or Pennsylvania or New York.

Floyd R. Todd, of Moline, Ill., vice-president of Deere & Co., manufacturers of farm implements, spent the winter at San Antonio, and was very pleasantly met by the writer. In talking over business conditions Mr. Todd said that Texas is the best market that Deere & Co. have today. The perplexity seems to be to get enough modern farm machinery on hand to supply the demand.

To a man of vision—provided that vision was long enough—this might indicate that Texas is sound as an agricultural state, and that the old ranges are giving way to intensive farming that pays better.

At Dallas we sat opposite a most genial gentleman at the dining table. He ordered his dinner like a connoisseur, and his manners were as polished, and he was as much at ease as any man could be. He started the conversation, which was extremely pleasant. Finally he politely inquired what our business was, and upon being told, vouchsafed the information that he was a "cow man."

"We fellows out here are getting civilized, you know. We wear the same kind of clothes and hats and shoes that you Easterners do. We don't make any stir when we go to New York, and those darned moving picture actor cowboys create as much excitement here in Dallas, or San Antonio as they do in New York."

And it's the truth. As this is being written, here in Houston, Texas, on March 10, they are getting ready for a cattleman's convention, and the windows are full of "freak stuff"—broad-brimmed hats, saddles, chaps, boots and other "novelty" merchandise which will be bought and worn out of respect to the old days, by the cattlemen who come to town dressed in hand tailored suits, vici kid shoes, "topcoats" and dogskin gloves, and who will don the habiliments of the past just as the Shriners put on their fez for an occasion.

Texas, except for size, is much like any other state—that is, any other real good state. In justice, however, it must be said that, in passing through Texas one rides through many miles of undeveloped land, land which, in all probability will be undeveloped for some time to come. The development is going to be most awfully gradual.

As the cities expand, the surrounding territory is gradually turned into small farms, and, one by one, slowly, the ranches are broken up and, as the roads are improved, and transportation problems solved, scientific drainage and irrigation will reclaim the land throughout the state—but that is all in the future.

Texas cities, however, are cities in every way. Some of them are not as progressive as others. San Antonio, for instance, is not so very active, simply because it is a home, an ideal home, if you please, for a great number of Texans who, having made theirs, have retired to San Antonio, and are really living.

They toil not, neither do they spin, and the younger element spend the money in living, too.

That does not mean that San Antonio

HOUSTON WILL HOIST A NEW FLAG

By MARCELLUS E. FOSTER
President Houston Chronicle



MARCELLUS E. FOSTER

TEXAS sends greetings to London and to the great British Empire. Houston wishes for the annual convention of the Associated Advertising Clubs of the World a most eventful session. We trust that all views will be broadened and all interests cemented; that from this meeting there will go forth a message of peace, harmony and unity, not only for the business world but for all mankind.

The city of Houston, which so gracefully stepped aside at the Atlantic City meeting in favor of London, is now ready to be host for the 1925 convention, and we pledge ourselves to rival, if possible, the generous hospitality of our London friends.

We will show you a city that is the metropolis of the largest state in the American Union—a veritable empire in itself. A city not only of inspiring business but one with thrilling history. It has a ship channel linking us with the Gulf of Mexico and the Atlantic Ocean; ships are now entering our harbor from all parts of the old world. We are anxious to show you a new world—one where great oil wells spurt forth liquid gold and where vast cotton fields furnish the raw product for many of your great factories.

We will show you a city rich in natural resources and that has a history filled with tales of heroism; heroic sacrifices of soldier, priest and citizen.

Texas has been under six flags. She has given allegiance to Spain, France, Mexico, the Republic of Texas, the Southern Confederacy and the United States. We are ready to hoist another flag to greet our foreign guests and our fellow workers of this country. It will be a flag of faith and trust, emblazoned with colors and legends that signify to all nations peace and Christianity throughout the world.

An Invitation

THE ADVERTISING ASSOCIATION *of* HOUSTON

believing that the cause of organized advertising can best be served by holding the 1925 Convention of the Associated Advertising Clubs of the World in Houston, Texas, Earnestly Requests Your Support for

HOUSTON NEXT IN 1925



Main Street

ADVERTISING ASSOCIATION OF HOUSTON

HOUSTON AS SEEN BY AIRMAN IN THE CLOUDS



Cleanliness, order, efficiency—these three words figure largely in Houston, described by William S. Patton as "one of the real cities of the world." And you don't need the distance of an air-view, either. It stands a closeup—along every business street, in every residential section. With a population of nearly 150,000, it is a large cotton, rice and lumber market, and petroleum center. It has extensive manufacturers, with a total of nearly 400 plants.

is a dead one—but it is a resort town, a residential town, and the Boston and Charleston of Texas, if you know what I mean. It is the residence of the aristocrats—the old line Texans, and, by the way, San Antonio is the home of the chief shrine of Texas, the Alamo—where the Texas heros 80 years ago won immortal fame.

Beautiful homes, beautiful parks, beautiful country clubs and the aristocracy of the United States Army all lend an "air" to San Antonio that makes it a wonderful place. This city is the scene of the largest cantonment of the Regular Army in the country.

Dallas and Houston are two cities that are not typical at all. They are like, say, Rochester, or Indianapolis, or Omaha, or Columbus, or any one of half-a-hundred typical American cities—good looking, hustling, wide awake, neither Northern nor Southern nor Eastern nor Western, but American.

Yes, friend, take Texas seriously. Take it most almighty seriously, and don't for the love of Mike, try to get an idea that Texas as it is today is anything like the hokum of the five-cent movies, for it is not.

But Texas is Big. And Texas is Alive. And Texas is a very good place to go.

One thing, however, that smacks of the old days, is the spirit of good fellowship and hospitality that is found everywhere. The men of Texas are real fellows, and their hospitality is as genuine, as spontaneous and as freely given as ever in the romantic days. In that respect they are way above par.

COUNTRY OF "MAGNIFICENT DISTANCES" AND MAGNIFICENT OPPORTUNITY

President Hamilton of International-Great Northern Railroad Bespeaks Hearty Welcome to Southwest

To the Delegates of the Associated Advertising Clubs of the World in Convention Assembled in London, England:

TEXAS, the great and rapidly developing Empire of the Southwestern United States, cordially invites you to hold your 1925 convention at Houston, where seventeen railroads meet the sea, on the coast of the Mexican Gulf.

Texas comprises within her borders an area of 266,000 square miles, eight per cent of the total area of the United States and equivalent to the combined areas of France, England and Wales; has a farm land area of one hundred and fourteen million acres and yields annually, from its soil, products of agriculture, the forest, the oil well and the mine to the value of more than one and a half billion dollars. In 1923 our state produced in excess of 4,300,000 bales of cotton or 43 per cent of the entire production of the United States.

The domestic herds of the state comprise more than twelve million animals.

Our mineral resources, although yet barely scratched, produce annually in excess of forty million barrels of petroleum and two million tons of coal.

Manufactured products have an annual value in excess of one billion dollars.

If you will cut, in a map of the United States, the boundaries of Texas, and turn back the silhouette on its Eastern border, it will reach clear across the eastern half of the United States and into the Atlantic Ocean; hinged on the Western border it will reach 200 miles into the Pacific Ocean and hinged to the North, well across the internation boundary into Canada. This vast territory of the "Lone Star State" is gridironed with 16,000 miles of railway, making its every portion of easy access to the visitor.

The big business interests of Houston and of Texas stand squarely behind the Advertising Association of Houston in its invitation to the world to come and see for itself how its cotton is grown, picked and shipped; how its live stock is raised and marketed; how great modern cities have become actualities in a state where but a few years ago, in the opinion of the world, the long-horned steer was the principal product. There is still much of the picturesque frontier days to be found on the Western Texas prairies; much that is unique and interesting. Within the vast area of our State may be seen many of the processes of our national development still under way—from the wide cattle ranges of the prairies and the vast areas of virgin soil just breaking to the plow, to the large city's most modern development.

Someone has said that Texas is "A country of magnificent distances"; it is for more than that—it is a country of magnificent opportunity.

"Hospitality" peculiarly typical of the Southern and Southwestern portion of the United States is written large across the map of Texas. We modestly believe that we have in this commonwealth of ours a people among the finest on the face of the earth. Come down and get acquainted.

Elsewhere in this publication it has been the privilege of the Railroad enterprise, I have the honor to manage, to set forth in pictorial form some of the things that are well worth seeing and knowing about this great state.

International-Great Northern Railroad, with its 1160 miles of trunk line "All in Texas and all for Texas" extends to all a hearty welcome to Texas, to Houston, and the great Southwest.

Cordially yours,

T. A. HAMILTON, President.

International-Great Northern Railroad Company.



HOUSTON, TEXAS

Diversified Industrial Center

Raw Cotton, Cotton Textiles, Oil, Rice, Lumber, Shipping



FLOUR



OIL



CEMENT



COTTON

HOUSTON exported her first cotton bale in 1919; Houston is now the second cotton port of America. In 1919, the cotton exportation was 43,341 bales; in 1924 it will be 1,500,000 bales.

Houston with one twine mill and two textile mills has just begun her cotton manufacturing development. Natural advantages with particular reference to proximity to raw materials, transportation facilities and labor supply, assure for Houston rapid progress as a textile center.

Houston's oil industry embraces all phases of the business: production, storage, refining and distribution of the finished products to all points of the world. The Houston district includes 18 producing oil fields with an annual production of approximately 40,000 barrels of crude oil. There are eight operating refineries on the Houston Ship Channel with a daily capacity of 48,000 barrels.

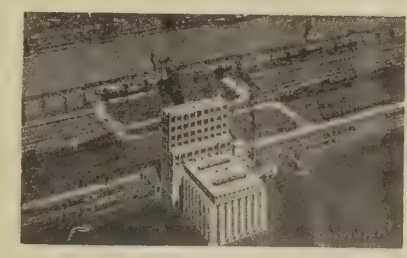
Houston is in the greatest rice producing area in America. Six rice mills annually export more than 500,000 bags.

Houston is the greatest combination retail and wholesale lumber market in Southwestern United States. Houston lumber exports annually exceed $40,000,000.

Houston with her deepwater terminals, inland waterway system and 17 railroads, is attracting the attention of the world as a shipping point.



RICE



GRAIN

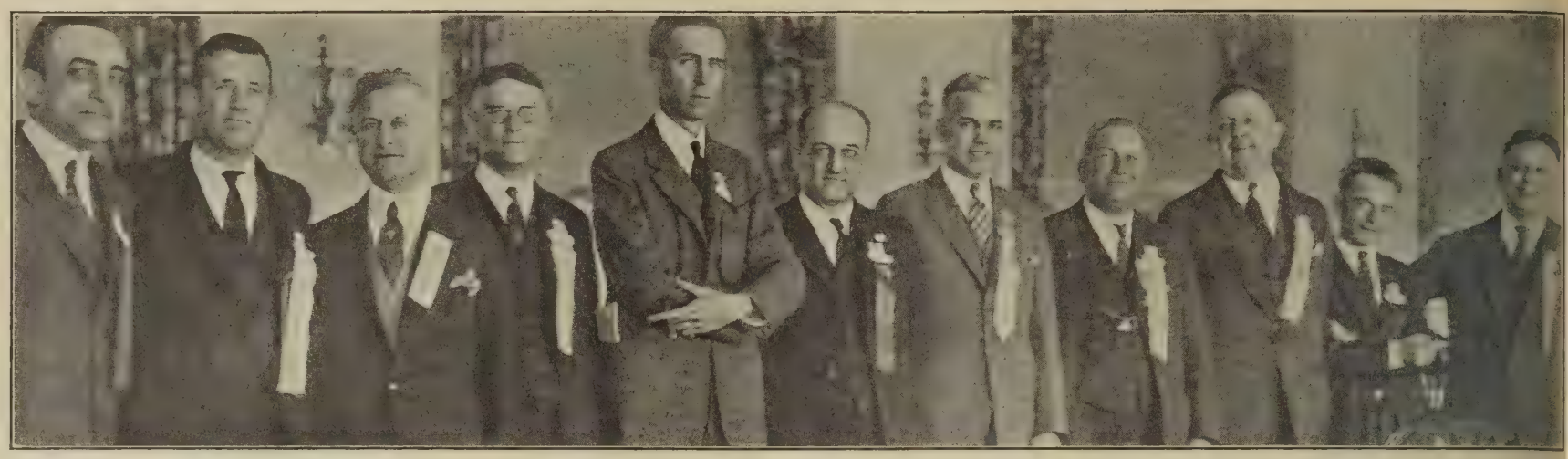
Advertising Men of the World!
a Warm Welcome Awaits You
at Houston

Your Visit To Houston In 1925 Will Not Only Be A Pleasant Sojourn But An Educational Experience

HOUSTON CHAMBER OF COMMERCE



HOUSTON'S CONVENTION COMMITTEE READY FOR ALL OCCASIONS



Houston's Committee?—What kind? That depends upon the occasion. Sub-titles are assigned commensurate with the duties assigned. It is that kind of a committee, composed of that kind of men who, when anything happens along to be done simply jump in and do it—and do it right.

To illustrate: During the cattlemen's convention (at which time this picture was taken) this was called the "Steering Committee." Appropriate? Well! Nothing else but.

During the convention of the Associated Advertising Clubs of the World this will be the Ad-visory Committee—just as in case of a convention of the manufacturing confectioners it would be known as "The Candy Kids."

Reading from left to right these "cowboys" are: Benjamin Taub, J. N. Taub & Sons, wholesale tobacco dealers; John T. Scott, Jr., of Boyles, Brown & Scott, attorneys; David D. Cahn, promoter; Walter G. Jones, secretary and manager Motor League of South Texas; Burt Rule, Publicity Director, Chamber of Commerce; William S. Patton, vice-president, South Texas Commercial National Bank, president Advertising Association of Houston, Chairman On to London Committee of Houston; Oscar F. Holcombe, Mayor of Houston; Ned L. Jacobs, Johnson Motor Company; Robert H. Cornell, assistant publisher, Houston Chroniele; Ralph A. Anderson, sporting editor, Houston Post; Chester H. Bryan, county judge of Harris County.

These men are the "go getters" who attend to everything that is to be attended to. You know they should all be called "George" for whenever there is anything of the "Let George do it" kind, these fellows are on the job.

ECONOMISTS PICK HOUSTON AS COMING METROPOLIS OF THE SOUTH

Port of a Vast Domain Rich in Natural Resources, City Now Striving Toward Commercial Supremacy—Frontier Passing

By PAUL L. WAKEFIELD

AS one of the greatest producing centers of raw materials and the one of which the least is known, Texas with her 171,000,000 acres of land which embraces vast resources of oil, mineral, lumber, cattle and cotton, offers advertising and business men of the world a new country to conquer.

One-third of the world's cotton crop is raised in the Lone Star State, while



PAUL L. WAKEFIELD

one-tenth of the cattle and one-seventh of the oil comes from here.

Texas is a virgin territory. Her natural resources are untouched and yet she surpasses in raw materials any of her sisters through the length and breadth of the United States, of her 171,000,000 acres only 32,000,000 are under cultivation.

Probably her greatest claim to international trade is in the export of cotton. The Texas cotton crop for 1923 equaled more in dollars and cents than the entire wheat crop of the United States. Texas is geographically and commercially the gateway to Latin America and Mexico.

Texas has had little advertising other than that of the romance surrounding her famous Texas Rangers and the gun packing, hard riding and swarthy cow puncher of the west. She has that side, and of the cattle industry she is proud, but there is a new Texas coming on that is reaching out for some of the north, east, south and west. Modern agricultural implements have replaced the oxen, farms with bristling windmills and homesteads have sprung up where tenant farmers' shacks once stood. "Uncle Sam's biggest son," as Arthur Brisbane spoke of Texas recently, has awakened to the riches of natural resources.

The growth and the development of Texas during the past decade, has surpassed probably that of any other state in the Union. Texas has developed some advertising experts along with her commercial and agricultural growth and these men have realized the limited knowledge that national advertising writers and space buyers possess concerning the resources and the potential possibilities of the state which is larger than the whole of France.

It is the opinion not only of advertising experts of the Lone Star state, but of some of the world's most successful advertising writers and buyers that the advertising fraternity needs to know more of Texas and that Texas should know more of the men who acquaint the world of what its neighbor has.

The Atlantic City convention of the A. A. C. W. crystallized the sentiment of world advertising heads concerning Texas and her needs for advertising. Plans were laid with all of the cards on the table to do for the advertising fraternity of the world and the state of Texas, what would result in a great mutual benefit.

Holding the 1925 convention of the Associated Advertising Clubs of the World in Texas will mark an event of accomplishment in the history of Texas and advertising.

Advertising men the world over are familiar with the eastern section of the United States. They are familiar with the products of these states and the raw materials from which they are made. The Texas field offers the lure of undiscovered treasures to develop and write about. Fiction writers have invaded the oil fields and romance of the west and painted Texas as a pioneer and frontier state. The advertising writers of tomorrow will catch the same spirit of romance and pioneering in their copy when writing of Texas, her products, industry and unlimited resources of raw materials. The same artists who visited Texas to paint illustration from such western tales of Bower and Gray and yarns of oil by Puetello and Beach will visualize and paint the same picturesqueness and romance in his color plates for national advertisers of oil, its by-products, leather, and the various raw materials which Texas leads, for advertising is the fiction of tomorrow.

Texas has as natural and advantageous topography as that of any other country in the world of its size, and this brings us to the climax of our story and Houston, the convention city of 1925.

Houston, a thriving city of almost 200,000 population, has been picked by numerous eastern capalists as the coming metropolis of the south on account of its commanding location.

With 17 railroads and a safe landlocked harbor where ships from all ports of the world discharge and take on their cargoes, there is reason enough for Houston's claim to transportation power.

Millions of bales of cotton pass through Houston every year. On her deep water channel is located the world's largest compress and a number of the largest oil refineries, a massive flour mill. Other industries of various kinds are springing up on every hand.

Houston is fanned in the summer by the cool breezes from the Gulf of Mexico and snow covers the ground once in a decade. If you are interested in knowing more of America and her undeveloped resources, you will want to come to Texas and bring the A. A. C. W. convention with you in 1925.

FACTS ABOUT TEXAS

TEXAS is the largest State in the Union, having an area of 265,896 square miles—262,398 square miles of land and 3,498 square miles of water. There are 249 organized counties and 4 unorganized counties in Texas.

Population—The 1910 census gives the population of Texas as 3,896,541. If the rate of increase remains the same as it was between 1900 and 1910, the population of the State in 1919 is 4,687,135. Texas is rapidly going up in rank in population; in 1850 it was twenty-fifth among the States; in 1870 it was nineteenth; in 1890 it was seventh; and in 1910 it was fifth. The scholastic population of the State this year is 1,245,278.

Topography—The general slope of Texas is in a northwesterly direction from the Gulf of Mexico. The mountains are in the western part of the State. There are two peaks above 8000 feet—El Capitan in the Guadalupe Mountains, which is 8690 feet, and Baldy Peak in Jeff Davis County, which is 8382 feet. There are over 100 peaks which are above 5000 feet. The average elevation of Texas is 1700 feet.

Rivers—The principal rivers of Texas are the Red River, the Rio Grande, the Brazos, the Colorado, the Trinity, and the Pecos. The Brazos River drains approximately one-fourth of the State.

Climate—The annual rainfall varies in Texas according to the section of the State. The average annual rainfall in east Texas is 55 inches; in west Texas it is 10 inches. The mean annual temperature ranges from 55 degrees in north Texas to 72 degrees in south Texas.

Agriculture—Texas is primarily an agriculture state and is first among the States in the value of farm products. There are over 500,000 separate farms in Texas. The United States Department of Agriculture reports the following livestock in Texas on January 1, 1919: horses, 1,164,000; mules 792,000; cattle 5,021,000; sheep 2,320,000. The total value of this livestock was placed at $454,838,000.

Railroads—Texas has more railroad mileage than any other States in the United States. The last statistical abstract published by the United States government shows that Texas has 15,866 miles of railroad, which the next State in rank, Illinois, has only 12,141 miles. This does not include yard tracks and sidings.

Automobiles—There have been 309,285 motor vehicles registered in Texas up to October for the year 1919.

The Officers, Directors and Members

of the

ROTARY CLUB
OF HOUSTON

JOIN with other citizens of our City in extending a cordial invitation to the Associated Advertising Clubs of the World to hold their 1925 Convention in Houston.

All of Texas, as well as Houston, will enjoy having you with us, and we believe that you will enjoy being with us.

HOUSTON—1925

HOUSTON COMPLETING THE BIG SALE IT STARTED A YEAR AGO

By WILLIAM S. PATTON

President Advertising Association of Houston

THE Advertising Association of Houston has sold a big idea to the people of Houston—the idea of having the 1925 convention of the Associated Advertising Clubs of the World. This sale was made with an argument running something like this!

Houston is already a convention city, known well and favorably throughout Texas as such.

Houston has a tremendous lot of good things of which the world at large, outside of Texas, knows all too little, and which should be advertised.

Human ingenuity has not as yet devised any method of advertising to equal first-hand knowledge, but, next to this first-hand knowledge, is the information given second-hand by a trained salesman—particularly when that trained salesman is not personally or financially interested in the telling. The Associated Advertising Clubs of the World is a gathering of the very cream of advertising experts from everywhere — men trained to observe and to tell what they observe.

It would be ridiculous even to attempt to compute the financial outlay necessary to collect such an aggregation provided their time was paid for plus their traveling expenses. It would be equally futile to try to estimate, in dollars and cents, the good these people could do, upon their return home, in the way of spreading propaganda regarding the City of Houston.

We want them to come to Houston for their 1925 convention. The financial backing we shall require will be a mere drop in the bucket compared to the entire expense of a convention, and we will bring to Houston the greatest aggregation of keenly trained brains possible to assemble from the four corners of the earth. They will return to their homes to tell their friends and fellow citizens many nice things about Houston and Texas. They will return with first-hand knowledge of Texans and Houstonians; they will have become acquainted with a tremendously important market and will, in a majority of cases, revise their opinion of Texas and Texans.

We can demonstrate our power for entertaining. We can prove to the world at large that Southern hospitality is a great deal more than a mere figure of speech; we can show these people that our brand of civilization is just the same as theirs, and that Houston is one of the real cities of the world—Let's go!

And the people of Houston said "Go to it!"

Now we want to sell this idea to you in London and here is our sales argument:

First—frankly, we want you.

We want you to come to our city.

We want to entertain you.

We want you to see us in our own home city and we want you to see our city.

We want you to get first-hand knowledge of Houston and of Texas.

We want the publicity this crowd can give any convention city.

We want you to jaunt down our way and find out for yourselves just how much justification we have for our pride in our home city.

We want you to know us—know our people, know our country.

We are going to let the rest of Texas help us plan "stunts" for you—but for the most part the "stunts" are to be of a semi-educational type—visualizing to you the magnitude of Texas in square miles, in resources, in produce and in actual selling territory.

We want to ruin your digestion by overfeeding you. We want to wear you out absolutely by keeping you jumping from one interesting thing to another.



WILLIAM S. PATTON

We want to hear you yell for help to protect you against utter and absolute exhaustion from entertainment.

Of course, we know that this convention will be tremendously beneficial to Houston, and perhaps, are selfish in wanting you—but also know that, from an educational standpoint, as an opportunity to study a great market at first hand, we can give you something almost as valuable as you can give us and we feel that, after all is said and done, the benefit will be pretty close to a 50-50 proposition.

Now that you are thoroughly sold on the idea of Houston in 1925 we thank you. We commend your good judgment and promise that when you come to Houston, we will send you home tired, happy, converted into Houston boosters.

TRIBUTE DUE CORNELL

MUCH of the success of the On-to-Houston movement of the Advertising Association of Houston is due to the untiring efforts of Robert H. Cornell, toastmaster par-excellence and sailor extraordinary who, while doing nothing else, is Assistant Publisher of The Houston Chronicle.

Few people, even in Houston, know "Robert H. Cornell" but Houstonians and advertising men everywhere know "Bob" Cornell—know him and like him, too.

There are men, here and there, who, because of a tremendous amount of personality and humanness; of likable qualities and a superabundance of love for their fellow men, never get away from the foreshortened, intimate names. These men should be tremendously proud of what may be termed their "trade names" for trade names are seldom bestowed unless warranted.

For instance, Mr. R. F. R. Huntsman, President of the Brooklyn Standard Union, is, always has been and always will be known as "Bob."

Daniel D. Moore, Publisher of the Fort Worth, Tex., Record will always be "Uncle Dan," and "Pop" Freeman, "Eddie" Burke, "Tony" Lorenzen, "Al" Shuman and many others, including "Bob" Cornell, are too well liked to ever get away from their nicknames.

"Bob" Cornell had a selfish purpose, perhaps, in engineering things the way they finally shaped themselves at Atlantic City in 1923.

He got everybody all "het up" about 1924, figuring all the time on making a pinch hit by gracefully yielding to London at the last moment. He was willing and even anxious to go to London in 1924, but he had Houston all ready, so that, if London had fallen down, the convention would have been Houston's.

Bob wanted to go to London with his fellow Houstonians in order to exhibit his splendid seamanship—he having been across some years ago, with the late George H. Larke who, up to the time of his death, delighted in starting to tell how Bob crossed the pond—Bob and his lemons and his absorbent cotton.

Larke always liked to start telling this story—but he never finished because the memory of Bob's vain efforts to retain the few specimens of food, and his distinct disapproval of the change in taste this food had on its return trip always made Larke stop and—well anyway Bob is an experienced sailor.

So, being somewhat of a politician, Bob fixed it so that the London delegation was tremendously impressed with his sportsmanship, and the Houstonians go to London backed by the good will and support of practically every club for the 1925 convention.

Of course Bob did not do this alone—he didn't have to—but it was his foresightedness, his wonderful selling talks and his tremendous personal popularity that swung the rest of the Houston delegation to his way of thinking and ultimately produced the desired effect.

It might be remarked that this was written at the suggestion and earnest solicitation of Mr. John H. Payne, Business Manager of the Houston Press, who adds that Bob Cornell is the hardest competitor to buck that there is anywhere—and that, as a competitor, he thoroughly and honestly hates Bob Cornell—but as a newspaper man and a fellow human he has to love and admire him.

TEXAS CRAVES CHANCE TO SHOW WORTH

By Jno. D. Dyer,

President, Guaranty National Bank of Houston

Associated Advertising Club of the World in convention at London:

THE various advertising interests of Houston, Tex., are very wholehearted in their co-operation with the Advertising Association of Houston in inviting you to hold your 1925 Convention in our city.

As president of the Guaranty National Bank of Houston, I want to add my personal invitation to that of the club, and to assure you that while the party, when it gets to Houston, will be primarily the guests of the Advertising Association of Houston, all of Houston, and in fact, all of Texas, will co-operate in entertaining you, providing things for you to do and sights for you to see.

We Texas people take a great delight in entertaining our friends and people we want for friends who come to us from the less fortunate parts of the world, and we take a pride in sending them home feeling that they have visited the best state in the union, where they have met the best people in the world.

If this sounds boastful or bombastic you may consider it a challenge and a promise. A challenge to you to make good, and a promise to you that we will make good.

Feeling sure that your better judgment will bring you to Texas in 1925, I reiterate the invitation to you to come to Texas.

Houston 1925

Texas extends a call to the Associated Advertising Clubs of the World

To Hold Their 1925 Convention In Houston

THE Houston Real Estate Board is glad to be among those who extend a welcoming hand to the members of the advertising fraternity, with the thought in mind that this welcoming hand will be grasped personally by you in

Houston 1925

HOW THE SEA WAS BROUGHT TO HOUSTON



PORT HOUSTON TURNING BASIN

The largest ships that sail the Seven Seas call at Houston docks with the world's goods. Great wharves with deep water alongside avoid lightering, magnificent bunker facilities enable quick refueling, whether with coal or oil, and the width of the basin makes it easy to turn a vessel of any tonnage—an advantage that is not possessed by many harbors justly famous in world commercial annals.

TEXAS, THE 10th DISTRICT, A.A.C.W., AWAKE TO ITS OPPORTUNITIES

By DALE C. ROGERS

Chairman Tenth District, A. A. C. W.

TEXAS is fast responding to the constructive efforts of advertising. This is being brought about largely through the combined efforts of the Advertising



DALE C. ROGERS

Clubs of the state. The "push forward" work of Texas advertising men during the past few years, with the organization of many new clubs, gained the attention of the A. A. C. W. to such an extent that at the Atlantic City convention, Texas was made a district within itself. Included in the Tenth District prior to last June was Texas, New Mexico, and part of Louisiana. Now the development of Texas and the Tenth District is squarely up to the advertising clubs and advertising of men of Texas themselves.

The people of Texas are just waking up to two things: first, that Texas needs advertising activities; second, that the A. A. C. W. needs to know more the present and future of Texas.

Texas from an advertising and sales standpoint is a market within itself. It is an entire trade section. Its habits, customs, needs, and desires must be taken into individual consideration. That a commodity will respond to a certain advertising and merchandising plan successful in the New England or Middle Western States is no big assurance that the same results will be obtained in Texas. Study Texas—Texas resources. See Texas.

Just remember—Texas produced almost one-half the world's cotton crop in 1923; that the great coastal country is rich and picturesque with its hundreds of thousands of acres of rice; that it is one of the greatest oil-producing regions in the world; that the verdant Rio Grande Valley with its millions of citrus fruit trees will in another year or two enter the markets of the world; that the sulphur mines are producing mountains of this colorful necessity; that dairy stock, and fine beefs, have in large part replaced the scrawny range stock; that more than $10,000,000 worth of poultry and eggs were shipped from Texas during 1923. Yes, Texas, along with the rest of the world, is fast waking up. There is a store of information and interest awaiting the visitor to Texas today. The A. A. C. W. members who attended the convention in Dallas, with its circle tour over the state, have a great surprise awaiting them.

Manufacturing industries are fast developing. Intensive cultivation is beginning to take the place of the prairie ranges. Transportation facilities are good.

With all this development work Texas needs the constructive force of the Advertising Club, the Advertising Man—the help of the A. A. C. W. And in doing this great work there is great experience, romance, fun and reward to all who take part. It is for these many reasons that the Tenth District A. A. C. W. is active. It is active to its responsibilities, its possibilities. It invites the world to participate.

WESTERN ENTERPRISE, SOUTHERN HOSPITALITY —HOUSTON WANTS TO PROVE IT

By ROBERT H. CORNELL

Assistant to the Publisher, Houston Chronicle



ROBERT H. CORNELL

HOUSTON, center of the Union's first state in agricultural resources and leading port of the Union's second state in world export trade, *needs* the presence of delegates from the world's Advertising Clubs!

At Atlantic city last year the Advertising Association of Houston was thoroughly convinced that the cause of ADVERTISING could be best advanced by meeting in convention this year in London. Houston men are as genuinely sincere in the belief now that the necessary impetus for the work of Advertising Clubs in 1925 calls for convention assembly in the section of the United States where the field for most profitable advertising activity exists, and which will in no uncertain terms register its appreciation of the inspiration which only a community's contact with the world's publicity purveyors will give.

At London, Houston will present every qualification required in return for the convention entertainment privilege; necessary, fully subscribed convention fund; exceptional hotel, auditorium and transportation facilities, coupled with every resource of the 250 leading business firms (manufacturers, bankers, jobbers, exporters, publishers, retailers, etc,) represented in active membership of the thirteen-year-old Advertising Association of Houston.

Houston is often referred to as the "City of Western Enterprise and Southern Hospitality"—— make us prove it!

"They copied all they could copy,
But they could not copy my mind,
And I left 'em sweating and stealing
A year and a half behind."
—Kipling's "Mary Gloster."

THE KIWANIS CLUB
of HOUSTON

Affiliated With

Kiwanis International

"MAKE IT
UNANIMOUS *for* HOUSTON
1925"

Convention of

ASSOCIATED ADVERTISING CLUBS
of the WORLD

London 1924—Houston Next

We'll greet you with real Southern Hospitality

THE TEXAN: HE BREATHES THE SPIRIT OF YOUTH

He is Not a Southerner, Nor a Westerner, But a Texan and He Will Tell You True Tales of the Indian and Covered Wagon Pioneer

By ROY G. WATSON
President and Publisher, The Houston Post

A MAN from Texas is never a Southerner, neither is he a Westerner—he is a Texan. He is a pioneer, and you will meet him in the four corners of the earth.

Texas is too young to have lost its pioneer spirit, but the melting pot has been at work and although his restless spirit may send him to the remotest spots of the globe, he never forgets his allegiance to his state and will impress upon you that he is a Texan. And you will like him, too. No matter what his age may be, he will fairly breathe the spirit of youth—the spirit of Texas.

So young is Texas that there are many living today who can tell you strange tales of the romantic days when Texas was in its earliest infancy, when only cattle and roving bands of Indians were to be found in places now boasting eighteen and twenty story buildings, and when the old "covered wagons" of pioneer days rumbled along over the prairies where now civilization glides in its limousines on asphalt boulevards.

Texas is a romance in itself, and this romance fairly seeps its way into the very blood of its children, so that every native or even adopted son becomes involuntarily saturated with it.

The broad miles upon miles of prairies, mountains, deserts and smiling valleys which make Texas the largest state in the Union have been governed by six flags—the French, the Spanish, the Mexican, the Republic, the Confederate and the United States.

But the Latin races could not hold it. Realizing the danger of Anglo-Saxon invasion, the Latins tried by every means in their power to keep the Anglo-Saxon out. A few managed to get inside the borderline, however, and although but a handful, they fulfilled the worst fears of the Mexicans and tore loose from Mexico all the Mexican territory north of the Rio Grande and proclaimed it the Republic of Texas. This was but yesterday—actually less than one hundred years ago.

Responding to the spirit of its new masters, the magic lands of Texas blossomed and bore fruit until today she is the wonder of the world. These remarkable men, the pioneers of Texas, came from the Carolinas, from Georgia, from Virginia and from Kentucky, the purest sources of Anglo-Saxon blood in this country. They had vision which saw a century ahead, and the strength to grasp and carve out for themslevs an empire. And today their sons and grandsons are reaping the harvest of their endeavors and sowing new seed for their own children's children.

All of these men had the "pioneer spirit"—the very essence of Americanism. With this common characteristic as a starting point, the melting pot began its assimilating operations and the final result is the Texan of today. The South contributed its courtly manners and culture, the West its open-handed hospitality and the East its business acumen and progressiveness.

Today in an elevator in any of Houston's sky-scraper office buildings, you will see all of the men remove their hats in deference to the elevator girl. A stranger marvels at the cordiality of his reception, and if from the East, delights in the straight-forward manner in which business is conducted.

But there are no Latin or Indian characteristics left whatsoever. No siestas, no indolent leisure class with its inevitable companion peasantry is here. The melting pot has done away with all of that. Those who would while away the hours in dreams of tomorrow are urged to cross the Rio Grande and join their "mañana" compatriots to the South.



ROY G. WATSON

The first settlers for the most part occupied immense tracts of land which supported thousands of herds of cattle. The cowboy, therefore, soon became the generally accepted type of Texan. But so swiftly did Texas grow in population and wealth that the great ranches were soon divided up as the land became too valuable for use as mere pasture land. Thus the cowboy of old has practically disappeared, until today a cowboy in "chaps," red kerchief and sombrero is as much an attraction and novelty to the modern Fordized "cow puncher" as he is to the world at large.

But not quite all of the great ranches have disappeared. There is still Santa Gertrudis in South Texas which boasts some million and a half acres. So large is it that the managers use airplanes to reach distant parts of the estate. The "homestead" is a structure of marble and tile, of terraces and enclosed gardens, costing into the hundreds of thousands of dollars. It is so beautifully adapted to its setting that it is a delight to the eye.

These large ranches which have escaped intact through the years are usually governed by University men, under the most modern and scientific methods. The "ranch houses" are run on the same lines as are to be found in the homes of cultured, well-to-do men and women the world over.

Whatever the Texan may be, he is not provincial. Separated as the cities are by great distances, he thinks nothing of traveling all night for a business engagement, or even for a dance or some social entertainment. This scorn of distance is so inbred that even trips of thousands of miles grow to mean but little to him, and this is the probable explanation of why the Texans are such world travelers.

This willingness to travel sends many of the younger generations into the large universities of the East, but the great majority of the boys and girls of Texas go to one of their home institutions. Even those who take their regular courses in colleges outside the state are usually impelled by their loyalty to all things Texan to go to some Texas university for a post-graduate course. These Texas universities are co-educational, for the women and girls in Texas are given an equal and often preferred footing in all callings.

In Houston, Rice Institute, a great richly endowed co-educational university, bears favorable comparison in equipment and educational facilities with the world's foremost institutions. Its broadening influence over Houston is naturally very great and is making of this city one of the leading educational and cultural centers of the South and the West.

No city in Texas is so blessed with such fine schools, beautiful homes, up-to-the-minute office buildings and hotels, large parks and amusement facilities as is Houston. And these things of course are here as the result of the demand of the citizens—the native Houstonians.

Houston was the first capital of the Republic, and is recognized as one of the oldest and most conservative cities of the state. The citizens of Houston can boast of being true Texans and truly representative of the best in the state.

Well dressed, youthful, happy and prosperous appearing, they keep the wheels of progress moving and their plans for the future cause the old wheels to hustle to run abreast with them.

They wanted a harbor and although fifty miles from the sea, they matched dollars with the government and voted bond issue after bond issue until they got it. They wanted to advertise their port to the world and they brought the largest vessel ever to enter the Gulf of Mexico, the great 563-foot French liner, the *Lafayette,* up to their own docks to carry a party of Trade Trippers on a cruise to the West Indies.

They modestly admit that Houston is the largest inland cotton market in the world—now they want it to be the largest cotton exporting port and already, after but two seasons, it is ranking third in all the ports of the world.

These things but show the stamina of these Texas Houstonians. They want the best of everything and they usually get it.

A new Art Museum, new theatres, new hotels, new recreational facilities are the proof that progress is not all along business lines either. Houston boasts five golf courses, two of which are public links. Houstonians are great sport lovers and support more amateur baseball diamonds than any city of its size in the world. The city, being near the water, has a flourishing Yacht Club, while the surrounding territory develops some of the best hunting and fishing to be found anywhere.

Texans are music loving people, and the best of the world's artists never fail to include Texas in their tours. Aside from the annual trips of the largest Grand Opera companies. Houston two seasons ago organized a Grand Opera Company of its own. Assembling selected artists from the various opera companies of this and other countries, in the European manner, a week of Grand Opera by the Houston Grand Opera Company was given. The heavy expense was underwritten by local citizens. A well developed local Symphony Orchestra likewise attests the Houstonians' love of good music.

The manner of living is much the same whether a man be rich or poor. Anything approaching tenements is unknown, and the smallest income is usually sufficient to support a neat little bungalow with a garage large enough for a family Ford.

The women of Texas are as much slaves to the latest decree from the Rue de la Paix as any Parisienne, and they know how to wear their clothes, too. Trim ankled, well dressed and intelligent, the Texas woman is distinguishable in any gathering. She is somewhat slow about getting into politics, but once let her set her mind in that direction and she will just about get what she goes after.

It is chiefly due to the activities of the various women's clubs that Texas cities are clean, attractive places.

Houston's esplanaded boulevards and its palm lined drives are a monument to their work.

Roses bloom the year around in Houston's gardens, and her cape jessamines, more familiar to the Northerner as the gardenia, blossoms on the esplanades in exquisite profusion.

Texas cities are happy, industrious communities in which all the citizens take an active part.

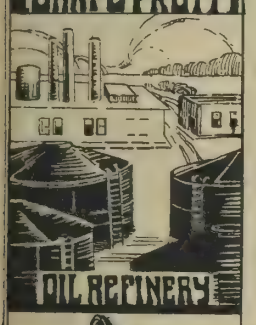
Servants' hire is small enough to allow most of the women to escape the heavier work at least and gives them time for club work and amusements.

Texans are a home-loving people. The masculine head of the house will put in a full day at the office, and while perhaps lunching downtown at a club or a cafeteria, invariably dines at home and devotes his evenings to his family.













WHAT IS THE ULTIMATE OBJECT?

Are all the Associated Advertising Clubs of the World Conventions to be "brass tack" sessions?

A new note, a different theme was struck at Atlantic City. The chord that's still reverberating was caused by that large delegation from England.

The high lights of the last convention were:

> "—One thing expected to develop from the sessions is a *better working understanding* with the other nations—"
>
> "—Advertising with its ability to influence sentiment, possesses the power for creating a world brotherhood—"
>
> Senator Edge said, "I am convinced we would have a better understanding abroad at this very moment if in some instances we substituted advertising for ambassadors. Then, perhaps, we could really reach a condition of 'open covenants openly arrived at!—'"

Those thoughts early registered with the British delegation. And, so, when thru their spokesmen, John Cheshire, Harold Vernon, W. S. Crawford, and others, they presented the big thought that thru the Associated Advertising Clubs of the World there might come about a better international understanding—if the convention was held in London—some of the boys from Houston began from that moment to work for London. . . . .

What civilized nations, peace conferences, world wars, diplomats, and even the teachings of all religions have failed to do —accomplish universal understanding— was it too much to expect of advertising? The men from Britain and from Houston thought not.

The convention went to London.

Houston saw something far larger and finer than merely to secure the convention from London.

That is why Houston has qualified to hold the Convention in 1925. Houston desires to carry on the work started at Atlantic City.

From the material side—

Houston and Texas will bring you into contact with a land that produces everything humanity needs or craves. But it's a land that yearns for more people—a land so precious that it has been fought for and has lived under six flags in the past century and a half.

Houston wants you for 1925.

What is the Ultimate Object! Some of us in Houston believe each generation adds its chapter to the World's Bible. Never before has the world been so heart-sick from misunderstanding. We hate because we don't know.

Permit Houston the honor of holding the 1925 Convention so that this better understanding may reach a fuller culmination.











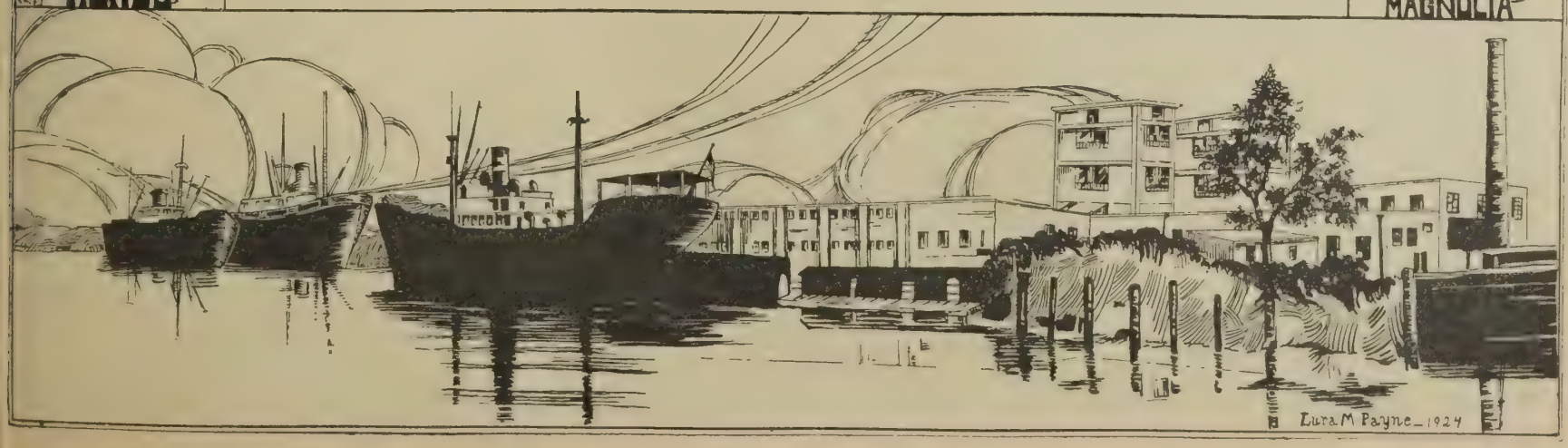
THE HOUSTON PRESS

Est. Sept., 1916
Houston's Scripps-Howard Newspaper
Member A. B. C.

Over 27,000 circulation. Over 24,000 in Houston
R. O. P. 8 cents an agate line

Represented Nationally by
ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Ave. Chicago: 5 North Wabash Ave.
Cleveland Cincinnati San Francisco



EDITOR'S VIEW OF HIS STATE AND ITS PEOPLE

Literal Interpretation of Texas and Texans, Prosperous, Happy and Progressive—Material Strength in Oil, Cattle, Cotton and Lumber

By WALTER B. LISTER
Managing Editor, The Houston Press

THEY tell that many years ago, in northern, eastern and eastern southern states, sheriffs used to go to a man's house with a warrant for his arrest and find pasted on the door a notice: "G. T. T."

They tell also that the sheriff would merely sigh and file away the warrant to collect dust. "Gone to Texas" was a phrase which silenced the Yankee law.

In the first place, the sheriffs are said to have reasoned, Texas was a long ways off and the man wasn't worth the expense of traveling that far; in the second place Texas wasn't too healthy for cranks on law-enforcement.

To some degree this picturing of Texas hangs over into the present time as a colorful fiction of Americana.

Say "Texas" to the fellow in Columbus, Ohio, or Bangor, Maine, and he pictures cowboys loping into town on Saturday night to toss the reins over his hoss' head in front of the Powder Kid's saloon; bronze-faced men with dirty red scarfs knotted about their copper-hued necks empting Colts at each other across a dusty Main Street; maybe bands of Indians wandering across the unsettled reaches of prairie land.

Artemus Ward once commented: "It ain't folks ignorance that hurts; it's the things they know that ain't so."

And the picture of Texas as a wild, half-savage state peopled mostly by gunmen and Longhorn cattle is one of the things that ain't so.

The real Texas is a state forever changing, forever growing and moving; half developed, not quite certain of itself because of its rapid adolescence; an empire state, of such vast extent and boundless resources as to be almost unmanageable, even for itself.

Texas right now is like a rugged, clean-limbed schoolboy from the backwoods, terribly self-conscious, hiding behind a gruff defiance, and with strength enough, once a little more development has come, to lick all the other kids five at a time.

Remember, first, that the Texas of the cities and the Texas of the farm and ranch lands are as different as night and day.

Texas cities are shooting up, running to big buildings and expensive hotels (the complete paving of streets and reorganization of schools can come later).

There is more single-hearted devotion to business in a Texas city than in New York. Here Salesmanship is most emphatically spelled with a capital S. It's a subject more absorbing than baseball. It's something to shape lives for, to boast of, and to discuss interminably at "How to Give Service Through Selling" meetings.

The Zenith of Sinclair Lewis' "Babbitt" never had more enthusiastic luncheon clubs than Texas cities. The Kiwanis, Rotary, Civitan and other business-civic ideals have chance for full play.

It's dollar-chasing turned into an uplifting crusade, carried on by well-dressed, clean cut voung men and middle-aged men 16 hours a day.

If you put over your business on a 97.4 per cent efficiency basis, you can talk condescendingly to others and they stand for it. If you capitalize and enlarge your success by working out a complete "Service to the Ultimate" campaign, you are one of the Apostles.

The Phi Beta Kappa key of business unlocks the welcome of the upward and onward middle class as does nothing else.

There's nothing mean or vicious about it. Everybody is doing well. Wages are high and savings banks are popular.

New real estate additions have mushroom growth. Business houses enlarge their plants; employers build better homes; employes build homes of their own—and the street car companies suffer because so many drive to work. Texas is sixth in the Union in number of autos owned.

Civic pride is shaped by all this, naturally. Cities vie with each other on building permits totals, railroad shipments, bank clearings, etc.

The man who brings more business to a city is hailed as a leading citizen. Newspapers, in describing any project, civic, artistic, or sanitary, never omit how many dollars it will cost.

In cattle, in the second place. That was Texas' first wealth, the herds that were pastured on gigantic ranches and driven to Kansas over a long and dangerous trail.

In cotton, in the third place. That's unevenly distributed. Some black-soil counties have an enormous yield but others, less fortunate in soil, nevertheless take their toll from the handling and shipping.

In lumber, in the fourth place. The heavily forested pine woods of East Texas have made many a fortune—and are still doing it.

Down in the Rio Grande Valley a new unit within the state is gathering strength. The population there is largely northen—farmers brought down by colonization companies to farm intensively the rich land which is lavish in producing cotton and all manner of fruits.

There are many incidental industries, too, such as the Freeport sulphur vein, turning out a large fraction of the world's sulphur supply.

Outside the cities—Houston and Galveston with their shipping, Dallas with its rail and commercial center, Fort Worth, "the old cow town," and San Antonio, with its climate for retired folks and trade with Mexico and Southern Texas—the picture is different.

The farmers of Texas aren't so fortunate. Cotton is their mainstay, and when cotton fails it brings a good deal of despair. Rotation of crops and intensive cultivation—those watchwords of the New Agriculture—have just started to be tried out.

There is an army of tenant farmers, poor white, foreign-born, and negro, which migrates from year to year. They take what they can and if it isn't enough to pay their debts they pack up and move on—a long, sorrowful, hard-working train.

The folks "at the forks of the creek" (Texas has as many rivers and creeks as a leaf has veins) are in some measure the folks of the "Gone to Texas" days. They are silent, churchgoing, stern people, quick to resent the intrusion of a stranger. Their farmhouses are widely scattered through the piny woods, but wherever a few houses cluster together there is generaly a tiny white Baptist or Methodist church, presided over once every two or three weeks by "the pastor" from the nearest town.

Very fine folks, if they know you. If they don't their attitude is most distinctly sullen. They are clannish; one or two families may make up the greater part of one county's population. When the families clash the gunplay of the old days comes back; and many is the gun duel in sparsely populated Texas that never is heard of beyond its county.

These are the counties where feeling is sometimes bitter, too, between the foreign-born and the descendants of pioneers. There is many a political ring that controls law-enforcement, and many a small electorate which while staunchly dry at the polls would accept calmly the assassination of an officer who pried too closely into the making of moonshine.

The Southern ideal of womanhood flourishes there. A good woman is something to kill for (though she may be forced to work long days in the fields); conversely, a bad woman is the vilest thing in God's scheme.

They have pretty girls in the settlements at the forks of the creek, and these girls make good, old-fashioned wives who would shrink from the terrific excitement of Texas cities with their heavy auto traffic, movies and theaters running every day, and houses close together.

They have fine old men at the forks of the creek, as well; kindly fellows with a twinkle in their blue eyes who can tell you all about the fire at the sawmill in

(*Continued on page* 120)



HOUSTON SHIP CHANNEL

Fifty miles from the deep blue water of the Gulf, Houston attracts, loads and unloads the broad-beamed, deep-chested freighters in its new harbor. A view of the great docks appears at the right of this picture.







The Salesmanship Club of Houston

Joins the Advertising Association of Houston in extending an invitation to the

Associated Advertising Clubs of the World

to hold their 1925 Convention in **Houston next.**

Scenes of Houston—reading from left to right:

One of Houston's Beautiful Mansions
Rice Institute
First Presbyterian Church
South End Junior High School
Portion Houston sky line







EDITOR'S VIEW OF HIS STATE

(*Continued from page* 118)

1897, or the killing of Bob Smith on the courthouse in 1903. They may have had feuds in their families, fierce quarrels which took heavy toll; but their manner is the gentlest in the world when they tease a youngster or a high school miss; and their affection comes from way down deep when they meet a friend of long ago.

It's in the settlements by the forks of the creek, also, that the Ku Klux Klan has its warmest members and its bitterest foes.

This enmity creeps out most in elections, because Texas as a state takes its politics with just as passionate seriousness as its cities toil for business supremacy.

It's in Texas that you will hear the perfervid oratory and flag-waving that used to mark Fourth of July speaking everywhere. It's mostly sincere, by office-seekers and officeholders who would be only too glad to see deported anyone who for a moment questioned the motives of a Democratic president, or the infallibility of the American constitution, or the grandeur of the Stars and Stripes.

Texas never forgets, either (and has no reason for an instant to forget), its history.

Its name is Indian, from a tribe called Tejas by the Spanish. Its settlers were real pioneers, hardy, serious-minded men and women who followed Stephen F. Austin over a long trail into the territory when it was controlled by Spain.

The early Texans stood hardships better than the Mexicans. They dreamed of making it the empire it now is, instead of merely a wilderness of prairie and pine woods policed by Spain or Mexico. A bit of bad government and injustice by Mexican leaders was enough to start a revolution, although Austin to the last tried to keep faith with the Mexican government which had granted him the right to bring in settlers.

There was the Alamo, a heroic resistance in which every able defender of the San Antonio fort died; the Goliad massacre, the result of bad strategy against overwhelming numbers of Mexicans, and finally the battle of San Jacinto, near Houston, at which a small army of Americans under Sam Houston captured Santa Anna and routed his army.

Slavery and anti-slavery politics kept Texas from being admitted to the Union. By no means daunted, the early Texans set up a pretty good republic of their own. They finally joined the United States, but they did it just as much to help the United States as for any other sentiment.

Hence the independent spirit lingers in Texas. It shows in a firm refusal to concede anything to any other state.

On the other hand, there is here and there in the cities a bit of cream-puff aristocracy. Literary and musical clubs which pick up with amazing facility the patter of the New York *Times* book reviews and Deems Taylor's music writings. Lectures on everything from the New Pottery to the Home Life of Paracelsus are well attended, and there is generally a full house to greet a musician, and to applaud him no matter what his ability.

The big majority take to culture because it's highly fashionable; others because they can discourse on it; and still others after the manner of a serious college student trying hard to learn.

There is more than one regular attendant at Texas stock company theaters who really believes that in London or Boston he would be a riot—and who would wear a monocle if he dared. All this, mind you, on the same streets where ten years ago saloons and gambling joints fared free and easy, and where a gunman strolled into the sheriff's office and announced, "Gentlemen, I'll have to ask you to make bond for me until after the trial."

NOT CALIFORNIA, NOT THE RIVIERA, BUT HOUSTON, TEXAS



Old Spain left its heritage to Texans in part in the graceful design they favor for their homes in the residential districts. And the beauty fabricated by the brain and hand of man has a generous assistant in the rich soil and bright sunlight that nourish the palms with which wealthy citizens of Houston line their private promenades.

There are also coming to the front real men and women of genius—men and women who have lived through the early Texas days and can set them down for the enlightenment of future generations, or who can plan on a basis of genuine knowledge the fulfillment of a vision of a greater Texas.

Texas has still to clean up, in some places, its government, state, county, and city. But that has already progressed far—very far—from the time when city officials didn't bother to keep books, and the chief of police was a reformed bandit.

Texas is intensely conscious of itself. That is the mainspring of its progress. Citizen committees, luncheon clubs, chamber of commerce, work tooth and nail to boost their towns, not only by propaganda, but by real achievement.

Is it money? Let's form teams and get it all done in a big drive! Is it a transportation problem? Let's have a committee work with the mayor on it! Is it appropriation from Congress? Let's send a delegation up there to force it through!

So it goes.

Texas needs better transportation facilities. She needs better schools, better prison systems, a more simplified system of government. But Texas knows it. And hence before long Texas will get them.

The state's growth is really just starting. The present stage is like that backwoods youngster first testing his enormous biceps. He won't be a champion wrestler for a few years yet, but just wait!

Out in West Texas there are long reaches of flat prairie,—ranch country. In the north and to some extent in the far south the cattlemen are kings in their counties—jovial, open-handed men of the range.

You can still find cowboys in Texas, if you hunt hard. But if you have craved to see the dusty Main Street and the roulette wheel and the Polkadot Palace, you will have to get away off into the corners.

If you come to a Texas city you will find the Rotary Club and a Country Club in full sway, with golf tournaments on right along with salesmanship contests; a lot of busy people dodging autos in busy streets that aren't any different from the streets in Providence, R. I., or Syracuse, N. Y., people well paid and thrifty, living in attractive bungalows in the same kind of suburbs that people everywhere else in America are living in; and talking interestedly about whether it's going to rain tomorrow.

TEXAS WINDS HAVE WAVED THE FLAGS OF SIX NATIONS

By WEBB C. ARTZ

City Editor, San Antonio News

TEXAS, the pachyderm of the American Republic, the Big Brother of Uncle Sam's family, has witnessed the winds flaunt the flags of 6 Governments to the Heavens—the Insignia of Spain, the Lily of France, the Serpent of Mexico, the Star of the Texas Republic, the Bars of the Confederacy and the Stars and Stripes of a United Country.

History, rich tradition, love, veneration and hardship have contributed to the development of the great commonwealth which today inspired by its wonderful record throws open its doors and invites the old world to lift the latchstring and partake of its generous hospitality and welcome within the metropolis of Houston, a modern, wide-awake city which typifies the enterprise, energy, progress and human attainment that rules the State.

Rapidly becoming the South's greatest shipping center, Houston is a city of sentiment, of material development, of wealth and industrial accomplishment. It possesses every feature and concomitant of an up-to-date civilization. Cities and states. like persons, reveal character and history in their faces and Texas, child of Latin and Anglo Saxon struggle with primeval peoples and forces, has written her history in enduring stone, preserving her story with archaic structures which exist side by side with the modern temples of progress.

The romance of Castile pride, of the Southland, the industry of the Yankee, these have had their share in moulding an empire out of the vast wilderness. In San Antonio today stands the time battered belfries of the missions, whose bells 200 years ago summoned the sombre-garbed Franciscans, the Spanish soldiery and the laboring Indians to another day. In the heart of this quaint old city stands the Alamo, the cradle of Texas liberty, the Thermopylæ of the western hemisphere which had no messenger of defeat where a Mexican horde slaughtered 136 brave defenders firing the patriotism of pioneers and giving birth to a new Republic the symbols of six nations have swayed their rule over this stalwart land. In conflict of the Powers, for 155 strenuous years, Texas bled and recovered and bled again but it never knew the iron hand of a permanent conqueror. First came the expedition of Louis XIV in 1682. Hot on the heels of LaSalle came the Spaniard out of Mexico only to be driven back by the Mexicans who assumed control of the new country. Then came the tyranny of Santa Anna, the Alamo massacre and the retribution on San Jacinto battlefield outside the present city of Houston. The Lone Star of the Republic was born of sacrifice willingly hauled down at the annexation in 1845 replaced by the war-torn banner of the Confederacy for 4 years. The Stars and Stripes has since rippled majestically over Texas plain and forest. The magnitude of Texas is so great as to astound those who have never traversed the State. It has an area of 265,000 square miles and is larger that all the Atlantic states from Maine to Virginia. The British Isles could be dropped down in the palm of her gigantic plateaus and be lost in their vastness. Yet her population is only 5,000,000. There is enough land in Texas for the armies of the world to march around five abreast and leave a strip five by 20 feet for every man, woman and child in the United States. One does not belong to society as constituted in Texas unless his front door is 12 miles from his front gate. One rancher's house is 150 miles from his front gate and he is thinking of moving it back so he won't be bothered by passing automobiles.

To illustrate its immensity it is 150 miles further from El Paso to Texarkana, Texas, than from New York to Chicago, and Fort Worth, Texas, is nearer to St. Paul, Minn., than it is to Brownsville, Texas. Folks on the Sea Coast call people in Dallas Yankees and Pecos Valley ranchmen call East Texas farmers effete easterners. While Rio Grande Valley residents are picking oranges, citizens of Amarillo are shoveling snow off their sidewalks. This is Texas. King Cotton rules the Eastern half of her vast area. Prince petroleum is the heir apparent for black gold flows from mother Earth's bosom to place the State in the first rank as an oil producer. Greater still lowing herds graze in a thousand valleys and dot ten thousand hills to make a nation dependent upon Texas for its meat. Texas has had six flags floating above her. She now has the seventh fluttering aloft, the Standard of Prosperity.

"No Better Year Book"

To EDITOR & PUBLISHER:—I know of no better yearbook that comes to this Association than the one that EDITOR & PUBLISHER gets out. It is authentic, reliable, and of great value in checking up problems that come up from time to time.

FREDERIC W. HUME,
Executive Secretary,
National Publishers Association, Inc.



Marcellus E. Foster
President

To The
A. A. C. of W

This is the largest Newspaper office building in all Southern United States. From the top floor our president sends you greetings

All Texas Wants You
in 1925

The
Houston
Chronicle's

70,000 daily and 80,000 Sunday subscribers join in the Invitation.

PORT HOUSTON

"Wonder Port of the World"

Served by the following Steamship lines:

Blakely Smith & Company (Tramps)
Booth Line
Bull Line
Compagnie Generale Transatlantique (French Line)
Compagnie Transatlantique Belge (Lloyd Royal Belge Line)
Cosulich Line
Castle Line
Dixie Line
Hamburg-American Line
Harrison Line
Head Line
Holland-American Line
Hugo Stinnes Line
"K" Line
Leyland Line
Lloyd Brazeliero
Lone Star Steamship Company
Lord Line
Luckenbach Line
Lykes Brothers Steamship Company, Inc.
Larrinaga Line
Lallier Steamship Company
Mississippi Shipping Company
Munson Line
Navigazione Alta Italia (Creole Line)
North German Lloyd
Norton Lilly Line
Nervion Line
Odero Line
Ozean Line
Pacific Caribbean & Gulf Line
Pinillos Line
Ripley Line
Scandinavian American Line
Sgitcovich Lines
Steele Steamship Line, Inc.
Southern Steamship Company
Suzuki Line
Tampa Interocean Steamship Company
Toyo Kisen Kaisha
Trosdal Plant & Lafonta
Ward Line
Wilkens & Biehl

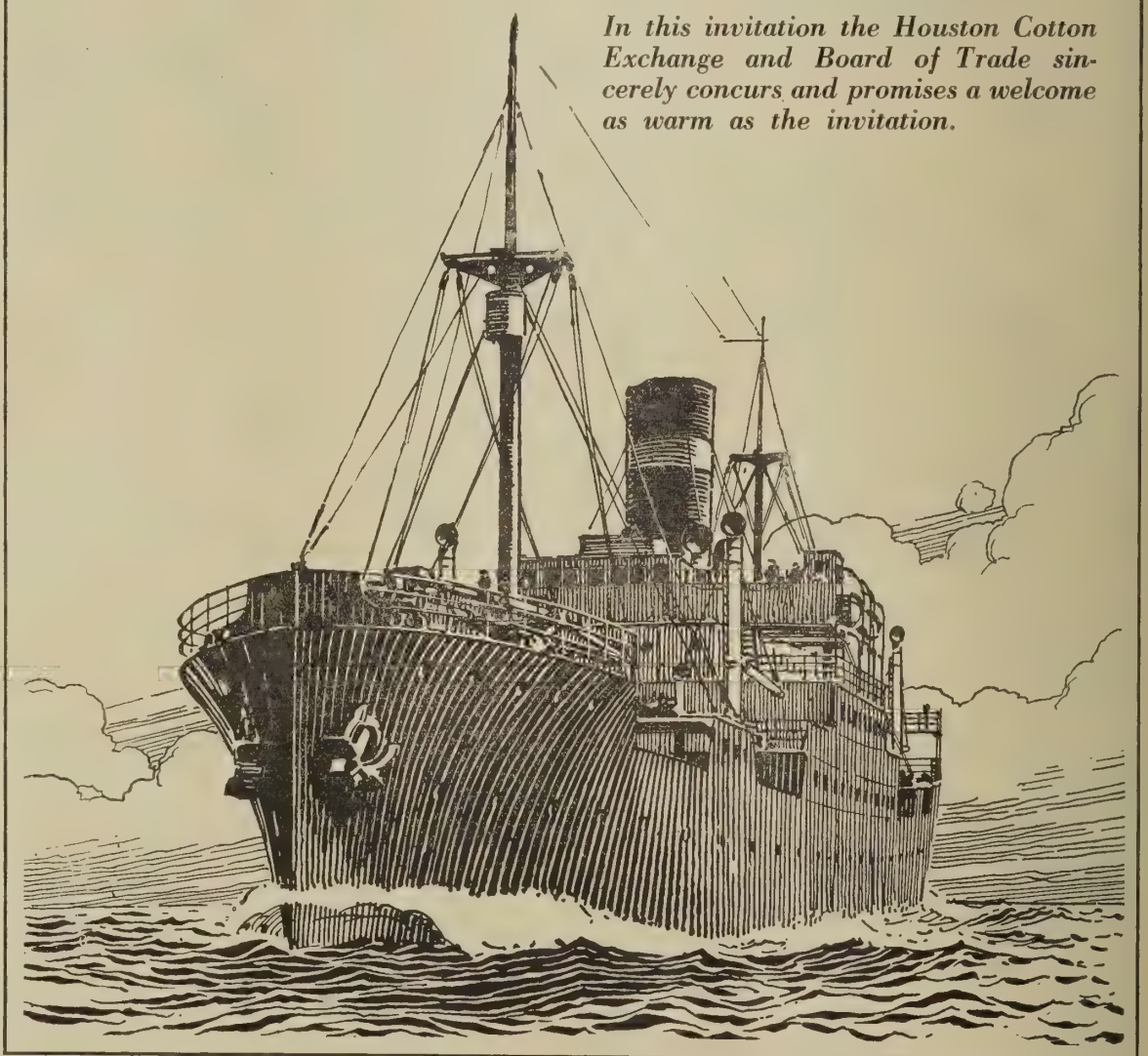
Meeting the following Railroads converging in Houston:

The International-Great Northern Railroad Co.
The Houston East & West Texas Railway
Houston & Texas Central Railroad
The Missouri, Kansas & Texas Railway
The Texas & New Orleans Railroad
The Galveston, Harrisburg & San Antonio Railway
St. Louis, Brownsville & Mexico Railway
The Gulf, Colorado & Santa Fe Railway
The Beaumont, Sour Lake & Western Railway
The Trinity & Brazos Valley Railway
San Antonio & Aransas Pass Railway
The Galveston, Houston & Henderson Railroad
The Sugarland Railway
The Houston Belt & Terminal Railway
Port Terminal R. R. Ass'n
(Connecting the Port with All Railroads)

Ad men of the world— we want you in 1925

Houston—the world's greatest spot cotton market and the metropolis of the great Southwest—cordially invites the 1925 Convention of the Advertising Clubs of the World.

In this invitation the Houston Cotton Exchange and Board of Trade sincerely concurs and promises a welcome as warm as the invitation.



MARITIME COMMITTEE OF THE

HOUSTON COTTON EXCHANGE AND BOARD OF TRADE

Cotton Exchange Bldg. Houston, Texas, U. S. A.

Cable Address
"DRIPLEY HOUSTON"



CODES:
Scotts Watkins
A. B. C., 5th Edition
Private

HOUSTON and Texas unite in the earnestness of their invitation that Houston be designated the 1925 Convention City of The Associated Advertising Clubs of the World,

—and in that invitation no organization could join with greater warmth than

Daniel Ripley & Co.

(Incorporated)
Establshed 1894

STEAMSHIP MANAGERS
OPERATORS AND AGENTS

Managing Agents U. S. Shipping Board Vessels

Main Office:
Cotton Exchange Building
HOUSTON, TEXAS

Branch Office:
Marine Building
GALVESTON, TEXAS

REGULAR LINER SERVICES TO
THE PRINCIPAL CONTINENTAL
EUROPEAN AND UNITED KINGDOM PORTS

"ON TO BRITAIN"
"TEXAS NEXT"

GEOGRAPHERS TRICKED BY HOUSTON'S EAGER GENIUS

Ocean Vessels Now Ply from Former Inland City—Story of the Activity of One of America's Busiest Ports—Saw Three Million Tonnage Last Year

By BURT RULE
Houston Chamber of Commerce



One of the queens of the Compagnie Generale Transatlantique fleet, the S. S. Lafayette, entered Houston by the 30-foot ship channel recently. This improvement was completed to the point of utility, though not to that of Houston's ambition, in 1914, and betterments have been annually since the war. Over $30,000,000 has so far been expended to make Houston, 50 miles from the sea, one of the most important ports of the United States.

HOUSTON, TEXAS, is a city that tricked the geographers. This is not a fanciful literary expression but a statement that is borne out by facts. Situated more than 50 miles from the coastline of the Gulf of Mexico nevertheless today oceangoing vessels are regularly plying between Houston and the principal ports of the world.

Not so many years ago the average person living in a section of the United States other than the extreme Southwest and possessing a normal fund of geographical knowledge, thought of Houston as a fair-sized inland city located somewhere in South Texas. In 1924 recognition of Houston as a deepwater port extends from coast to coast and is rapidly finding root in the great shipping centers of the world.

The underlying cause of Houston's transformation from comparative obscurity to a position among the great ports of the nation has been the development of her deep waterway, the Houston Ship Channel. This strip of water which has brought the Gulf of Mexico to her door is Houston's medium of commercial communication with internationally important trade centers.

The possibilities of Houston as a port was realized by early Texas settlers and sailing craft navigated the old channel of Buffalo Bayou to the city of Houston in the eighteen thirties. In a report written by a civil engineer named George Stealey to General Sidney Sherman in 1846 it was recommended that a harbor be built on this waterway between the present sites of Houston and Harrisburg and the waterway developed to its fullest extent. In 1860 to 1875 the channel was used by Commodore Charles Morgan with a line of sidewheel steamers operating between New York and Clinton. The latter point is now a few miles below the present turning basin of the Houston Ship Channel and is almost in the center of the city's channel industrial district.

The federal government began its improvement program for the Houston Ship Channel in 1872 by dredging a cut in Galveston Bay. This work was followed by additional appropriations and further improvement construction by both the government and private interests until 1899 when a project was adopted for constructing a channel 25 feet in depth from the Gulf to Houston. A series of delays to the completion of this project, due to a great variety of causes, did not discourage the citizenship of Houston and Harris County who by this time were determined to see the fruition of their plans of many years for Houston as a maritime center.

The work was finally completed in 1914. The citizens of Harris County matched dollars with the federal government in the construction cost of this project. Immediately upon its completion business began to flow to the port of Houston. A coastwise line operating between Philadelphia and Houston was the first to make regular sailings. Oil refineries and other industries followed the inauguration of water traffic and established themselves on the banks of the ship channel.

On account of the world war, and Uncle Sam's later participation in it, a great part of the shipping of Gulf ports was diverted to the North Atlantic and during the period from 1914 to 1919 the development of the newly acquired port business of Houston was retarded, but by no means stopped.

The phenomenal increase of the city's maritime business from 1919 on is most impressively shown by the growth of the port's annual cotton exportations. The first exportation of this commodity from the port of Houston was made in November, 1919. The total exportation for that year was 45,341 bales. In 1920 the figures were 275,879; in 1921, 455,015; and in 1922, 771,894.

These are calendar years. Beginning in 1923 the exportation figures cover the cotton season or fiscal year which begins and ends in June. From June until December 31, 1923, 825,577 bales had been exported and at this writing the millionth bale has been passed.

Before this is printed Houston will have staged a big statewide celebration in honor of the exportation of the millionth bale and the eyes of the nation directed to this marvelous achievement.

The facts in a nutshell are that in less than four years Houston has increased her cotton exportations more than 250 per cent and has climbed into the enviable position of second cotton port in the world. And all of this in the face of the keenest kind of competition with old ports of the Gulf and South Atlantic!

Tonnage passing through the port of Houston during 1923 was 55 per cent greater than it was in 1922 and 126 per cent greater than the figures for 1921. Figures on the increase of tonnage are not more startling than those of the increase in valuation. These statistics covering the port's four years of exportation are:

Year	Value	Tonnage
1920	$72,967,344	714,261
1921	73,877,335	1,396,438
1922	136,959,620	2,027,927
1923	215,109,522	3,149,196

All worthwhile things are obtainable only at a cost of much time and effort, or the expenditure of much money. In the case of the acquirement of Houston's port facilities there was a liberal expenditure of both effort and money. We have already made mention of the time and effort contributed by the citizens of Harris County in the development of the Port of Houston. Now we'll say something about the money that was, and is being, spent for deepwater facilities.

On the improvement of her waterfront and for port terminals the city of Houston has already spent approximately $4,000,000. The voters of the county at a recent election accepted a bond issue for $4,000,000 for additional port facilities, such as docks and wharves, warehouses, rail trackage and shipside grain elevator.

The federal government has expended on the jetties in Galveston Bay which furnish the entrance to the ship channel, $11,515,796, and the government and the citizens of Harris county together have borne the cost of dredge work in the channel proper which amounted to approximately $9,000,000. Congress has agreed to appropriate $350,000 annually on maintenance of the channel. Further enlargement of the channel which is now nearing completion will cost the government $2,000,000.

So, to date Houston's port and harbor facilities have cost approximately $30,000,000 and there isn't a man, woman or child in all Harris County—and most of 'em are conversant on the subject—who won't tell you it was money well spent. In fact this sum does not represent money spent but money invested which is paying dividends to the city of Houston every day in the year.

The official dimensions of the channel when finally completed will be 30 feet depth all the way from the turning basin at the head of deepwater navigation in the city limits of Houston, by 150 feet bottom width, to Morgan's Point which marks the end of the channel before it enters the bay this side of the Gulf. The width across the bay is 250 feet.

The greater portion of the channel already has these dimensions. The largest vessels visiting ports of the Gulf and South Atlantic have been coming to Houston since 1919.

The Houston Chamber of Commerce recently demonstrated the adequacy of the port's facilities by chartering the S. S. Lafayette of the French Line and taking a party of Texans on a cruise to the West Indies. This vessel, which was diverted from the trans-Atlantic service for this special sailing, is 564 feet long and was the largest ship, passenger or freight-type, to enter a gulf port. She traversed the entire Houston Ship Channel four times without trouble of any kind.

(*Continued on page* 138)

Houston, Texas

The Greatest Commercial Center of the Southwest Where Seventeen Railroads Meet the Sea and Thirty-eight Steamship Lines Have Regular Sailings to All Ports of the World.

The Houston Post

For Forty Years the Home Paper of South Texas, Joins With All Other Houstonians in Extending a Most Cordial Invitation to the Associated Advertising Clubs of the World to Be Our Guests in Nineteen Twenty-five.

"HOUSTON NEXT"
Come and See Us In
1925
GALENA NAVIGATION CO.
HOUSTON
TEXAS
★






GALENA SIGNAL OIL CO
OF TEXAS
GALTEX
PETROLEUM PRODUCTS
GALENA-SIGNAL OIL COMPANY
49
GALTEX
MOTOR OILS
COMPANY
HOUSTON,TEXAS
A A C of W
Vote for
"HOUSTON NEXT"
TEXAS WANTS
YOU IN
1925
GALTEX PETROLEUM PRODUCTS
GALENA-SIGNAL OIL COMPANY
OF TEXAS
HOUSTON, TEXAS
U.S.A.

FIRST PAN-AMERICAN PRESS MEET SCHEDULED FOR 1925

Newspaper Men of All Americas to Meet in Washington—Latin-America Boasts Brilliant Dailies—Survey of South American Journalism

By ERNESTO MONTENEGRO

THE Latin American Press is not a thing of yesterday. As far back as 1539, three-score years before Henry Hudson had ventured up the North River, a printing press had found its way to Mexico City, where others soon came to help in turning out religious tracts and sundry dissertations. By the time the Pilgrim Fathers had landed at Plymouth Rock, the printing presses of Lima, Peru, were already outworn with 40 years constant issuing of leaflets setting forth the miracles of local healers and the gross satirical pieces of creole poets. Franklin had not yet learned in his brother's printing shop what a "pi" looked like, when the Jesuits carried the press up the Plata River to their remote Missions in Paraguay.

At the beginning of the last century, the anonymous printed sheet exerted a powerful influence in spreading the revolutionary gospel throughout the Spanish American colonies, and so it is not surprising to find that many of the leading figures of the independence period were militant journalists. It is also worth recording, for instance, that one of the first decisions of the autonomous government of Chile, was a decree which sent a commissioner to the United States "to buy 4,500 fire-lock arms and one printing press." This mixed ammunition reached Chile in good order in 1812, the latter being in charge of three American citzens, printers by profession, whose names were: Samuel B. Johnston, William H. Burbidge and Simon Garrison.

Apparently at least, the Press has something to do with the success or failure of International Conferences. In consequence, the men who have followed the delegates of their respective countries to the different capitals of the New World where Pan American Congresses have gathered during the last decades, very naturally have come to the conclusion that it wouldn't be a bad thing for them to meet for purposes of their own. In this way the Pan American Press Conference to be held in Washington in the early summer of 1925 has become incorporated in the program of special non-political reunions which have been slated to take place between two of the main political Conferences.

For the first time in America a body of newspaper workers, made up of representatives of the great dailies published in English, Spanish or Portuguese, from New York to Buenos Aires, will come together. It will be a far more significant affair than was the visit of a group of Mexican journalists to Washington during the Wilson administration, or the presence of the few American correspondents at the Pan American Conference in Santiago de Chile last year.

Even as the Latin American newspapermen visiting the United States will be offered the opportunity to ascertain that all the American press is not a bundle of yellow journalism or a mere collection of advertisements with "fills" of sensational reading matter, so will the American delegates find that there are in Latin America many journalists of world culture, serving some of the most alert, neatly presented and best informed daily newspapers in the world.

Some newspapers of Latin America, such as the *Rio Janeiro Jornal do Commercio,* enjoy the distinction of being the most literary, the best written dailies in any language, except the French; others, as *El Mercurio* of Chile, have been chronicling almost from the very beginning, that is, for a whole century, the life of the country; a newspaper of the type of *La Nacion* of Buenos Aires makes its pages a meeting place for a most distinguished array of international contributors, while in the same Argentine Republic, *La Prensa* attains a circulation running into the quarter million copies and has established free public services such as a medical clinic, an agricultural bureau and lectures by specialists on sundry subjects.

Between the zone of modern, up-to-date journalism in Argentina, Brazil and Chile, and the great newspapers of Mexico and Cuba, there are to be sure some stagnant waters, where illiteracy, widely scattered population or political and economic unsteadiness have impeded the progress of the public press. In some of the tropical countries the newspaper is still in the one man mouthpiece stage, dealing almost exclusively with party affairs, if not entirely handled by versifying and society reporters. Venezuela has at present one single metropolitan newspaper, issued mainly for the purpose of recording the goings and comings of the "great man" of the day.

To sum up, the main bulk of the South American press may be classified thus: the Brazilian papers are the most literary; the Argentine the most cosmopolitan; the Uruguayan the most combative; the Chilean the most sober in tone. As to the Central American newspapers, it is in them that the long-looked-for Federation is realized, for newspapers as *El Diario del Salvador* or *El Repertorio Americano, de Costa Rica,* are truly organs of the best elements in the 5 countries.

While the Mexican newspaper is perhaps the most widely read by all classes, considering the various elements of the population, the Cuban newspaper is the most Americanized of them all. In Havana, Mexico City, Panama and Valparaiso, there is at least one local newspaper printing a page in English, but the Cuban paper is the only one which frankly begins the process of intermixing the English and Spanish language outside of the sporting page.

If there is any sharp distinction between the average American and Latin American newspaper, it will be based in the difference in communicativeness of one and the other race. While the American newspaper as a rule has more resources, more reporters and makes a more liberal use of telephone and telegraph lines to cover the field, the Latin American newspaper office on the contrary is a social center in every sense of the word. Public and editors are in familiar contact, strangers drop in for news or a bit of gossip, and even concerts and lectures are offered in their well appointed halls and reception rooms. The newspaper there means more to the populace, for libraries are little more than archives for specialists, and means of communication are limited.

Another difference is found in the fact that the privacy of the individual, his home and personal conduct are let alone, by the Latin American newspaper, provided he or she may have some social standing, however little. The majority of the Latin American journalists will volunteer a step further by withholding the name of a person from any item of general interest whenever it is considered that his social or commercial standing may suffer. And woe to the transgressor of these social conventions, for even in the largest cities there is no newspaper or newspaper owner powerful enough to fly in the face of convention and cater to the sensationally inclined portion of the public. The Spanish love for the outward form of courtesy must count in part for that, for I remember having read in a Chilean newspaper the following item in

(*Continued on page* 164)



HOUSTON
1925

WE extend an invitation to the

Associated Advertising Clubs of The World

to hold their 1925 Advertising Convention

IN HOUSTON NEXT

Sakowitz Bros.
MEN'S AND BOYS' STORE
Houston, Texas

Because We Are for

"Houston First"

We unite with every other civic, commercial and industrial organization in this great port and city to invite The Associated Advertising Clubs of the World to

Houston in 1925

The Houston Dispatch

"FOR HOUSTON FIRST"

Going — and Growing — FASTER

Our Vice-President, Mr. Dale C. Rogers, who is also President of the Tenth District of The Associated Advertising Clubs of the World, will be a member of the Houston Delegation



HUMBLE OIL & REFINING COMPANY'S REFINERY—LOCATED ON SHIP CHANNEL

Humble
Lubricating Oils and Gasoline

are

Refined in one of the most modern Refineries in the world. The quality of these products is exceptionally high —and uniform.

Producing—Refining — Transporting — Pipe Lines — Marketing

Refinery Located on the Houston Ship Channel

HUMBLE OIL & REFINING COMPANY
HOUSTON, TEXAS



HUMBLE OIL & REFINING COMPANY OFFICE BUILDING

The Humble Oil and Refining Company

takes pleasure in joining the other industries of Houston, and of Texas in inviting the Associated Advertising Clubs of the World to meet in convention in

HOUSTON
IN 1925

Vernon C. Davis—

SURPRISES AWAIT WORLD'S ADVERTISERS WHO VISIT TEXAS NEXT YEAR

By Harry R Drummond

THE annual conventions of The Associated Advertising Clubs of the World have a distinct educational advantage to all who attend, and this is as it should be.

In holding the 1923 convention at Atlantic City many good Englishmen gained first-hand information regarding the United States and were greatly benefited thereby.

In holding the 1924 convention in London, many American advertising men have been given an opportunity to gain first-hand information regarding England and English business methods.

In holding the 1925 convention in Houston, Texas, both British and American advertising men will have an opportunity to gain first-hand knowledge about one of the greatest markets on earth, and a market that has just begun to expand.

There is no denying the fact that there are many cities throughout the world that can present many advantages, but the claims of Houston are so varied, so potent and so patent that they are worthy of earnest consideration by the delegates, in convention assembled in London.

In the first place Houston wants the convention — only "want" is an inadequate word with which to describe the longing Houston confesses.

Houston is not alone in wanting this convention. Texas wants Houston to have it; for Houston is, after all, just a part of Texas, and it is customary for all of Texas to join any part of Texas in desires of this character.

Houston, as a representative city of Texas, offers not only adequate convention facilities and entertainment, but, being one of the hub cities of the state, presents opportunities for the study of markets and potential markets which will be of inestimable educational advantage to every delegate.

Before considering Houston as a city, let us give a glance at Texas—the Texas of today, the market—what it has to offer and what it will have to offer in the near future.

Texas is the largest state in the Union, containing 265,896 square miles.

Elaborating on this statement it might be in order to say that Maine, New Hampshire, Vermont, Massachussets, Rhode Island, Connecticut, New Jersey, Delaware, West Virginia, South Carolina, Kentucky, Indiana, Ohio, and the District of Columbia might all be placed within the state of Texas, and still leave 3,310 square miles of unoccupied territory.

The 1920 government census gave Texas 4,663,228 people, of which 3,557,646 were native born white, 360,519 foreign born whites and 745,063 negroes.

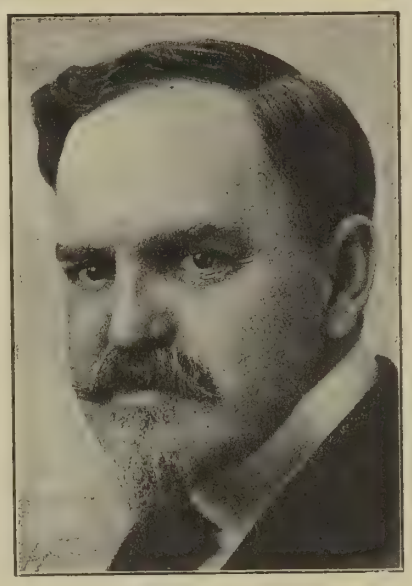
Out of this, 840,805 people live in the largest cities of the state. These cities are scattered over this vast territory, being built up as trading centers of territory that produces tremendous wealth, and, from a production standpoint, is still in its infancy.

Texas offers more in the way of surprises, pleasant surprises, than does any other state in the Union.

From an educational standpoint, a standpoint of profitable education, Houston presents legitimate, concrete reasons why the 1925 convention of the Associated Advertising Clubs of the World should go to Houston in preference to any other city asking for the honor.

And, with Houston's bid for the convention, goes the good will and promise of co-operation from San Antonio, Dallas, Galveston, Wichita Falls, and the other good cities of Texas which promise that, if given an opportunity, they will supplement Houston's entertainment by giving "shows" that will make the side trips worth while.

Much of the supposed pioneer picturesqueness of Texas is merely in history. Texas, taken by and large, is about as picturesque as is Ohio, or Indiana, or



HARRY R. DRUMMOND

Illinois, or any other middle western state. Texas is practical. Texas is up-to-date. Texas is a state that, except for size, is on par with almost any other agricultural state.

At to Texas' resources, its productivity, which, after all, is the test of its market potentialities, last year's reports show that the state produced $1,064,775,000 worth of agricultural products, $315,000,000 worth of live stock and 125,000,000 barrels of crude oil and the mineral production brings the total production of Texas up to $1,500,000,000 which would give each and every citizen a trifle more that $319 dollars to spend.

It might be mentioned in passing that it is not quite equally divided, and some Texans get more than $319 annually for expenses.

And, in considering this, it is also well to mention that, in producing these great crops 27,923,000 acres of Texas were cultivated, leaving 142,252,440 acres uncultivated, and 142,252,440 acres equals something like 222,270 square miles uncultivated as against 43,628 square miles under cultivation.

All this means that, with but one-sixth of the state under the plow and $319 produced for every man, woman and child in the estate in a year, when the other five-sixths of the land produce there will be some market in Texas.

Texas, because of its size, cannot be centralized as a market. Great jobbing houses with headquarters, say, in New York, have branches in Chicago, St. Louis, Denver, Atlanta and other points. It is just as logical, from a mileage point of view, to have branch houses in, say, Dallas, Houston and El Paso—all in Texas, to be sure, but so far distant, one from another, that they are each strategic points of distribution.

By the same token it is utterly foolish to consider Texas climatically as a whole, for Texas climate differs greatly.

While San Antonio and Galveston are ideal Winter resorts, the Texas Northers, which happen along now and then in the Northeastern part of the state, can and do make the Lake George region of Northern New York appear even as Palm beach by comparison.

Texas is big, Texas is diversified. Texas is alive and Texas is one of the greatest undeveloped markets in the world—not undeveloped, perhaps, but partially developed, a market that every advertising man, no matter what his product may be, should see and know—know with first-hand knowledge, for only through first-hand knowledge can he know it as he should know it.

REED ROLLER BIT COMPANY
"The Bit with the Bite"

ON to Houston; where a united populace is already preparing a royal welcome for the ad men of the world in 1925.

COUNT us in on the many invitations extended from all sides—

REED ROLLER BIT CO.
HOUSTON

Makers of famous Reed Oil Field Rock Bits and Reamers

The Southern Pacific

From Ocean to Ocean

THE one great trans-continental transportation system of America operating over its own lines from New York on the Atlantic, to Portland, Oregon, on the Pacific, with direct rails from New Orleans, Beaumont, Orange, Port Arthur, Galveston, Texas City and Houston (the Mexican Gulf ports), thru San Antonio and El Paso, Texas, the States of New Mexico and Arizona, with terminals at Los Angeles, San Francisco and Sacramento in California, and at Ogden and Salt Lake City, Utah, and with its own rail connections to the more important cities of these States.

Owning the largest and finest coastwise fleet in the United States, comprising thirty-five steamers operating between New York, New Orleans and Galveston.

Owning and operating 19,092 miles of track segregated between 11,223 miles of main line, 614 miles of second or double track, 4376 miles of sidings, 2119 miles of track used by solely controlled companies, and 760 miles used jointly by controlled corporations.

Owning and operating 2119 locomotives, 2571 passenger train cars, 55,066 revenue freight cars, and 4953 work train equipment.

As of December 31st, 1923, the capital stock of the Southern Pacific Company was $344,380,905; that of its proprietary corporations $346,832,400, a total of $691,213,305.

Total gross revenue for 1923 was $287,204,634.
Total expense of operation was...$207,166,588.
Net operating revenue was .....$ 54,228,023.

The Southern Pacific has paid six per cent annually on its capital stock without intermission for nearly twenty years and has never forfeited an obligation.

The total employees of the system and its affiliated properties number nearly 90,000 persons.

The total assets of the Southern Pacific Company and proprietary companies as of December 31st, 1923, was $1,934,513,605.20.

An interesting feature of the operation of the company in its relation to the welfare of the employees, is the maintenance of a permanent pension system, an elaborate hospital and medical service department and a group insurance plan under which over $110,000,000 of policies were written, the company providing part free insurance and contributing to the cost of the remainder.

THE Southern Pacific System had its inception when, on January 8th, 1863, work was begun on the line of the Central Pacific Railroad from Sacramento, California, in its epoch making drive across the giant Sierras that it might clasp hands with the rail lines then building from the Missouri and Mississippi Valleys Westward toward the Pacific. The rails of the Central and Union Pacific roads were joined at Promontory, Utah, May 10th, 1869, and the dream of Huntington, Stanford, Crocker and Hopkins, the four men to whose pertinacity, faith and resolution the project had been made of accomplishment, was realized. In 1883, the East and West were again united, this time via the Gulf of Mexico, the Southern Pacific building West thru Texas and East thru Arizona and New Mexico, the rails joining upon the West Texas elevations and the Southern route from the Atlantic to Pacific consummated.

History was made on the two memorable occasions, and because of the courage and vision of a few men the Southern Pacific is today one of the forward transportation systems of a great country with an unquestioned integrity and a service equal to the demands of a growing and progressive nation.

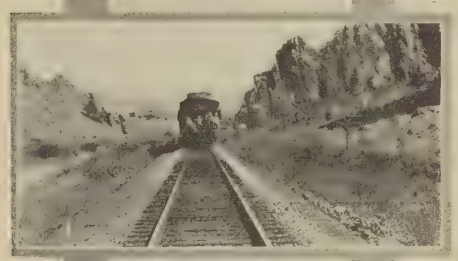
NOTE. U. S. Traffic Representatives, European Agencies and other important officers listed on fourth page of this announcement.



Section Main Street Houston, Texas.



Paisano (5014 ft.) Summit Southern Pacific Lines



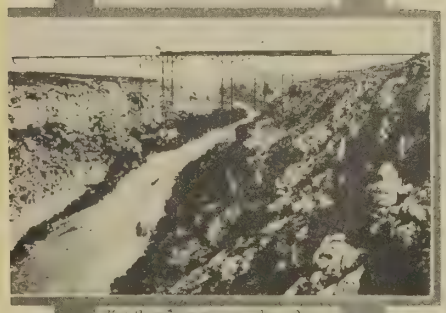
Paisano Pass, Texas Sunset Limited descending

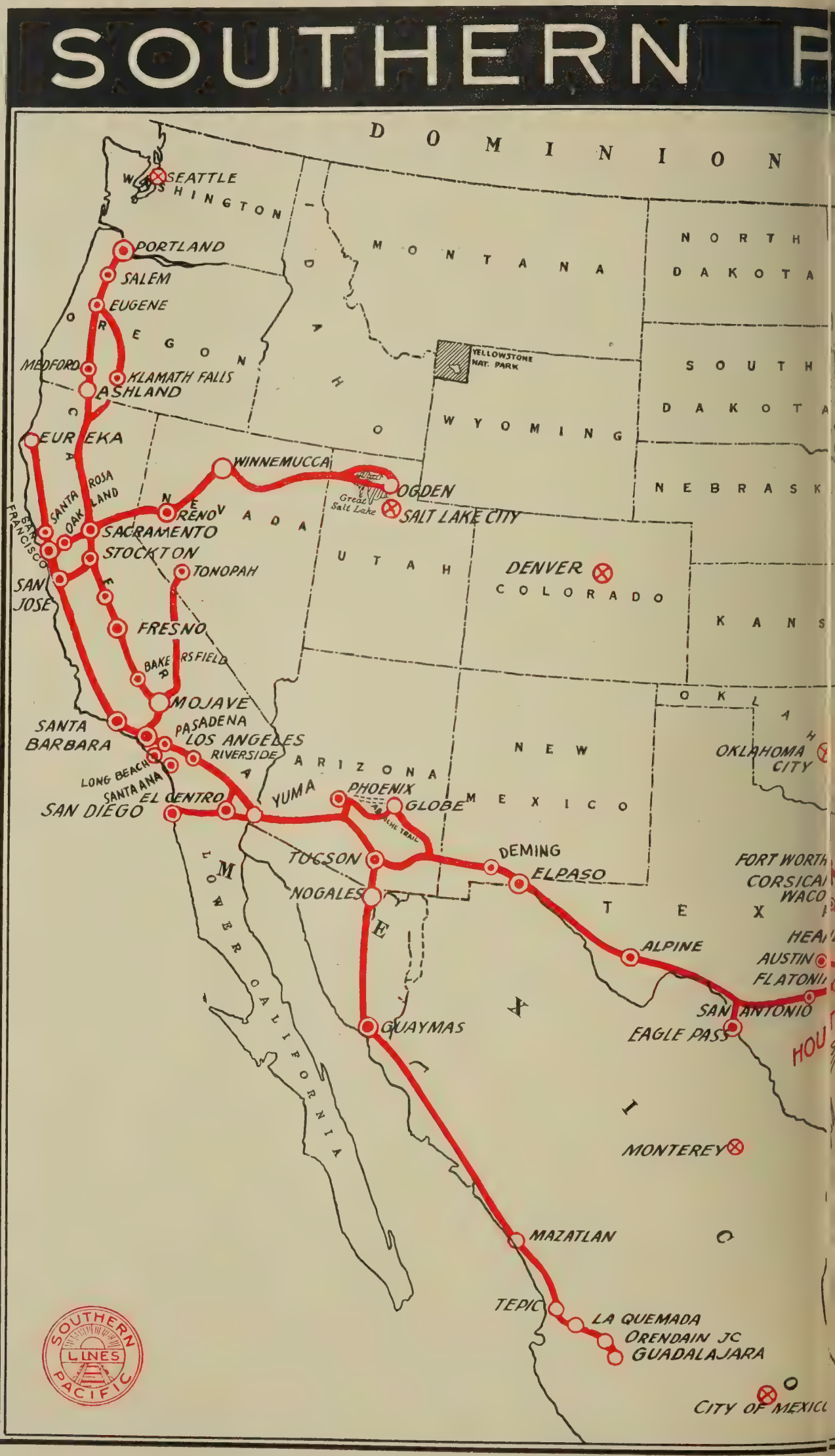


Bridge crossing Rio Grande Texas & New Mexico

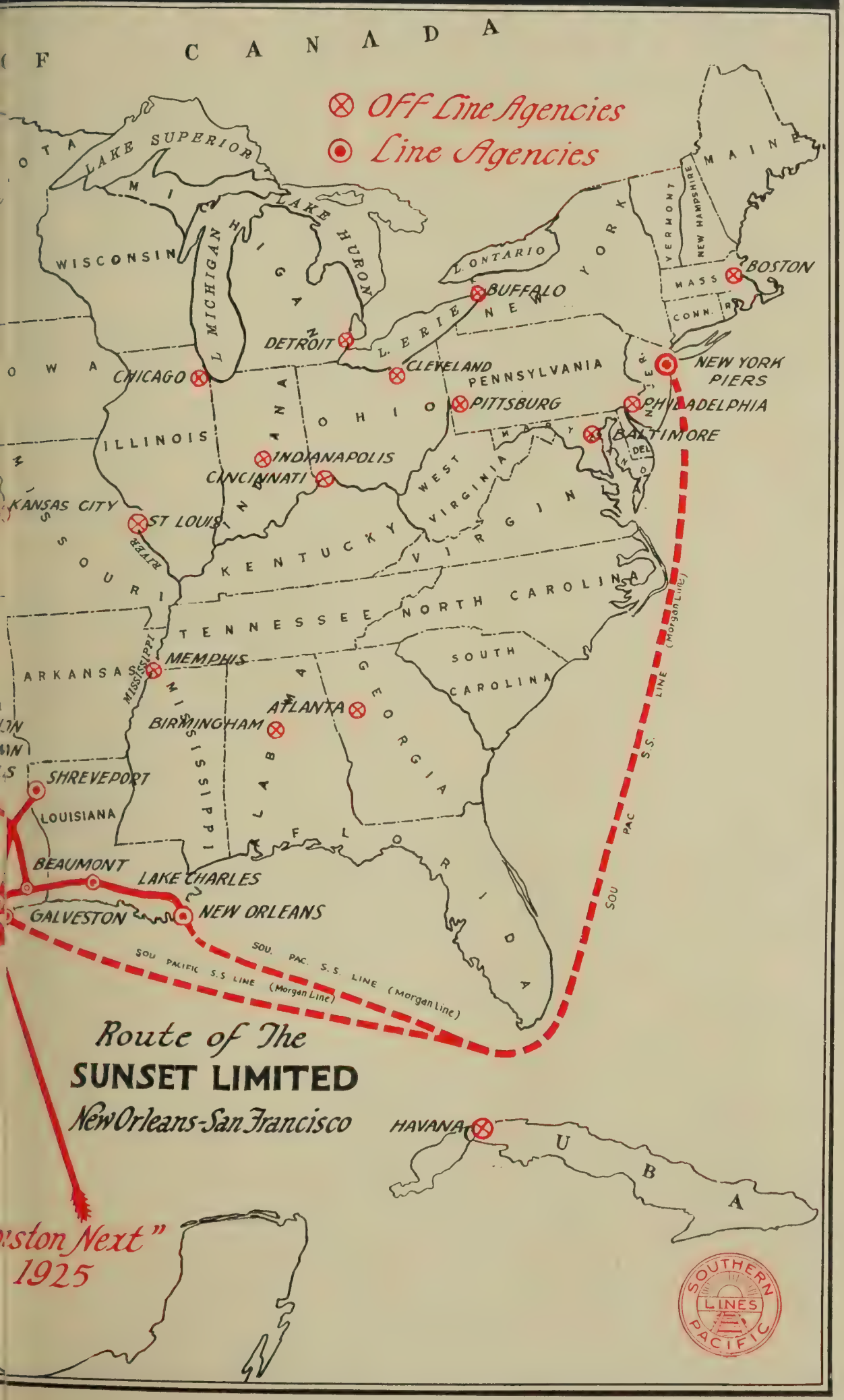


S.P. Docks & Grain Conveyor. Galveston, Texas





CIFIC LINES



"...ston Next"
1925



Plaza, Plaza
San Antonio, Texas



Business District
New Orleans



Part of Business Section
Fort Worth, Texas



Sunset Limited
New Orleans-San Francisco



Congress Ave. and State
Capitol Austin, Texas



...ond Row Bungalows
...Dallas, Texas

The Southern Pacific

From Ocean to Ocean

NOTE—Study the facts, features, service and system of this great organization as outlined on three preceding pages.

Southern Pacific European Agencies are maintained as follows:

GENOA (4), ITALY—Via Roma, 8a-Brizzolesi, Kemsley and Millbourn, General Agents.

HAMBURG, GERMANY—18 Glockengiesserwall-Rud. Falck, General Agent.

HAVANA, CUBA—106 Cuba Street—F. M. Giralt, General Agent. R. Menendez, City Passenger Agent.

LIVERPOOL, ENGLAND—21 Water Street—Thomas Cooper, General Agent.

LONDON, ENGLAND—49 Leadenhall Street—R. G. Bonsor, Agent.

MEXICO CITY, MEXICO—Avenida Cinco de Mayo No. 32—G. F. Jackson, General Agent. F. V. Stark, Assistant General Agent.

MONTEREY, MEXICO—Edificio Langstroth, corner of Escobedo and Padre Mier Sts. Alfonso Marquez, Traveling Agent.

PARIS, FRANCE—3 Rue Tronchet—H. Desmidt, General Agent.

Principal Official Traffic Representatives in the United States:

Lewis J. Spence, Director of Traffic, New York

NEW YORK CITY.

Wm. Simmons, General Freight & Passenger Agent.
A. J. Poston, General Agent — Passenger Department.
S. C. Chiles, General Agent—Freight Department.

NEW ORLEANS, LA.

C. S. Fay, Traffic Manager.
J. T. Monroe, General Passenger Agent.
Jos. Lallande, General Freight Agent.

HOUSTON, TEXAS.

C. K. Dunlap, Traffic Manager.
W. C. McCormick, General Passenger Agent.
T. G. Beard, General Freight Agent.

TUCSON, ARIZONA.

E. J. Fenchurch, General Freight and Passenger Agent.

LOS ANGELES, CALIF.

F. S. McGinnis, Assistant Passenger Traffic Manager.
J. T. Saunders, Assistant Freight Traffic Manager.
F. E. Watson, General Passenger Agent.
F. E. Scott General Freight Agent.

GUAYMAS (Sonora), MEXICO.

H. Lawton, Traffic Manager.
L. G. Hoff, General Freight and Passenger Agent.

SAN FRANCISCO, CALIF.

J. H. R. Parsons, Passenger Traffic Manager.
G. W. Luce, Freight Traffic Manager.
F. C. Lathrop, General Passenger Agent.
H. C. Hallmark, General Freight Agent.

PORTLAND, OREGON.

J. M. Scott, Assistant Passenger Traffic Manager.
J. H. Mulchay, Assistant Freight Traffic Manager.
J. A. Ormandy, General Passenger Agent.
W. F. Miller, General Freight Agent.

OFF-LINE AGENCIES.

Atlanta, Ga. .....D. Asbury, General Agent.
Baltimore, Md. .....W. B. Johnson, General Agent.
Birmingham, Ala. .....S. J. Brown, General Agent.
Boston, Mass. .....E. S. Leavitt, General Agent.
Buffalo, N. Y. .....G. H. Vogel, General Agent.
Chicago, Ill. .....C. T. Collett, General Agent.
Cincinnati, Ohio .....Robert McDowell, General Agent.
Cleveland, Ohio .....Edmund G. Cook, General Agent.
Denver, Colo. .....E. H. Williams, General Agent.
Detroit, Mich. .....W. W. Hale, General Agent.
Indianapolis, Ind. .....Lyon Liston, General Agent.
Kansas City, Mo. .....F. W. Sedgwick, General Agent.
Memphis, Tenn. .....L. C. Bouchard, General Agent.
Oklahoma City, Okla....J. A. Eads, General Agent.
Philadelphia, Pa. .....F. T. Brooks, General Agent.
Pittsburgh, Pa. .....G. G. Herring, General Agent.
St. Louis, Mo. .....L. B. Banks, General Agent.
Salt Lake City, Utah..Press Bancroft, General Agent.
San Diego, Calif.....A. D. Hagaman, District Freight and Passenger Agent.
Seattle, Wash. .....B. C. Taylor, General Agent.
Tonopah, Nev. .....E. L. Turnbaugh, Traveling Agent.

ON-LINE AGENCIES.

Houston, Texas ..... A. J. Morriss, Freight. E. J. Peters, Passenger.
Galveston, Texas .....W. J. Carter.
San Antonio, Texas .... H. A. Loeffler, Freight. Tom Hood, Passenger.
Ft. Worth, Texas .....C. S. Elliott.
Dallas, Texas .....H. J. Fitzgerald.
Beaumont, Texas .....F. L. Sheeks.
Waco, Texas .....Wade Cunningham.
Austin, Texas .....W. R. Smith.
Shrevport, La. .....M. J. Dooley.
El Paso, Texas .....E. McClannahan.
Palestine, Texas .....G. F. Pessoney.
Corsicana, Texas .....J. H. Evetts.

'ENUS-LIKE, GALVESTON ROSE FROM THE SEA AND NOW LIVES BY IT

domitable People and Engineers Have Made It Impossible for Another Flood to Destroy City, the Second Port in America

By I. D. McMASTER

Secretary Galveston Chamber of Commerce

N 1918 a French adventurer, Jean La-Fitte, established headquarters on lveston Island for the purpose of car-ng on a private warfare with his anish Majesty. From this strategic int his fleet of ships swooped down on the gold-laden Spanish galleons and vought havoc with that nation's trade the new world. But ten years later e westward march of Americans forced s intrepid mariner to remove his opera-ns to the West Indies.

The things that caused LaFitte, the ategist, to select Galveston as a base, e the primary causes for the success of e port and are largely responsible for reputation as a resort. These were e items of location and of climate with of attendant advantages. For the port ll stands out as one of the leaders in ltin-American trade and the city has ained for itself an enviable reputation a Summer and Winter resort.

Where the famous LaFitte commune as established slightly more than a ntury ago there now stands a city, that lds nearly every worth-while maritime cord in the country. In addition to is achievement it has gained fame as watering place, and is by no means un-lown as an industrial center. The his-ry of the storm of 1900 is known to ost people, but few can realize that e people of this city, by building a gantic seawall and raising the level of e ground above any possible danger of od, have forever prevented a recurrence this event.

There are few places which can boast the wealth of history and romance hich surrounds the Island city. Named r a Spanish viceroy, founded by a rench explorer, and settled by a French venturer who has often been called a rate; all these and more fell to the lot Galveston in those early days. It itnessed and aided in the struggle r liberty which Texans waged against e tyrannies of Mexico. Here people ept or cursed over the fate of the lamo and here the president of the in-nt republic received the news of the ctory at San Jacinto.

But, while its people take pride in the orious history of the town, they are vertheless more interested in its eco-mic aspect. Galveston has always been commercial center. From the begin-ng, the small ships of the early 19th ntury came as close inshore as possible, ghtering their contents for transport to the state either by small boat or ox teams.

But these days are gone and now Gal-ston has one of the finest harbors in e country, capable of receiving hun-eds of the largest ships and handling nually a volume of business aggregat-g nearly $1,000,000,000. The total lume of foreign business, exports and ports, shows Galveston as ranking cond only to New York, and with a mmanding lead over New Orleans, hiladelphia and the other prominent orts. It is served by four trunk line ilways, which, with their connections, ach every section of the Southwest.

Galveston leads the ports of the nation the export of cotton. An average of ore than 3,000,000 bales, about half of e total exports of the country, find their ay through this port to the markets of e world every year. It is also the prin-ipal sulphur exporting port and handles normous quantities of oil, lumber, spel-r, cottonseed products and many other mmodities. The imports consist princi-ally of raw sugar, crude oil, sisal, coffee nd various novelties from the Orient.

The port holds every record for quick rnaround of ships, cargo dispatch and release of car equipment. The average detention of freight cars is less than 3 days. Sulphur, grain and oil ships load in less than a day. Even cotton, which requires a great amount of hand labor, is handled much more quickly here than at other ports. The labor is also more efficient, getting the maximum use of the cargo space aboard a vessel.

The physical properties are among the finest in the country, and the plan on which they have been developed is a marvel of convenience and efficiency. The port is closer to the open sea than any other natural harbor in the country. Steamers leaving any dock in the harbor can be on the high seas within 45 minutes after casting off. There are no tortuous channels to traverse, or other conditions which tend to make inland navigation so hazardous to big steamships.

There is an indescribable charm, a tropical atmosphere, about Galveston that one would hardly expect to find in a North American community. A visitor is impressed with the difference immediately on arrival and a long sojourn merely serves to accentuate the feeling. The city was made for pleasure, but it is very different from the usual pleasure resort. There is the hurry and bustle that you will find in every wide-awake American community but it is softened and tempered by the general surroundings and things are done without the hullabaloo so characteristic of other communities.

The facilities for pleasure are superior to those of most resorts. The surf bathing is called "the finest in the world," not without reason. Splendid golf links and tennis courts have been provided. Hunting and fishing are excellent. Riding and motoring are favorite pastimes, the long stretches of hard packed sand on the beaches forming a beautiful background for both.

With all the advantages outlined, the people have not tried to escape their greatest responsibility: the comfort of their guests. Splendid hotels have been built and equipped, whose management take pride in the appointments and cuisine of their houses. The people generally are hospitable and the tourist is made to feel at home at all times.

And the city is forging ahead in every department. The port is well established and growing in importance every year. Industrial plants of national fame have headquarters here and the praises of the resort are being sung in all ports of the country.

Verily Galveston is a good place to come to and a better place to live in.

Pulitzer Alumni Elect Rukeyser

Merryle S. Rukeyser, financial editor, *New York Evening Journal,* was elected president of the Alumni Association of the Columbia School of Journalism at a dinner held by graduates and students at the Hotel Commodore, recently, to mark the closing of the 11th year since the founding of the school by Joseph Pulitzer. Foster Eaton of United News was re-elected treasurer and Ben A. Franklin of the *New York World* was named secretary. Members of the Alumni Committee, chosen for one year, include: Carl W. Ackerman, former foreign correspondent and special writer; Palmer Smith, editorial writer, the *World;* Joseph H. McMullen, the *New York Times;* Miss Ruth Brownlow, *New York Telegram and Evening Mail;* Gerald B. Spiero, G. B. Spiero Advertising Agency, and Edwin N. Lewis, General Electric Company.

WE join the Advertising Association of Houston in extending to you a most hearty invitation to visit Houston in 1925 during the convention of the A. A. C. of W.

CHEEK-NEAL COFFEE CO.

Nashville Houston Jacksonville Richmond New York

Producers of The World Famous

Maxwell House Coffee

"Good to the Last Drop"

GEOGRAPHERS TRICKED BY HOUSTON

(*Continued from page* 124)

In addition to Houston's publicly owned terminals private corporations have built wharves on the waterfront to handle their shipments. Shipping facilities of considerable magnitude have been constructed by oil refineries and cotton compresses located on the ship channel. One cotton and warehouse company has constructed a warehouse with a storage space of 12 acres and a capacity of 100,000 bales of cotton. At the wharf of this plant four ocean going vessels can be handled at one time.

Cotton from the port of Houston is shipped direct to Liverpool, Hamburg, Bremen, Barcelona, Havre, Genoa, Manchester, Ghent, Antwerp, Rotterdam and other ports of the European continent. Outbound cargoes consists of cotton, grain, lumber, refined oil, flour, cottonseed meal and cake, staves, naval stores, scrap iron, oil well supplies, farm implements, dairy products and other commodities originating in the Southwest.

Inbound cargoes consists largely of crude oil, coffee, bones, molasses, sugar, sisal and manufactured articles from Eastern seaboard via coastwise lines for distribution throughout the territory served by the seventeen railway lines which "meet the sea" at Houston.

The port is served with coastwise lines to Philadlephia, Pacific Coast points and New Orleans. A recent ruling of the Interstate Commerce Commission permits the entrance of the Morgan Line into the port of Houston with service to New York and other points on the Atlantic seaboard. Efforts are now being made to develop sufficient tonnage for this line to justify commencement of service in the very near future.

On lines to foreign ports regular sailings are made to many ports of Continental Europe, the British Isles, West Indies, Mexico, South America and Australia. The port has an interior waterway line to Corpus Christi via the Intracoastal Canal and several of the large oil refineries on the channel operate fleets of tankers from Mexico to their Houston plants and thence to all destinations with cargoes of refined oil products.

With a view to the systematic development and undisturbed control of her port affairs, the city of Houston took advantage of an Act of the state Legilature of 1913 and extended her corporate limits to include the channel down to its entrance into Galveston Bay, a distance of about 50 miles. These limits also include a territory along the banks of the channel extending 2,500 feet from the center of the waterway.

The city has not the power of taxation over this area but possesses all police powers.

The citizens of Harris County of which Houston is the county seat voted in 1922 to transfer jurisdiction of harbor affairs from the municpality to the Houston and Harris County Navigation and Canal Commission. The personnel of the Commission consists of represetatives from both the city and county and chairman elected by both groups.

A story on the Houston Ship Channel would not be complete without mention being made of the wonderful industrial development that has taken place on the banks of the waterway since the establishment of water commerce. There are 50 miles of available water frontage for industrial locations along the Houston Ship Channel of which not more than eight miles have been improved. And yet see what has been done in the short space of five years!

At the present time on the main channel there are 45 industries with an estimated capital investment of $43,000,000. The daily pay roll for channel industries amounts to $15,600. To these figures can be justifiably added the Goose Creek oil field, which is on the channel, with a further investment of $50,000,000 and a pay roll of $10,000 per day.

There are nine oil refineries in operation on the Houston Ship Channel. Other channel industries consist of chemical works, flour mill, cement plant, ammunition plant, fertilizer works, molasses refinery, oil and coal bunkering plants and cotton compresses and warehouses.

In addition to these plants there are 22 industries located on the upper or light-draft channel above the turning basin, with a total invested capital of approximately $11,000,000 and a daily pay roll of $3,300. This gives the channel industrial area a grand total of capital invested of nearly $105,000,000 and pay roll of $29,000 per day. Then there is a list of 12 industries, including improvement work authorized for the Navigation Commission, which when completed will represent an additional outlay of $26,500,000.

In order to provide adequate and economical power for these industries and the others which are to come, the Houston Lighting and Power Company, is constructing a huge electric plant which will cost $10,000,000. When all the units are in this will be the largest electrical plant in the South.

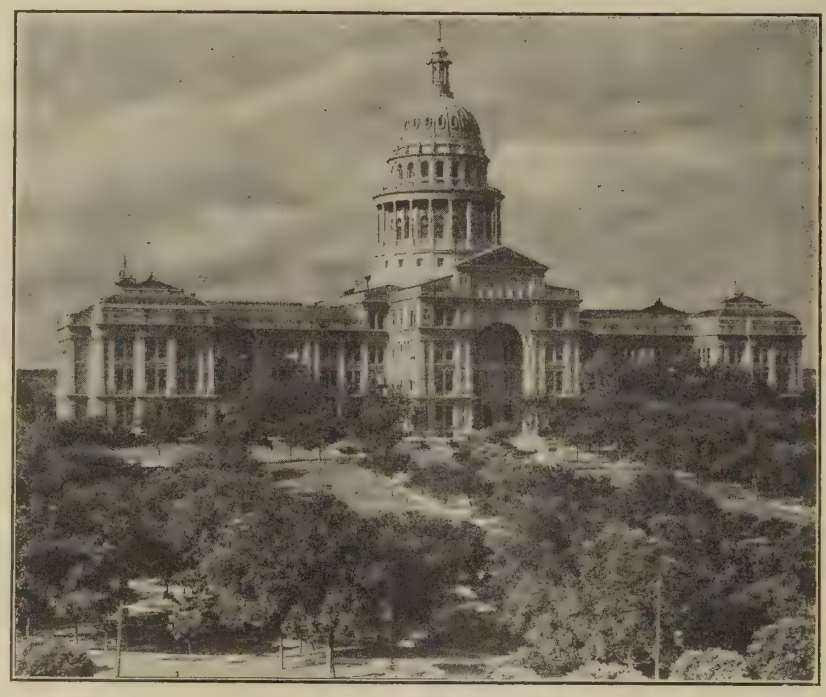
A railway belt line with approximately 30 miles of track serves most of the industries on the south side of the channel. The line will be extended down the south side to Morgan's Point, and on the north side a considerable distance, involving about 25 miles of additional construction. When this is done the belt railway will parallel the channel so as to serve all industries in the district and they will then have deepwater transportation facilities at their front doors and at their back doors direct rail connection with Houston's seventeen railways.

The success of the port of Houston is due almost entirely to the energy, enthusiasm and never-say-die-spirit of her citizens. It was this spirit that prompted hard-boiled congressmen to vote for the appropriations that made the digging of the Houston Ship Channel possible. These watch-dogs of the treasury were guided by the well-founded theory that he who had faith in himself and is willing to demonstrate this faith in a practical fashion, is worth helping. The people of Houston and Harris County stuck to their dream of a world port through thick and thin and in spite of seemingly unsurmountable handicaps and when the time came to ask the government for money they demonstrated their confidence in their proposition by matching Uncle Sam dollar for dollar.

This Houston spirit is impressively defined by Paul W. Brown, editor and publisher of America At Work, who came to Houston to see what we had done here. This is what he wrote about the Houston people:

> About a decade ago Houston came to the belief that she had everything necessary to the operation of a successful seaport but the sea—that was at Galveston 50 miles away. To a community of but ordinary vision and capabilities this lack would have appeared fatal; to the mind of Houston it appeared to be more or less of a detail. Did not Buffalo Bayou, narrow and crooked, wriggle its way into the heart of Houston? Why should not ships come up from Buffalo Bayou? Surely the only trouble was that it was not wide enough or deep enough; and the proper amount of digging would speedily remedy that. Had not Manchester dug a ship canal that brought the commerce of the Atlantic in from Liverpool? True, when Manchester dug her ship canal she had six times as many people as Houston, and the Manchester canal was 35½ miles, as against about 54 miles for the Houston canal—but these again were details. The people of Manchester had of course been deprived of the advantages that result from living in Texas; so Houston in the midst of her fields 50 miles from the nearest deep water, proceeded to create her port. There is just one comment on the wisdom of the plan and that comment is supplied by its success. She created, nor is her achievement what the French call SUCCES D' ESTIME. The port of Houston meets the test which the late Professor James imposed upon philosophy: it works. Thus purely artificial harbor half a hundred miles inland is already the second cotton port of the United States.

NOBLE DOME-TOPPED CAPITAL OF TEXAS IN GREEN GARDENS



MAGNIFICENT STATE HOUSE OF TEXAS AT AUSTIN

HOUSTON HAS EVERY REQUIREMENT FOR A.A.C.W. CONVENTION CITY

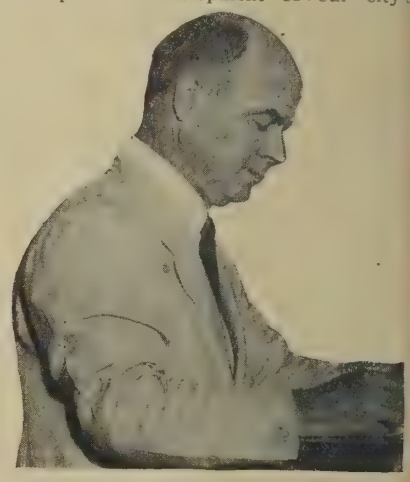
By HON. DANIEL F. GARETT
United States Representative from Houston

HOUSTON with hotel facilities equal or greater than any city in the Southwest and an auditorium seating 10,000 persons is particularly well-equipped to handle the next annual convention of the Advertising Clubs of the World. Among the features of Houston that entitle the city to serious consideration are its ship channel to the sea and the fact that the city has 17 railroads. Its people are the most hospitable to be found anywhere. The short distance to the Gulf coast by the ship channel, excellent roads or hourly interurban service offers another attraction to visitors.

"THE LATCH-STRING IS OUT"

By E. A. PEDEN
Chairman, Port Commission of Houston

EVERYONE in our good City of Houston is equally impressed with the splendid development of our city's



A. E. PEDEN

port and channel facilities, and the importance of the 1925 Advertising Association's Convention here, "where 17 railroads meet the sea."

Just as Houston has the proud record of having initiated the 50-50 method of waterway development with Federal aid, and as she first pioneered prevention of private monopoly of ship docking and warehouse auxiliaries, so is our citizenship anxious to pioneer new impetus to the splendid work of the Associated Advertising Clubs for meeting again in the States, following your successful meeting in London.

The "latch-string is always out" in Houston and a particular welcome will be extended to the "Princes of Publicity" next summer.

Come and know us and let us know you!

E. A. PEDEN, Chairman,
Port Commission of Houston.

"Consistently Splendid Progress"

To EDITOR & PUBLISHER:—"The world moves. When the sun sets, today has become another yesterday and all matters regarding which man should be informed are changing constantly."

The above quotation aptly applies to the EDITOR & PUBLISHER and to the consistently splendid progress which has been recorded under your management during the past 12 years, and may I be among many to congratulate you in all heartiness in the celebration of your 12th anniversary as publisher and inspirational head of the EDITOR & PUBLISHER.

It has been said and truly that the measure of power is growth, and by this token growth, big, sure and sane, will be progressively achieved by the EDITOR & PUBLISHER through the coming years.

More power always to you and your associates.

CHARLES E. MILLER,
Publishers' Representative,
New York.

Wm S. Patton
President Advertising
Association of Houston
and
Vice Pres. South Texas
Commercial National Bank
Invites the
A. A. C. of W.
to
"Houston Next"
1925





Wm S. Patton



South Texas Commercial National Bank. Houston, Texas.

COFFEE MEN CHOOSE NEWSPAPERS FOR NATION-WIDE AD DRIVE

General Magazines Excluded from Co-operative Educational Campaign Now Being Planned to Include 150 Dailies —N. W. Ayer & Son Preparing Schedules

By HYMAN BLUMBERG

ABOUT 150 newspapers throughout the country are listed in the advertising schedule for 1924 of the Joint Coffee Trade Publicity Committee of the United States. But in marked contrast to the campaigns of previous years not a single general magazine is included for this year.

Felix Coste, secretary-manager of the committee, does not divulge the reasons for the exclusion of general magazines from the current campaign. He explains, merely, that circumstances peculiar to the coffee industry do not warrant the use of general magazines just now. To the student of advertising, and especially to the prospective individual or co-operative advertiser, the fact is significant that here is another organization that has discovered another reason why the general magazine should be dropped in favor of the more localized newspaper.

As an aid to the newspaper campaign two trade journals, the *Tea and Coffee Trade Journal* and *The Spice Mill*, several drug and fountain periodicals, a dozen medical publications, a magazine devoted to educators, and a half-dozen booklets, will reach specified groups of readers.

The campaign will divide itself into two divisions—the spring schedule and the fall schedule. The slant will be purely an educational one. Copy will bespeak the high quality of beverage coffee, and will take the positive stand that coffee, as determined by the Massachusetts Institute of Technology, which spent 3 years and $40,000 investigating disputed questions and traditions regarding the matter, is not an injurious beverage for the great mass of human beings, "but, on the contrary, the history of human experience, as well as the results of scientific experimentation point to the fact that coffee is a beverage, which properly prepared and rightly used, gives comfort and inspiration, augments mental and physical activity, and may be regarded as the servant rather than the destroyer of civilization."

N. W. Ayer & Son are directing the campaign. Exact schedules for 1924 have not yet been completed, so that definite information as to the space to be used is not available. On the average, however, advertisements will appear in the newspapers once a week, and will cover 30 inches, running two and three columns wide, and 15 or 10 inches long respectively. Position has been obtained on news pages in preference to food and women's pages, as the copy is to be of general news and educational interest.

A booklet outlining the entire campaign will go to the advertising offices of each newspaper in which advertisements are to appear. At the same time these newspapers will receive matrices of advertisements with copy suggestions for local advertisers. This will enable the newspapers to increase local lineage, and will also give the adjacent coffee distributors an opportunity to take full advantage of the committee's campaign. An understanding has been reached with the newspapers that local advertisers may appear on the same page as the campaign copy, but not adjoining columns.

The campaign is international, in that the growers of Brazil have joined hands with the manufacturers and distributors in the United States. Funds are obtained from both sources, that from Brazil being diverted into magazine and newspaper advertising and that from the States being employed for auxiliary purposes of office management and routine, and other forms of publicity.

The history of the Joint Coffee Trade Publicity Committee is interesting as a basis of comparison with its present efforts.

The idea of a national trade movement to advertise coffee originated in 1910, in the minds of a few roasters in the Middle West. These men formed a local organization that soon developed into the National Coffee Roasters Association. Today this organization numbers more than 300 members.

From the beginning it was recognized that to be effective a campaign must be backed jointly by growers and distributors, since both would receive equal benefit from any resulting increase in consumption. Brazil, the source of two-thirds of the world's coffee, was the logical ally and an appeal was made to the planters of that country. In 1912 a party of ten leading roasters and importers visited Brazil at the invitation of the national government. The planters of the State of Sao Paulo, who produce more than one-half of all the coffee used in the United States, were first to appreciate the idea. After their attempts to interest the national government failed, they founded the Sociedade Promotora da Defesa do Cafe (Society to Promote the Consumption of Coffee) and had a law passed taxing every bag of coffee shipped from the plantations of that state in a period of 4 years. This tax, amounting to 100 reis per bag, or about two and a half cents United States money at even exchange rates, is collected by the railroads from the shippers and turned over to the Sociedade.



H. C. HOWARD

As President of the Advertising Association of Houston, he led the band of Texans who made it "London, 1924; Houston, 1925."

In the United States the supervision of the advertising was delegated to 5 men, representing both the importing and the roasting branches of the trade, and designated as the Joint Coffee Trade Publicity Committee of the United States. Three of these committee men, Ross W. Weir, of New York; F. J. Ach, of Dayton, Ohio, and George S. Wright, of Boston, are roasters, and two, William Bayne, Jr., and C. H. Stoffregen, both of New York, are importers and jobbers, or "green coffee men." The committee organized with Mr. Weir as chairman.

It was estimated that the Sao Paulo tax on the basis of the existing crop would produce about a quarter of a million dollars a year. This money is sent in monthly installments to the Joint Coffee Trade Publicity Committee. To date, this fund has netted about $1,000,000.

LONDON

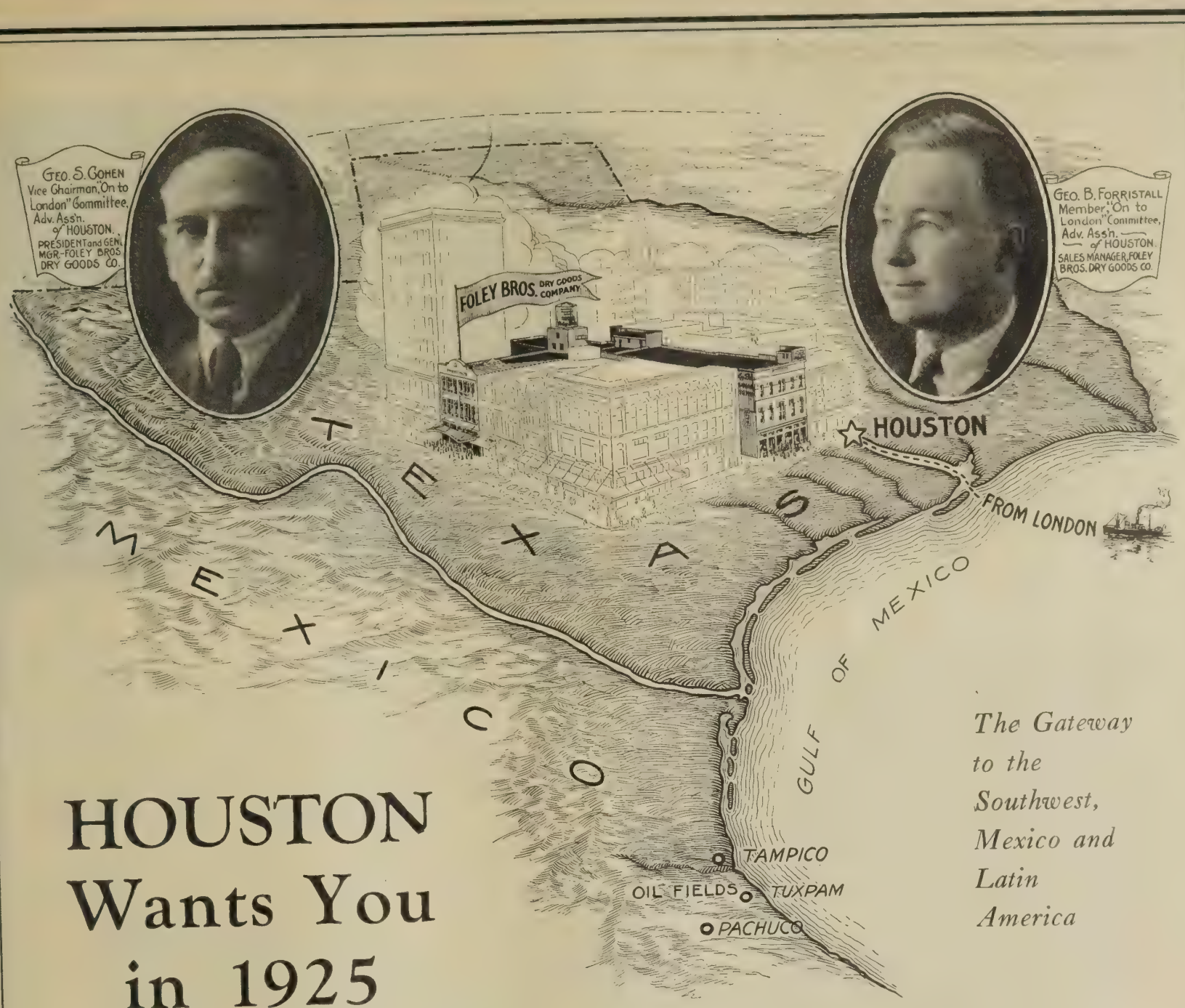
The world's largest city.
Population seven million.
A thousand years old.
Richly complete in history,
tradition and culture.

HOUSTON

The metropolis of our Southwest. Population two hundred thousand. Ninety years old. Rich in resources, men and opportunity. Our world's in the making.

Greetings!

VARNER REALTY COMPANY



The Gateway to the Southwest, Mexico and Latin America

HOUSTON Wants You in 1925

We're on the ground in London this year to personally invite you to Houston next year.

We'll be waiting at the gateposts of Houston in 1925 to welcome you to what we hope will be Advertising's greatest and most beneficial meeting.

Foley Bros. Dry Goods Co.

ADVERTISING IS SOUND INVESTMENT McQUISTON TELLS GEAR MEN

As Important to Industry As the Tools in the Workshops —Advises Budget System and Full Year's Trial

By J. C. McQUISTON

Manager, Department of Publicity, Westinghouse Electric & Manufacturing Co.

ADVERTISING is much misunderstood, and many misconceptions exist concerning its functions. It may be fortunate that many people think of advertising, and talk as though they knew a lot about advertising, but it is equally unfortunate that very few have the attitude toward advertising which results in constructive thought and definite action.

I propose that we shall consider advertising as a real bona fide investment, for which we should spend our money as we spent it for tools in our factories, with the idea that it performs its functions just as definitely and just as surely as do the tools we buy. In many respects we might consider advertising as a part of our tool equipment, for it is a very effective tool when properly used.

Two fundamentals mark a good investment—safety of capital invested, and rate of return on the investment.

If I were investing capital in a business, I would investigate very carefully these two features. I would wish to know that the property is worth the price asked. I would wish to know that there was a market for my produce, at prices which would assure me a good return on my investment. But if it were an old well-established business, I should find it necessary to pay for something additional, usually listed under the caption of "good will."

This term covers an item, the value of which is unquestioned, and yet hard to fix. It may be considered as representing the investment in advertising made by those conducting the business. If this investment has been made with the care that should accompany the making of wise investments, the first of our fundamentals has been realized, for here is our capital invested in such a way that it has a real tangible value which can be realized if we wish to dispose of the business.

The second fundamental of an investment is that it shall give a reasonable return on the capital invested, and considering advertising again we can translate this into additional sales.

Having shown that advertising contains the fundamental requirements of a good investment, let us consider what is necessary to make our advertising measure up to these requirements.

If we are wise when investing financially, we will consult our banker and be governed by his expert advice.

The same wisdom is not always shown by the business man who decides to do some advertising, but it is true nevertheless that there are experts available in this field who can guide us with as much judgment as the banker exhibits in the financial field.

Our advice to the beginner in advertising is to get all the expert advice possible, and not to take unproven any information that may be handed him.

To make your advertising a safe investment, you must be a close student of business conditions.

You must know your own business thoroughly, better than any other person.

In addition to knowing your own business, you should study its relations to general business conditions, and thus get its proper perspective in the world of business.

With this fundamental preparation, consisting of a knowledge of your own business and its proper relation to business in general, you are ready to approach the investment in advertising.

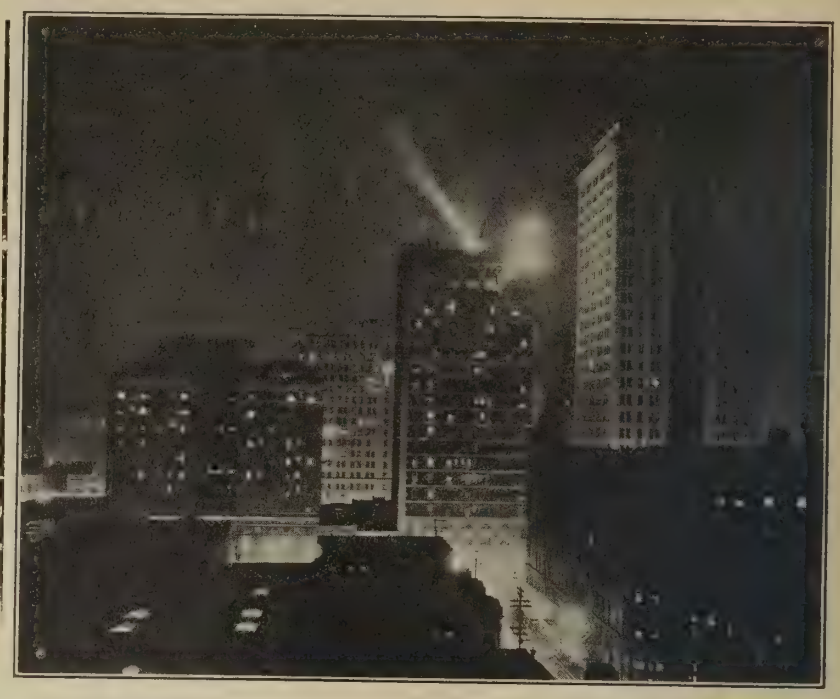
Of course we wish our investment to be safe and we wish it to bring returns. This implies that we must make the investment studiously and cautiously.

Again I recommend that the advice of an authority of this form of business investment be consulted.

Make your plans at least one year in advance. One year is none too long for this purpose. It is hardly worth while to plan for a shorter period. Your total investment may look big, and in the beginning your plan may seem somewhat involved. It is important, however, that

(*Continued from page* 164)

NIGHT SCENE AT DALLAS



Picturesque mid-city view of Dallas, Texas, working after dark.

You will enjoy Houston in '25
It's different —

¶ A modern city, yet retaining the glamour of the old West. A friendly people eager to entertain you with true Southern Hospitality.

Houston and Texas pledge you a Convention whose memory you will cherish for many a year.

TEXAS CREAMERY COMPANY
Manufacturers of MORNING GLORY BUTTER

GALVESTON

SECOND PORT, U. S. A.

One of the Nation's most beautiful and most progressive cities, joins a neighboring city, Houston, in extending to the Associated Advertising Clubs of the World, a most urgent invitation to visit the Texas Gulf Coast in 1925.

A feature of the program will be a side trip to Galveston, one of the quaintest and most beautiful of all southern cities, where the semi-tropical foliage, the flower lined streets and the many attractions of the beach and resort section will, we hope, make the trip a pleasantly remembered one for all time to come.



STREET SCENE IN GALVESTON

For Further Information Write

Chamber of Commerce

Galveston, Texas

SOLVING AD PROBLEMS ON MAIN STREET TAKES AUDACITY AND QUICK WIT

Solicitor Finds Way to "Sell" Merchant While Latter Talks With Customer—How Live Copy Moved Idle Stock

By EDGAR WHITE

THERE is an unwritten law among traveling salesmen and advertising men who seek business along Main street that a merchant must not be interrupted while he is talking with a customer. Many merchants who work at the counter will not even look at the solicitor if they are engaged. I've been working on a time limit, and meeting a merchant by appointment to get his ad, and have had to wait all the way from 15 minutes to half an hour while he was talking with a customer about the weather or crops. And that despite the fact that the boys in the ad room were feverishly awaiting the copy to get the ad in the first edition. It would relieve the situation immensely if the merchant would merely say: "Busy now; will run that ad tomorrow."

But in the vast majority of cases, he simply ignores the solicitor, and would resent the slightest remark while talking with his customer.

The other day I was getting ads in a neighboring town, and the return train was to arrive in a few minutes. The merchant was at the counter, making some small sales in a leisurely manner. He was going to insert an ad. I knew that. I also knew it would be a high crime to speak to him while the customer, who had the whole day to make his purchase and was in no hurry, talked to the merchant first about one thing and then another. It was a desperate case with me. If I missed the train I'd have 6 miles to walk back, or pay a taxi man several dollars. If I returned without the ad the business manager would have waxed sarcastic, and intimated I'd been loafing on the job.

I walked up and down the store, noting the articles in stock, and wrote a hurry-up outline for an ad on my book. Then I unfolded a specimen sheet of engravings and waited. According to the Main street viewpoint a customer is like a bird—will scare at a whisper. Just as I was about to give it up, fate lent me a hand. The office telephone rang, and the boss was summoned. Of course the customer had to wait for that. When the boss answered the call and stepped back into the store, I was there.

"Here's your ad already written," I said, "and some cuts I've picked out. It won't take a second."

The audacity had its effect. Before he could freeze me out I was declaiming from my note book. Presently he nodded an involuntary approval. When I finished reading he said:

"Go ahead and run it—pick out a good cut."

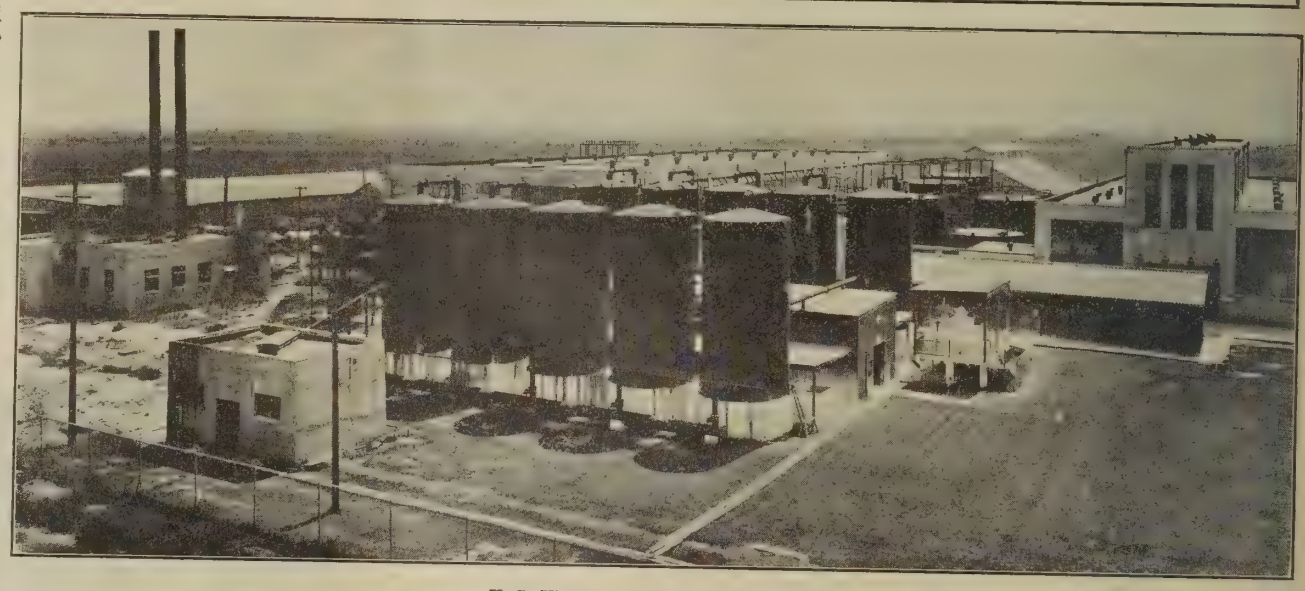
Another Main street problem is to convince dealers that it pays to give a little study and care to their business announcements; that it means more trade if they write ads that "say something." The ad of a new restaurant man in our town illustrates the idea. This man had against him several well-known and popular cafes. He got into the game his first Saturday by starting his announcement this way:

"Turn About Is Fair Play.

"Your good wife has been preparing

(*Continued on page* 146)

MAKING THE AIR SAFE FOR DIRIGIBLES



U. S. HELIUM PLANT, FORT WORTH

At Fort Worth, Tex., the United States Government has the only plant in the world for the manufacture of helium gas, the inert element that keeps giant airships buoyant without danger of fire or explosion.

ON-TO-HOUSTON

NEXT

The Associated Advertising Clubs of the World are cordially invited to hold their 1925 Convention in Houston, Tex.

ALEXANDER SPRUNT & SON
INCORPORATED
WILMINGTON, NORTH CAROLINA

COTTON
ESTABLISHED 1866

Members
TEXAS COTTON ASS'N

HOUSTON, TEXAS
Ninth Floor, Cotton Exchange Bldg.

SECOND NATIONAL BANK
OF HOUSTON



"Growing With Houston"

BUSH HOUSE, STRAND, WILL BE AMERICAN HEADQUARTERS IN LONDON

BUSH HOUSE, STRAND, which is another way of saying Bush Building, situated on the Strand not far from the Savoy, Waldorf and Cecil Hotels, will be headquarters for the following organizations:

ASSOCIATED ADVERTISING CLUBS OF THE WORLD
General Registration Bureau
Mrs. Stella Bowman, Cashier, in charge

ADVERTISING CLUB OF NEW YORK CITY
H. H. Charles, President.
C. D. Jackson, Secretary
General Business Headquarters
Social Headquarters, Residence, Rodman Wanamaker

ADVERTISING ASSOCIATION OF HOUSTON
W. S. Patton, President
The Hon. Oscar F. Holcombe, Mayor of the City of Houston, Tex.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
Stanley Resor, President.
James O'Shaughnessey, Executive Secretary
Miss Mackenzie, Secretary.

EDITOR & PUBLISHER
H. Rea Fitch, Special Commissioner.

EDITOR & PUBLISHER is on sale at all leading hotel news stands, clubs and convention headquarters.

SOLVING AD PROBLEMS

(*Continued from page* 144)

for you three square meals every day this week.

"She has well-earned a treat from you. Take her and the kids to the ——— Restaurant Sunday for dinner. Look this menu over, and if it doesn't please the family the cost is on us."

The force of waiters wasn't big enough to handle the patrons at the dinner hour Sunday. Thinking he had the trade started all right, and that it would come with any sort of an announcement the restaurant man ran next Saturday a small ad inviting the public to dinner, in the conventional form. There was not one-fourth the patronage the first copy brought.

A dealer in books and stationery said: "I'd advertise if you could show me somehow that it paid."

"All right," I replied. "Pick out some staple article of which you have a good supply, but doesn't seem to go very fast. And let me write the ad."

The merchant threw a box of pencils on the counter.

"There is a brand of pencils I inherited from the former owner of the store," he said. "I can't figure out why he got so many of that kind. There's no rubber on the end, and everybody who calls for pencils now want a rubber on them."

I looked at the pencil. It was a particular style I had used when a court reporter, and I knew all about it. I wrote out a little "reader" and gave it a good position. It read this way:

"Stenographers Like 'Em, and So Will You.

"We are fortunate in having a large stock of the XYZ lead pencil, which is a great favorite with stenographers and those who have much writing to do. It has no rubber. All the value is put in the lead, which runs regular. You can sharpen both ends. The slightest touch will make a distinct mark, but the lead will not break. Clearness of work and smooth writing are the distinctive qualities of this pencil, which is round, and will not cramp the fingers."

Extensive users of pencils understood why all that description was put in.

The copy was run Monday. The dealer called up Wednesday stating that all but three or four of those pencils had been sold and he was keeping them for his own use. He said the ad made him want to try them, and he had found the statements correct; he had ordered another supply, because he had received several calls he could not fill.

Hitherto the merchants had proceeded on the theory that "pencils were pencils," and that it was no use to make comparisons.

Some dealers think the way to stimulate trade is to put on a cut price sale. That always has its reactions. There's a better way. Create interest in your advertising. One of our stores received a big stock of aluminum ware, scheduled to sell at a dollar apiece. There were many different articles, all new and nice looking. They made a fine display in the show windows. The merchant furnished a lot of small cuts and said:

"Go ahead and sell those goods for me on Saturday," giving the date.

The first ad was four columns, ten inches, with some big headlines, and some large type description; then the cuts and a few words in small boxes. After the announcement appeared, other dealers who had the same sort of ware ran small ads cutting the price. But the people only saw the big ad, and its follow-up the next two days. Saturday they crowded the store and the merchant had a most successful sale.

It demonstrated most significantly that boldness in advertising had its merits.

Radio Magazines Combine

Beginning with the July 1924 issue, *Radio Age*, Chicago, will take over *Radio Topics*, Oak Park, Ill., Frederick A. Smith will continue to act as editor of the combined publications.



Plant of the AMERICAN MAID FLOUR MILLS, on the Houston Ship Channel

Manufacturers of American Maid Flour and thirteen other brands and grades of flour; also dealers in meal and mixed feeds.

THE PLANT

is of concrete construction throughout; electrically powered; with modern grain conveyor from elevators to ships, and wharfage facilities for loading 20,000 bushels per hour for export. Capacity of flour mill, 2000 barrels per day. Grain storage capacity, one-half million bushels.

THE AMERICAN MAID FLOUR MILLS

heartily seconds the invitation of

The Advertising Association of Houston

to The Associated Advertising Clubs of the World to hold their International Convention in Houston in 1925—

and asks the privilege of throwing a party on the Ship Channel for the visiting delegates.

DISTRIBUTION

Forty per cent of the mills' output is exported, via the Houston Ship Channel, to the following fifteen markets; Cuba, Porto Rica, Santo Domingo, Haiti, Trinidad, Guadaloupe, Martinique, Costa Rica, Colombia, Venezuela, Honduras, Canary Islands, Holland, Mexico and Jamaica.

For 59 Years

San Antonio Express has held the regional leadership in advertising. Every year since 1865 it has printed more paid advertising than any other newspaper in Southwest Texas.

San Antonio Evening News, though but little more than five years old, each year has gained steadily in advertising, because it has the greatest home-delivered circulation of any evening newspaper in San Antonio.

San Antonio Express.
Every Morning and Sunday



Again break all records for advertising in the first quarter of 1924

SAN ANTONIO EVENING NEWS
Every Evening ~ Except Sunday

Total, January, February, March	4,140,091 lines.
Local	2,247,301 lines.
National	842,734 lines.
Classified	1,050,056 lines.
GAIN OVER FIRST QUARTER 1923	543,306 lines.

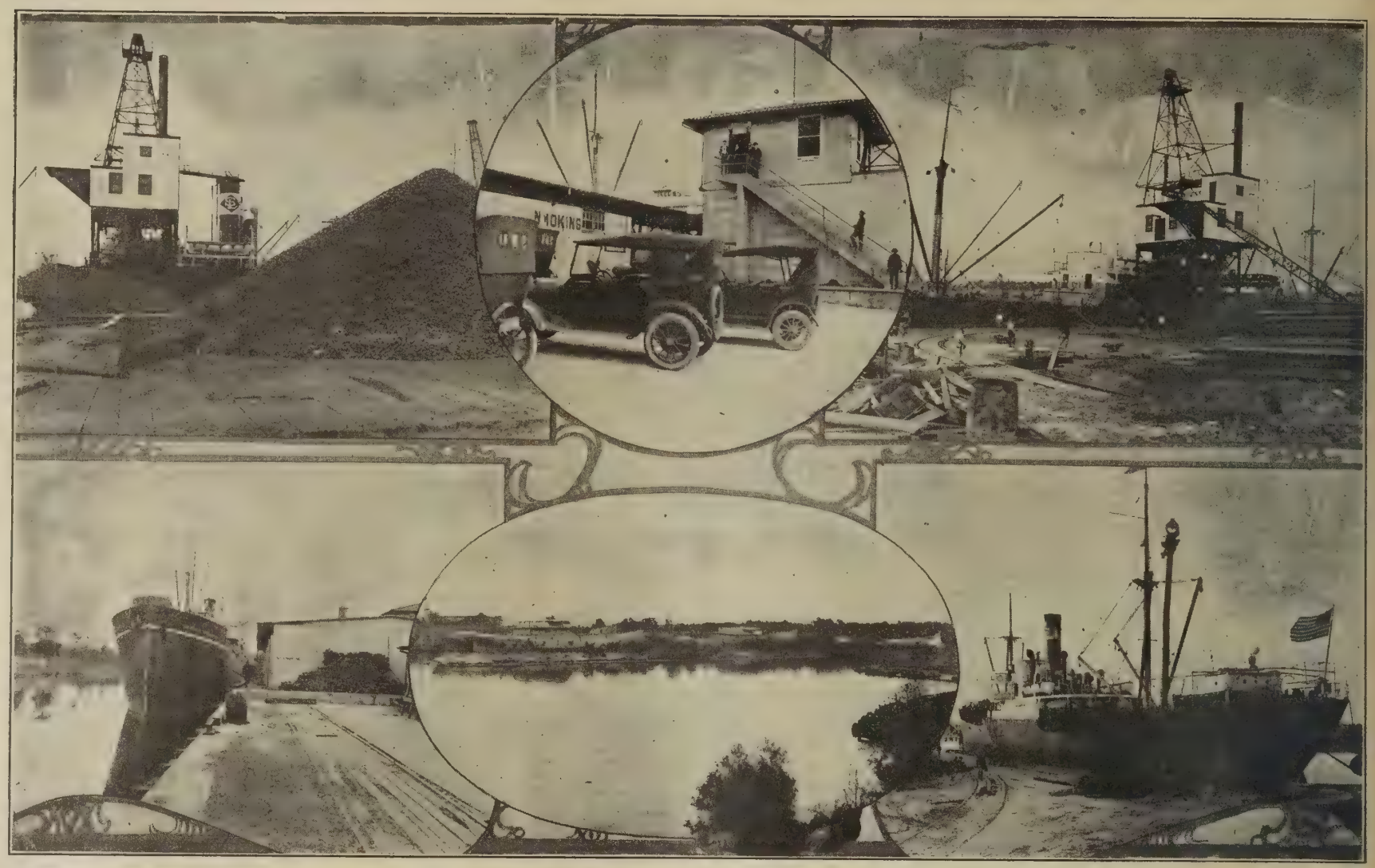
These two newspapers are the biggest selling factors in San Antonio and Southwest Texas.

Advertisers in The Express (morning) and in The Evening News get responses from the people they seek to interest, because the people depend on and have confidence in these newspapers.

Two distinct and separate newspapers of almost non-duplicating circulations.

THE JOHN BUDD COMPANY
NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK—CHICAGO—ST. LOUIS—ATLANTA—LOS ANGELES—SAN FRANCISCO—SEATTLE

PORT HOUSTON'S TRAFFIC INCLUDES GREAT COAL SHIPMENTS



To the Associated Advertising Clubs of the World

¶ Next to London the best place in the world to hold a convention is Houston, Texas, U. S. A., therefore, we extend to each and everyone of you a cordial invitation to hold your 1925 Convention in Houston.

FORTY-THREE YEARS OF HONEST AND EFFICIENT SERVICE

WESTHEIMER WAREHOUSE COMPANY, Inc.

WESTHEIMER TRANSFER CO., Inc. WESTHEIMER HOUSEHOLD FURNISHING CO., Inc.

(ASSOCIATED COMPANIES)

BEN S. HURWITZ, President

Hello!
Hello!

Welcome
On-to-Houston
in 1925

We join the Houston Advertising Association and the Associated Advertising Clubs of the World to hold their 1925 Convention in Houston Next—

We assure you our co-operation and pledge our support.

HOME OF THE SOUTHWESTERN BELL TELEPHONE CO.
HOUSTON, TEXAS



Public Utilities Are Community Advertising

An automobile with poor transmission or a watch with a faulty hairspring is of little value.

So a community with poor service from its public utilities is badly advertised and is likely to fall out of line with the good towns.

Consider the advertising value of a community when its citizens can say that its telephone service is good.

Poor public utility service is like a red light "stop" signal to an investor who is seeking a location.

We will be glad to serve you in Houston in 1925.

SOUTHWESTERN BELL TELEPHONE COMPANY

LOOKING BACKWARD 12 YEARS TO A. A. C. W. IN TEXAS

From Editor & Publisher *of May 25, 1912*

ALL RECORDS BROKEN AT DALLAS

EIGHTH ANNUAL CONVENTION OF ASSOCIATED ADVERTISING CLUBS GREATEST IN HISTORY OF ORGANIZATION

Geo. W. Coleman Re-elected and Baltimore Secures Gathering for Next Year—Total Registration of Delegates and Guests, 2,371 or More Than Were Present at Boston Last Year—Convention Characterized As Great Step Forward in Campaign for Honesty and Cleanliness in Advertising—Splendid Work Accomplished by Various Committees During the Year As Evidenced in Their Reports —Story of the Convention in Full.

DALLAS, Tex., May 23.—George W. Coleman was re-elected president and Fred E. Johnston of Dallas was elected vice-president of the Associated Advertising Clubs of America in the closing sessions of the convention held this afternoon. P. S. Florea, of Indianapolis, was re-elected treasurer. Baltimore was chosen as the next place of meeting, receiving 565 votes against Toronto's 407. San Francisco withdrew from the contest before the balloting began.

The sessions of the last day of the convention were held in the Coliseum, a great building in which horse shows and other exhibitions take place. Although the round of entertainment provided by the Fort Worth Ad Club yesterday had left everyone somewhat weary, the attendance was commendably large and much interest was manifested in the proceedings.

New York Ad League Awarded Printers' Ink Cup

Much of the morning session was devoted to the reception of reports of various committees. The Printers' Ink Cup committee awarded the trophy to the New York Advertising Men's League, the presentation speech being made by I. I. Lorch, of Dallas, who spoke in a most graceful manner. Gerald B. Wadsworth, president of the Eastern Division, accepted the cup for the New York Club. This emblem is awarded annually to the club making the best record for efficiency in educational and other work. It must be held three years in succession before it becomes a club's property. The Des Moines Club has held the cup for two years, but as the New York League has been a close second, the former club decided not to compete this year on the ground that if it should win for the third time it would put an end to further competition for the cup.

Mr. Wadsworth, in his address, paid a graceful tribute to the Des Moines Club. Richard H. Waldo, general manager of Good Housekeeping, who is chairman of general publicity committee, paid a very appreciative compliment to his associates, and said that they were undoubtedly the best men that could be selected. The work of the committee, he said, had been carried on under considerable difficulty, but he said he was glad to say that, through cooperation of a number of magazines and newspapers, that committee had been able to present, free of charge, a considerable amount of information to the public concerning the aims and purposes of the organization.

George French, of Boston, delivered an address on "The Standard of Qualifications of an Advertising Man." He dwelt especially upon the importance of honesty in advertising, and said that if an advertising man worked long enough and hard enough, with truth for a goal, he could not but succeed in the end.

John W. Philip, of Dallas, chairman of the Boston mileage banner committee, announced that that emblem, which had been given each year to the club traveling the longest distance and bringing the largest delegation, had been granted to the San Francisco Ad Club. A new feature of this year's convention was the awarding of the ladies' trophy to the club bringing the largest number of women. This trophy, which is an artistic bronze medallion of a Venus blowing a trumpet, was presented by Herman Phillipson, of Dallas, and was won by the Roswell (N. M.) Ad Club.

E. R. King, the president, in a speech accepting the trophy for his organization, said that the trip to Dallas had been made in automobiles over 600 miles of road. During much of the journey no ranch houses or homes of any kind were to be seen for forty miles at a stretch. While the hot sun blazed upon the party

(*Continued on page* 154)

Monday Eve. Program

Visiting Newspaper Men Banqueted by Dallas Press Club—Governor Colquitt Delivered Address of Welcome —State, Municipal and Section Advertising Discussed at Big Meetings in Opera House by Well Known Speakers.

DALLAS, Texas, May 21.—The Dallas Press Club were hosts to the visiting newspaper men attending the Convention Monday evening at the Columbian Club. Among the notables present were Gov. O. B. Colquitt, of Texas; J. A. MacDonald on the Toronto Globe; James Schermerhorn, of the Detroit Times; Robert Frothingham, of New York and United States District Attorney W. H. Atwell, of Dallas.

Three hundred visitors enjoyed the banquet. Music was furnished by members from the Toronto delegation. Governor Colquitt delivered the welcome address to which Dr. MacDonald responded. A spirit of levity and good fellowship prevailed.

The program Monday evening in the Dallas Opera House was a continuation of that held in the afternoon. Lucius E. Wilson, secretary of the Detroit Board of Commerce, was the first speaker, his subject being "Municipal Publicity." He described in a graphic manner the advantages to be gained from a municipal campaign, using for an illustration the recent activities of Memphis and Des

(*Continued on page* 182)

Extending a Cordial Invitation to the Advertising Clubs of the World



W. C. Munn Company The Store that Grows and Keeps Growing



THE VANISHED LARIAT

A few years ago a prominent Chicago educator, about to make a trip to Texas, wrote to a Dallas acquaintance "that if there was a good hotel in Dallas with a room and bath," he wanted to reserve it. When he arrived he found nearly six thousand first-class hotel rooms at his disposal.

On to Texas—but be prepared!

The Dallas News is whole-heartedly for Houston as the next convention city of the A. A. C. of W. There is no city more deserving of the honor; there is no region more interesting to the commercial world today than Texas and the great Southwest.

But don't come to Texas looking for the frontier of civilization. If you want to ride a spotted pony we'll find you one but they are no longer used in general traffic.

The lariat and the tomahawk no longer hurtle over the richest farmlands of the world. Texas—we speak of the state's great farming belt in which both Houston and Dallas lie—is a community of huge resources, thriving businesses and happy homes. It produced more natural wealth (crops and minerals) during 1923 than any other entire state in America.

If you have not kept in touch with Texas' progress the buying-power of her people will be almost unbelievable to you.

On to Texas! On to Houston! And to the many delegates who will as a matter of course include a visit to Dallas in their trip we extend, on behalf of our city, a cordial and sincere welcome.

The Dallas Morning News

SUPREME IN TEXAS

ALL RECORDS BROKEN

(*Continued from page* 152)

all the way, the women did not seem to mind either the heat or the blistered faces that resulted from the long ride.

The report on divisional work, prepared by R. Winston Harvey, Lynchburg, Va., was read by Gerald B. Wadsworth, of New York. Mr. Harvey recommended that the present division be continued. He though that much benefit was being derived by the individual organizations through such an arrangement. It was only by getting the clubs together at stated intervals that a broad and enthusiastic policy could be maintained.

The Kellogg Prizes Awarded

The Kellogg prizes, amounting to one thousand dollars offered by the President of the Toasted Corn Flakes Co., for the best advertisements submitted, were then awarded. As an illustration of the value of the contest in bringing out new talent in the advertising field, the speaker referred to the fact that one of the winners have already been placed in a good paying position as an advertisement writer. The first prize of $250.00 was won by H. Putney, of the Leavenworth Ad Club. An additional sum of $100 was given to the Club itself for having the prize winner among its members. The second prize went to William Woodhead, of the Advertising Association of San Francisco. Other prize winners were W. M. Bayless, of Toledo, O., and Carl Reynolds, of Columbus, Ohio.

Attendance Record Broken

The record of Lewin Plunkett, of Dallas, chairman of the Registration Committee, showed that the total registration of delegates was 549, as compared with 405 at the Boston Convention. The members of the clubs, including the voting delegates at the 1912 Convention, was 917, or one more than at the Boston Convention. The number of guests registered in Dallas, was 367, as against 592 at Boston. The number of women registered at Dallas was 538, while at Boston there were only 345. The total registration was 2,371, or 111 more than at the Convention last year. It was not until the afternoon session was in progress that one obtained any accurate idea of the number of delegates attending the Dallas Convention. Everyone of them was in his place when President Coleman called the meeting to order. The galleries on either side of the main floor were filled with the wives and guests of the delegates and with visitors from the city of Dallas.

The interest of the occasion centered in the selection of the Convention for 1913. All the week long the three candidates for the honor, San Francisco, Baltimore and Toronto, had been hard at work presenting their several claims to act as hosts next year.

San Francisco brought to Dallas a splendid delegation. It occupied commodious headquarters at the Waldorf, in front of which was suspended an electric sign reading "San Francisco, 1913." There were a number of ladies in the party who did excellent missionary work in behalf

(*Continued on page* 182)

WHEN SUMMER SENDS THE MERCURY CLIMBING



Lake Worth is ready with boats and bathing beach to bring comfort to torrid West Texans.

Bring the Ad Men to Houston

For the 1925 Convention

We Will Welcome Them to

MANCHESTER on the Ship Channel

The East End of Houston

Destined to be the Trafford Park of America

(Manchester, England)

Industrial Sites on 30-foot Tidewater.
Accessible to Houston's 17 Railroads.
Cheap Electric Power Service.
Fuel Oil Close at Hand.
City Wharves and Storage Sheds.

For Map and Information, Address

Magnolia Park Land Co.

Second National Bank Bldg.

Houston, Texas

Sgitcovich Lines

Operating United States Government Vessels

Assured Sailings

Regular Liner Service

FROM

TEXAS PORTS

TO

LIVERPOOL, MANCHESTER, LONDON
HAVRE, ANTWERP, GHENT

S. SGITCOVICH & COMPANY

OFFICES:

GALVESTON HOUSTON DALLAS BEAUMONT PORT ARTHUR

Houston Next 1925

Looking Back 12 Years
From Editor & Publisher
May 25, 1912

A Royal Welcome

Dallas in Gala Attire Receives Visiting Ad Men Who Fill Hotels to Overflowing—Enterprise of Texas City Impresses Delegates from Eastern States—Canadians in Kilties Attract Attention.

Dallas, Texas, May 20.—With flags snapping in a 15-knot breeze and a cloudless sky Monday the opening day of the great A. A. C. of A. convention found the hotels in Dallas filled to overflowing with advertising men from all parts of the United States. Delegates had been pouring into the city by special trains for two days. It was a noticeable fact that those from the most distant points arrived first, then came the representatives from the southern and southwestern States and last of all came those from the empire of Texas itself.

Dallas Welcomes Delegates

Dallas was decked out as a bride to receive her bridegrom. The fronts of the buildings along the principal thoroughfares were covered with flags and bunting of many kinds. The flag of the Lone Star and the colors of the Advertising Clubs were especially in evidence.

The marvelous cleanliness of the streets, and the fine public and private buildings, some of them equalling the best cities, much larger than Texas, the snap and go of the human tide that flowed along her business thoroughfares, the alertness of all her merchants, the enterprise of her newspapers were all very enlightening to those of us who came from the northeastern States and had never before crossed the border line of Texas.

Hotel Corridors Crowded

The scenes about corridors of the Oriental Hotel where the association headquarters were located, and where the New York and Baltimore ad clubs were sheltered, the Southland, the Waldorf and other hostelries where the delegates were stopping reminded me of those that usually take place when important political conventions are about to be held, but with this exception—there was no rowdyism, no "tanking-up," no unseemly displays of horse-play. There were lots of enthusiasm turned loose every minute. The war crys or slogans of the clubs were heard in all directions, bands played, men laughed and shouted with the pure joy of living and of being out for a holiday, but none of them seemed for a moment to forget that they were gentlemen and represented a most important commerical business.

"Little Million" of Greeters

The Texans were quick to give all who came a kindly welcome whether they hailed from a little town or a big city. The reception committee members wore

(*Continued on page* 160)

TEXAS HAS MADE DESERTS GREEN WITH VEGETATION



One of the great feeder-ditches of Medina Valley, reclaimed as a garden spot by engineering.

CLARK W.
THOMPSON
COMPANY

Galveston's Fastest Growing
Department Store : :

Earnestly solicits your effort and support to bring "The Convention" to Houston, Texas, U. S. A., in 1925. Eighty minutes from Treasure Island, the Playground of the South.

The Fifth Largest Market of Texas
The Beaumont Trade Territory

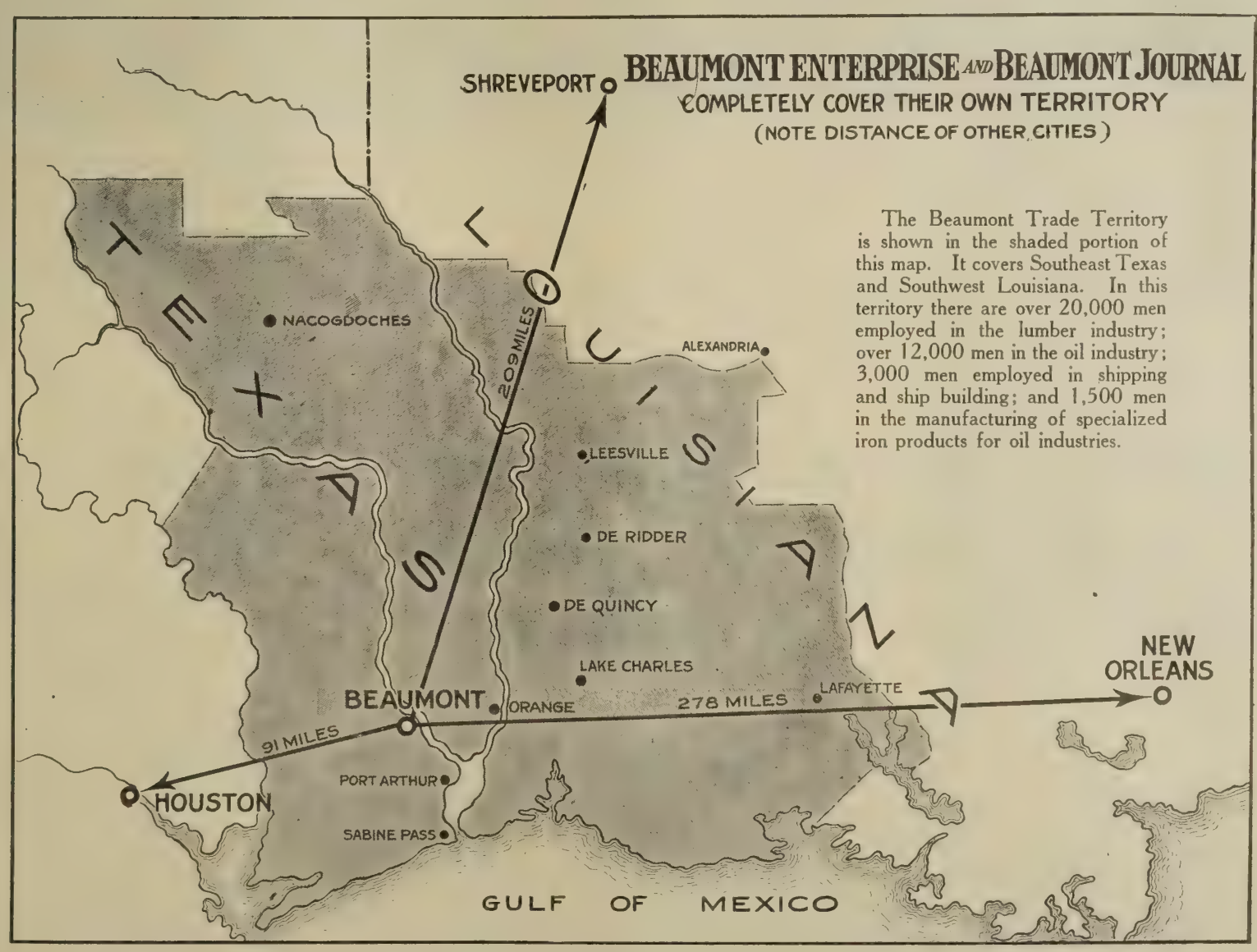
TEXAS, the largest State in the United States of America, offers a varied market.

There are five large retail and wholesale centers in TEXAS. BEAUMONT is one and ranks in importance to the other four.

BEAUMONT is the center of the largest oil refining area in the United States. The center of the Southwestern lumber market. BEAUMONT'S basic resources are industrial in their character. A twelve month's revenue being derived from the production of oil and oil refining. Lumbering and the manufacturing of lumber products; shipping and ship building. Specialized iron manufacturing.

The most economical method of reaching the fifth market of TEXAS is through both the:—

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL



The Beaumont Trade Territory is shown in the shaded portion of this map. It covers Southeast Texas and Southwest Louisiana. In this territory there are over 20,000 men employed in the lumber industry; over 12,000 men in the oil industry; 3,000 men employed in shipping and ship building; and 1,500 men in the manufacturing of specialized iron products for oil industries.

We Want to Welcome London, and England Too, in 1925

SAN ANTONIO, CENTRE OF SOUTHWEST TEXAS, AS BIRDS SEE IT



New York New Orleans Havana Galveston Beaumont Pt. Arthur Dallas Houston

Lykes Bros. Steamship Co., Inc.

REGULAR LINER SERVICE

HOUSTON

to

CUBA *and* PORTO RICO

For rates and further information address

S. J. DAUGHERTY & CO., Agents
HOUSTON, TEXAS

LYKES BROS. S. S. CO., Inc.
GALVESTON, TEXAS

HOUSTON

The City That Built Its Sea Port

Although located fifty miles from deepwater, Houston cut her own harbor to meet the need of commerce. A great market and a great industry have been built in the same indomitable spirit.

Cotton men have been quick to recognize the superior advantages offered by Houston's famous Inland Port, and, during the past season, exported more than one million bales of cotton from this port, placing Houston in position as the second largest cotton export port in the United States.

Since this institution's organization fifty-eight years ago the population of Houston has grown from approximately 6,000 to over 200,000, which remarkable growth has been paralleled by the ever-expanding helpfulness of this bank.

The FIRST NATIONAL BANK

1ST IN HOUSTON

A ROYAL WELCOME

(*Continued from page* 156)

white canvass hats, with "Dallas" conspicuously displayed on the front. There must have been a "Little Million" of these greeters, for they were to be found everywhere, at the railway stations, on the streets, in the hotels and at several places where the meeting were held during the week, ready to help anyone who needed their assistance.

The Opera House, in which the general sessions were held, is a commodious well-appointed theatre of sufficient capacity to accommodate all who attended the several meetings.

The assembling of the delegation at the opening session of the Associated Advertising Clubs of America is always an interesting event. Those attending the Dallas Convention marched to the Opera House from their Hotels, headed by brass bands, if they brought them with them. As they entered its hall they were warmly greeted by others who had preceded them, or by the people of the city who had assembled to listen to the opening address.

The two most striking and perhaps to most people, the most attractive delegations were those from the Baltimore and Toronto Clubs, because of their dress. The Canadians were attired in kilties and brought with them two pipers whose bagpipes were kept going whenever opportunity offered. The Toronto boys seemed to greatly enjoy the attention paid them, not only by the public but by the throngs of admiring ladies who stood along the curb whenever they marched through the streets. The Baltimore delegation wore straw hats that were decorated with orange and black bands and carried orange and black umbrellas. Over the shoulder each man wore a strap to which was attached a short megaphone, which they used in giving their slogan. From the many comments made by both men and women, it was practically agreed that as far as good looks went, President E. J. Shea's bunch of "Convention 1913" boosters were about the nattiest bunch in the list.

Distinguishing Marks of Delegates

Nearly all of the delegations wore some distinguishing marks aside from their home club badges. The Boston Pilgrims wore straw hats with black bands on which "Pilgrims" appeared in gilt letters. The Atlanta crowd had expensive Indian helmet hats of open straw construction. The Californians also wore nobby straw hats. The New Yorkers contented themselves with badges alone. Those which were furnished by the representative club, consisted of a heavy blue silk ribbon from which depended an artistically designed medal inscribed "New York Advertising Men, Dallas, 1912."

Some of the badges consisted of celluloid covered discs as big as saucers. Those worn by the Syracuse, Muskogee and Toronto delegations were of this character. The Toronto badge was attached to a ribbon of plaid that matched the kilties worn by the members. The Californians carried thousands of orange colored artificial poppies which they placed in the buttonholes of all who would wear them.

Presented With Envelope of Souvenirs

When the delegates and visitors registered their names at headquarters each received a paper bag contained among other things a Durham Duplex safety razor, from the National Stockman and Farmer; a pair of President suspenders, a miniature bale of cotton from the Murray Company; a package of Colgate's toilet requisites, a glass paper weight, from the Fort Worth Record and a convention badge of attractive design. The latter consisted of a garnet colored silk ribbon to which was attached the medal of the Dallas Advertising League and miniature reproduction of the National League medal.

On registering at the Fort Worth booth, in the same room, the visitors were given an artistic watch chain, presented by the Star-Telegram; a book containing the program and tickets for Fort Worth day

(*Continued on page* 174)

RAISING HOUSTON'S SKYLINE



The Bankers' Mortgage Company owns this, one of the city's latest skyscrapers.

The Galveston Daily News

—Texas' Oldest Newspaper
—Established in 1842

Urges Houston as the 1925 convention city for Associated Advertising Clubs of the World.

Galveston, largest cotton exporting port in world, and finest surf bathing resort in America, extends cordial greeting to London delegates, with an invitation to come to Texas next year.

W. L. MOODY, JR., President — LOUIS C. ELBERT, Vice-Pres., Genl. Mgr.

As an advertising medium THE NEWS is superior to most and inferior to none in the great metropolis of TEXAS.

JOHN BUDD CO.
New York
Special Reps.



Looking Along Part of Galveston's unexcelled Water Front Where Ships From the World Come and Go.



Houston's
Welcome to
The World
The
Rice Hotel
"Houston Next"
1925

Rice Hotel—
Standing on the
site of former
Capitol of The
Republic of Texas
A.D.-1837-1842



Rice Hotel

HOUSTON, TEXAS

WORLD-TRADE SIDE OF LONDON CONVENTION

English Goods Being Stressed in American Advertisements While U. S. Products Find Favor in Britain Because Many People Favor Foreign Trademark

By WILLIAM H. RANKIN
President Wm. H. Rankin Company, New York and Chicago

WHILE I am sure that all the American delegates to the International Advertising Convention are looking forward in pleasureable anticipation of British hospitality, the underlying purpose of the visit in the minds of a majority will be to stimulate better business and advertising relations between England and America, and at the same time further to cement the ties of good-will and mutual understanding between the two great English-speaking nations so that a great impetus may be given to commerce, industry and the peace of the world.

Already, even before the International Advertising Convention takes place, much good has been accomplished through the mere fact that 25,000 members of the A. A. C. W. all over America and so large a body of American publishers and advertising men were interested in the proposition of coming to England. I can see that a great change, for instance has come over the spirit of certain kinds of American advertising since the "On-to-London" movement was first brought prominently forward at the Milwaukee Convention of 1922. Go back beyond that time and you will not find, if you search through the advertising columns of American advertisers believing that a reference to English preferences added any particular strength to their selling appeal. But look at it today. On the day I write this I pick up copies of New York newspapers, May 10—the *Sun*, the *Times* and the *World*—and I find a great many leading American merchants making all they can of the British appeal to their customers.

Let me run through these in a single issue, to prove my point. Here is Macy's, one of our big department stores, making a special appeal on golf balls "made in England" in big type. On the same page,



WILLIAM H. RANKIN

Rogers, Peet & Co. are advertising "Scotch Mist" fabrics, and dwelling with pride on the fact that they are "woven in Scotland." Near by is an advertisement of "Irish Ham and Bacons," the "Irish" part of it allowing the merchant to compete with America's own tremendous meat-packing industries. "Irish Bacon" is a great favorite on Broadway. Here is a tailor who shows "Thousands of English models," and another one who appeals to us Americans with "tailored in the Prince of Wales fashion." On another page of the same paper I find "London Character Shoes" which they tell us "are as definitely English as a Fleet Street Mutton Chop." And they also advertise a Blucher which, they say, "betokens true British breeding." Here is another tailor who says that his "double-breasted Roxbury has the typical English balance"; and here is a picture of an $8 shoe advertised as "imported from Scotland." Weber and Heilbroner offer us hats "after the English fashion," and Cullingsworth tells us in his ads that his clothes are "tailored by hand to our British pattern." My own grocer at Forest Hills features British foods in his windows, notably Crosse & Blackwells fine line of marmalades, jams and condiments. Now that list is only a sample; there are at least a dozen more in the same issue of the paper and without too much emphasis I say that they are a valuable indication of a change in the trend of thought which I believe has been largely brought about by the wide publicity that has been given to the fact that a delegation of 100 British advertisers visited us last year; and that this year a larger delegation (at least 2,500) of American advertisers and publishers is returning the visit. I remember at Milwaukee it was said we could not get 300 delegates to go to London for an advertising Convention. More than 300 will go from New York City alone.

But, after all, this appeal to American customers on the ground of English excellence may be matched, I think, by the appeals of American goods to be found in the British newspapers. A fair evidence of the mutuality of our interests might be found in your London newspaper advertising for there I see United States prunes, United States oranges, United States toothpastes, United States (Royal) typewriters, United States lawn-mowers, Waterman fountain pens, Eveready Flashlights, United States radio sets, United States clocks and watches, United States patent medicines, United States books; Ford, Buick, Nash and Packard automobiles; Goodrich and Goodyear Tires, and a host of the products of our industry offered in friendly competition with your home-made articles.

All of this mutual interchange of trade and barter is to be widely increased by the London advertising convention, when I am sure that the visit of some 2,500 American publishers and advertising men to the vast display of goods made under the British flag is seen at the British Empire Exhibition at Wembley.

In seeking to gain a larger hold on the vast American market—a market of which the backbone is 110,000,000 people, knowing, just now, none of the curses of unemployment, and all working at the highest wages industry has ever been able to earn—it is plain that British merchants and the leaders of British industry must adjust themselves and their products to the conditions of the American protective tariff. That this is not difficult to do is strikingly evidenced on the day I write this when I notice John Wanamaker, New York's greatest department store, advertising a sale of a ship load of British blankets—and this just on the verge of the summer—offering them, not only as pairs of blankets, but advertising that they are such good bargains

(*Continued on page* 201)

"On to London"
In 1924

—and then to

TEXAS IN 1925

at Houston and

GALVESTON

"Port and Playground"

All Texas and the— Galveston Tribune Cordially Invites You


Welcome to Houston 1925
HOUSTON LIGHTING AND POWER CO.
HOUSTON
TEXAS
U·S·A
HOUSTON LIGHTING & POWER CO.

ADVERTISING IS A SOUND INVESTMENT

(*Continued from page* 142)

a complete picture of the advertising possibilities for the whole year be visualized in some graphic form. Only this procedure will make it possible to coordinate the various kinds of advertising with the sales effort of the company so as to bring about maximum efficiency.

Having decided to make this investment, the question arises how much shall we put into the investment, and the answer will vary with every individual case. In the answers to the questionnaire which I sent to members of this association, this question was answered by so few that the only conclusion I could reach is that most of us have not committed ourselves to any set program in this respect.

It is highly important that we have a budget, and there should be some definite way of determining the amount to be included. Many methods are used. It may be a certain percentage of the sales billed during the past year. It may be a percentage of the sales expected during the current year. It may be a flat sum appropriated for the purpose. However determined, this appropriation should be known at the beginning of the year, as it is the basis upon which our plans must be based.

The next step is to decide upon the division of our effort. How much, if any, of our budget shall be invested in the popular magazines, in the technical or trade press, in newspapers, in direct mail campaigns, in catalogues and publications, and in miscellaneous forms of publicity.

Returns from our questionnaire indicate that very few of our members make use of the popular magazines. Practically all who replied advertise in the technical and trade press, if they advertise at all. Those who make use of direct-by-mail campaigns are about 50-50, and the same proportion seems to hold for those who issue catalogues and other publications.

It is important to choose the right place to advertise and to advertise right in that place, and the beginner must proceed with caution if he would avoid the pitfalls which threaten him when making this choice.

Each periodical should be analyzed with care. Some of the things to be considered are circulation, class of readers, relation of advertising to reading matter, and whether it is a member of the A. B. C.

To be registered as an A. B. C. publication is worth a great deal to the magazine or newspaper, and most of all to the advertiser. It settles without question the circulation of a publication. A paper that is not a member is more or less questioned. One always suspects that it is claiming more than it has, and it is good practice always to ask why it has not had its figures audited.

Next, you will wish to know the reader's value of that circulation. This determines pretty well the value of any advertising you may run in the publication. Style and make-up must be considered as well as editorial policy.

The percentage of reading pages to the total pages of advertising is another important thing to check. It goes without saying that publications that contain all advertising and no reading matter would not have much value. It would be pretty much a waste paper proposition. The ideal relation between reading pages and advertising pages has never been determined. It is probably about 50-50.

Let us now take up the details of planning a year's advertising.

I would have two general forms for this purpose. The first should cover the details of the other sheets. When all the classes of advertising I have mentioned. I suggest that a sheet be used for each of these publications. We will assume that our budget has been apportioned to the various classes in the proper relation, and that each periodical will be closely analyzed along the lines just mentioned. Here we will enter the magazines selected, the amount of space in each, date of appearance and cost. Having completed this for each classification, we will transfer the totals to our second form, which we will call the "Recapitulation Sheet." This sheet, as you will see, shows the classifications I have just mentioned, with space sufficient to record the details of the other shets. When all the classifications are filled in and totaled, we have our budget for the year, with a complete picture of the investment we have visualized.

Most of this talk has of necessity been general in its nature. I have not touched on the important feature of preparing the copy to be used, nor of the message you have for your readers.

Some of you have done considerable advertising. I would say, however, that you have done very little in proportion to the dynamic force there is in advertising to build up new business. I would say in general our gear manufacturers as a whole could safely experiment by doubling the expenditure for advertising, and by a careful analysis of conditions, invest it very profitably.

The gear industry has made great progress during the past few years. We have faith that it will continue to progress and that its universal recognition as a fundamental industry is not far off. Shall we not express our faith in the future of our great industry by increasing our investment in the one agency which can speedily and effectively bring about the consummation of our hearts' desire?

FIRST PAN-AMERICAN PRESS MEET

(*Continued from page* 128)

connection with the capture of a famous crook: "The gentleman will be deported to the Penal Colony of Punta Arenas."

As a general statement, we may say that about a dozen Latin American newspapers have attained a position inferior to none in the news field. I don't know if the American public realizes that perhaps the most effective step yet taken for the furtherance of the Pan American policy, became a fact when the Associated Press tendered a card of membership to some 40 of the largest newspapers throughout Latin America. By being incorporated into this American fraternity of about 1,500 dailies, the Latin American newspaper is now serving some millions of readers with exactly the same sort of news with which the American public is served each day, and for geographical reasons, those on the Atlantic border of South America are able to inform their patrons of the events of the world some 4 hours earlier than, say, a California newspaper, and one hour ahead of New York.

But, all-embracing as they are, the services of the Associated Press do not satisfy the ambitious program of the great Latin American newspapers anymore than they do the American daily of the first rank. The metropolitan dailies of Rio, Buenos Aires, Mexico City, Santiago de Chile or Havana, also have their own services sent to them from the principal capitals of Europe and America by their special correspondents, and some of these newspapers are in a position to receive daily by cable or wireless not only the news but any comments their foreign contributors may see fit to send on every momentous subject.

It is true that the Latin American paper has not yet come to adopt the healthy habit of its American colleague of printing in its own columns the criticism directed against it by its readers, but it is also true that neither do they go against anybody with the determination many American papers do, nor is there to be found in its readers the lively interest in matters of public concern which the American public shows. Nevertheless, the more progressive Latin American dailies are leaving further behind the old notion that the newspaper is made *for* the public and are adopting the newer conception of the newspaper made *by* the public.

ON TO LONDON—HOUSTON NEXT!

Greetings and Best Wishes for a Most Successful Meeting

THE CITY OF GALVESTON

and Its Citizens

JOIN OUR SISTER CITY

In Extending a Cordial Invitation to Come to "Houston Next," Where Sunshine, Happiness and Real Southern Hospitality Reign Supreme.

TEXAS—*The Land of Grand Opportunity*

Galveston the Largest Cotton Port in the World.
Galveston the Second Port of the U. S. A.
Galveston the Port of Service and Dispatch.

Compliments of **Baylis E. Harriss,**
Mayor President, Board of Commissioners,
City of Galveston.

London 1924—Houston 1925

We extend to the delegates attending the 1924 convention at London our most cordial greeting and hope that the convention of the

Associated Advertising Clubs of the World

will be held in the City of

HOUSTON, TEXAS, U. S. A. IN 1925

We know the members will be received at Port Houston (the newest and fastest growing port in the world) with genuine Western hospitality and that every moment of your visit will be full of interest.



Peden Iron & Steel Co.

Houston, Texas.

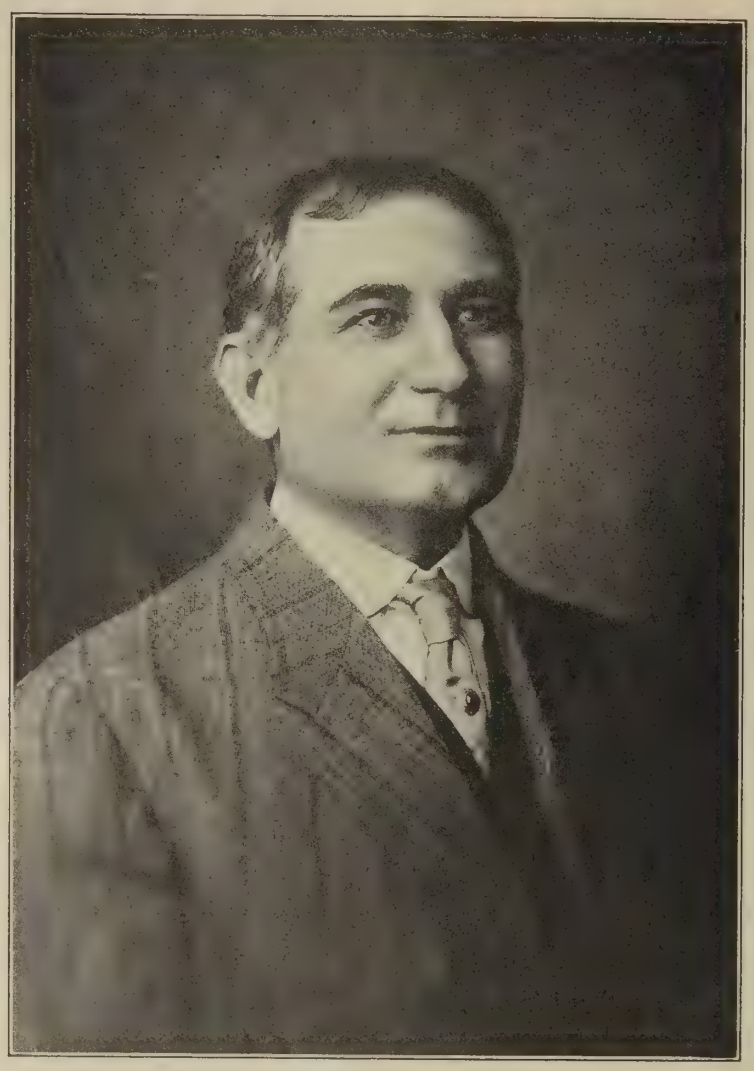
Wholesale Hardware and Supplies

Branches at San Antonio, Ft. Worth, Shreveport

HEARTY WELCOME TO SOUTHWEST TEXAS IS SAN ANTONIO'S GREETING

Historic Alamo City, Which Has Learned to Enjoy What Makes Life Good, Would Like to Play Host to A. A. C. W., But Stands by Houston

By FRANK G. HUNTRESS
President and General Manager, San Antonio Express and News.



FRANK G. HUNTRESS

IF THE convention of the Associated Advertising Clubs of the World for 1925 is held in Houston, Texas, the event will be one that every person in attendance cannot but remember as one of the most interesting and enjoyable experiences in the life of that organization. For in many respects Texas has more in the way of attraction to visitors than is possessed by any other State. Its natural scenic beauty is almost incomparable.

With a broad expanse that descends gracefully from mountain to sea, festooned with wild flowers of innumerable hue and unsurpassed fragrance, with ranches often comprising many miles in area, where graze tens of thousands of cattle, sheep and goats, the traveler may view a pastoral picture more attractive and wonderful than any that can be produced by the brush of a painter, and one which, long characteristic of Texas, is now gradually fading before the march of agricultural development, and so it should be seen while there yet is opportunity.

With a lavish hand nature has bestowed her richest blessings upon Texas, including beauty, picturesqueness, unrivaled fertility of soil, climate unsurpassed for healthfulness and comfort, and a semi-tropical environment attractively unique.

And visitors who come here for the first time usually are surprised by the splendid farms, the excellent crops of field and orchard, the progressive cities and thriving towns, the hundreds of miles of highway that affords as smooth and rapid travel as is found on most city streets.

The conditions here mentioned are especially characteristic of Southwest Texas, a large area, of which San Antonio is the metropolis and principal commercial center. And to this section visitors to the convention, if it is held in Texas, are cordially invited, with an assurance that the trip will be one filled with surprises and interest. San Antonio would gladly have the convention meeting held here, but since Houston is a candidate, we cheerfully waive local ambition and join in the invitation of that city in the name of the entire State of Texas.

But San Antonio and Southwest Texas will extend a special invitation to the visitors while they will be in Houston to make a side trip here, for the reason that they cannot afford to miss such a visit. Here they will see the old missions founded long ago, the historic Alamo, where every one of its gallant defenders in one of the most remarkable battles on this continent died rather than surrender, thus gaining for themselves the immortal comment: "Thermopylæ had its messenger of defeat, the Alamo had none."

Here they will see the Mexican quarter of the city, the most important army and aviation center in the United States, a picturesque river that winds gracefully through the city to be crossed at every turn, stately palms rearing above a verdant landscape, more than a quarter of a hundred beautiful parks, including the famed Brackenridge Park, with its scenic drives, its Japanese village, its Alps, and other features of popular distinction. They will find here one of the best municipal golf links in the country, and dozens of other provisions for sport and pleasure not overlooking the numerous drives in and around the city.

San Antonio gladly joins in extending the invitation to the association to come to Houston, Texas, next year, and the members will be doubly welcome here if they will visit San Antonio.

RADIO BULLETINS USED TO ADVERTISE NEWSPAPERS IN SWEDEN

RADIO is being used effectively to advertise newspapers in Sweden, according to Carl Skanberg, editor of the Stockholm Radio magazine, a monthly, and radio and automobile editor of the Stockholm Aftonbladet, an evening newspaper, who returned home this week, after a month's visit in the United States.



CARL SKANBERG

Skanberg told EDITOR & PUBLISHER how radio had been made a profitable newspaper asset, and, as automobile editor, gave interesting sidelights of motor criticism abroad.

"Radio advertising has accomplished a remarkable circulation increase for our newspaper," he said.

"Every evening, just as the Aftonbladet goes on the street, we broadcast a concentrated summary of its news contents. We started this last November, and it has now become an expected daily feature, which has proved a splendid advertisement.

"Radio is very popular in Sweden. Almost every family has a receiving set. Situated as we are in the midst of many different countries, added incentive is given to radio fans.

"Owners of sets can listen-in on programs broadcast from England, France, Denmark and Germany.

"Sweden offers a splendid market for American radio manufacturers. Now there is not more than one American set in all of Sweden. British and German manufacturers are extensive advertisers in Sweden."

Skanberg's special hobby is the automobile. He drove the first automobile ever seen in Sweden back in 1897, and has studied the mechanics and the industry ever since.

"Before writing about a new car, I make a point to give it a test personally. Then, in the review, I point out the flaws as well as the good qualities. This naturally affects our advertising columns. Some automobile manufacturers will not advertise at all in the Aftonbladet. But this is compensated by the gain in reader interest and reader confidence, with resulting increased circulation. It has done a lot of good, too, I think," he added, "because bad cars have been practically excluded from Sweden."

"One fault I find with American automobile editors is that they do nothing but praise the new offerings. They, of course, are looking for advertising as a rule."

While in this country, Skanberg visited many of the larger automobile plants and took the opportunity to study American newspaper methods.

"While we have no Sunday newspapers in Sweden, we are planning to Americanize our Saturday evening editions to correspond with American Sunday papers," Skanberg declared. "We believe use of comic strips and similar features will help increase our circulation, which now totals 190,000."

May We Extend To All Of You
Advertising Men, A Most Hearty Invitation to Come—Look—and Learn More About
Houston In 1925
WE PLEDGE OURSELVES TO MAKE THE VISIT OF THE A. A. C. OF W. PLEASURABLE AND PROFITABLE TO THE FULL
WADDELL'S
HOUSTON, TEXAS

The

GALVESTON COTTON EXCHANGE *and* BOARD *of* TRADE *and* ITS MEMBERS

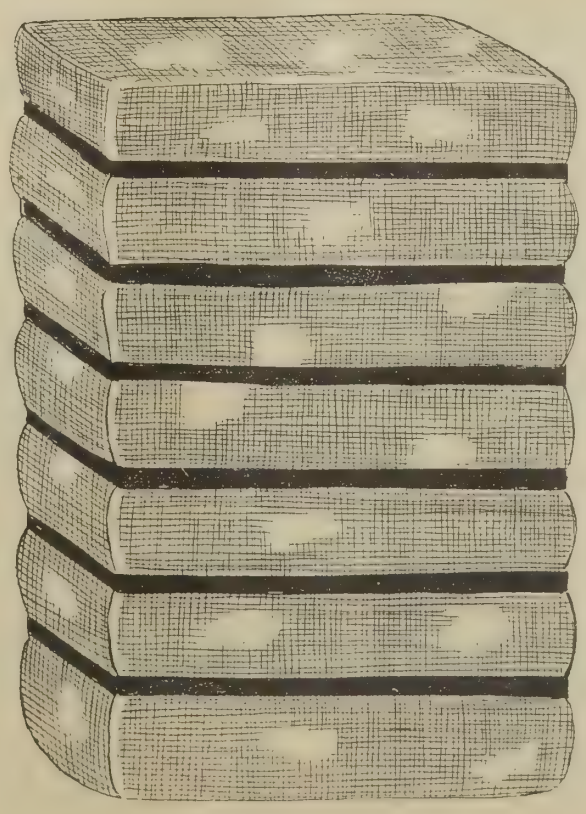
Join in Extending a Cordial Invitation to the Associated Advertising Clubs of the World to Come to the Great Lone Star State and Hold Their

1925 Meeting In Houston

GALVESTON—The Greatest Cotton Port of the World.

GALVESTON—The Second Port of the U. S. A.

GALVESTON—The Port of Efficient Service and Dispatch.



HOUSTON A MAJOR MARKET OF AMERICA

Started as a Trading Post, the City Has Never Forgotten Its Early Habits—It Is the Largest Inland Cotton Port in the World and Is One of the World's Great Oil-Producing Centers

By HARRY R. DRUMMOND

HOUSTON, third city in population and second in commercial importance in Texas, had 138,276 people in 1920.

Like all cities, everywhere, Houston has experienced a wonderful growth since 1920—but that is such an old story that we will let it go at that.

Houston used reverse English on the seaport idea as against Los Angeles.

Los Angeles, as we know, wanting to be a seaport, and being 22 miles away from the ocean, extended city limits to the sea, making everything Jake.

Houston, on the other hand, being some 50 miles from the Gulf of Mexico, and still having a very aggravated yen to be a seaport, simply dug things up and brought the water to Houston, which, after all, is a pretty good idea.

Houston is a flat surfaced city. That is, there is a uniformity of elevation in and around Houston which makes it



Black gold gushing from the earth-bound sources of Texas wealth. This well is near Three Rivers.

mighty easy for a man to be "on the level" there. In fact being on the level is practically obligatory in Houston.

There is, of course, a "Greater Houston." No city, anywhere would be worth speaking of if it were not for a "Greater," you know.

"Greater Houston" includes the municipalities of Magnolia Park, Central Park, Harrisburg, Sunset Heights, West End, and other surrounding towns, corresponding to Yonkers, Mt. Vernon, Jersey City, Hoboken and similar surrounding cities of New York.

Including these surrounding municipalities the population of Houston is estimated at 202,000 and in reality they are all part of Houston's potential buying power.

There is a 30 foot channel from Houston to the Gulf, enabling the big boats to come to Houston to unload and load, and 23 steamship lines run in and out of the port.

There are 17 railroads running into Houston, and collectively they have 157 trains arriving and departing daily.

This makes Houston the largest rail center south of St. Louis.

As a manufacturing city Houston has 383 industries within the corporate limits of the city. These represent an investment of $49,645,000 and purchase raw material to the tune of $56,256,000 annually, making that up into $86,875,000 worth of finished products.

In doing this these manufacturing institutions distribute something like $14,000,000 a year in wages, most of which goes into the coffers of merchants of Houston.

Houston is the largest inland port cotton market in the world. Houston, like every other city, has to be the "largest" in something, and this is it.

You see, Dallas is the largest inland cotton market in the world, and New Orleans is the largest seaport cotton market in the world, and they are both of them larger markets than Houston, so Houston combines the inland and the port, being exclusive in this, making it largest of its kind.

Houston is the largest wool market in the Southwest, and that business is really big.

Houston is a big, big rice center, too, handling 4,500,000 bushels of Chinese wheat annually. So important is this that there is a Rice Building, a Rice Hotel, a Rice Institute and other Rice things in Houston.

The original city was a trading post, and, with its growth, Houston has always remained a trading post of parts.

Some 3,000,000 bales of cotton are handled every year in Houston, and other agricultural products finding a market in Houston, agricultural products such as garden truck and citrus fruits.

The lumber business of Houston amounts to between $75,000,000 and $100,000,000 a year, requiring more than 150,000 cars annually for transportation.

The biggest bet in Houston, however, is the oil industry. Within a radious of 50 miles are some of the greatest oil wells ever brought in on the American continent, having a production of more than 100,000 barrels daily.

There are 238 miles of paved streets and 89 miles of street car tracks in Houston, and 23,380 homes in the city.

Houston is a home city, by the way. The people live in real homes, and take pride in their homes. They are many of them beautiful, and all of them look homey. By the same token Houston is a mighty good furniture market, and the retail furniture dealers seem to be about the most progressive merchants in the city.

Reverting to the railroad proposition for a moment, it might be well to note that there are 54 passenger trains daily, and they handle some 200,000 passengers monthly. The railroad payroll of Houston is something more than $1,000,000 a month.

There are some 33,000 automobiles in Houston, and but one interurban road connecting Houston and Galveston.

The surrounding territory, however, is well provided with surfaced roads and quite a bit of hard pavement. This is being continually increased.

Houston's office buildings are numerous and pretentious, but the retail stores are not what they should be. They are numerous enough, heaven knows, but the business is split up, there being few outstanding establishments, and those that do outstand do so because there are not many really good places.

In this way Houston resembles New York, where the business is so split up that no one dominates.

There are six department stores. Three of these are in the Sidouski string, which includes such stores as Bailey's in Cleveland and Nugent's in St. Louis—nuf said. They are Levy Brothers, the Grand Leader and Harris Hahlo Company.

Foley Brothers is perhaps, the largest store in the city in point of sales. Levy Brothers is second in point of volume, Harris Hahlo Company, is third, and perhaps first in "class," The Grand Leader is fourth in class and fifth in volume while W. C. Munn Company, fourth in volume, is fifth in class, and the Columbia Dry Goods Company is sixth, both in quality and volume, corresponding to Rothenberg's in New York. All together they do some $12,000,000 annually.

All told there are 1,300 retail establishments in Houston and, collectively they do some $72,000,000 annually.

There is a lot of money in Houston, and a wealth of prosperity, too, and, if some big, real honest to goodness leader would jump into the field, and put up and run a real honest to goodness department store on big lines, he could control a big slice of business that now "floats" from place to place.

Such an institution, by the way, would set a standard that would elevate the standard of all other stores in the city.

It is a fact, however, that, although Houston has some wonderful office buildings, and some beautiful homes, if anyone should want to start a store for a pace-maker he would have to have a building built for that store.

Houston as it is, however, has every right to have a prominent place in "The Major Markets of America" and, as Houston is a city with a glorious past, Houston is a city with a splendid present and a brilliant future. It is a good place to cultivate in a business way, Houston is.

Houston people are well dressed. The men are particularly well groomed, and the women look like veritable fashion plates. By and large the city is outstanding in this regard. And they have a metropolitan air of hustle and "do things" that one cannot help but notice.

Sound Service

Regular readers of Editor & Publisher know that its policy is to yield to its readers constructive service by publication of authoritative and complete information regarding every phase of newspaper making. It is an independent, fearless champion of the principles of "Truth in Advertising." It is read by newspaper and advertising men the world over.

WE extend to the

A. A. C of W

A

Hearty Invitation to meet

in

Happy Houston

1925

WEST LUMBER CO.
HOUSTON, TEX.

J. M. West—on-to-London Delegate

INTERNATIONAL - GREAT NORTHERN RAILROAD COMPANY

SERVES WITH ITS OWN RAILS THE TWO GREATEST PORTS ON THE GULF OF MEXICO

Houston *Galveston*



NET COTTON RECEIPTS (BALES) HOUSTON, TEXAS

Season 1920	Season 1921	Season 1922	Season 1923	To March 1, 1924
1,080,564	1,567,749	1,163,673	1,377,557	1,730,728



View at Waterfront *Galveston, Texas.*

COTTON RECEIPTS (BALES) GALVESTON, TEXAS

Season 1920	Season 1921	Season 1922	Season 1923	To March 1 1924
2,101,119	3,144,361	2,551,935	2,345,674	2,632,587

THE SUNSHINE ROUT

INTERNATIONAL - GREAT NORTHERN RAILROAD COMPAN



International Bridge Between United States and the Republic of Mexico. Laredo, Texas.



Cathedral and Saddle Mountain Monterey, Mexico.



Cathedral and Plaza de Constitution – Mexico City.



State
Austin, Te
native Tex

The Sunshine Special
All steel fast through train, modern in every particular, between Mexico, Texas-St Louis, Memphis, the North and East.
75½ Hours Mexico City-St Louis
21 Hours 25 minutes San Antonio-St Louis
25¾ Hours Galveston-St Louis
23½ Hours Houston-St Louis

Direct connections in Union Station St Louis with fast trains to and from Chicago, New York, Washington and all points North and East.



The Sunshine Special
"The Aristocr of the Ra





J-G.N. Passenger Station San Antonio, Texas





Gingham Mills, New Braunfels, Texas. The only one west of the mississippi River

Section of Track of the J-G.N Railroad near Austin, Texas. Unsurpassed in modern railway construction



Alamo Plaza San Antonio, Texas





Rice Institute Houston, Texas. One of the leading educational Institutions of the South Has an endowment of $10,000,000

The Alamo Scene of the Battle of the Alamo San Antonio, Texas.

"Thermopylae had her messenger of defeat but the Alamo had none"



Beach Front Galveston, Texas.

Agriculture along the

INTERNATIONAL - GREAT NORTHERN RAILROAD



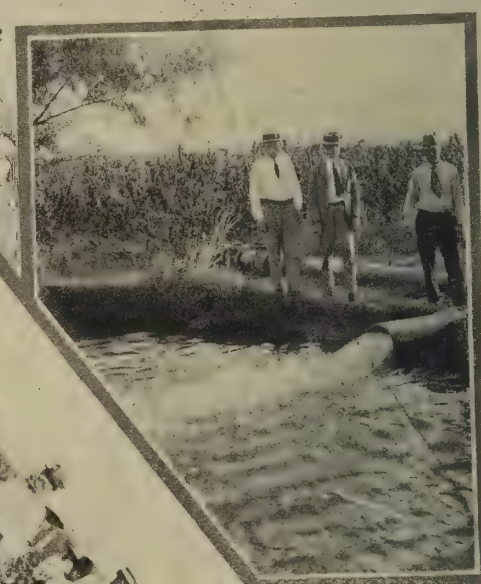
Spinach Field
Over one and one half million bushels of spinach goes to the Northern and Eastern markets over the International Great Northern Railroad



Administration Building Agricultural and Mechanical College of Texas. The leader in the Agricultural development of the Empire state



A Texas Cotton Field
The International-Great Northern Railroad serves the world's greatest cotton producing territory and hauls more than one million bales in a single season



Artesian Well. An inexhaustable supply of artesian water is available for irrigating thousands of acres of truck crops and citrus fruits.

An Ideal Country In Which To Live
Where the finest of oranges and the "prettiest of maidens" grow along the route of the I-G-N



Bermuda onions in Texas This railroad has hauled as high as 2½ million crates of these onions in a single season

ALLAS, RECALLING 1912 CONVENTION, SECONDS HOUSTON'S CALL TO CLUBS

arvelous Commercial Growth of the City and State in 13 Years Make It a Subject for Close Study By Advertising Men

By GEORGE B. DEALEY
President and General Manager, Dallas News



Business District of Dallas

DALLAS gladly joins Houston in its invitation to the Associated Advertising Clubs of the World to come to Texas for their 1925 convention.



GEORGE B. DEALEY

Thirteen years will then have passed since the Associated Advertising Clubs held a convention in Texas, Dallas having been the hostess in 1912.

Within that time Texas has climbed to first place among all the States in the value of its agricultural products, the government reports giving it a total value of more than $1,000,000,000 for 1923. Last year its cotton crop alone was worth $650,000,000.

To its agricultural wealth, far exceeding that of other states, there has been added in recent years a stream of flowing gold in the form of crude oil drawn from its subterranean resources. It is conservatively estimated that the present oil production in Texas has a daily average value of $500,000.

The production of petroleum in Texas increased from 20,000,000 barrels a year in 1914 to 125,000,000 barrels in 1923.

Texas leads all states in the production of beef-cattle, sheep, mules and goats. It is fourth in horses, sixth in dairy cattle and seventh in swine. Its livestock production is estimated at $315,000,000.

From its farms, its pastures, and its mines, Texas produces approximately $1,500,000,000 for its residents to spend annually.

Veritably, an inviting field for men who sell merchandise through advertising! A field with which they should become better acquainted. Surely they can afford to come to Texas for that reason if no other.

To come to Texas without coming to Dallas would be like going to England without seeing London. Dallas is the market place for the people of Texas and the Southwest.

Those who attended the convention in Dallas in 1912 would not know the city today. Then its population was 100,000. Today it is approximately 235,000.

"A New Yorker," said Rex Beach, "upon arising in Dallas his first morning must almost rub his eyes to make sure he is not still in sight of Broadway."

In 1922 Dallas ranked 15th among the jobbing centers of the nation, 5th as a jobbing center for dry goods, 24th in postal receipts, 16th in volume of parcel post business and first among all cities in per capita of express business.

Dallas has a trade territory of 2,000,000 people within 100 miles and 10,000,000 people within 24 hours' ride. It has 20 steam and electric railway outlets. It is the largest retail market in the Southwest; 4,000 establishments do business amounting to $280,000,000 annually. The Dallas wholesale market does $700,000,000 business annually.

During 1923 Dallas led the cities of Texas in bank clearings, charges to depositors' accounts, registration of automobiles, income tax payments, building permits, postal receipts, assessed valuation of property and wholesale and retail business.

During each of the last five years Dallas has successively broken all building records for herself and other cities in the Southwest. During that time Dallas building records have totaled $85,000,000. She has 64 buildings ranging from 6 to 29 stories high.

Dallas has more than 4,000 acres in parks and playgrounds; five country clubs and seven golf courses.

Dallas has 45 grade schools, five high schools, Southern Methodist University and Baylor University Colleges of Medicine, surgery and pharmacy.

Dallas has 118.5 miles of paved streets.

Dallas has more than 500 manufacturing establishments which turn out $135,000,000 in manufactured goods annually.

CLEVELAND PRESS ASKS PROHIBITIVE TAX ON BILLBOARD ADVERTISING

THE following editorial is clipped from the *Cleveland Press:*

A Roll of Honor.

The press salutes the corporations whose names are listed below. They are pioneers of "America, the Beautiful."

These concerns have pledged themselves not to advertise on billboards which detract from the natural scenery:

The Standard Oil Company of California.
The Standard Oil Company of N. Y.
Kelly-Springfield Tire Company.
Pillsbury Flour Mills.
Washburn-Crosby Company.
Champion Spark Plug Company.
B. F. Goodrich Tire Company.
Sun Oil Company.
Hood Rubber Company.
Ajax Rubber Company.
Ward Baking Company.
Dodge Brothers.
Gulf Refining Company.
Fleischmann Yeast Company.

And to the list of corporations we add the name of Flo Ziegfeld of "Follies" fame, who has just announced he will tear down his enormous electric sign at Times Square, New York, and spend the $50,000 that it cost to run and the money that his billboards cost per year, in forms of advertising that do not mar the beauty of the surroundings.

And then we repeat a word of commendation for our own Euclid Avenue Association, which is undertaking to eliminate the landscape defilements from its jurisdiction.

The rapid spread of the billboard threatened to doom the beauty of outdoor America.

Of what avail were the rocks and rills if a billboard barred the view? Of what dignity a templed hill, if a lurid advertisement screamed from its side? What profit it for the woodsman to spare the tree, if the adverstising man came along and tacked signs on it?

There is no landscape, wild or cultivated, that is not ruined by the presence of a billboard.

The corporations listed above have led the way. Doubtless others will quickly follow. But this matter should not be left wholly to voluntary action, for there probably would always be some callous concern which would continue to deface the landscape. The rural billboard should be abolished by federal action—by placing a prohibitive tax on it.

On to Houston
1925

To the enthusiastic invitation of other Houston institutions add ours

BEEK ADVERTISING AGENCY
INC.

Houston's Nationally Recognized Advertising Agency

James H. Beek
Geo. I. Seitz
Bert Blessington
John Helm Yeaman
L. M. Beasley
Thos. Robinson
H. Wirt Steele
H. D. Newsom
Virginia Rife
M. O. Bock

A ROYAL WELCOME

(*Continued from page* 160)

(Wednesday) and other souvenirs. Those of the delegates who happened to be newspaper men, on registering at the press booth were presented with a handsome white badge with a gilt medal attached.

At the close of the morning session Monday, all of the delegates and their wives were taken on an automobile tour of the city and then to its Country Club where an alfresco lunch was served at tables spread on the golf links.

Dallas never saw such an automobile parade, seven hundred and thirty-five machines were required to accommodate the 2,200 people who accepted the hospitality of the Dallas News at lunch and of the citizens who provided the automobiles for the trip.

Sidewalks Thronged With Spectators

The streets in the city were thronged with people, not only of Dallas but from all over the State. The latter had come to town to get a glimpse of the advertising men. The spectators packed the sidewalks, filled the windows of the buildings and some even clung to the cross bars of the telegraph poles.

Owing to a delay in getting the procession started the guests were obliged to sit in a broiling sun for over an hour, and had it not been for the breeze that swept up from the South many would have backed out of the trip.

The tour of the City's streets were highly instructive. The visitors were struck by the number of handsome public and private residence buildings they saw. I have never seen anywhere in my travels such an architecturally beautiful church as the First Presbyterian now in process of construction and nearly completed. It is built on classical lines and looks more like a stately Greek temple of the days of the Pericles, than a modern church.

Some of the residences in the suburban district were as stately and as costly as some of the villas at Newport, that are regarded as examples of artistic architectural beauty.

Luncheon at the Club House

On arriving at the Country Club the official guests were entertained at luncheon on the verandas of the Club House, while the others were at the tables, spread in the field nearby. The later was a stand-up lunch, but it was of choice quality and abundent in quantity. It consisted of fried chicken, saratoga chips, tomato salad, rolls and ice cream. Claret punch and iced tea were the drinks served and then came cigars. The scene in the field was a pretty one, American flags, snapped in the brisk breeze above the tables, men in white flannel suits, wearing the bright colors of their clubs, women clad in dresses of white, with here and there a dash of color, the Canadians in kilties, gave a pleasing variety to the color effect of the crowd.

Monday Morning Session

The Associated Advertising Clubs of America convened in eighth annual session in the Dallas Opera House Monday morning. The large auditorium was crowded to capacity and was resplendent with the different badges and banners designating delegations from every section of North America. There was also present a respresentation from London, England, and one from Honolulu, P. I. The Honolulu Ad Club has only recently joined the Association, and are taking advantage of the first convention which it is their privilege to attend.

Greatest Gathering of Ad Men

The meeting was called to order by President George W. Coleman, who stated in the beginning that this was the greatest gathering of advertising men ever held anywhere on the face of the earth. He paid very high compliments to the Dallas Ad League from the competent manner in which they were handling matters, and in turn thanked the City and its officials for their hearty co-operation and support.

After a brief mention of similar conventions held before in various other sections of the country, he introduced Hon. W. M. Holland, Mayor of Dallas, who stated that as the City already belonged to the Ad men it was useless for him to say anything further along that line, and gave all visiting members to understand that the simple fact of their being members of so great an organization made it an open sesame, and all privileges and enjoyment was surely in order.

"The fact that this City is as enterprising and as far advanced as it is, is due, in great measure, to you people who have come here from California, Canada and Baltimore," he continued. (These are the three cities competing for the next annual convention.) He also took the opportunity to eulogize the commission form of government, saying to representatives from other portions of the country where this newest form of municipal government is not yet in vogue, that he hoped they would become imbued with the idea and thus sow a seed which in itself, would well repay their trip to this City.

Mayor Holland expressed his intention of making the tour of the State with the special train of Ad men, thus showing his appreciation of the good they do and are yet to accomplish.

Address of Governor Colquitt

O. B. Colquitt, Governor of Texas, was then introduced and caused a great deal of laughter and enjoyment by declaring that "I believe in advertising myself." He attributed the great publicity Texas is now getting to the activities of her several Ad Clubs, and requested all cities competing for the Convention in 1913 to withdraw in favor of Texas, and make this their annual meeting ground. There was plenty of room, he said and suggested that the dates be allowed to run the year round. He closed with a remark that "If the Governor can do anything for you, at any time, just telegraph me, wherever I am, and I will either come to you or see that your wishes are gratified."

Reports of Secretary P. S. Florea and Treasurer G. D. Mekeel were then heard, after which an automobile parade numbering over 500 cars was taken. This was the longest and largest parade of its kind ever seen in this section of the country. Moving pictures of the procession were taken by the Pathe Film Company. After traversing the more prominent streets of the City for two hours, the visitors were taken to the Dallas Golf and Country Club, where an "alfresco luncheon was tendered them," by the Dallas Morning News.

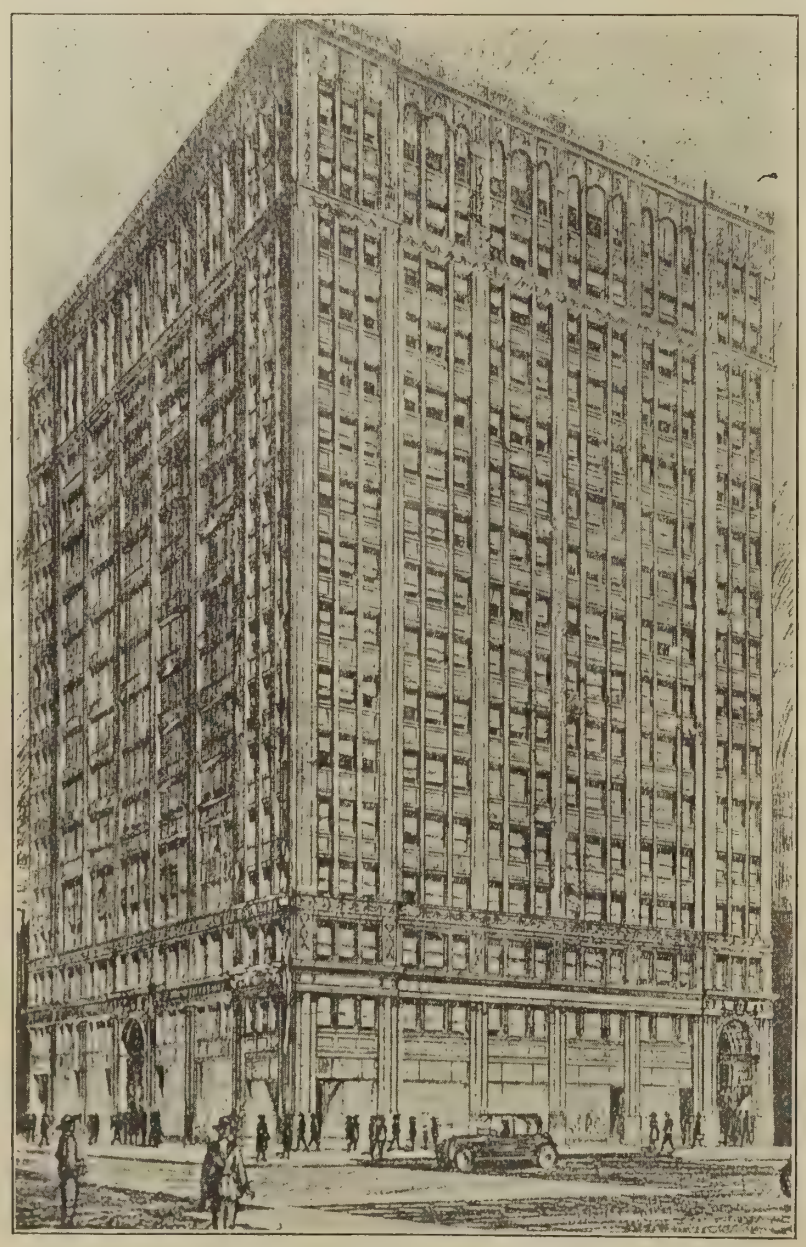
Afternoon Session Monday

The delay in the return of the delegates and guests from the Country Club where the "alfresco lunch" was served by the Dallas Ad League, caused the afternoon meeting, which was scheduled for two o'clock to be postponed until four.

Owing to the non-appearance of one or two of the speakers scheduled to make addresses, the first part of the session was turned over to Herbert S. Houston, chairman of the Educational Committee, who called upon a number of speakers from different parts of the country, to tell what had been done in their respec-

(*Continued on page* 180

HOUSTON'S BIG BUSINESS



New Cotton Exchange and Board of Trade Building of Houston.



V. A. CORRIGAN

The events of ten years have entirely changed the whole order of things.

In one decade, we have gone ahead one hundred years.

We are at the threshold of a new epoch which is fast developing a new and still more wonderful America.

The mind of America is bent on two things:

(a) Industrial, political and edutional progress, and—

(b) Instinctive movement toward the milder, happier southern clime.

With its unexampled seaport facilities, its irrepressible youth, its mighty will and its unbounded enthusiasm,—

Houston will some day rank among the greatest of world capitals:—

We'll tell the world!

V. A. Corrigan
President

V. A. CORRIGAN COMPANY HOUSTON WATCH COMPANY

Houston's most modest booster.

WELCOME!

On to Houston in 1925

As Houston's leading transportation system, we help to voice the word of Houston. We assure you that your visit will be coupled with useful experience, widespread interest and happy recollections. Houston has given its word to try and make your visit here a memorable one. Frankly, we want you to come.

Your visit will afford you an opportunity of studying the part played by the Houston Street Railway System in the daily life of its people and the expansion of its territory.

You will be greeted by street car men who are devoted to the service of their fellow men whether they be homefolk or travelers from afar.

We are looking forward to next year's convention of the Associated Advertising Clubs of the World meeting in Houston.

WELCOME!

HOUSTON ELECTRIC COMPANY

W. E. Wood, Manager.

AND DON'T OVERLOOK EL PASO, WHERE SAXON MEETS LATIN FACE TO FACE

By B. C. SIMMONS
Business Manager, El Paso Times

THE *El Paso Times* tenders a cordial invitation to delegates and visitors to the 1925 convention of the Advertising Clubs of the World at Houston to make the side trip to El Paso. The trip is neither long nor arduous—just across the state in a solid Pullman train on one of the best-built and best-equipped railroads in the United States. Enroute the scenery is magnificent, through fertile valleys and rich farm lands, abloom with cotton and the varied crops of a vast empire, over plains where are raised sleek cattle, past towering mountains and over gorges and rushing rivers spanned by bridges and viaducts that are in themselves monuments of the engineering skill of a nation.

At the journey's end is El Paso, heralded as the climatic capital of the world and the habitat of true western hospitality.

El Paso truly is a wonder city, unique among the important communities of this country. It offers the combination of a thriving, hustling, American city with the dreamy, luxurious atmosphere of old Spain where time means nothing and comfort and ease everything. El Paso truly is the meeting place of the Anglo-Saxon and Latin civilizations in the Western hemisphere. Here strive side by side and live together in peace and amity the descendants of the hardy pioneers who first settled New England, Virginia and the Atlantic seaboard and the descendants of the *conquistadores*, those gallant warriors who planted the banner of Spain over a domain considerably more extensive than the continent of Europe.

Commercially El Paso is the trade center and supply point of a territory probably larger than that of any city in the United States. Nor is this importance accidental or due entirely to the enterprise of the founders of the border city.

Rather is it due in large measure to the good judgment of the founders who began their city building and planning close to a convenient mountain pass in the rugged Rockies—the only practical route over which east and westbound traffic could pass without hundreds of miles of detour. With this strategic location, El Paso's growth and pre-eminence in its territory was inevitable, hence today the city is the commercial capital of the States of Arizona and New Mexico and the Mexican state of Chihuahua, as well as a section of Texas larger than most of the States of the Union. Cattle barons and the wool growers make El Paso their headquarters; miners and mining companies of a dozen rich districts ship their wealth-bearing ores to El Paso to be treated at the largest custom smelter in the world; from the virgin forests of Chihuahua and New Mexico come a constant stream of the finest pine to be passed on to the markets of the world, and from El Paso's wholesale and jobbing houses of every kind and character are shipped daily the groceries, the clothing, the hardware, the shoes, the machinery and the supplies needed by the inhatitants of its trade territory. Truly it a field to interest advertising men whether on business or pleasure bent. And it is extremely easy of access.

El Paso may be reached over five important American railway lines and over two from Mexico.

A few minutes from the heart of El Paso, six cents by street car, is Juarez, typical Mexican city three centuries in the making. Here may be found things interesting and delicious, quaint and curious, some of them forbidden by American laws, but perfectly proper once the Rio Grande is crossed. Here may be seen the bull fight in all its ancient glory.



EL PASO, TEXAS

Step across the International Bridge that traverses the Rio Grande and you leave the United States for the erstwhile turbulent Mexican State of Chihuahua. Peace now rules in Mexico and prosperity has never even thought of leaving El Paso, as might be guessed from the above photograph. Business, it is evident, prefers parks to man-made canyons as an environment for the daily work.

Here are churches that were holding services on that bleak day in December, 1620, the pilgrims landed at Plymouth Rock. And there are other things worth while.

If you are coming to El Paso bring your summer clothes. The days are warm and bright—you will need neither umbrella nor rain coat. If you find the days too warm, you don't have to worry. Just hop on a train and for a few hours' ride and a few dollars' fare you will find yourself in a land where steam heat and overcoats are comfortable on summer nights. You may even enjoy the novelty of snowballing in July or August—all varieties of climate, from the torrid to the frigid, are on tap. You have but to ascend or descend the side of a mountain —and you may do your ascending or descending in comfort, either by automobile or by train.

As we said in the beginning, you are invited to come to El Paso. Come and be shown.

Valuable to Journalism Students

May 6, 1924.

To EDITOR & PUBLISHER: I want to express my appreciation of the value of the EDITOR & PUBLISHER in our work in the School of Journalism. This year we have found it especially helpful. It has kept us in touch with the journalism centers from which geographically we are so remote and in that way has been of great service.

A. L. STONE,
Dean, Department of Journalism,
University of Montana.

"The Cup of Southern Hospitality"

THE Cup of Southern Hospitality" will be full to overflowing when the 1925 Convention of the Advertising Clubs of the World brings old friends again together in Houston.

DUNCAN COFFEE CO.
Makers of
Admiration Coffee
"The Cup of Southern Hospitality"
HOUSTON, TEX.



THE TEXAS COMPANY BUILDING
General Home and Office Headquarters of
THE TEXAS COMPANY

!!

On-to-

HOUSTON—

Next !!

The
ASSOCIATED ADVERTISING CLUBS *of the* WORLD

Are cordially invited to hold their 1925 Convention in Houston, Texas

WE hope that the proposal will become a fact—and should this Convention be held in Houston, The Texas Company desires to issue a very cordial invitation to all the members to visit their general home office and headquarters.

THE TEXAS COMPANY

Texaco Petroleum Products

NEW YORK HOUSTON CHICAGO

OFFICES IN PRINCIPAL CITIES

"REMEMBER THE ALAMO"—CRY WHICH FREED TEXAS

"REMEMBER the Alamo!"

It was this stirring cry from the lips of thousands of Texas plainsmen which rallied every fighting man in that great Southwestern territory to the task of throwing off the yoke of Mexican sovereignty.

For in the struggle by Texas for independence the most sanguinary and heroic conflict of the border warfare took place at the Alamo—a conflict which for years was familiar to Americans as the Thermopylae of Texas.

The story of the battle is a classic of American history.

Fort Alamo was a structure in San Antonio, erected for a mission building in 1744. It was used for religious purposes until 1793, when, on account of the thickness of its walls it was converted into a fort.

The fort was about an acre in extent, oblong, and surrounded by a wall 8 or 10 feet in height and about 3 feet thick.

A body of Texans under the command of Col. William Barrett Davis retired into the fort early in 1836, after dismantling of San Antonio by Sam Houston.

General Santa Anna, at the head of the Mexican army, marching rapidly, entered San Antonio, Feb. 23, and concentrated his attack upon the handful of Americans in the Alamo. They numbered but 140 men; while under the Mexican general were troops numbering 4,000.

After taking possession of the town, the Mexicans erected batteries on both sides of the river, and for 24 hours bombarded the fort. During this attack, which was gigantic for those days, but would pale to insignificance before the barrages laid down in the World War. 200 shells were fired into the structure without injuring a man. The attacking forces made several vigorous assaults upon the Alamo, but were repulsed with considerable losses by the brave defenders.

The commander of the beleagured garrison sent many messengers to San Felipe for assistance, but only a handful of reinforcements succeeded in reaching the fort.

As the siege progressed the provisions ran short, and the defenders of the Alamo, worn down by their labors and broken in health, although not in spirits, were becoming hourly less able to hold their posts.

On March 6, a combined attack was made by the entire force of besiegers. Twice they assaulted the posts, and were as often driven back with heavy losses by the Texan troops.

A third time the Mexican ranks surged forward. This time the weakened garrison could not stave them off. Breaking through the gates they entered the Alamo, where a hand to hand struggle took place. So bitter was the struggle, that only six of the heroic band of defenders remained. Among that number was Davy Crockett, who, with the others, under promise of Mexican protection, surrendered.

When taken before Santa Anna, however, this promise was broken, and upon his command they were cut to pieces. Crockett was stabbed with a dozen swords. Other barbarities were committed, such as collecting the bodies of the slain in the center of the Alamo, and, after horribly mutilating the remains, burning them.

Only three persons, a woman, a child and a servant, were spared.

"Remember the Alamo" was the cry taken up all over Texas. The massacre fired the hearts of the plainsmen, and a few weeks later Santa Anna was routed with immense losses, and he himself captured in the battle of San Jacinto.

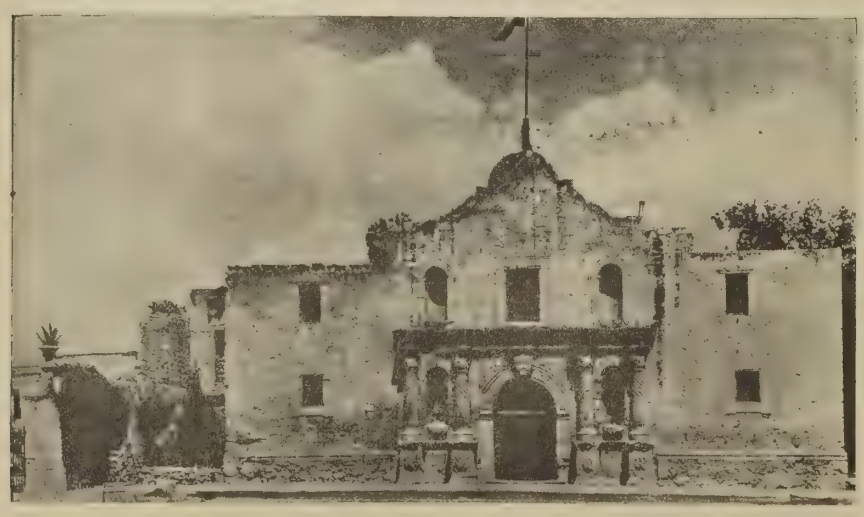
It is estimated that during the siege of the Alamo the Mexicans' losses in killed and wounded aggregated more than 1,600 men.

For many years Texans needed nothing but the recollection of the massacre at the Alamo to be roused to deeds of valor, and today its heroic defense by that handful of frontiersmen stands as one of the brightest spots in Texas history.

Texas is the proud possessor of many architectural survivals of the Mexican era. One of the most interesting is the San Jose Mission, the ruins of which, with the Spanish-influence lines are still intact, and a photograph of which is reproduced on this page.



San Jose Mission, classic ruins, located at San Antonio, Texas.



The Alamo—Symbol of the Fight Texas made for liberty 90 years ago.

Come to Houston 1925

GAS SERVICE KEEPS PACE WITH HOUSTON

Two million dollars worth of improvements during the next three years is the plan of the Houston Gas & Fuel Company, to keep pace with the growth of the city. According to the records of the company, the number of customers using gas has more than doubled in the past ten years, and there are now more than 26,000 meters in service about the city.

Nearly three hundred miles of gas mains are required to distribute Houston's daily gas demands. To manufacture this tremendous amount of gas requires over 4,000,000 gallons of gas oil and 25,000 tons of coke per year. This is manufactured in a modern plant with up-to-date units, equipped with automatic control, waste heat boilers, etc.

One, and perhaps two, 1,000,000 cubic foot capacity holders are included in the building program for this year. Large feeder and pumping lines will be extended to these holders, in addition to extensive improvements to be made in the plant itself.

There are few cities in the entire United States that are served with manufactured gas where the rate is as low as the one Houston enjoys, and Houston actually has a lower rate than any city in the South, which uses manufactured gas.

IF IT'S DONE WITH HEAT, YOU CAN DO IT BETTER WITH GAS

Come to Houston

Houston Gas & Fuel Company

HOUSTON, TEXAS

Come to Texas

The Fort Worth Record invites your attention to this state of more than 5,000,000 people and a vast territory of happy, home-owning citizens—a commonwealth that is growing faster than any other section of the United States.

Fort Worth sits in the center of 2,000,000 of this population—2,000,000 folks with money to invest and spend. This is the Fort Worth trade territory—a great and prosperous territory served by the Fort Worth Record.

Today the Record is Texas' fastest growing newspaper. An A. B. C. Publisher's statement of March 31, 1924, indicates this fact. For the period of twelve months ending March 31 the percentage increase shows

Daily Record - - - -	26% Increase
Sunday Record - - -	66% Increase

The Record is essentially a "HOME NEWSPAPER" with 75% of its circulation delivered into the homes by carriers. It is a Hearst newspaper sparkling with all of the famous Hearst news and feature services.

Let the Record serve you. Use the Record. Grow with the Record and prosper with the Record.

Fort Worth Record

Texas' Fastest Growing Newspaper

A ROYAL WELCOME

(*Continued from page* 174)

tive localities during the past year in educational work.

From the addresses made it appeared that there had been unusual activity among many of the Clubs in bringing to the attention of the merchants and manufacturers the value of advertising in its various forms.

The work accomplished in Des Moines had been particularly gratifying. The Club now has a membership of over 300, a majority of whom are business men, who are seekers after truth in advertising. A systematic course of instruction had been developed through the aid of which much valuable material had been brought to their attention. Great care was exercised by the officers in the selection of speakers and the topics of their addresses.

A shorthand report was taken of the speakers and later the members were given an opportunity to discuss them. Plans have been adopted for any extension of the work during the coming year along several new lines.

Toronto Club Active in Canada

The Toronto Ad Club has taken the lead in Canada in arousing public interest in the subject of advertising. Through its energetic work a number of new clubs have been organized during the past year. These clubs naturally turn to Toronto for advice and for assistance in obtaining competent speakers.

Members of the Club who are specially qualified and have visited these Clubs have delivered helpful addresses. The Club has established a Club magazine called "TAC-Talk"—two thousand copies of which are circulated among the business men not only of Toronto, but of the surrounding territory. The magazine contains helpful articles on advertising and reports the addresses that are delivered before the Club. They have been planting the seeds so well in Canada that a perceptible increase in the interest of business men in advertising has generally resulted.

Two things have been attempted—the betterment of advertising and the cleaning up of advertising, or rather the purification.

Work on the Pacific Coast

The reports from the Pacific Coast were to the effect that the Clubs of that section had been galvanized into new life through the adoption of intelligent educational plans. The Advertising Association of San Francisco, which was organized in 1906 has done splendid work in this direction. It has cooperated with Chambers of Commerce in various cities and has been instrumental in extending valuable aid to hundreds of merchants and manufacturers who have been groping in the dark in regard to advertising methods and the proper preparation of advertising literature.

One of the schemes that has worked well has been to invite to each session a manufacturer or a merchant to talk on some business phase that would prove of direct value to other merchants who attended.

The speeches, of course, on the subject of advertising were delivered by advertising men, so that if it were not possible for a man to receive distinct benefit from the talk on advertising, he would be able to get valuable aid or suggestion from the business end.

The Club at present is engaged in collecting data in regard to national advertising campaigns that are now being carried on on the Pacific Coast with a view of determining their business efficiency. R. C. Ayres, chairman of the committee who made this report said that it was the conviction of the members of his organization that much of the advertising was wasted because of a lack of knowledge of local conditions and the character of the people to whom the appeal was made.

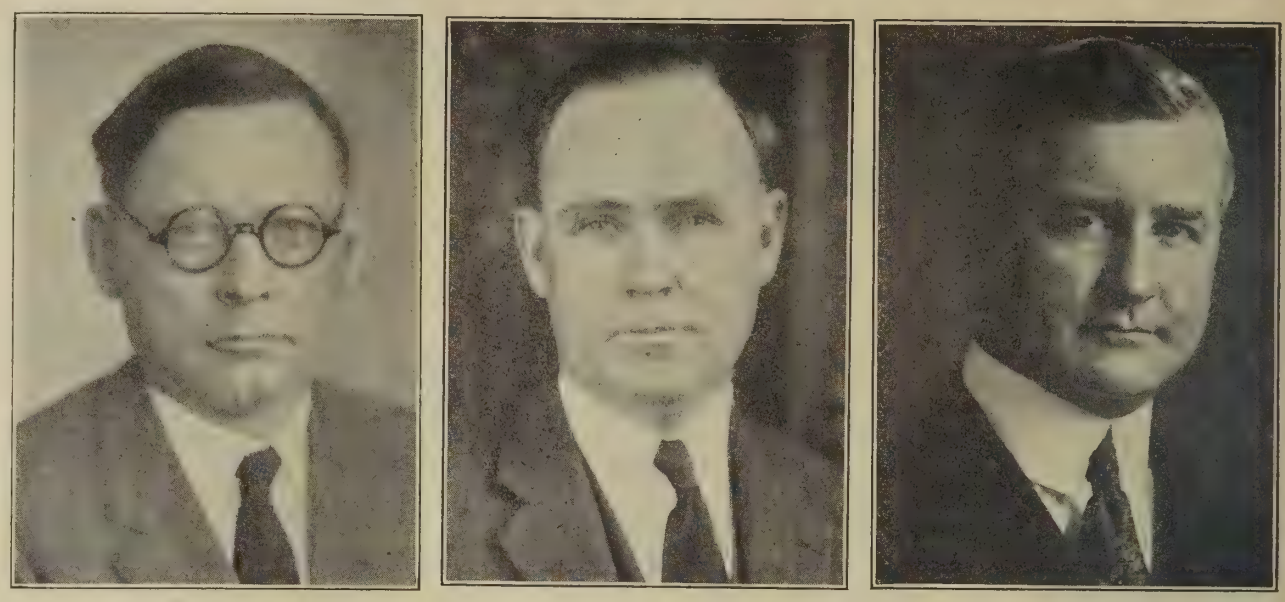
President Shay, of the Baltimore Advertising Club, made a rattling good speech on the work his own club is doing in the Monumental City.

Southern Merchants Awake

St. Elmo Massengale, of Atlanta, Ga., also spoke. He said that there was a general awakening in the south among merchants as to the possibilities of advertising, owing to the energetic work that had been done by the Advertising Clubs in Richmond, Raleigh, Birmingham, Atlanta and other southern cities. The indications were, though, that during the coming year a distinct advance would be made along all lines of publicity.

The report of the Vigilance Committee was made by H. D. Robbins, of New York. This Committee is composed of twenty-five advertising men of New York, identified with various lines of business, their object being the encouragement of honest advertising and the disapproval and expulsion from the ranks of all illegitimate advertising. Mr. Robbins stated that their meetings were perforce of a star chamber order, as such matters had to be handled with extreme delicacy, and that more comprehensive and effective work can be accomplished behind the scenes. Great stress was laid upon encouragement to be given the honest advertiser, and the work of this committee alone has, in no small way, already accomplished an immense amount of good in this direction.

THREE OF HOUSTON'S 1924 STANDARD-BEARERS



Jesse H. Jones, Ray Dudley and H. A. McCelvey, as they appear from left to right, have been leaders of Houston's so far highly successful campaign for next year's advertising convention.

DE LA SALLE



French Liner, Bearer of Houston's Delegation and their British Flag, to London, direct from Port Houston.

Cable Address: Evans — All Codes

Evans & Company

Cotton Exporters

1204 Cotton Exchange Bldg.

Houston, Texas

MEMBERS

Texas Cotton Association

Houston Cotton Exchange

New Orleans Cotton Exchange

ASSOCIATE MEMBERS

Liverpool Cotton Association



Come and See!

Houston—in 1925

HOUSTON holds as many surprises as a magician's box of tricks. You'd be inclined to take facts with the proverbial "grain of salt"—if we attempted to tell you about them. Seeing is always believing, though, so we ask you to "Come and see."

COME AND SEE the fastest growing city in the great Southwest; a city truly destined to be a second Chicago and a second Manchester combined.

COME AND SEE the great center of the **legitimate** Oil industry—liquid gold pouring out of the ground and eleven great refineries converting it into "gas" and "lube" and other products.

COME AND SEE the great Rice and Cotton and Cane fields and their related industries—a novelty and a revelation to those not of the South.

COME AND SEE the only city that ever matched dollars with Uncle Sam and dug a deep-water canal fifty miles inland, capable of accommodating the biggest ocean going vessels.

COME AND SEE the port from which over a million bales of cotton were shipped this season—making it the second largest cotton port in the world.

COME AND SEE the city where seventeen great railroads join the sea—forming a perfect country-wide, world-wide transportation system.

COME AND SEE the other splendid cities of Texas—Galveston, San Antonio, Dallas and Fort Worth—all of which can be seen on a "circle tour" on your way home.

TEXAS WILL BE a revelation to you—with Houston, probably, the greatest surprise of all!

Cast you vote for HOUSTON IN 1925
and these things will be revealed to you

Harris-Hahlo Company

Exclusive Outfitters to Women and Children

ALL RECORDS BROKEN

(*Continued from page* 154)

of the Golden Gate city. They distributed badges, ostrich plumes and souvenirs of various kinds. The delegation brought along a black bear and paraded with it about the streets.

BALTIMORE WORKED HARD

The Baltimore delegation, headed by E. J. Shay, president of the Baltimore Ad Club, worked hard all week trying to secure pledges for votes on the floor of the Convention for today. The Club's campaign included personal missionary work in the Hotel lobbies, in the Convention Hall and at the several luncheons that were given during the week. The Club brought from Baltimore an excellent band, which furnished music not only for the parades which took place several times a day but also played at the sessions of the Convention at the Opera House. The delegates, who are mostly young men, have become letter perfect in the rendering of appropriate songs, and sang whenever opportunity offered.

The Toronto delegates, clad in their Kilties, and often preceded in marching to and fro from the Convention Hall by two bagpipers, attracted much attention in the streets and in the Hotels. They were not as aggressive in their work as either San Francisco or Baltimore delegates but they never failed to make an impression whenever they presented their claims.

W. A. Lydiatt, president of the Toronto Club, would not allow any of his men to exaggerated the attractions of Canada or make any rash promises as to the entertainment that would be afforded in case Toronto should secure the convention of 1913.

It is not to be wondered at, therefore, that at the end of the week's campaign, the interest of the visitors and the delegates were stimulated to a high pitch.

SAN FRANCISCO WITHDREW

When the time had arrived when the determining of next year's convention city came up, everybody was on the qui vive. William Woodhead, of San Francisco, sprang a surprise upon the delegates when he announced that after consulting officers of the Association and after having talked with many of the delegates, San Francisco had concluded to withdraw from the contest on the ground that it might be for the best interest of the organization not to hold the Convention at such a distant point as San Francisco next year. As the Club had spent some $25,000 on its campaign, this act of the San Francisco Club was regarded by the Convention as an especially praiseworthy act.

The claims of Baltimore were presented by President E. J. Shay, and the nomination of Baltimore was seconded by C. F. Hershey. Mr. Shay's arguments for the monumental city have been so frequently presented in these columns that it is hardly necessary to enumerate them here. Mr. Shay promised the association that if they would come to Baltimore they would be given a taste of true Southern hospitality. He had in his possession agreements made and signed by the leading hotel proprietors of the city to the effect that they would not advance rates beyond present schedules. Dr. James A. MacDonald, of Toronto, was received with hearty applause when he came forward to present claims for Toronto. He made an eloquent speech and made a decidedly favorable impression on the delegates. At the conclusion of his remarks the Convention proceeded to vote on the question as to which city would be accorded the honor of entertaining the Advertising Convention next year.

The ballot in the end showed that Baltimore had received 565 votes and Toronto 407. Baltimore's victory was greeted with rounds of applause.

Dr. MacDonald made a motion that the selection of Baltimore would be unanimous, and the same was carried viva voce.

The Canadians took their defeat stoically, but undoubtedly they were greatly disappointed, as they had spent thousands of dollars upon their campaign.

At the close of the convention the delegates walked about the grounds and along the paths for the benefit of the moving-picture photographer. At six o'clock a cattelo barbecue was served in one of the large buildings on the fair grounds. Tomorrow the delegates will start on their trip of a thousand miles around the State of Texas.

MONDAY PROGRAM

(*Continued from page* 152)

Moines. "Even if you get no outside advantages the effect on your own home people, will be well worth the expenditure," said Mr. Wilson. "Live towns are the product of live men, and live men will not, cannot, grow in a community where the atmosphere does not tingle with enterprise." He showed that the movement creates enthusiasm without which nothing great will ever grow and prosper.

"Advertising a State," was the topic discussed by Henry Exall, President of the Texas Industrial Congress. Col. Exall is an ardent supporter of conservation, and explained in glowing terms that this was the most important factor to be reckoned with at the present time. "The fields cry aloud for protection the world over; therefore the most profitable advertising for any State is to call universal attention to the crucial necessity of conserving the soil." The speaker urged that we not forget that agriculture is the basis of our progress and that while advertising this progress and prosperity we have overlooked the fact that these would have been impossible, but for the fertility of the land.

While Grosvenor Daw, manager of the Southern Commercial Congress had for his subject, "Preparing to Advertise a Section," he outlined the work of his organization and combatted the popular delusion of commercial impracticability of the South and in advertising its possibility to the world. He said that the man who advertises, unless he is mentally deranged, must know his goods and, unless he be a knave, believe in them; that the man who reads advertising must have an open mind to be able to accept what he reads. He then went into a vivid description of the possibilities of the South and hoped for a great attention for investment in the Southern States.

During the meeting the New York delegation marched down the aisles of the Opera House, the leader bearing a large banner in which the words "New York Wants Nothing, But Is Willing to Do All She Can For the Good of Advertising." A band furnished lively airs and the delegation applauded loudly. A quartet from the St. Louis Ad Club and Percy Hollinshead, a tenor soloist, of the Toronto Club furnished the musical numbers for the evening.

INVESTIGATORS FINED

Portland B.B.B. Men Convicted of Annoying Bond Dealer

Kenneth W. Hood, who recently resigned as manager of the Better Business Bureau of the Portland (Ore.) Advertising Club to join the National Vigilance Committee, A. A. C. W., was arrested in Portland recently and convicted of annoying J. L. Etheridge, a bond dealer. With Hood was arrested Joseph Loeb, a business consultant. They were fined $100 each.

Hood and Loeb were accused of loitering around the Etheridge home. The bond dealer has had a stormy career in Portland and has been fought by the Better Business Bureau. Hood and Loeb had taken a picture of Etheridge and his secretary as they were leaving the Etheridge home. Etheridge succeeded in winging Loeb with a stick of wood and his secretary dashed back in the house for a revolver, after which they chased the two investigators down the street.

NEWS WOMEN ON PROGRAM

Take Part in Biennial Convention, Federation of Women's Clubs

Many prominent women newspaper writers took part in the press program of the biennial convention of the General Federation of Women's Clubs, which ended its sessions in Los Angeles, Cal., June 14.

Press day was held June 5, with a luncheon at the Biltmore Hotel. Among the speakers were Ida Clyde Clarke, editor of the Woman's News Service; Marjorie Shuler, associate editor of *Review of Reviews,* and special correspondent for the *Christian Science Monitor;* and Judith Waller, radio director and publicist of the *Chicago Daily News.*

Talks on journalism were given daily in the press exhibit room by California writers, including: Zilfa Escourt, *San Francisco Chronicle;* Ethel Whitmire, *San Francisco Examiner;* Myra Nye, *Los Angeles Times;* Hazel Dodd, *San Francisco Bulletin;* Ruth McClintoch, *Los Angeles Express;* Jean Louborough, *Los Angeles Examiner;* Gertrude Price, *Los Angeles Record;* Charlotte Walker, *Los Angeles Herald.*

Bastrop (Tex.) Advertiser Sold

S. W. McClure of Austin, Tex., has purchased the *Bastrop (Tex.) Advertiser,* second oldest paper in Texas, from R. A. Franklin, and has taken charge of its publication. Franklin has purchased the Holland (Tex.) Progress, and is moving to Holland to take over its operation.

New York to Nebraska in a Day

For the first time in history, copies of the *New York Times* dated June 15, were received in Columbus, Neb., the same day. Maj. William N. Hensley, Jr., and Lt. James Elliott in a United States army plane carried 6 copies of the Times with them in a flight from Mineola, L. I., to Nebraska. The copies were addressed to Mr. and Mrs. W. N. Hensley, Major Hensley's parents; Mayor J. S. Nichols; the editor of the *Columbus (Neb.) Telegram;* Gov. Charles W. Bryan at Lincoln, Neb.; Major James C. Dahlman; and the editor of the *Omaha (Neb.) World-Herald.*

$75,000 RAISED FOR SCHOOL

Move to Re-establish Robert E. Lee Journalism Memorial Gains

Dr. Henry Louis Smith, president of Washington and Lee University, announces $75,000 has been raised towards re-establishment of the Robert E. Lee Memorial School of Journalism as a part of the institution.

General Lee established the first school of journalism in America when he came to Washington College shortly after the close of the Civil War, it is claimed, but 8 years after his death, the poverty of the institution resulted in its discontinuance.

In 1921, the Southern Newspaper Publishers' Association assumed management of the campaign to re-establish the school.

David McKee Dies

David Ritchie McKee who died June 13, in Washington was for many years connected with the Washington bureau of the Associated Press, and its manager from 1882 to 1893. He became Washington correspondent of the *San Francisco Bulletin* in 1867 and contributed to that newspaper for 15 years. McKee was one of the founders of the Gridiron Club.

Excelsior Devotes Issue to N.E.A.

During the recent visit of National Editorial Association delegates to Mexico, the *Mexico City Excelsior* issued a special edition in English devoted to that organization.

HOWDY!
A. A. C. of W.

Come to see US in 1925

HOUSTON NEXT

ROCKWELL BROS. & CO.
LUMBERMEN
HOUSTON TEXAS

ANDERSON, CLAYTON & CO.

Cotton Merchants

Oklahoma City, Houston, Savannah, Atlanta
New Orleans, Los Angeles

Boston, Providence, Fall River, North Adams
Greensboro, N. C.

ANDERSON, CLAYTON & FLEMING

3 South William Street
New York, N. Y.

232 St. James Street
Montreal, Canada

55 Mann Building
Utica, N. Y.

In
Houston
1925

Second Cotton
Port in
AMERICA

Members:

New York Cotton Exchange
New Orleans Cotton Exchange
Texas Cotton Association

Associate Members:

Liverpool Cotton Association, Ltd.

Vote
for
Texas
Houston
Next
1925

BILLBOARD DRIVE DOES NOT SEEK TO ABOLISH OUTDOOR ADVERTISING

Entire Purpose of Campaign Is to "Save the Scenery" and Limit Signs to Commercial Locations—History of Movement Told

By ALBERT S. BARD

Counsel to the National Committee for Restriction of Outdoor Advertising

THE National Committee for Restriction of Outdoor Advertising is an outgrowth of work begun by a number of different organizations, among them the Federation of Women's Clubs, the Municipal Art Society of New York, the Garden Club of America, the Woman's Municipal League of New York, the Society of Landscape Architects, Sorosis and others. Among these special mention should be made of the Woman's Club of Glens Falls, New York. That club came to the conclusion that there was little or no use in further appeals to the outdoor advertising agencies that erect, maintain and rent out billboards, painted bulletins and sky-signs.

As a result the club determined to turn its attention to the national advertisers themselves, and to make a demonstration to them that their advertising is unpopular.

Accordingly, that club began, in 1923, to select certain advertisers and to concentrate protests upon certain advertisers. Through other women's clubs, especially through the Federation of Women's Clubs, it organized these appeals so that appeals began to go to selected national advertisers first by hundreds, and then by thousands.

At this point the advertisers began to sit up and take notice. Some of them even went so far to say that they thoroughly agreed with the women, and they admitted that national advertisers, the country over, were guilty of great abuses in both rural and urban districts, but especially in the former.

Meanwhile, other organizations, comprising both men and women, had signified their wish to co-operate with the women's clubs, and at this point, in the months of November and December, 1923, the "National Committee for Restriction of Outdoor Advertising," composed of both men and women, was formed to take over the special work thus started in the Glens Falls Woman's Club by Mrs. W. L. Lawton.

From the first the policy of Mrs. Lawton and her colleagues was limited both in its scope and method. It was decided that in general it would suffice to ask for a restriction of display advertising to commercial districts. The Committee's slogan became "Save our scenery. Confine signboards to commercial locations." In line with this slogan its policy became one of opposition to display advertising in rural locations. In addition, it opposed advertising in urban locations adjacent to fine public buildings, as, for example, the Public Library at Fifth avenue and 42nd street, New York, and also in locations adjacent to public parks, boulevards and in residential sections.

Certain of the advertising agencies, and even some advertising publications, have persistently misstated this limited purpose of the Committee. They have claimed and still claim that the Committee is seeking to bring about the abolition of outdoor advertising everywhere. But this is gratuitous perversion of the Committee's policy. The motive for such perversion is not far to seek. Yet, quite contrary to such misrepresentation, it is a fact that the Committee seeks the removal of display advertising from improper locations, and does not oppose re-erection in a commercial district where it will not seriously injure scenic or civic beauty.

Similarly, just as the Committee's policy is limited to a rather mild reformation of outdoor advertising policies, so its methods are limited. It did not and does not recommend boycott or blacklisting. The spirit of its campaign is dignified, courteous, kindly. It feels that when national advertisers appreciate the fact that their advertising is offensive to large numbers of people, they will begin to appreciate that they are wasting money on bad advertising, indeed, wasting good money on what is not advertising at all in the sense of making people desire to buy their products. It is perfectly true that increasing numbers of people will avoid the purchase of articles whose producers indulge themselves in offensive advertising. But that is their personal affair so far as this Committee is concerned.



MRS. W. L. LAWTON

The Committee feels that the main thing is to make the advertisers see that their advertising is disliked.

The organizations co-operating with the National Committee include the following:

American Civic Association.
National Highways Association.
Garden Club of America.
General Federation of Women's Clubs.
Adirondack Mountain Club.
American Scenic and Historic Preservation Society.
American Federation of Arts.
National Academy of Design.
National Society of Women Painters and Sculptors.
National Garden Association.
Society of Little Gardens.
American Society of Landscape Architects.
Massachusetts Civic League.
N. Y. State Association of Real Estate Boards.
N. Y. State Automobile Association.
N. Y. State League of Women Voters.
N. Y. State Home Bureau.
Federated Women's Clubs of New York, New Jersey, Wisconsin, Illinois, Pennsylvania, Texas, Florida, Massachusetts, Rhode Island, Virginia.
Society of Farm Women of Pennsylvania.
Citizens Union of New York City.
City Club of New York.
Fine Arts Federation of New York.
Municipal Art Society of New York.
Municipal Art League of Chicago.
New York Water Color Club.
League to Protect Riverside Park.
Sorosis.
Women's City Club of New York.
Federated Garden Clubs of Long Island.
Long Island Federation of Women's Clubs.
Halifax Country Garden Clubs, Florida.
Philadelphia Congress of Art (45 organizations).
Florida Development Board (State Chamber of Commerce).

As to the response from the advertisers: Every one of the companies listed below has expressed its approval of the policy of the National Committee. In some cases such approval has been the result of personal conference with the president or some other officer of the organization. In by far the larger number of cases the expression has come in response to letters.

Kelly-Springfield Tire Company.
B. F. Goodrich Rubber Company.
Hood Rubber Company.
Ajax Rubber Company.
Kirkman & Son (soap manufacturers).
Pillsbury Flour Mills Company.
Washburn Crosby Company (Gold Medal Flour).
Champion Spark Plug Company.
Ward Baking Company.
Dodge Brothers.
Fleischmann Company.
Gulf Refining Company.
Sun Oil Company.
Standard Oil Company of California.
Standard Oil Company of New York.
The Texas Company

The Committee's advice and suggestion to its friends is as follows: Whenever you find a signboard which is particularly objectionable, write to the president of the company whose advertisement is on the board and courteously state your objection, giving the exact location of the board and if possible, the name of the signboard company and number of the board.

A HOUSTON BOOSTER



George Cohen, owner of Foley Brothers, the largest department store in Houston, is a big booster and a big user of advertising, and a financial backer of the delegation to London. He does business under his own name in his other store at Galveston.

"Courtesy" from Editor's Angle

SACO, Me.,

TO EDITOR & PUBLISHER:—I read with interest in one of your recent issues, a letter from Jack Prince inquiring whether editorial courtesy had vanished.

I read with amusement Mr. Prince's statement that for the editors to comply with his request and be courteous (from his point of view) would only have "necessitated two minutes, two pennies for postage, and there would be some satisfaction."

To my way of thinking, the lapse of courtesy was on the part of Mr. Prince. He should not ask anyone to do him a favor in the way of writing him a letter on matters that interested him alone, unless he enclosed return postage.

And, his return postage should not consist of a stamp which has been abundantly "lapped" and stuck to his letter, but of a stamped and properly addressed envelope for the desired reply.

I own a very small paper, yet there is not a day but when from one to a dozen requests for information reach me. These range all the way from advertising agencies asking for a list of trade that would take a man a half day to compile, to inquiries as to where a man can get a job. I actually got one the other day from a chap who wanted to know if we had any data on an elephant that was killed 20 miles from here in 1816, which was some time before I was born. There was a special article scheme in the elephant story, of course.

Of these requests not more than one-third of the correspondents are courteous enough to enclose return postage. The result is that those that do not never are answered. Possibly that is what happened to Mr. Prince. I. F. FERRIS,
Editor, *Saco (Me.) News.*

Veteran Michigan Publisher Dies

George W. Baxter, 60, publisher of the *Saginaw (Mich.) Press,* a weekly, and previously publisher of a semi-weekly in Boyne City and daily newspapers in Kendallville, Ind., and Dowagiac, Mich., is dead at his home in Saginaw. He installed many of the early linotype machines in Michigan newspaper offices.

We heartily join all other Texas interests in inviting the Associated Advertising Clubs of the World to hold their 1925 convention in Houston. We believe such a convention will be highly profitable both to the cause of advertising and to the individuals who attend the convention.

Rogers-Gano Adv. Agency

Chicago HOUSTON Tulsa

Specialists in Mechanical Accounts Serving the Oil Industry

Let Your Vote at "London" Be "HOUSTON" for 1925



The BENDER HOTEL

WELCOMES the proposal to hold the Convention of the Associated Advertising Clubs of the World in Houston in 1925, and supports the invitation that will be extended by the representative of "The Houston Advertising Association" at the London Convention.

BENDER HOTEL — HOUSTON, TEXAS

TEXAS CENTENNIAL TO BE SOUTHWEST'S GREATEST EXPOSITION

Financial and Educational Campaign to Be Launched—Will Pick Site After Plans Are Complete—Governing Board of 100 at Work

INITIATED at the 10th district annual convention of the Associated Advertisnig Clubs of the World held at Corsicana, Tex., in November, 1923, the proposed Texas Centennial Celebration has developed in a most unprecedented manner. The preliminary survey, the first Austin meeting in January, 1924, when a temporary organization was effected with Cato Sells of Fort Worth as chairman and Lowry Martin of Corsicana, secretary, the state wide Centennial Celebration conference at Austin in February, when a definite program was adopted looking toward the accomplishment of this great enterprise, were each wonderfully successful gatherings of the most representative citizens of Texas.



LOWRY MARTIN

The idea of a Texas Centennial celebration originated at a convention of the 10th District, A. A. C. W., in an address by Theodore H. Price, editor of Commerce & Finance, New York.

At the February conference, it was unanimously and enthusiastically determined to proceed to bring about a celebration and exposition greater in magnitude and more attractive in performance than any other exposition in the Southwest. if not in the United States.

Chairman Sells, and Secretary Martin, who have been continually in charge of the activities have devoted themselves unceasingly to the most active and constructive work-out of each progressive step in laying a great foundation in compliance with the resolutions adopted at the Austin February conference. A complete governing board of 100 outstanding citizens of the state has now been chosen in such a democratic way as to insure the fullest confidence of the entire state and make certain such concerted and co-operative action as will arouse Texans as they have never been stirred since the historic and heroic days of the Alamo.

It is consensus of opinion that while many localities greatly desire to be selected for the location of the Centennial Celebration, it would be unwise to determine the place at present and that the time for its holding should not be fixed until the magnitude is determined, but that the immediate and all important present activities should be largely confined to an aggressive and most comprehensive educational campaign so complete and widespread as to bring dependable and actual knowledge of Texas history and its resources to every person in the state and at the same time to execute a financial plan to secure money for expense of operation during the period previous to acquiring congressional and state appropriations sufficiently large to justify the vision of its promoters and create an exposition that will successfully rival the world's greatest similar undertakings—a Centennial Celebration worthy of the great commonwealth of Texas and its 100 years of unparelleled achievements.

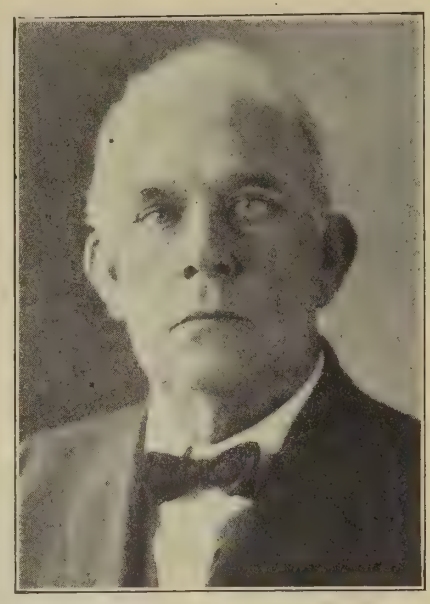
The next meeting of the Governing Board will be held on call of Chairman Sells, probably in October, when the two committees, one on permanent organization and the other on finance to be appointed by him, will make their reports.

The membership of the Governing Board of 100 follows: Mrs. Alex Adams, Kingsville; Warren P. Andrews, Dallas; A. A. Allison, Corsicana; Levi Baker, Goliad; W. S. Birdwell, Buda; Eugene H. Blout, Nacogdoches; W. R. Brents, Sherman; R. F. Burgess, El Paso; T. P. Buffington, Anderson; I. H. Burney, Ft. Worth; T. M. Carswell, Abilene; B. F. Cherry, Weatherford; C. G. Commegys, McKinney; W. V. Crawford, Waco; J. W. Crudginton, Amarillo; W. L. Dean, Huntsville; Kester Denman, Lufkin; J. S. Dickey, Henrietta; F. P. Dodge, Port Arthur; C. B. Dorchester, Sherman; P. L. Downs, Temple; Mrs Drought, San Antonio; Thom H. Etheridge Jr., San Antonio; Will H. Evens, Bonham; W. W. Evans, Sulpher Springs; Ben H. Faber, Columbus; J. G. Fernandez, Brownsville; Tom Finty, Jr., Dallas; Wm. M. Fly, Gonzales; Bruce Frazier, Electra; E. H. Gillett, Georgetown; Mrs. Cecil Gray, Coleman; Sam R. Greer, Pittsburg; J. V. Greer ,Canton; J. T. Harwood, Gonzales; W. T. Herrick, Waco; Milburn Hobson, Dallas; J. T. Holbrook, Galveston; Oscar F. Holcombe, Houston; J. K. Hughes, Mexia; Van Zandt Jarvis, Ft. Worth; J. M. Johnson, Giddings; Clifford B. Jones, Spur; Jesse H. Jones, Houston; W. R. Jones, Brownsville; Harold Kayton, San Antonio; Frank Kell, Wichita Falls; Geo. Kelly, Lufkin; John H. Kirby, Houston; R. J. Kleberg, Jr., Kingsville; H. L. Kokernot, Alpine; Sam C. Lackey, Cuero; Mrs. T. W. Lanier, El Paso; E. B. Larue, Athens; W. E. Lea, Orange; Louis Lepsitz, Dallas; Lowry Martin, Corsicana; Will H. Mayes, Austin; J. R. Mayhew, Waxahachie; A. M. McFadden, Victoria; Benton McMillin, Zavalla; A. S. Moss, Memphis; Joseph S. Myers, Austin; Miss Margie Neal, Carthage; C. M. Newman, El Paso; Joseph N. Nichols, Greenville; W. B. Patterson, Cisco; J. T. Pemberton, Ft. Worth; J. M. Penland, Waco; E. E. Plumley, Beaumont; P. B. Ralls, Rall; Burney Regan, San Marcos; Joe Reid, Franklin; Joe S. Rice, Houston; Harry H. Rogers, San Antonio; N. N. Rosenquest, Eastland; Gus Russek, Schulemberg; Mrs. G. R. Scott, Corpus Christi; John Sealy, Galveston; Cato Sells, Ft. Worth; Mrs. Clara Driscoll Sevier, Austin; Leon L. Shield, Coleman; Geo. H. Slater, Galveston; A. L. Smith, Hillsboro; Asher R. Smith, Laredo; Frank Soaps, Henderson; Sam Sparkes, Austin; W. C. Stephens, Bay City; A. C. Stuart, Texarkana; J. S. Stuart, Strawn; Chas. E. Terry, Clarksville; Cullen F. Thomas, Dallas; Ernest O. Thompson, Amarillo; Geo. W. Tyler, Belton; R. A. Underwood, Plainview; C. C. Walsh, San Angelo; Jacob F. Walters, Houston; W. A. Wroe, Austin; James Young, Kaufman.



Texas State Capitol, modelled after the National Capitol at Washington. Austin, the capital city, is named for one of the State's early heroes.

HELPS HOUSTON



Guy C. Harris has been a power in making Houston's 1925 call a force to be felt round the world.

Newspaper Service Station

May 26, 1924.

TO EDITOR & PUBLISHER:—Several weeks ago, you were kind enough to send us a copy of your telegram to the *New Orleans Times-Picayune* in answer to their request that you advise them the name of the best Company providing Insurance Service to newspapers as a means of increasing their net paid circulation. You will remember that you wired them the name of Hickey-Mitchell Company and gave them our address. You will be interested in knowing, therefore, I am sure, that since that date, we have concluded a contract with that newspaper and value the connection highly.

We desire to again thank you for the fine co-operation given us.

HICKEY-MITCHELL CO.,
O. H. MITCHELL.

WELCOME

ON TO HOUSTON IN 1925

We look forward to next year's Convention of the Associated Advertising Clubs of the World being held in Houston next

HOTEL BRAZOS

HOWARD D. HUDSON, Managing-Director

HOUSTON, TEXAS

DALLAS

The Biggest Market in the Biggest State, is glad to join in extending a most cordial invitation to The Associated Advertising Clubs of the World to meet in Houston in 1925.

DALLAS

is the Bull's-eye of the Great Southwestern Market. It leads as a financial, educational, wholesale, industrial and retail metropolis of a section empirical in extent, wealth and continuing development.

SHOOT THE BULL'S-EYE

out of the Dallas market with true-aim copy placed in

THE DALLAS DISPATCH

Concentrated Circulation

Member Audit Bureau of Circulations

ALLIED NEWSPAPERS, Inc.

New York: 52 Vanderbilt Avenue Chicago: Wrigley Building

Cleveland Cincinnati San Francisco

SELLING PROFITS INSTEAD OF SPACE MAKES ADVERTISERS "STAY SOLD"

Some Dailies Offer Nothing But Free Service, Others White Space Only, Fisk Declares—Should Aim to Make Every Ad Produce

By JAMES W. FISK

Merchandising Counsel, Milwaukee Journal

SERVICE is a much abused term. In many lines it has meant extravagant expenditure that had made great inroads into profits. Years ago in retailing, John Wanamaker originated the plan of giving patrons something more than just merchandise. At its inception, the idea was so unusual that it attracted wide spread attention and incited emulation by stores all over the country. Originally based on the needs of satisfactory merchandising such as free delivery, and adjustment of complaints, it grew through competition to comprise many forms of service such as, rest rooms, travel bureau, postal stations, theatre ticket offices, and so on. In fact, it led retailers into doing many things for which they were not especially well prepared and which in the main were more expensive than their productiveness justified.

The present tendency among modern merchandisers is to reduce non-essential service to a minimum. Features being retained are carried on only because of the standards set by competition. Progressive managers in increasing numbers are reaching the decision that the most profitable form of service is that which enables a customer to secure the greatest degree of satisfaction from the merchandise purchased. In the main, this form of service has to do with intelligent advice as to the uses of the article in question, so that the maximum degree of satisfaction may result.

In the newspaper field I have encountered two types of management. On the one hand we find a newspaper which gives free art work, free cuts, and "Does everything an advertiser asks him to do, and without charge." Naturally, this policy has meant a big increase in the selling expense of this advertising. On the other hand, I have met executives who felt that a newspaper had but two things to sell—circulation and white space—and that all things additional were an extra expense which should be eliminated as soon as conditions made such a change possible. Usually the newspaper of lesser importance offers maximum service in the way in which the term is most often interpreted. This condition may obtain because the paper in question has neither the requisite circulation or prestige to make its space worth the price asked. In any event, probably neither extreme is justified.

The newspaper which gives every kind of service free, often gives nothing but the service and the advertiser forgetting the gift is disgruntled because his advertising does not produce results. No amount of such service can make a poor advertising medium good. The fact that cuts are free does not increase the pulling power of the paper. However, the publication which merely accepts the advertiser's money for a certain amount of space to reach a given number of people, dodges an obligation inferred if not expressed in a belief that the advertising will get desired results. More than half of the readers of the newspaper I am associated with mentioned in a recent survey, advertising as one of the 3 things they read first, yet it seems axiomatic that only a portion of any paper's clientele read all of the advertising. Whatever may be done to assist the retailer in presenting advertising that will secure more readers and greater tangible results is a profitable form of service.

We, of the newspaper fraternity are continually impressing upon national advertisers, the necessity for local advertising in order that they assist their dealers in selling. In spite of this fact, a few newspapers may still feel that their responsibility ends with the sale of space.

Newspaper space alone, represents an expenditure to the advertiser, and the first step in rendering real practical service in connection with its sale is to see that this space is filled with productive copy properly laid out and well illustrated. For this purpose each solicitor handling a classification should be trained in writing advertising. He may have the advantage of knowing the line intimately from a merchandising standpoint, but often lacks the ability to put his ideas into tangible form in advertising copy, or to intelligently advise copy service men. He may not understand type faces, principles of balance, the placing of illustrations, the use of rules or price figures. The mechanics of advertising composition may be a closed book to him, and he may never have heard of putting punch in the headline, or splitting copy into "eyefulls."

The first principle then, is that a newspaper should offer good copy service to be provided by solicitors or a special department as conditions may justify. Ordinarily the assignment of copy men to handling many retail accounts means a considerable expense and only mediocre service because the copy man who writes on a variety of lines has not the intimate knowledge of merchandise nor the incentive of being responsible to either the newspaper or the advertiser for results.

An advertising salesman is often confronted by the questions "Does Advertising Pay?" and is justified in using every possible means to make every advertisement profitable to the man who spends the money. Hooking up the right kind of window display with retail advertising is but one means to the desired end. The consumer stepping into the store should find the advertised goods conveniently arranged and shown in such a way as to again reinforce the message of the newspaper and the windows. It is therefore essential that the salesman learn something of effective interior arrangement from the standpoint of selling merchandise, and also in his visits, after an advertisement has appeared, to note if explanatory cards and price tickets which will help in the selling process, are working to make his advertising produce business.

If the advertiser can be induced to use any other supplemental means which may reflect credit on the newspaper, the salesman is justified in making suggestions. Many retailers use store signs, slips for enclosing in packages, bulletins on delivery wagons, and other secondary media.

No one will disagree that continuity of advertising is essential to maximum success. If the solicitor can intelligently advise the retailer in the formation of advertising campaigns, or commit him to a continuous series of advertisements, he has greater possibilities of making a satisfied customer. For this purpose, a merchandising calendar is sometimes offered to advertisers, enabling them to visualize the needs of sales promotion for six months or one year in advance and to plan systematically and constructively to attain the desired end through advertising. The effect of this method is to assure a definite appropriation for advertising and to commit the advertiser to a plan requiring continuity of advertising appeal.

In fact the service a newspaper should give in selling retail advertising is service which will make such advertising profitable. Free cuts, do not increase the value of space, unless they are an improvement on cuts that the advertiser might obtain himself. Free copy, if of a mediocre type, may make future advertising selling even more difficult. In the main, advertisers are interested ir getting business and will place their advertising in the medium which produces desired results.

Those things which may be done in an advisory capacity to make more money for the advertiser should be comprised in the service offered by a newspaper. But such assistance must be based on a more or less extensive knowledge of the retailers' problems and of means for their solution. In effect, the advertising solicitor is in the employ of the advertiser, even though his salary may be paid by the newspaper. One of our most prominent department stores emphasizes to its employees, the fact that the customer is the boss. A genuine interest in the welfare of his retail accounts expressed in sufficient frequency of calls and the offering of practical suggestions on various phases of the retailers' business is certain to result in greater good will, more insertions, and increased lineage.

Newspapers should sell profits instead of space to the advertiser. Their responsibility extends beyond the signed order for the insertion of copy. If by rendering a helpful service as has been suggested, retailers can be made to want advertising because it pays, the newspaper will be in a much more stable position than if it has gained lineage by favoritism, expensive service, or high pressure salesmanship. Advertisers developed in this way stay sold.

Publisher Convicted of Perjury

Harry Pritchard, bankrupt publisher of the *Clinton (Ind.) Daily News,* convicted by a jury on a charge of perjury in connection with his insolvency hearing, was sentenced to an indeterminate term of from 2 to 21 years in prison and fined $50 and disfranchised for a period of 2 years by Judge W. C. Wait. Three Clinton men from whom Pritchard borrowed $1,000 and gave a mortgage on his oath that there were no other claims against the paper, were witnesses against him.

Wrecked Arkansas Paper Reissued

The old *Stuttgart (Ark.) Free Press,* renamed the *Leader,* which was wrecked by a mob last December, recently made its apeparance as the *Arkansas County Leader,* with F. L. Anderson, former proprietor of the *DeWitt Enterprise,* as owner and publisher. R. A. Barry who was editor of the old Free Press will remain with the Leader. The plant was purchased from R. H. and Clay Metsker.

Illinois Editor Indicted

Lon E. Martin, editor and business manager of the *Taylorville (Ill.) Courier,* is under Federal indictment alleging attempt to defraud the government in filing false affidavit of circulation and mailing papers to unpaid subscribers at second class postage instead of the one-cent postage. Martin's bond was fixed at $5,000, which he furnished. Martin declared the indictment the work of a jealous competitor.

Financial Editor Issues Thrift Book

Elwood Lloyd, financial editor of the *Los Angeles (Cal.) Evening Herald,* is author of a booklet published by his newspaper entitled "Your Dollars and Mine," a group of non-technical discussions, relative to thrift, finance and investments.

Portland B.B.B. Appoints Mount

Robert M. Mount, manager of the Better Business Bureau of Columbus, O., has been named as manager of the Better Business Bureau of the Portland (Ore.) Ad Club, succeeding Kenneth W. Hood, resigned.

Weekly Enters Daily Field

The San Mateo (Cal.) Times, the oldest weekly in San Mateo county, is henceforth to be issued as a daily. The editor and publisher is Horace W. Amphlett.



J. W. SANDERS K. E. WOMACK

Sanders & Co.

COTTON EXPORTERS

HOUSTON, TEXAS

J. H. CHEW W. J. SCHMITZ

Welcome

On to Houston In 1925

We look forward to next year's Convention of the Associated Advertising Clubs of the World being held in Houston next.

UNDER-ADVERTISING IS SHEER WASTE — D'ARCY

Former President A. A. C. W. Declares Niggardly Ad Policy Often Fatal to Meritorious Product While There Is Scarcely an Example of an Over-exploited Commodity

By WILLIAM C. D'ARCY
D'Arcy Advertising Company

WITH a full sense of the fiduciary relation he bears to his client, the advertising counsel who is worthy the name exercises a quasi trusteeship over the expenditures of his client. Though he has not the custody of the funds he is none the less in practical control of the size and manner, and entirely in responsibility for the results of the appropriation, if he possesses the entire confidence of his client.

It is a delicate and difficult matter always in good judgment and good conscience to advise or suggest the



W. C. D'Arcy

amount of the advertising appropriation. It would be less so if the advertising counsel or agency were not an interested party, using the phrase with its legal significance of pecuniary interest. A purely academic matter is shorn of interest and involves no responsibility or obligation except that of the integrity of mind and the respect which a man accords to his own mental operations.

It should be likewise with the professional judgments required for the determination of advertising problems—not to mention those larger problems of statesmanship and government which affect all humanity. But the advertising counsel who is genuinely conscientious and as honest with himself as he is with his client is in danger of "leaning backwards.'"

Honesty is a fairly common attribute. Almost as common as it is reliable. The greatest prosecutor of crooks which modern times has produced declared his opinion that 99 men out of one hundred are reliably honest . . . . so that honesty and conscience should not be allowed to occupy an undue or exaggerated proportion among the factors which enter into the consideration. Certainly a man's honesty should not defeat his mind—especially when there is no issue between them. Common everyday one hundred per cent honesty is good enough for the commonplaces of business, while oversensitiveness or squeamishness is a bad asset. Unless we can reasonably assume honesty in a man we want no relations of any sort with him. Advertising agents or counsel are of various kidney like the rest of mankind.

Bringing an absolutely honest mind, or clear conception, to the matter of how much to spend on a given objective, the expert advertising professional knows that there are two kinds of waste—that of over-advertising and that of under-advertising. Of the to, under-advertising is SHEER waste; and it is high time that the better brains of advertising had the courage to proclaim it.

It is hard to put your finger on an instance of over-advertising of a worthy product. We have seen millions thrown away on ill-advised experiments, but who has seen a good thing overdone on a sound basis of merchandising?

But who has not seen niggardly policy let great advertising opportunity go by default—a worthy article potentially successful go down to failure not because it was not advertised, not because the quality of the advertising was to blame, not because there was poverty in the treasury, but because there was a lack of judgment and of courage in the promoters, and the advertising stopped at a critical moment when a little more would have established a great value.

A few years ago one of the potentially greatest newspapers of modern times—possibly the best-edited paper in the United States from a critical standpoint—went into bankruptcy along with several other vast projects of a titan ambition overtaken by misfortune. Many noted publishers and experts in publication values were called to testify in the bankruptcy proceeding before a Federal court, as to the value of the newspaper. It was not quite on a self-supporting basis at the time it ceased publication, but was barely short of the line of bookkeeping which separates a deficit from a dividend. The testimony of the experts was unanimous on the point that had it been allowed to live 6 months longer, at its then rate of growth, its value would have run high into the millions. Its vitality and momentum of good will were enormous, but—its corpse was worth nothing under the hammer . . . . A good man dying today for want of nourishment may have a commercial value of only about $18, the material and chemical constituents of his flesh, blood and bone. But with him may perish qualities of success incalculable—if only they could survive until tomorrow's accounting.

To ferry the stream you must have a cable at least equal to its width.

Varying the metaphor—the short jump which does not quite clear the chasm means death.

To repeat, it is high time there was a higher professional courage to accompany the highest professional conscience of advertising. Perhaps it can be better expressed as the need of a higher and more matter-of-fact common sense. There is abundance of scientific skill or empirical expertness in what has long been accorded the honor of useful, nay vital, service. Advertising no longer goes cringing but holds its head up among the professions, and this, equally because of its high order of special technical skill abundantly demonstrated by conspicuous accomplishments, and because of the sound body of ethics which which has grown up about the practice of the profesion.

It has now only to acquire and demonstrate a pride that disdains and repudiates petty considerations. Let us think as well of ourselves as other men and the laiety in general affirm they think of us. Let us, as a body, reject and condemn the short-sighted haphazard under-advertising that is more worthy of buccaneers than of business men.

Engineers would not attempt to stretch a palpably short wire between two poles, not would they attempt to communicate from one side of the Atlantic to the other by means of a cable that reached half way. To "put advertising across," to use our American slang, let us measure the whole distance to the other side of Success and demand that the full means be available—rather than sink money in the ocean of failure.

Doctors, lawyers, architects, chemists, every other practitioner of high-developed special technique, are valued as greatly for their opinions, judgments and verdicts as for their expert execution of the agreed regimen, program or design. The fact of their possible self-interest is not of weight in their decisions. Nor is this true of advertising counsel or agents of the better class. The reputable and established advertising expert is not prospecting for fool's gold and he has the pride and self-respect besides the professional conscience and courage to turn the gambler away from his doors. Furthermore he has the integrity to tell his client what he must do and what he must spend to save him as well from the sheer waste of advertising too little, as to obtain the highest economy from his client's means and guard against the expenditure of a dollar too much.

SHIPS HOME

OFFICIALS of the A.A.C.W., announce the following boats, available for returning American delegates following the Wembley Convention:

Ship	Sails from	Arrives	Sailing date
Republic	Southampton	N. Y.	July 20
Lancastria	Southampton	N. Y.	July 22
George Washington	Southampton	N. Y.	July 23
Pres. Roosevelt	Southampton	N. Y.	July 25
America	Southampton	N. Y.	July 29
Andania	Southampton	Montreal	Aug. 1
Saturnia	Glasgow	Montreal	Aug. 1
Albania	Southampton	N. Y.	Aug. 2
Leviathan	Southampton	N. Y.	Aug. 5
Pres. Harding	Southampton	N. Y.	Aug. 7
George Washington	Southampton	N. Y.	Aug. 22

Todd Decorating Company

ORIGINATORS OF

Refined, Elaborate and Appropriate

Decorations and Illuminations

For Celebrations and Entertainments, Interior and Exterior

FLAGS, BUNTING, FLORAL *and* ELECTRICAL DISPLAYS
PORTABLE COURTS *of* HONOR

Float Builders
Automobile Decorations

Houston, Texas

Office and Factory - 412 Calhoune Ave.

Phone Hadley 8217

Dallas is for Houston

¶ We know Houston. We like the folks down there; so will you. You'll like their fine, fair spirit, their hospitality, the way they do things, the big things they do. You'll enjoy going to Houston for the Convention in Nineteen-Twenty-Five.

Vote for Houston

Dallas and Houston are neighbors—visit us, too, when you go to Houston

DALLAS ADVERTISING LEAGUE
DALLAS TEXAS U. S. A.

This space donated to the Dallas Advertising League by the Dallas Times Herald, "First in Texas"

HOUSTON–1925

We Join The
Advertising Association
of Houston

In extending an invitation
to the

Associated Advertising
Clubs of the World

To hold their 1925 Convention
in Houston Next

There is MORE POWER in
THAT GOOD GULF GASOLINE
AND SUPREME AUTO OIL

Look for the Sign
With the Orange Disc

GULF REFINING CO

HOUSTON, TEXAS



REALIZING the inspirational value to a community of the Annual Convention of the

A. A. C. *of* W.

We join the

Houston Advertising Association and the Southern Lumber Industry in a hearty invitation to meet in

Happy Houston 1925





KIRBY LUMBER CO.

HOUSTON, TEXAS

THIRTEEN SAW MILLS — 75,000,000 FEET IN PINE

SOUTHERN YELLOW PINE — SOUTHERN HARDWOOD

"All the World's A Stage"

LET'S MAKE IT ONE BIG STAGE OF INTERNATIONAL FRIENDSHIP FOR ALL TIME

Come to Houston

IRIS and TEXAN THEATRES

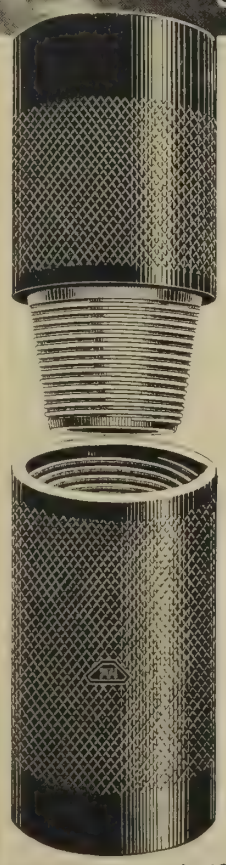
HOUSTON, TEXAS

1. General Office. 2. Engineers' Building and Drafting Rooms. 3. Chemical, Metallurgical and Physical Laboratory. 4. Main Machine Shop (50,000 sq. ft. floor space). 5. Shipping Depot. 6. Heat Treating Dept. 7. Electric Steel Foundry. 8. Employees' Dining Room. 9. Steel Storage Yard. 10. Employees' Garage and Lake. 11. Garage. 12. Receiving Dept. 13. Electrical Distributing Center. 14. Tennis Courts. 15. Spur Tracks. 16. Wash Rooms and Locker Rooms.



CALIFORNIA BRANCH
LOS ANGELES

The Hughes Tool Co. Plant & Products


ACME THREAD TOOL JOINT

The Hughes Tool Co.'s principal products are Hughes Simplex Rock Bits and Hughes Tool Joints, used throughout the world in drilling oil, gas, and water wells.

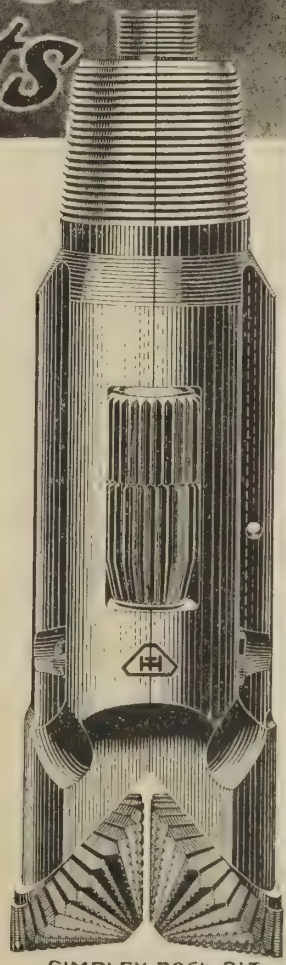
THE HUGHES TOOL COMPANY

joins the other industries
of Houston in urging the

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

To Hold Their 1925 Convention in HOUSTON

The Hughes Tool Co. organization will take pleasure in assisting any manufacturer represented at this convention in the solution of problems relative to the distribution in the Southwest, and in those foreign markets that can best be served through the port of Houston.


SIMPLEX ROCK BIT

California Branch
Los Angeles

HUGHES TOOL CO.

HOUSTON
TEXAS

HONESTY IN RETAIL STORE ADS GROWS MARVELOUSLY IN PAST 15 YEARS

"Cheap, Cheap" and "Something-For-Nothing" Appeals of New York Merchants Fade Before Higher Standards of Modern Advertising—Typography Improved

By HARRY R. DRUMMOND

SOMETHING—let us not quibble as to what—has wrought a marvelous change in retail newspaper advertising during the past 15 years, particularly in New York City.

Inasmuch as New York City advertising sets the standards followed in practically all other cities in the country, with the exception of Chicago, this improvement has taken place almost everywhere.

Not only has the typography improved immensely, but the appeal, the tone of the advertisements, the selling arguments, in fact everything shows almost equal progress toward honesty.

This is particularly pleasing to men engaged in advertising work as a means of making a living—and having a sense of decency and honor.

It is pleasing to note, too, that with the improvement of standards business has improved materially.

It may be that newspaper publishers have demanded this improvement—it may be that Advertising Clubs, Better Business Bureaus, Fair Play Leagues or individual efforts of advertising men have wrought this change.

It may be that merchants themselves have seen the error of their ways and reformed of their own free will and accord—it may be any of a dozen reasons, or a combination of reasons, but, whatever the reason is, the results are most gratifying.

It might be well to note, in passing, that there has been a decided change in the personnel of the big men in the big positions in many of the big stores, and many of the big men now in control have been recruited from walks of life entirely foreign to retail merchandising.

Perhaps they brought with them standards a few cuts above those of the old line storekeepers who became merchants—in name only.

With the infusion of the new blood, perhaps, the old timers remaining in business have been forced to raise their own standards of advertising.

While having no "salve" to pass along to the new ones, and tempering justice with mercy in referring to many of the old ones, it might be well to mention a few of the almost marvelous changes that have come about in tone and character of advertising in New York—just to prove the point.

Altman's advertising has not changed much. It is about as it was, and it is hoped that it will continue along the same lines for a long time, for, of all the advertising in New York, Altman's was, and still is about the cleanest, as well as the best.

Lord & Taylor's advertising has changed so much that it is hardly recognizable. Comparative prices have been eliminated, absolute lying has been abandoned, regular goods are now advertised, the "bargain" howl is merely a murmur, and is infrequent at that, and, all in all, it is as good in character as could be asked for. Typographically it is so good that many other stores have copied the Lord & Taylor style until it is no longer distinctive—but, inasmuch as Lord & Taylor swiped the style from Marshall Field & Co. of Chicago, there is no come back.

It may be, and probably is that Mr. Samuel Reyburn, who has been the head of the house for the past decade, and who is, or was, a banker, is responsible for the change which the old timers could not see.

It might be well to note that the old timers who could not see the handwriting on the wall were so "successful" that the bankers had to take the business over, and that the bankers have made it a success.

Macy's is another store that has changed around in advertising and much to its advantage.

Fifteen years ago Macy's chief and ONLY appeal was "CHEAP, CHEAP." Macy's at that time vied with Siegel Cooper & Co., in furnishing jokes for vaudeville artists. No more. The same old management is there, but Macy's advertising has taken on a cloak of respectability, of standards, and improved typographical appearance that is most pleasing—and the appeal is to a much higher class of trade.

Does it pay? Well, Macy's have just completed an addition to their store—an addition that is really an addition—and it was not paid for out of LOSSES.

Saks & Co. have changed their advertising materially, and for the better. It reflects a different kind of merchandising and a different kind of merchandise. It was good 15 years ago—it is much better now—and Saks & Co. are moving up on Fifth avenue, which is proof that such advertising pays.

McCreery's advertising is entirely different. The big change there is in its typography. There is another store where the old guard had to step down and out to make room for modern methods and bigger men—men recruited from outside of department stores.

One of the striking changes is the advertising of Brill Brothers.

Fifteen years ago Brill Brothers advertising was "whoop te doo" appeal to the bargain hunter, the come-on man, the something-for-nothing guy. It was crude, raw and rotten, and it built up a business that had to be "pulled in" for every purchase.

It has been improving for some time, and now it stands out as real decent, real believable.

Brill Brothers advertising has a terrible past to live down, but there is no alternative, for there is no use in returning to the old way—it is obsolete and would not pay any more.

Wanamaker's advertising was the talk of the country 15 years ago. It has changed less, perhaps, than the advertising of any other store in the city during that time, and today it is a throw back to the old days.

Fifteen years ago it set the pace—today it is just as good as it was then—but the standards have been raised so high since then that it hardly measures up to several other advertising campaigns now running.

Another store that has changed its advertising throughout is Hearn's. The change there is almost wholly typographical, and much for the better.

Many of the old timers have gone the way of all things. Most of the dear departed in departing have greatly benefited merchandising standards, and their passing has been a blessing.

We can harken back to The 14th Street Store, Seigel-Cooper's, Simpson-Crawford Company, O'Neil's, Adams, Le-Boutellier Brothers, and several others that, in "the good old days" thrived and waxed fat, but, eventually were found out by EVERYBODY, and had to stop.

Perhaps, when the Associated Advertising Clubs of the World convene in London something may be said about retail advertising. Perhaps it may be noted that there is a vast improvement. Perhaps it may be conceded, at least in the convention, that the improvement has been due to the good work of Vigilance Committees, or something fathered by advertising clubs, and the work may be given a boost and the workers a pat on the back—for they deserve it.



GEORGE MISTROT

Last year and this one of the prime movers in bringing Houston to the attention of the English-speaking world.

SAN ANTONIO RIVALS ENGLAND'S ANCIENT MONUMENTS



SAN FERNANDO CATHEDRAL AND NEW BANK

The bells of the old San Fernando Cathedral toll today as for the Spanish friars and fathers of 300 years ago, and their Angelus of today calls the clerks of the great bank building next door to their daily luncheon.

Pittsburgh Is The Fourth Largest Retail Market

Pittsburgh, Pennsylvania, U. S. A., has 588,193 population according to the official U. S. Government Census of 1920.

The Pittsburgh trading territory has a population of 3,000,000 and includes 350,000 wage earners whose combined wage is more than $1,000,000,000 a year.

Pittsburgh is one of the highest paid labor markets on earth. Pittsburgh is also the home of many millionaires and people of more than average wealth.

In 1923, ten Pittsburgh department stores reported gross sales of nearly $400,000,000.

In 1923, Pittsburgh bank clearings were $8,212,298,174.03.

The freight tonnage of the Pittsburgh district exceeds the volume for New York, London, Marseilles and Liverpool, the world's greatest maritime ports.

Pittsburgh produces 50% of crucible steel manufactured in the United States; 65% of the nation's glass, flint and window glass; 60% of its tin plate; 50% of its coke; 55% of its pipe and tubing; 50% of its steel cars; 45% of its steel rails; 36% of its steel; 30% of its pig iron; 25% of its bituminous coal.

Pittsburgh is the center of the richest mineral section of the United States.

The Pittsburgh Press

The Giant of the Newspaper World —and Still *Growing!*

There are three evening newspapers and two morning newspapers and three Sunday newspapers in Pittsburgh.

The Pittsburgh Press has the largest circulation and the greatest advertising volume.

Daily: more than 175,000 Sunday: more than 250,000

The Pittsburgh Press is published every evening of weekdays and on Sunday morning. Among Evening-and-Sunday papers, The Press is second in America.

The Pittsburgh Press is a Scripps-Howard newspaper, a member of the greatest newspaper group in the world today. The Press will be represented at the Advertising Convention by William H. Dodge, whose headquarters will be at the Savoy, London.

National Advertising Representatives

Allied Newspapers, Inc.

W. H. DODGE, President

52 Vanderbilt Avenue, New York — 5 North Wabash Avenue, Chicago

Cleveland - San Francisco - Cincinnati

Hearst Publications *in the* United States

The American Weekly—Biggest circulation in the world—Over 4,600,000.

New York Journal—Biggest evening circulation in the United States.

New York Sunday American—Biggest Sunday circulation in the United States.

Chicago Herald and Examiner—Biggest Sunday circulation in the United States except Hearst's *New York Sunday American.*

Chicago American—Biggest evening circulation in Chicago,—Selling at 3 cents 60,000 a day more than its nearest competitor at 2 cents.

Newspapers

New York American
New York Journal
Boston American
Boston Advertiser
Rochester Journal & Post Express
Syracuse Telegram
Washington Times
Washington Herald
Baltimore American
Baltimore News
Fort Worth Record
San Antonio Light
Atlanta Georgian
Chicago Herald and Examiner
Chicago American
Detroit Times
The Wisconsin News
San Francisco Examiner
San Francisco Call
Los Angeles Examiner
Los Angeles Herald
Seattle Post-Intelligencer
Oakland Post-Enquirer
The Albany Times-Union
The Milwaukee Sentinel

Magazines

Cosmopolitan Magazine
Harper's Bazar
Motor
International Studio
Hearst's Magazine
Good Housekeeping
Motor Boating
The Smart Set

News and Feature Services

International News Service, Inc.
Universal Service, Inc.
International Feature Service, Inc.
King Features Syndicate, Inc.
Newspaper Feature Service, Inc.
Premier Syndicate, Inc.
Star Adcraft Service, Inc.

Motion Pictures

Cosmopolitan Productions
The International News Reel

Weeklies

The American Weekly
Orchard and Farm

In Interview Hearst Speaks Plainly of Policies of His Organization

Has No Plan for Given Number of Papers—Buys When Others Want to Sell, If He Sees Success Ahead—"No Menacing Monopoly"—Public Benefits From Progressive Newspapers—World's Greatest Newspaper Proprietor Freely Discusses Many Vital Questions in Journalism

Copyright, 1924, by EDITOR & PUBLISHER

WILLIAM RANDOLPH HEARST, in an extraordinary interview exclusively granted to EDITOR AND PUBLISHER this week, clearly revealed his opinion and policy on vital questions in journalism.

Following his custom in recent years Mr. Hearst chose to prepare textual replies to a series of formal questions. EDITOR AND PUBLISHER prepared 15 questions, specifying that Mr. Hearst might feel free to disregard any one of them. He answered them all, dictating his replies to his secretary.

"Is it true that your intention is to possess one hundred newspapers in the United States?" was the first question asked.

Mr. Hearst said: "I have no intention to possess any given number of newspapers nor any plan to possess any more newspapers or to take on any more work or trouble.

"But occasionally somebody wants to get rid of a paper and tries to sell it to me, and if I think I can see a way to make it a success, I am very likely to take over the job and try out my program."

---

(2) *"Granted that you believe in your own editorial policies, still as a citizen do you believe that it is good public policy for one mortal man to possess the great power that is inherent in the control of so many newspapers?"*

Mr. Hearst said: "In the first place, I have not 'so many newspapers.' There are twenty-five hundred newspapers in the United States, and I have twenty-three newspapers. No very menacing monopoly in that proportion, I should say.

"In the second place there are ten times as many newspapers as I possess, owned by reactionary and predatory interests that endeavor to use them in their schemes to exploit the public.

"And, therefore, it is not only not dangerous but exceedingly beneficial from a public viewpoint to have a few groups of newspapers like the Scripps-Howard papers and mine, owned and operated in support of progressive policies, and to protect the public's property and privileges.

"In the third place, no newspaper has power for long if it misuse it—which is the saving situation in the possession of newspapers by public exploiters; and perhaps, too, with respect to any individuals or interests.

"We all know many cases where policies and nominees have failed of public approval although every newspaper in the community supported them, or have secured public approval although every newspaper opposed them.

"The American people are an independently thinking people.

"Newspapers do not form the opinion of the public; but if they are to be successful, they must express the opinion of the public."

---

(3) *"How is it possible for you or any man to delegate authority which will guarantee an administration of a newspaper in a distant city which will be fair and just to readers in local matters, concerning which you could not possibly have full information?"*

"The assumption that I cannot find able men in a community to conduct a newspaper as well as I would if I were on the ground is a piece of stupid conceit of which I am not guilty.



WILLIAM RANDOLPH HEARST

"I organize our papers with the best men available in a community and they consult me in general matters, but endeavor to carry out the desires of the community in all community matters.

"In addition I generally have a local advisory board of leading citizens to help the local publisher to obtain accurate information in regard to local requirements and sentiments.

"The whole purpose of our papers is to serve loyally the communities in which they are respectively published; and the papers are united into one large organization only to make that service more effective."

---

(4) *"When you buy a newspaper, what do you pay for? Mr. Munsey says he does not pay for circulation, but character."*

"I pay for opportunity. The character and circulation of a paper are what you make them. The opportunity is determined by the field and the relative excellence of the competing newspapers."

---

(5) *What must a newspaper yield, from its business and from its editorial departments, to meet your minimum requirements?*

"I have no minimum or maximum requirements. I expect a newspaper to make as much profit as is compatible with giving the public a good newspaper, and making subscribers and advertisers feel that they are getting a full return for their money in excellence and service.

"I spend a lot of money in making my newspapers. As a matter of fact I put back into the making of my newspapers over ninety percent of the money these newspapers take in from subscribers and advertisers. This I think I ought to do in order to give adequate service."

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(6) *"What is the capital value of a regular subscriber?"*

"I do not know. I do not think you can estimate the value of a satisfied subscriber merely in terms of money."

---

(7) *"How do you define the power of a newspaper which reaches from twenty-five to fifty percent of the population of a first-class American city, and to what extent have newspaper editors and advertisers exercised this power?"*

"The power of a newspaper depends not merely upon the number of its readers, but upon the confidence its readers repose in it. That confidence is earned by intelligent and unselfish service—by a long record of effort for the public good as the editor sees it.

"The power of a newspaper which has deserved and won the confidence of its readers is considerable; but the American people do not follow blindly the lead of any newspaper, even though they may entirely respect its motives."

---

(8) *"Is the political influence of the American press, in general, declining or increasing and why?"*

"I rather think that the influence of the American press is on the whole declining. This, I believe, is because so many newspapers are owned or influenced by reactionary interests and predatory corporations, and are used selfishly, to promote the welfare of these reactionary interests, rather than the welfare of the public.

"This tends to weaken the confidence of the public in all newspapers more or less.

"Furthermore there are other agencies of publicity which divide the field with the newspapers nowadays. There are the moving pictures and the radio for example."

---

(9) *"Are you interested in radio and what does it promise?"*

"I am very much interested in radio, but I do not know how much it promises for independent enterprise.

"It looks at present as if radio were likely to be controlled by a few large corporations and employed in great part for their propaganda.

"However, there may develop a great field for radio in connection with newspapers and news services."

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(10) *"Do you care to discuss the sale of stocks of newspaper corporations in the open market—and why do you sell bonds?"*

"I sold bonds because I wanted to borrow some money, and I preferred to borrow it from the public rather than from Wall Street."

---

(11) *"Is circulation the test of merit?"*

"To a degree circulation is a test of merit. If any manufactured article sold more and at a higher price than another similar article, you would naturally infer that the one which sold the greater amount at the higher price was the better—or at least that it pleased the public better; and that is the main standard of comparison."

---

(12) *"When are advertising rates too low?"*

"Advertising rates are too low when they give the advertiser a great profit and the newspaper little or no profit, as is often the case.

"Advertising rates are seldom too high, if an advertiser knows how to employ advantageously the publicity of a widely distributed and well established newspaper."

---

(13) *"Why do you give so much time to motion pictures?"*

"I give so much time to motion pictures because I think they are as important as publications as agencies of publicity, both for information and entertainment."

---

(14) *"Will we have five-cent newspapers in America, and why?"*

"I do not think there will be many five-cent papers unless the price of print paper materially increases."

---

(15) *"What are the correct proportions of the daily ration in percentages—news, advertising, opinion, entertainment?"*

"The correct proportions of news, advertising, opinion and entertainment are what every fellow has to figure out for himself with relation to the conditions which confront him.

"However, there is one thing sure, and that is that the news and the opinions, and to a certain extent the advertising, must all come under the head of entertainment to a reasonable degree or they will not be read.

"People do not read to be bored. They read to be interested, and unless we can make our material in every department interesting, it simply is not read; in which case we would be like the chap who winked at the girl in the dark—we would know what we are doing but the public would not."

Ready to Sail

THE COLUMBUS DISPATCH wishes bon voyage to all crossing the sea to join hands with Great Britain and other nations in conducting a great International Advertising Convention at London.

The spirit of this remarkable assemblage will be **better** and more **productive** advertising. This newspaper is proud to have its part in promoting all that is **best** in newspaper advertising.

Over 850,000 prosperous, responsible people reside in the eighteen Central Ohio counties in which this newspaper predominates. The Columbus Dispatch is

FIRST IN CIRCULATION

Dispatch daily average net paid circulation for May, 1924, was 98,136. Second newspaper's last statement claimed 74,555.

FIRST IN ADVERTISING

Total paid advertising lineage of Dispatch for the first five months of 1924 was 9,042,563 lines. Second newspaper printed but 4,406,353 lines. Third paper 3,134,849 lines.



The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

WORLD-TRADE ASPECT OF CONVENTION

(*Continued from page* 162)

—their manufacture having been supervised by the British government—that he offers them in bales at $87.50 for a bale containing 25 blankets, and the entire lot was sold because of their great advertising in daily newspapers in spite of the tariff.

There has always been, for instance, a Canadian tariff against American goods, with a view of having our United States manufacturers make provisions that our advertised products be made in Canada by Canadian labor, and even in the face of such conditions hundreds of United States manufacturers have been able to establish factories across the line and make and sell at a profit; and many other American industries have built up Canadian branches, paid the high duty, and have competed with Canadian made goods. As usual, however, the Canadian consumer pays increased prices because of such tariffs. The Canadian tariff is no different than the United States tariff on British goods; and British advertisers that are handicapped because of our tariff must plan to make their goods in the United States just as we do in Canada and just as Lever Brothers have done in this country. They are one of our most successful advertisers.

And speaking about Ford cars I see that there is some discussion about breaking down the British tariff barriers against American products which, if done, would let the Ford and other low priced cars into England, where I hope that it would do as much for the spread of true Democracy as it has done with us.

I don't want to make too much of a point of this, but an interesting brochure might be written on the social, industrial and even political influence of the Ford car in the United States. This vehicle, cheap enough and efficient enough so that even the day laborer may own and ride in one, has worked wonders for the uplift of the true Democratic spirit. It has enabled great masses of people to rent or own homes in the suburbs, instead of crowding into apartments or flats in town. The owning of an automobile—any sort of an automobile—has naturally increased the owner's self-respect; given him a broader outlook on life; caused him to demand and live upon a higher standard. Because Ford makes more than 3,000,000 Fords a year he sells a car that, if made by the thousands would cost more than $1,000, for $295, and this year he is spending more than $10,000,000 in advertising.

If then, by a lowering of the British tariff wall the Ford car invades Great Britain in vaster quantities, and at a better price than it has up to now, it is going to be curious to note what changes it brings about in the character of the English people. One of my guesses is that it will make for conservatism; that it will break down class lines which are already, I understand, crumbling a bit under a labor Government, and that it will increase the British standard of living just as it has done on this side of the water.

That there will be an increase in world-business, in world barter and trade and in world industry and advertising and sales, because of the impetus started by the International Convention of Associated Advertising Clubs of the World in London, I am absolutely confident. I do not think that all the advantages that result are to accrue to the United States; nor do I believe that the British Empire is to reap the largest part of the benefit. It seems to me that beginning right from the time of the Convention in July we Americans and Britishers will see that it is to our mutual interest to travel side by side in the friendly race for the world's trade, even in a better way than it has been possible for us to do in world affairs, and in doing so the business and advertising men of our two countries can help our statesmen to understand and co-operate better because of our friendly business and advertising interests. We shall compete with each other, it is true; just as we have done in the past, but it will be a competition in excellence, in honesty and in fair dealing from which the entire world will benefit.

Above all else, we will buy and sell to each other. You sell to us what you make best, and we will sell you where we have the advantage, and the London Convention will help this trade for our mutual good.

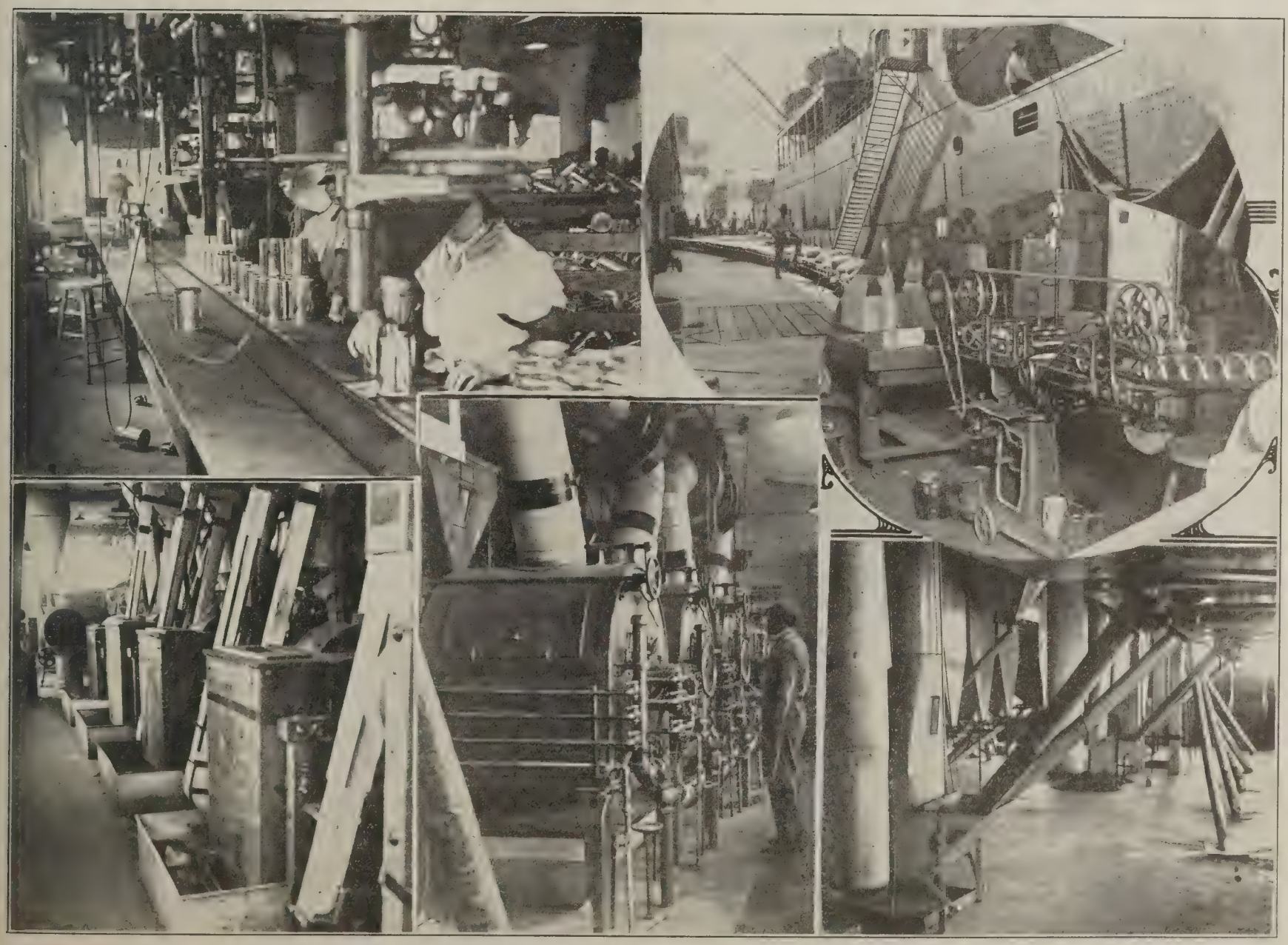
Whenever the British housewife buys a good American product the whole family has a more friendly feeling towards U. S. A. and likewise, when an American family buys British goods like Crosse & Blackwells, the whole family feels friendlier to Great Britain. And likewise, the advertisements during the past three years on your side and ours have been friendly messages of good-will and invitations to be more friendly.

I sincerely believe Great Britain has received at least a £1,000,000 of good-will advertising and news publicity because of the London 1924 Advertising Convention, and the sponsors and workers for that great project deserve honor and real recognition by the British Government.

The way Great Britain and the British Empire Exhibition can cash in on the good to be derived from such an Exhibition is to show it in this country—New York, Chicago, San Francisco, and in Toronto, Canada, after it has run its course in Great Britain.

There are men and organizations in this country who are ready and willing to handle an exhibition of this kind in a most satisfactory and successful way, and all it needs now is the sanction of the British Government to send those parts of the Exhibition to America in which Americans will be most interested.

FILLING THE BREAKFAST CUPS OF MULTITUDES

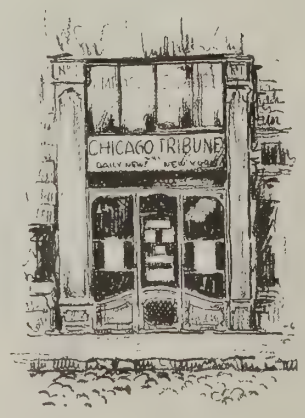


Ships that dock in Houston Harbor bring among their cargoes tons of green coffee beans, which are roasted and packed at one of the city's great factories for retail sale wherever advertising is known in America.

While in Europe read The Chicago Tribune every day

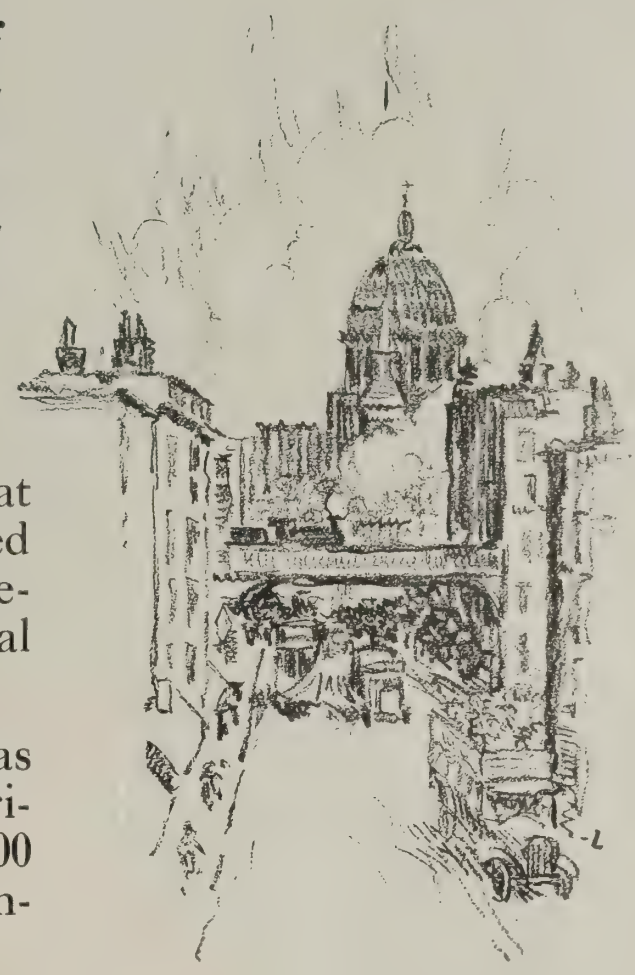
SEVEN days every week The Chicago Tribune publishes a European edition in Paris. It contains not only the news of Europe but also a cable report from The United States and Tribune cartoons and features.

In every important city of Europe, Northern Africa and Western Asia, and in hundreds of smaller centers visited by tourists, The European Edition of The Chicago Tribune is on sale. Your hotel porter or concierge can always secure The Tribune for you each morning or you can buy it at railway newsstands, kiosks, etc.



The European Edition is successor to The Army Edition which made its appearance July 4th, 1917, greeting the first American troop to march through France. The Army Edition was founded to sustain the morale of the A. E. F. The Chicago Tribune pledged all profits to army charities. At first it was run at a heavy loss but as the number of American soldiers in

A link with home news of politics, sports, finance and affairs for delegates to the Convention of the Associated Advertising Clubs of the World.



France increased the deficits diminished and at the time of the Armistice The Tribune presented to General Pershing a check for more than one-hundred thousand francs, representing the total net profits.

Since the Armistice this unique newspaper has been continued as a militant exponent of Americanism in Europe and as a service to the 100,000 Americans scattered in small colonies throughout the Old World.

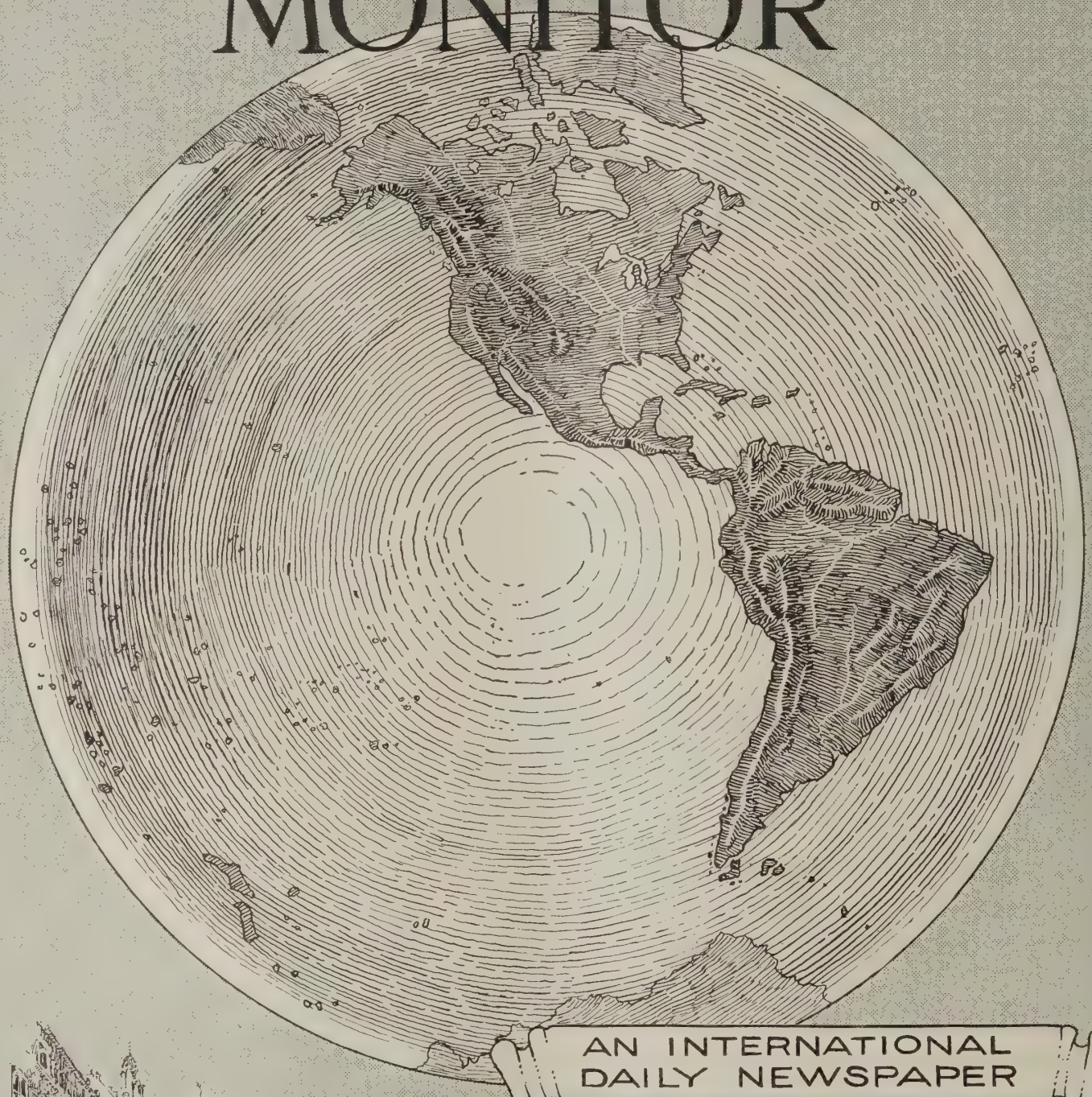
The European Edition maintains a Service Bureau for Americans at 1 Rue Scribe, opposite the Place de l' Opera, in Paris. Here you will find files of The Chicago Tribune and New York News, maps, shopping guides, travel information and a staff of American clerks able to render practical service along many lines. You are also welcome at the other offices of The Chicago Tribune, 138 Fleet Street, E. C. 4, London, Phone Central 8270; Hotel Excelsior, Rome; 1 Unter den Linden, Berlin; 7 Promenade des Anglais, Nice.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

London	Rome	Berlin	Nice
138 Fleet St.	Hotel Excelsior	1 Unter den Linden	7 Prom. des Anglais

THE CHRISTIAN SCIENCE MONITOR



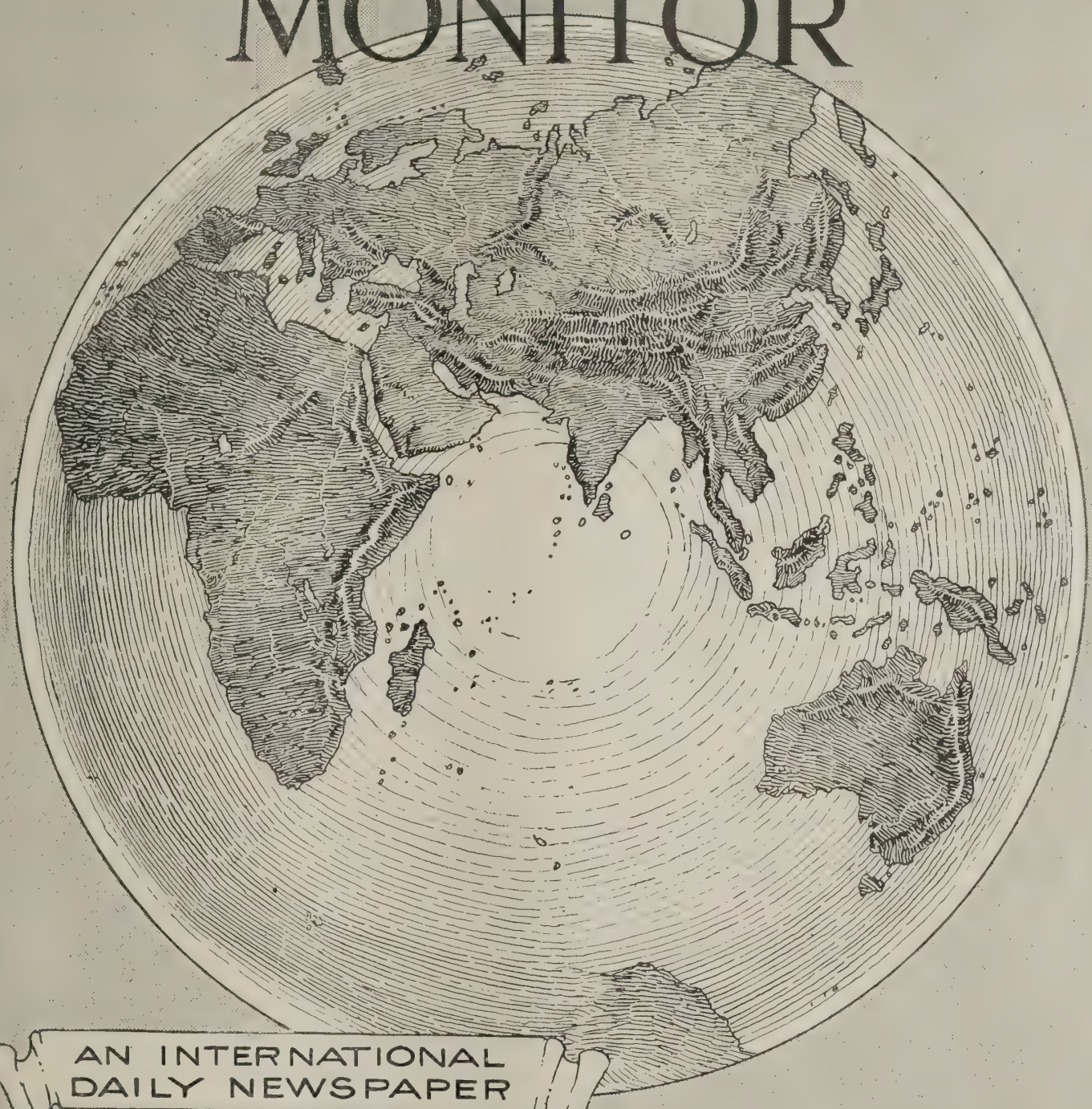
AN INTERNATIONAL DAILY NEWSPAPER



You are invited when in London to call at the London Bureau and Offices of The Christian Science Monitor, 2, Adelphi Terrace, W. C., where representatives of this newspaper will be glad to serve you in any way they can.

At left—The Monitor's London Bureau and Offices.

THE CHRISTIAN SCIENCE MONITOR



AN INTERNATIONAL DAILY NEWSPAPER

When visiting the British Empire Exhibition, you will find a cordial welcome at this Pavilion next to the British Government Buildings, where The Christian Science Monitor may be read or obtained.

At right—Pavilion at the British Empire Exhibition.





WASHINGTON

Is The Focal City of America

The eyes of the country are constantly centered on Washington. It's everybody's city—in whose beauty they take pride; in whose welfare they feel a personal interest, and within whose precincts they feel at home. Not only is it the Capital City, but the Convention City of America. Every organization of men and women looks forward to holding its national and international meetings in Washington. No city can offer the same interesting incentive; nor exercise the same patriotic impulse—nor reward with equal satisfaction as does Washington.

That which makes it the national Mecca also makes it the ideal point from which to launch a national advertising campaign.

You literally contact every section of the country—appeal to every phase of national life—in Washington.

It is one of the few cities in the United States that is successfully covered with ONE NEWSPAPER—for *The Star*—evening and Sunday—is read by practically every resident of, and sojourner in, Washington.

Those further details in which you may be specifically interested will be furnished upon request.

The Evening Star.
WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

For the Last Three Years THE BALTIMORE SUN-- Morning, Evening and Sunday issues--has carried more advertising than any other newspaper in America--

Paid Advertising Lineage 1921-1923

	Morning	Evening	Sunday	Total
1921	7,684,482	12,510,782	6,861,198	27,056,462
1922	8,031,110	14,238,848	6,746,478	29,016,436
1923	8,562,292	15,950,752	7,579,254	32,092,298

The Baltimore Sun is served directly into the homes of Baltimore by its own exclusive carrier system.

May Average Net Paid Circulation

Daily (M. & E.) - - 246,938

Sunday - - - - 177,767

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

"Bon Voyage"

The Philadelphia Bulletin extends best wishes to all American advertising men and women who will attend the convention of the Associated Advertising Clubs of the World in London.

This convention will focus the attention of European Manufacturers more than ever on the possibilities of distribution and sale of their commodities in the United States.

In all America there is perhaps no city better adapted to a "try out" by the European advertiser than Philadelphia.

Philadelphia is America's second largest port and goods from any portion of the globe can be landed with promptness and regularity.

Few of the world's markets offer so attractive an opportunity for profitable business as does America's third largest city,—Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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EDITOR & PUBLISHER
American Section

WEMBLEY FIRST INTERNATIONAL A. A. C. W. MEET

History of Great Advertising Affiliation Told—Education and Vigilance Two Main Activities of Organization—Combined Membership 30,000

By EARLE PEARSON

Educational Director, Associated Advertising Clubs of the World.

IT has taken the Associated Advertising Clubs of the World just 10 years to realize its ambition of staging what is in fact as well as in name a truly international convention.

In June, 1914, the Association held its first convention outside the United States, meeting that year in Toronto, Canada. Conventions come and go, but there was something about that old Toronto convention that will make it stand out in the minds of the old standbys so long as their memories last.

It was a bit of an international convention, as a matter of fact; at least it had enough of the aspects of one to give the leaders of the Association the inspiration to want to hold a real one some day. And so there at Toronto, in the presence of a half dozen or so fine fellows from London, and perhaps two or three from out in Australia or New Zealand, and on British soil, the delegates voted to change the name to embrace the whole world. For 10 years it had been simply "of America," instead of "of the world."

Incidentally, may I say here that it was a real pleasure to me to be in Toronto only a few weeks ago and have a hand in the reorganizing of the old Advertising Club of Toronto and seeing it brought back once more into the Association. They will have three delegates at London next month.

Harry Tipper, general chairman of the London Program Committee, estimates that not more than 40 per cent of those who attend the London convention will be from the clubs in the United States and Canada, and yet the indications are that the registration will exceed all previous records. So it will in fact be international in point of attendance. The subjects of the speeches scheduled for the various sessions, particularly the general sessions, suggest the international flavor of the program.

We are often asked by strangers who come into headquarters office in New York just what is the Associated Advertising Clubs and I can imagine that the specific answer to that question may be sought by many readers of this special convention number of EDITOR & PUBLISHER.

There are 3 forms of membership in the organization: Three hundred local Advertising Clubs scattered all the way from the British Isles and Cape Town, South Africa, on the East, through the United States and Canada and out into the Far East into Shanghai, China; Honolulu, Australia and New Zealand; twenty-five departments of advertising represented in twenty-five distinct organizations comprising the National Advertising Commission, and some 1,500 sustaining members, concerns and associations that contribute from $25 to $5,000 a year each to the support of the association. These three classes of members represent a combined membership of approximately 30,000.

The association has two main activities, commonly known as education and vigilance.

By education, we mean the educational work in the clubs and departments of the National Advertising Commission by which the members are learning through weekly meetings, study classes and by various means how to cope more successfully with the problems of advertising, sales, merchandising and distribution.

Vigilance is the corrective work. It is the police department in the advertising world. Unfortunately, there are swindlers, crooks and common every-day liars among men who use advertising to promote the sale of commodities, stocks and bonds, services and other things, just as there are pickpockets and robbers about over the world. So we have a department in the Associated Advertising Clubs to make it hard for the fellow who makes fraudulent, deceptive and misleading statements in his advertising. In addition to National Vigilance organization at headquarters in New York, the vigilance work is backed up by nearly 50 Better Business Bureaus in as many cities over the United States where trained bu-



New York greets Old York. Three flags and an engraved tablet will journey with the New York delegation to Wembley and will be presented with ceremony at Old York, July 18. The "color guard"—or York Memorial Commission—photographed above, are (left to right)—Back row, William H. Dodge, A. C. Pearson, William H. Rankin; front row, H. H. Charles, holding the flag of New York; Rodman Wanamaker; Francis H. Sisson, and A. E. MacKinnon, holding the flag of the Advertising Club of New York.

reau workers are engaged in a constant effort to make the advertising in their local communities dependable and to give the public increased confidence in it. As the public's confidence in advertising increases, so do the profits from advertising increase.

Headquarters office is the clearing house for all the activities of the Association. Through a well-managed Speakers Bureau, it is sending out more than a thousand offers of speakers to the clubs each month, and this service is greatly improving the standard of club meetings. It is offering an oportunity for an exchange of ideas with men from the outside, men who have demonstrated their ability to make money spent for advertising bring a profit.

Many clubs conduct regular educational work where the members come together once a week or so in study groups and pursue systematic study of various phases of advertising, selling and kindred subjects.

The affairs of the Association are administered by a president, elected annually from among the members, a secretary-treasurer and an Executive Committee of



EARLE PEARSON

5 other members, representing the clubs, the National Advertising Commission, the Sustaining Members, the women in advertising, and the seventh member is the immediate past president.

The Association is divided into 17 geographical districts, presided over by a District Chairman, who assists the staff at headquarters in the expansion of clubs and development of the work in his district.

In addition to the annual international convention, more than half of the districts hold annual district conventions. patterned somewhat after the larger convention, but giving emphasis to the problems of the particular section in which the district is located.

Also, perhaps half or more of the 25 departments of the National Advertising Commission have their annual coventions where attention is given to the problems peculiar to each group.

As stated, the Association is holding its first real international convention this year. The big problem ahead is one of expansion into new fields so that the membership may also reflect this international character.

A year ago, we had 2 clubs in the British Isles, the London Thirty Club, and the Advertising Club of Belfast, in Ulster, Ireland. Today, there are more than 30 in the British Isles and one also in South Africa.

An English doctor announces that the human face is longer than it used to be. But he probably would not deny that the man who wears a long face today may succeed in shortening it tomorrow.—*Boston Transcript.*

WHAT THEY ARE SAYING

U. S. DOMINATES WORLD IN ADVERTISING

"AMERICAN business employs more advertising than that of any other country in the world. The number of national advertisers in this country is greater than in any country. The individual advertising appropriations are larger. The total volume of national advertising activity measured in dollars and in lines of advertising is larger. The volume of national advertising in this country for the year 1924 will be 20 per cent more than in 1923. The aggregate of advertising appropriations that the members of the American Association of Advertising Agencies will handle this year, in round numbers, makes a grand total of $300,000,000. That is, about 80 per cent of all the desirable national advertising. The local advertising in merchant lines will show about the same percentage of increase. Modern advertising methods in the national field are bringing local advertising into sympathy. This is evidenced in the improved character which is the reason for the continued growth of local advertising at about the same rate as that of national advertising. All the advertising in this country today is better advertising."—James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies.



JAMES O'SHAUGHNESSY

ATTORNEYS OF BUSINESS

"WHEN an individual or corporation goes to court to prevent a legal action, the skilled attorney guides each step of the way. When the modern manufacturer or business man seeks to place a message before the public he obtains the best advertising counsel and service obtainable for the shaping and execution of his plans. For the manufacturer or business man is presenting his case to the greatest of all juries—the public; a critical, sometimes finicky jury, subject to whims and fads, swayed by emotions, likes and dislikes. Advertising today is one of the most highly specialized profesions. The modern advertising agency spends large sums of money every year for exhaustive research work, not only along strictly advrtising lines, but also on commercial and industrial problems, finding out who is buying what, why they are buying and in what quantities; what the effects of certain selling policies may be—in fact, keeping a check on the entire trend of business and sentiment."—F. W. Strang, Strang & Prossr Agency, Seattle.

EVEN 5 YEAR OLDS REJECT LIES

"SOUND business has never yet been established upon lies; nor will be while the public has the intelligence of even a 5-year-old child. It required many years for people to realize this fundamental truth, but to the credit of reputable advertisers, they have not been slow to realize that false and misleading advertising does not pay. Merchants and manufacturers are finding that by what measure they conform to the exact truth, by how much newspapers are clearing their advertising columns of obliquity, by so much is the public gaining a confidence which results in the responses that make advretising profitable. So, as you advertise, be sure to select mediums in whose integrity readers have confidence, for they are the mediums which will bring you the largest returns."—Walter Sammis, Business Department, *New York Times.*

BRISBANE ANALYZES REPORTING

"YOU are in the right business, the only one really worth while. Everybody's business is your business, whereas your business is nobody's business. You can say what you like, nobody can answer you back—or if anybody answers you don't hear it. You are the eyes and ears of the public, which would be deaf and blind without you. And in addition to that, you are the public voice. Newspapers do for the nation what speech does for the individual. You are in the most ungrateful business, you have to perform every day. There is no phonograph to record your performance, and make it immortal. What you did yesterday doesn't count. Everything depends on what you can do today and tomorrow. That's the one disagreeable feature. And the older you grow usually the less you are worth. That's another disagreeable feature. But on the whole the newspaper is THE business."—Arthur Brisbane in Pen and Pencil News.

HIS DUTY TO KNOW

"A NEWSPAPER can't afford to accept questionable advertising at any price. It can't afford to take chances, because if its subscribers fall victims to a swindle scheme, they will always feel the paper largely responsible for their losses. The publisher of fake advertising can't escape responsibility on the ground that he didn't know it was fraudulent.. It is his duty to know; the subscriber has the right to rely on his paper for truthfulness in advertising, the same as in news."—Alfonso Johnson, President Northeast Missouri Press Association.

NEWSPAPERS PROSPEROUS

"TRAVEL through the country and find pessimism. I can't. Try and find anybody as hysterical over political affairs as some of our dear political leaders are in Washington. I can't. Try and find anybody of importance who thinks busines is going to be other than fully normal. I can't. Try and find a newspaper of consequence that is not well filled with first class advertising. I can't. Try and find a newspaper publisher of importance who acts worried. I can't. Try and find a smaller paper which isn't doing a business fully in keeping with the character and influence of his publication, I can't. —Walter H. Savory, Mergenthaler Linotype Company.

PUBLIC OFFICIALS AND THE PRESS

"I HAVE found in my experience as a public official that it pays to take the press into one's confidence. Whenever I have an item of news that I want withheld from publication I tell all the press about it, for that is the only way to safeguard news the publication of which, for a good reason, should be withheld. In all my experience I have never had such a confidence violated. I am quite sure the Maryland newspaper men are only a fair sample of those of the rest of the country in this respect. The public official who is trying to do his duty has nothing to fear from the American press of today."—Gov. Albert C. Ritchie of Maryland.

TWO DOLLAR DROP IN NEWSPRINT PRICES

Voluntary Reductions Made by Paper Companies — International Announces Policies Unchanged by Resignation of President Dodge

As foreshadowed in last week's EDITOR & PUBLISHER, newsprint prices have been reduced $2 a ton, making the price now $73 per ton instead of $75.

The cut follows more than a month of discussions both in Canada and the United States, and the final decision, it is understood, resulted from the definite announcements of several independents that they would take separate action. One of the independents, it is said, was a Wisconsin-Chicago group with an Ontario output in excess of 500 tons a day.

Spanish River made official announcement of the reduction in Montreal, July 13.

In a letter to clients dated July 14, J. L. Fearing, sales manager of the International Paper Company, gave notice of the cut, and explained his company's stand. There will be no change in policy as a result of P. T. Dodge's resignation as president and his election as chairman of the board, he said.

The letter follows:

"In conformity with our contract with you which calls for a fixed price for the calendar year 1924 (unless we announce a lower price during June, for the six months beginning July 1 following), we now announce a reduction of ten cents per 100 pounds and hereby advise you that paper delivered under the contract on and after July 1, will be billed accordingly.

"To any of our customers who may be disturbed by the vagaries of the spot market, in which some tonnage is being offered by mills with irresponsible sales policy—mills which in some instance charged 15c per pound or more during the war—we can only say that we were conservative then and do not wish to depart from a conservative policy now. If prices should drop to a basis that is unprofitable, the reaction will be great. The pendulum will swing one way as far as it does the other. The interests of the publishers and of the paper manufacturers alike require that efficient paper mills shall receive fair and reasonable prices for their product.

"European paper made under a depreciated currency and under labor conditions far below the American standard is hardly fair competition. We are protecting our labor with drastic immigration laws, yet in the case of newsprint paper we admit the product of cheap European labor without any protection whatever. With the gradual return of European normalcy and an increase in the purchasing power of European nations for home consumption, the imports of paper from Europe are showing signs of curtailment.

"Many of our customers have asked whether there will be any change in our attitude toward them as a result of P. T. Dodge's resignation as president and his election as chairman of the Board. The policies inaugurated by Mr. Dodge, frequently in the face of untold difficulties, will be continued by his successor, Archibald R. Graustein.

"The resources of the company will be further developed; our mill at Trois Rivieres, Quebec, will soon be enlarged; and in due time other mills, protected with ample timber reserves and ample waterpower, already owned by us, will be constructed. It is hoped to increase the efficiency of this company; to go ahead; to make it more and more worthy of your confidence."

The paper companies, according to an EDITOR & PUBLISHER informant are in a good position to make the concession.

International Paper Company is now running at about 90 per cent capacity, an executive declared. It is understood this concern is waiting to see how their newsprint will be taken up at the lower price. If the demand fails to meet the supply, curtailment of certain mills must follow.

HEARST ISSUES BIG BRIEF IN A. P. PROXY FIGHT

Gannett and Patterson Give Out Additional Statements—Claims Laid Before Association Membership in Preparation for July 31 Special Meeting

ON behalf on the *Baltimore News* and *Rochester Journal* and *Post Express*, protesting against the applications for Associated Press memberships by the *Baltimore Evening Sun* and the *Rochester Times-Union*, which will be decided by a 'proxy convention" on July 31, William Randolph Hearst this week caused to be issued an exhaustive brief, while Paul Patterson, *Baltimore Evening Sun* and Frank E. Gannett, *Rochester Times-Union*, issued additional statements.

The Hearst brief makes a heavy book of 75 pages, handsomely printed, and contains several facsimile reproductions of letters.

The foreword sets up the premise that since 1849 the Associated Press has "thrived on the principle of mutuality," the keystone being the "preservation and protection of each member's right," the "inviolate exclusiveness" of members' rights and then says: "You are now asked to vote whether or not this traditional lifegiving policy shall be abandoned or shall be maintained."

The foreword proceeds, as follows:

"If the right of a member to protest and keep out of membership a direct competitor in his own city shall now be denied—then no man who owns an Associated Press membership can consider that as an asset in the valuation of his property.

"A vote to admit any newspaper to membership in violation of another member's right to avoid such competition is a vote to overthrow the principle on which the Associated Press was built and on which alone it has survived and thrived.

"This book is a plea to every member of the Associated Press to preserve the asset value of his property."

The effort of the *Baltimore Evening Sun* and *Rochester Times-Union* to obtain A. P. membership last April, the brief declares is a situation unique in the history of the A. P. "The applicants were asking the membership of the Associated Press to grant them for nothing the same privileges which Mr. Hearst had paid hundreds of thousands of dollars to acquire," the brief said, and added:

"Three out of the fifteen directors of the Associated Press, each of whom is a competitor of Mr. Hearst in his respective city, arose on the floor of the annual meeting to advocate that the members of the Associated Press vote these franchises to the applicants in spite of the protests of Mr. Hearst's franchise-holding papers in these cities and to the injury of their property rights.

"The Board of Directors, even on this occasion, refused to make any recommendations, and never before, under similar circumstances, had any director recommended that such an application for membership be granted and a member's protest be overridden.

"Previous action of the Associated Press on such applications had always resulted in a denial of the application and in sustaining the rights of protest where the application was for a franchise in the same city.

"It was very apparent that there was directed a drive against the Hearst newspapers at this annual meeting of the Associated Press and an effort was made by speakers for the applicants to becloud the issue by injecting into the discussion much about Mr. Hearst's ownership of a competing afternoon news service.

"Mr. C. P. J. Mooney, Vice-President of the Associated Press and the member representing the *Memphis Commercial-Appeal*, pointed out the advantage of such a situation rather than the disadvantage, when he said: 'The matter of other press associations is a thing aside. I am afraid if there were only one news association in the United States following the present temper of the unrestrained minds of our lawmakers that it (the Associated Press) would immediately be declared to be a common carrier and the value that we put in it would be destroyed.'

"The point was raised by speakers for the gentlemen who had filed applications for membership that the Hearst members featured items of news furnished by the International News Service and 'played down' items furnished by the Associated Press.

"It was this point that was especially stressed by Mr. Paul Patterson of the *Baltimore Sun*, in his plea for a franchise. He furnished the members one copy of the *Baltimore News*, 20 days old, showing how it had featured International News matter, and pointed out that the Associated Press credit lines were always marked 'A.P.' and never 'Associated Press' spelled out.

"But two of the directors of the Associated Press, even while they espoused the cause of the *Baltimore Evening Sun*, disclaimed any desire to criticise the Baltimore News for the manner in which it handled the news furnished it by the Associated Press or by any other news association.

"They did, however, directly charge that under Hearst's control the interests of all Associated Press members in their rights to news from Baltimore might suffer.

"How could these interests suffer? Obviously only in one way, and that is if the members in other cities fail to receive adequate news reports from Baltimore which news reports must in all instances be furnished by the Baltimore member."

It is asked, what local covering has to do with the display given A. P. or telegraph news and, in reference to the ability of the Hearst newspapers at Baltimore and Rochester to cover the news for A. P. the brief contends they now have the largest and best staffs in their history, which service is available to A. P. and cites that Frank B. Noyes, asked on the floor of the last annual meeting if there had been complaint against anything the *Baltimore News* had done or failed to do, admitted there had been no complaint.

Under the sub-title "Do our by-laws mean what they say or are they elastic," the Hearst protestants then quote the A. P. by-laws, article 3, section 1, 'Admission of Members':

> "Members may be elected by the affirmative vote of not less than four-fifths of all the members of the corporation at any regular meeting of the members of the corporation or at a special meeting called for that purpose. Such votes may be cast in person or by proxy."

President Noyes is then quoted as having said at the annual meeting: "If there is any assumption that the by-laws by giving a right of protest—which right of protest runs against the Board of Directors acting and they alone—that the provision that provides that four-fifths of *those present* at an annual meeting can elect—if there is any assumption that that is not in the by-laws in good faith I shall be obliged to correct that assumption at once."

Victor Lawson, *Chicago Daily News*, Director of the Associated Press, is quoted as having said, "There is the right that the Association can exercise its own judgment in respect of its own rights as an association by action in the membership meeting here by four-fifths vote."

The brief says: "And when the representatives of Mr. Hearst called attention to these very apparent departures from the plain English of the by-laws in a letter addressed to Mr. Frederick Roy Martin, general manager of the Associated Press, Mr. Martin replied, under date of May 22, 1924: "The construction placed on the by-laws has always been four-fifths of those present at a meeting and not four-fifths of the entire membership was requisite for an election of an applicant over an unwaived protest."

The brief declares that the A. P. "being organized as a club and to show it was not intended to make a closed corporation, they had to provide a specific means of admitting members, so they wrote this provision of the by-laws to cover that point and still made the overriding of a protest almost an impossibility.

"Now it appears to suit a present purpose to alter this by-law, which is very clear, into meaning a four-fifths vote of the members present at an annual meeting or a special meeting. And this means that only a quorum or a majority of all the members need be present either in person or by proxy.

"Under the construction of Messrs. Noyes, Lawson and Martin, this by-law could operate to *override a protest with less than a majority of the votes of the membership* of the Association in favor of such action.

"It is a simple matter of arithmetic. There are 1,208 voting members of the Associated Press. A quorum necessary to do business would be 605 present in person or by proxy. Four-fifths of 605 is 484.

"Therefore, under the distortion of section I, article 3, of the by-laws, it would be possible to destroy the property rights of a member of the association by 484 votes out of 1,208.

"Do you believe that forty per cent of the membership should decide what the by-laws say eighty per cent must decide?

"Are you willing to subject the decision on your own property rights to less than one-half of the vote of the membership?"

The protestants then launch into the matter of voting proxies and ask: "Did you know how yours was to be used and voted?" It is declared that, despite alleged misuse of certain proxies voted by Advisory Boards at the annual meeting, the vote on Baltimore was announced by the chair as 423 in favor of the Baltimore Sun application and 110 opposed, and "on this announcement the election had failed, either on a strict reading of the by-laws which required four-fifths of the total membership vote or even on four-fifths of a quorum which required 484 votes.

"There were only 533 votes cast out of the total membership of 1,208, being 72 less than a quorum and only 423 in favor of the applicant. Yet the chair announced that 425 votes could elect.

"How does that announcement square with Section I of Article 3 of the By-Laws?

"The Baltimore applicant demanded a roll call and, in the interim, many members having left the hall, the chairman, for the first time, indicated his doubt as to the presence of a quorum.

"The Hearst representatives were anxious to have a full and free expression of the membership of the association and thereupon agreed to a mail vote, promising in the event that four-fifths of the membership voted in favor of the Baltimore and Rochester applicants the Hearst newspapers in these cities would waive their protest and the Board of Directors could then proceed legally to elect the applicants to membership.

"This suggestion finally was accepted by the directors and by the applicants.

"However, the counsel of the Associated Press, Mr. John W. Davis, subsequently furnished the directors of the Associated Press with an opinion that this mail vote would be illegal and should not be taken. We quote from Mr. Davis's opinion:

> " 'This waiver, however, is to be preceded by an electoral canvass of the members of the Association taken in a method not provided by the by-laws and surrounded by conditions which any member of the Association would be at liberty to ignore.
>
> " 'No stipulation which you or any other officer of the Association might enter in its name could possibly bind the members to submit to or participate in a referendum of this extra-legal character. I cannot but think that to attempt to take a vote by such machinery would be not only abortive, but would establish a most undesirable precedent.
>
> " 'It must not be forgotten that not only the rights of the *Baltimore Evening Sun* and the *Rochester Times-Union* on the one hand, and the *Baltimore News* and the *Rochester Journal and Post Express* on the other, are involved, but also the rights of all other members of the Associated Press.' "

"On May 28, 1924, the Executive Committee of the Associated Press met to consider this letter from their general counsel and decided to act upon the advice given by Mr. Davis. They thereupon voted to call a special meeting of the Associated Press for July 31, 1924, at which all members will be asked to vote either in person or by proxy for or against the applications of the *Baltimore Evening Sun* and *Rochester Times-Union* for membership.

"Your vote at that election is going to make Associated Press history.

"If you vote these applicants in and override the protest you establish a precedent that practically nullifies your Associated Press membership's asset value to your property. The same thing can happen to you.

"If you sustain the protest and vote against these applicants you reassert the principle that the Associated Press members are bound to each other in a compact of mutual protection of each other's rights and privileges."

Adolph Ochs is quoted in the brief as having said: "A Baltimore membership is worth thousands of dollars" and the protestants ask, "Why give it to the *Baltimore Sun* for nothing?" It is then charged that Mr. Ochs gave the A. P. members a wrong impression of Mr. Hearst's attitude and the minutes of the annual meeting are quoted to the effect that Mr. Ochs expressed confidence that Mr. Hearst, if the situation were made clear to him, would not protest against the Baltimore and Rochester applications.

A facsimile letter written by Mr. Hearst is then introduced, reading:

"I note that Mr. Ochs stated at the Associated Press meeting, at which the question of granting Associated Press franchises to the *Baltimore Evening Sun* and the *Rochester Times-Union* was discussed, that I was so 'generous' and 'magnanimous' that if I were present I 'would not enter a protest against the application of the Baltimore or the Rochester papers.'

"Mr. Ochs further said that the Hearst papers had shown 'admirable loyalty' with respect to the Associated Press Service. And Mr. Ochs continued:

" 'It is my firm conviction that if all the facts in these cases were made known to Mr. Hearst, you would find that he would waive his protest.'

"I simply want to say that all the facts in the situation have been made known to me, and I certainly do not want to waive my protest.

"There is a very distinct difference between being 'generous' or even 'magnanimous' towards one's associates and abandoning one's legal rights and guaranteed privileges.

"There is a very marked difference between showing 'admirable loyalty' to the Associated Press service and showing a very senseless lack of appreciation of the value of its exclusive franchises.

"As an owner of the Associated Press franchises or memberships I certainly would not want to create a precedent, or constitute a precedent, by which the value of those memberships would be materially diminished.

"If Mr. Ochs had actually thought that if the situation were made clear to me I 'would not enter a protest against the application of the Baltimore or the Rochester papers,' he could easily have called me up on the telephone and assured himself of the facts, and made the Associated Press meeting on this question and the subsequent proceedings unnecessary.

"And, therefore, I am reasonably confident that Mr. Ochs must have known that I, like other Associated Press members, considered the privileges of that association too valuable to be lightly abandoned.

"As a matter of fact, I buy papers because they have Associated Press franchises, and put especial value upon exclusive Associated Press privileges.

"Furthermore, I do not buy any papers that have not Associated Press franchises, and consequently I am becoming more and more interested in the Associated Press all the time, and

HEARST BRIEF AND GANNETT AND PATTERSON STATEMENTS IN A. P. CASE

more and more concerned in its success through enlightened self interest.

"To deprive me of my rights in the Associated Press and my interest in the Associated Press and my loyalty to the Associated Press does not seem to me to be a good thing to do, either from my point of view or the point of view of the membership generally.

"Moreover, I doubt if it is a good thing to do, it being so contrary to all previous interpretations of the constitution and by-laws of the association.

"In fact, there seems to me to be no reason for these proceedings except the antagonism of certain powerful influences in the association.

"If these influences are to be exercised against the advantage of the individual or the membership generally in one case, there is no knowing what circumstances may arise to cause those powerful influences to be similarly exercised in another case.

"Therefore, I am distinctly opposed to any such action as is contemplated in this special meeting of the Associated Press—primarily for reasons affecting my own interests, and secondly for reasons affecting the general welfare of the general organization and the rights and privileges of the members.

"Sincerely,

"WILLIAM RANDOLPH HEARST."

The brief then declares: 'Hearst has millions of dollars invested in A. P. memberships—he never got one without paying the price"—and lists his A. P. acquisitions, including *San Antonio Light.*

The news service of the *Baltimore News* is then set forth and it is declared that the A. P. gets better service from Baltimore than heretofore.

It is declared that *Baltimore News* and Hearst newspapers have always been loyal to the A. P. and the testimony of President Noyes and Mr. Ochs is cited from the minutes of the last meeting.

At this point in the brief the statement of Col. Robert Ewing, *New Orleans States* and *Shreveport Times,* also found in the minutes of the last meeting, are quoted to the effect: "It's just a question of whose ox is being gored" according to the brief."

Further excerpts are made of remarks by C. P. J. Mooney, *Memphis Commercial-Appeal,* summarized in the brief as "We are asked to violate a precedent in force since incorporation."

Frank E. Gannett, the Rochester applicant, is quoted as having said at the meeting:

"'I do not want to do anything that might jeopardize these rights. I cannot afford to apply for membership for the *Rochester Times-Union* if the granting of such an application would in the slightest degree weaken the rights my papers have in other cities.'"

The brief then says: "Does any member of the Associated Press doubt, if a precedent is established now overriding the protest rights of the *Rochester Journal and Post Express* in favor of the Times-Union, that this may not at some future time react upon him as an Associated Press franchise holder? Does he not realize that such a precedent will be used against him?

"Mr. Hearst paid more than a quarter of a million dollars for the *Rochester Post Express.* He did not buy either its plant or any of its equipment. Its circulation and advertising were inconsequential. He bought it because it had an Associated Press franchise."

William A. De Ford, chief counsel for the Hearst organization, who represented the *Baltimore News* at the A. P. meeting, is then quoted. He asked the question, the brief shows: "Would you vote yourself competition in your own town?" He charged that the application had not been made on its merits, and added:

"It is made on the shadowy and unfair foundation of an appeal to personal prejudice, and nothing else. And I am appealing to you, gentlemen, as members of this association to act as members of the association. If you have any prejudices towards the Hearst organization or any of the newspapers represented in that organization, your first duty to this association is to divorce yourself from that prejudice and from that feeling which my friend has so skilfully appealed to. That is an obligation that you owe to yourselves, and it is an obligation that you owe to this association."

There is a huge volume of supporting evidence, including letters from Paul Block and Charles S. Diehl, of *San Antonio Light,* former general manager of A. P. in New York, declaring that granting of the applications named cause 'inculculable losses to many established newspaper properties." The whole matter is set forth in a searching analysis and final summary.

Col. Ewing is quoted as having said at the April meeting:

"I imagine that if this was an application in some of the cities of some of these gentlemen who are clapping so vigorously, they would be singing a different kind of a tune, and I think we ought to look at it from that standpoint.

"I doubt very much—with all due respect to Mr. Patterson—I dobut very much whether if the present owners of the *Baltimore News* owned the *Baltimore American,* and the *Baltimore American* did not have a right to use the Associated Press franchise—I doubt very much whether Mr. Patterson would vote to give them that right, or even swap it to them for the right to print the Associated Press in the *Evening Sun,* if the *News* should want to have the Associated Press right in the evening, and not have it on *The American* in the morning."

PAUL PATTERSON'S ADDITIONAL STATEMENT

EDITOR & PUBLISHER this week received the following telegram:

"To Editor & Publisher:

"The *Evening Sun's* brief which you were kind enough to print in full in last week's issue of the Editor & Publisher covers our case thoroughly. Particularly we desire to call attention to the letter of President Frank B. Noyes of the Associated Press and to the statements of Mr. Ochs and Mr. Lawson, all of which are contained in our brief as published by you. We might also call attention to the fact that since our brief was prepared Mr. Hearst has secured an exclusive Associated Press membership in Milwaukee through purchase of the *Milwaukee Sentinel.*

"I should like also to point out that it is the *Evening Sun* which is the applicant for membership and not the *Baltimore Sun,* as erroneously stated in the brief signed by Mr. Brisbane and Mr. Gray and published last week in Editor & Publisher. The *Baltimore Sun* was one of the charter members of the Associated Press.

"Paul Patterson,
"Baltimore Evening Sun."

FRANK E. GANNETT MAKES STATEMENT

IN a statement made public this week Frank E. Gannett, editor and proprietor of the *Rochester Times-Union,* applicant for Associated Press Membership said:

"I have been agreeably surprised by the number that have given me assurance of their support, and have even sent in their proxies, in the short time since we began to put our case before the members of the Associated Press.

"This support has come from all sections of the country from newspapers in the smaller communities and from great metropolitan dailies. I was confident of the warm backing of my friends of the New York State Press, but their friendship and support in this matter have been proven so clearly as to make that alone worth the effort we are putting forth.

"I am more and more confident of the outcome. There is every evidence that the real issue is clearly understood, and that the members of the Associated Press expect to meet it.

"The real issue is, as I have tried to put it in my statement to the members, 'Shall the Associated Press be Hearstized.' I believe the answer of the membership in voting admission to the *Baltimore Evening Sun* and the *Rochester Times-Union,* will be emphatically 'no.' One of the members, in writing to tell me that he was sending his proxy wrote, 'Mr. Brisbane's wired protest did not particularly impress me,' and none of the Hearst arguments has particularly impressed anyone, except with the fact that Mr. Hearst is making a strong effort to retain exclusive afternoon membership in the two important news centers of Baltimore and Rochester.

"If Mr. Hearst does that, he can go on, as he already has in San Antonio and Milwaukee, and seek control of the news sources in other important cities. As the Associated Press, in competition with Hearst's International News Service, has to depend upon Hearst for its news, it will be Hearstized to an extent that no loyal member can contemplate with anything but dread, and I speak as a loyal member, because my newspapers have six A. P. memberships in cities other than Rochester.

"The only argument that Hearst has put forth are that of 'president' and the impairment of his own asset in the Rochester Journal and Post Express. The latter consideration, in any case, is not to be weighed as against the welfare of the Associated Press as a whole, but it would impress one more forcibly were there evidence forthcoming that the Rochester Journal and Post Express appreciated its A. P. membership by adequate use of A. P. news.

"As for 'precedent' evidence is coming to us in every mail that this argument is not influencing members of the A. P. They realize that a new issue is raised, that must be met on new ground. They realize that the only precedent that would be set here would be a good precedent, one that could always be followed with advantage to the Associated Press and for the good service of its members.

"For the precedent is that the Associtaed Press will always encourage the granting of membership to a responsible and ably managed newspaper that will give it an independent source of news in a community controlled by Mr. Hearst, or by any one else who is more interested in his own competing wire service than he is in the Associated Press.

"That is the issue on which no loyal member of the A. P. need fear precedent. It will not affect the legitimate protest rights of a single loyal member, as I believe a sufficient number will realize to vote membership to the *Baltimore Evening Sun* and the *Rochester-Times Union.*

"I have been at a loss to understand the opposition of Mr. Winn, of the *Rochester Democrat and Chronicle.* That newspaper, an old and an able journal, in the morning field, has no protest rights in the case of the *Times Union's* application. Mr. Winn's letter to the A. P. membership ignores the Hearst issue. It says nothing of the vital fact that the A. P. is wholly dependent for its afternoon reports out of Rochester on the Hearst paper. Nothing that Mr. Winn could suggest would alter that fact, except to give membership to the *Times Union.*

"If Mr. Winn's *Democrat and Chronicle* contemplated publishing an after noon edition, which I think highly improbable, it would itself have to apply for A. P. membership in the afternoon field. We would then be just where we now are, except that Mr. Winn would be the applicant instead of Mr. Gannett.

"Mr. Winn says in his letter that the *Democrat and Chronicle* 'by its own support and prestige has given to the Associated Press a standing in this territory that no other news agency has ever enjoyed.' I was under the impression that the entire membership of the Associated Press, in this and other countries had contributed to its prestige everywhere.

"I shall not invite invidious comparisons by discussing the extent to which the *Times Union* would contribute to that prestige in this territory. If I did not, however, believe that we would bring strength to the Associated Press, I should not have applied for membership. We have the largest circulation in New York State, outside of New York City, and Buffalo, we have a large and experienced and able and devoted staff, we have ample equipment, we have a vigorous policy of expansion and community service. This is in the afternoon field, and should not impair Mr. Winn's asset in the *Democrat and Chronicle,* in the morning field, but add to it.

"I can understand Mr. Hearst's opposition. I anticipated it. But I cannot understand Mr. Winn's job. I thought he would have the best interests of the A. P. at heart. My application does not affect him except to make his A. P. membership more valuable than ever before.

"I am, however, so confident of the justice of our case that I believe the membership of the Associated Press will see with us in this matter, and that all but a small minority will vote for the admission of both the Baltimore Evening Sun and the Rochester Times Union to membership."

BACKS JOURNALISTS' FUND

Le Petit Journal, Paris, Launches Plan to Aid Veterans

By G. Langelaan

(*Paris Correspondent,* Editor & Publisher)

Paris, June 11.—Original means for raising funds for old age pensions for newspaper men have been proposed in *Le Petit Journal* by André Billy. His plan is that on one day every year newspaper readers should be called upon to pay one cent more for their journals. This extra cent should be devoted to a fund for old journalists. In appealing to the readers of *Le Petit Journal* to support such a scheme M. Billy says: "At present you you three sous for your paper. Three sous to be informed of everything that takes place in every part of the world, you will admit is not dear. A book which can tell you only an insignificant story and which has the serious defect of not being true, you do not hesitate to pay six and seven francs for. And to see the latest play you will pay as much as twenty francs. For three sous, the price of your paper, you get the drama and pathos of the whole world Really, dear reader, it is giving things away. Now, tell me, friend, if once a year I asked you to pay one small, humble sou more for your paper, could you have the heart to refuse, if this extra sou was to be used to brighten the days of old journalists?"

News Man in Plane Crash

Norman Fuller, staff artist of the *Denver Rocky Mountain News* miraculously escaped death when an airplane belonging to a flying circus brought to Denver by his newspaper crashed 3,000 feet to the ground last week. Except for the coolness and skill with which the pilot, Captain Lowell Yerex, Royal Flying Corps VIII, landed the plane from its tail spin both Fuller and Yelex would have been instantly killed. Both men are recovering in a local hospital.

Hutson Sailing for London

William K. Hutson, editor of the *Advertising Club News,* weekly publication of the Advertising Club of New York, sails June 21 for Paris and London. After attending the A. A. C. W. international convention at Wembley, July 13 to 18, he will visit France for two weeks, returning from Cherbourg on the S. S. Berengaria August 2.

NEWS WRITERS READY FOR DEMOCRATIC MEET

More Than 800 Correspondents Will Invade Madison Square Garden Next Week—14 Stations to Broadcast Speeches—Elaborate Entertainment Program for Visiting Newspaper Men

ALL is in readiness at Madison Square Garden, New York, for the National Democratic Convention, which opens June 24, and political writers from all parts of the country have already invaded Manhattan to fill columns with preliminary predictions. When the gavel resounds at the opening, it is expected that more than 800 working newspaper men will be on hand to cover the proceedings.



CHARLES HAMBIDGE

As visiting newspaper men arrive in New York, they are invited to register at the Newspaper Club, 130 W. 42nd street, and state their preference in the way of amusements.

General entertainment planned by the Newspaper Club, under the direction of Charles Hambidge of the *New York Times*, chairman, entertainment committee and Christopher Bohnsack of the City News Association will commence Friday, June 20.

On that date all newspaper men in New York to cover the convention were to go to the Hotel Shelburne, Coney Island, for a supper to start at 10 o'clock in the evening. Addresses by Mayor John F. Hylan and Commissioner Grover A. Whalen were on the program. Gene Fowler, of the *New York American*, and president of the Newspaper Club was to preside.

After the supper, the visitors were to be met by club members and a parade held down the board walk to Luna Park.

There at midnight lights were to be extinguished a short while to allow the public to leave, and then re-lighted and the park turned over exclusively to newspaper men.

Each night at 12 o'clock during the convention, entertainment by Broadway stars will be staged in the dining room of the Newspaper Club, which has been enlarged for the purpose.

Trips to the Stock Exchange, the Statue of Liberty, a tour of the harbor, and other excursions have been planned. Seven clubs in the metropolitan area have agreed to allow visiting newspaper men the privileges of their golf courses and tennis courts.

One of the features of the newspaper men's entertainment program will be a series of baseball games to be played between the Newspaper Club team and a nine picked from among the visiting political writers for the baseball championship of the newspaper world. Christie Bohnsack is manager of the club team. Other players include Jim Durkin of the *New York Telegram* and *Evening Mail*, Philip Payne, managing editor of the *Daily News*, Philip Brown, a publicity man, captain of the team, Charles Bayer of the *World*, Milton V. O'Connell of the *Herald*, Victor Kubes of the *American*, F. D. Benham of the *World*, Thomas Gammack of the *Sun*.

Another feature will be a welcome to newspaper men which will be written on the sky by an aviator, arranged for by Henry A. Bruno, a club member. Mr. Bruno will also arrange joy rides for visiting newspaper men in airplanes.

For service to newspaper men, a well appointed work room has been established on the ground floor of the Newspaper Club. Two pages will be in attendance. Four telegraph wires have been installed.

For the comfort and convenience of the thousand or more news-gatherers who will attend the convention, the *New York World* in conjunction with the *Baltimore Sun* has arranged a commodious Convention Newspaper Club in the basement of Madison Square Garden.

With the co-operation of Elliott Cobb, the architect in charge of re-modelling the Garden, and John T. Prior, the superintendent of construction, a large rectangular space has been walled off with compo-board panels 10 feet high.

The C. H. Koster Company, which has the contract for the Convention decorations, has tastefully draped the ceiling of the club room with Ivory cheesecloth in an artistic arrangement. The walls have been decorated with sunbursts of American flags, eighteen pairs of 6-foot flags being used for the purpose.

The club room has been furnished by William Birns. Cushioned walnut benches line the walls, while scattered about the room are several refectory tables and numerous confortable chairs, smoking stands and hat trees. Three telephone booths have been installed.

At the north end of the club room David Lantenberg, the Convention caterer will operate a lunch counter where coffee and sandwiches will be available for the newswriters at all hours without charge.

Two large signs facing the two corridors read "Convention Newspaper Club of the World and the Baltimore Sun." Along the corridors are the various work rooms provided for newspapers.

Just inside the door of the club room will be an information desk in charge of Miss Miriam Phair. Convention writers visiting the Club will be requested to register here, giving their New York address, as well as the paper they represent.

Stanley M. Reynolds, managing editor, Baltimore Sun has had charge of arranging the Club for his paper, and William Johnston for the World.

During the Convention the Sun will be represented at the Club by Mr. Mc Cartney, George Combs, George Little and N. L. Sydnor, and the World by Miss Phair and Murray Riddle.

Every effort has been made to give a club atmosphere to the quarters. Copies of all editions of the World and the Sun, both morning and evening editions, will be delivered daily. A complete file of all the New York newspapers will be kept, and there will be a supply of useful reference books including the World Almanac Convention supplement, and the World Convention Guides.

A general invitation has been extended to all newspaper and syndicate representatives at the Convention to make the Convention Newspaper Club a headquarters and a lounging place when they are off duty at the Garden.

First inspection of the Garden since its reconstruction was made June 16 by members of the Democratic National Committee.

The platform for the chairman, speakers and 300 prominent Democrats was then completed and presented an attractive appearance with its white ornamented balustrade. Immediately on each side is the press section, containing 800 seats. In front of the platform and covering the body of the floor of the Garden are the seats for more than 1,200 delegates while to the east and west of these are the seats for the alternates.

Decorations consist almost exclusively of American flags, draped and festooned about the balconies and galleries. Girders supporting the roof are completely concealed by a tremendous American flag, which forms a billowy ceiling extending from one side of the Garden to the other. The State arms and the city colors are also used.

The Garden has been newly painted throughout. The great circle of boxes has been finished in blue to give a contrast with the rest of the interior. The restaurant in the Garden is being made over completely. The walls which have been stained and discolored for years are being painted. David Lantenberg, the concessionaire, has installed a complete new kitchen equipment.

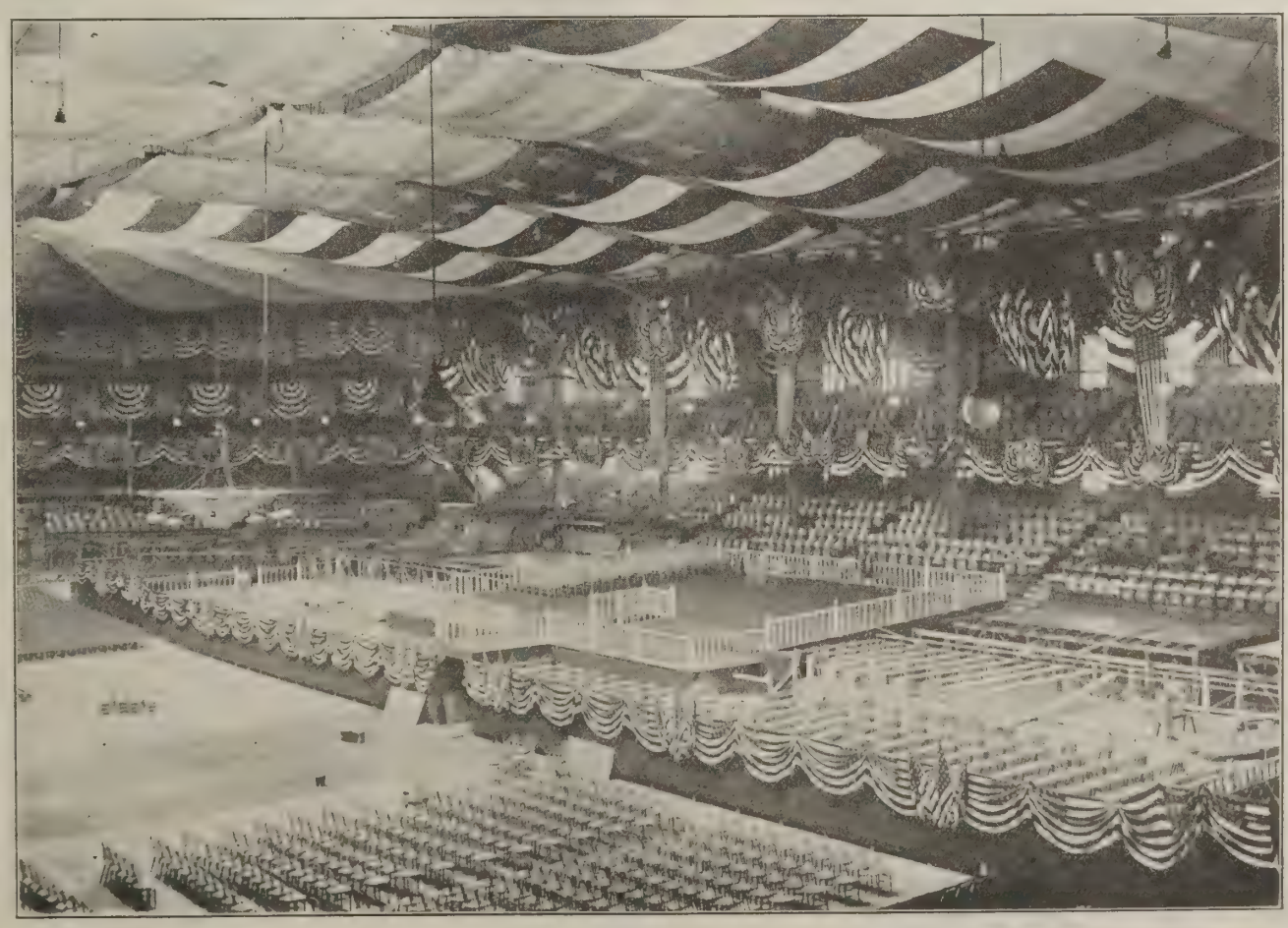
More telephone and telegraphic equipment than has ever been put in any one New York building has been installed. One telephone cable contains 600 pairs of wires.

Various press associations which have leased wires from the American Telephone and Telegraph Company will be connected directly with the Garden, for service to all sections of the country. In some cases newspapers have leased wires to run directly from the Garden to their offices. In other cases wires are being strung from the Garden to the temporary headquarters that newspapers are to establish for convention work.

Two instruments on the desk of the Chairman of the convention will enable him to communicate at once with strategic points in the Garden, and arrangements have been made to place loud speakers at various points in the hall.

The installation of telephone facilities for the public is no small item. The Garden Theatre, generally used as a separate hall, is to be turned into a lounge and smoking room for the convention period and the main telephone equipment for public use will be located there. There will be "banks" of telephones in the basement for the press and several banks of slot machine telephones in various rest rooms and other vantage points about the hall. Operators will be on hand at many places to arrange long distance as well as local calls.

Fourteen stations have already arranged to broadcast the proceedings of the Democratic National Convention. They cover a territory from Buffalo to Atlanta and from



Madison Square Garden decorated for Democratic National Convention, showing press sections extending out on both sides of the speakers' platform, where 800 working newspaper men will record the convention proceedings. The platform will seat 300 prominent Democrats behind its white, ornamented balustrade. Delegates will sit in front and alternates to east and west.

Schenectady to Kansas City and St. Louis. It is under consideration also to broadcast for the Southwest from Dallas or Fort Worth, Texas.

WJZ will broadcast here and send its service by Western Union to be broadcast by WGY from Schenectady. All other out-of-town stations will receive the proceedings over long-distance telephone lines from the WEAF station of the American Telephone and Telegraph Company. This service is being furnished to broadcasting stations at cost.

Most of the broadcasting will be the sounds collected by sets of microphones at the speaker's stand. Graham McNamee, the announcer, will be in a glass cage where he can watch the proceedings, receive information from experts and keep up a running explanation for WEAF and the other broadcasting stations on the long-distance telephone lines. J. Andrew White, in another small glass house, will do the talking for WJZ and WGY.

Down in the basement of the Garden, the area has been partitioned off, forming a semi-circle of offices, which will be headquarters of the various press associations and large newspapers.

Assignment of seats in the telegraphic press section at the Democratic National Convention, made by the Standing Committee of Correspondents, James L. Wright, chairman, follows:

Abilene Reporter
Adams, George Matthew Service
Adrian (Mich.) Telegram
Algemeen Handelsblad
Amsterdam DeTelegraaf
Akron Press
Akron Times
Albany Times Union
Albany Knickerbocker Press
Albany News
American Press Association
Arizona Star, Tucson
Asahi Shimbun, Tokyo
Asheville Citizen
Associated Newspapers
Associated Press
Atlanta Constitution
Atlanta Journal
Auburn Citizen
Austin American
Australian Press Association
Auto-Castor Service
Atlantic City Press
Atlantic City Union
Baltimore News
Baltimore Post
Baltimore Sun
Baltimore Evening Sun
Bell Syndicate
Birmingham Post
Birmingham Age Herald
Bridgeport Times
Bridgeport Star
Bridgeport Post
Brooklyn Times
Brooklyn Citizen
Brooklyn Standard Union
Brooklyn Eagle
Booth Newspapers of Michigan
Boston American
Boston, Christian Science Monitor
Boston Globe and Evening Globe
Boston Transcript
Boston Herald
Boston Traveler
Boston Post
Boston, Jewish Leader
Boston Telegram
Buffalo Enquirer
Buffalo Courier
Buffalo Evening News
Buffalo Commercial
Buffalo Times
Buffalo Express
Butte Miner
Canadian Press
Camden Post Telegram
Camden Daily Courier
Central Press Association
Central News of America
Charleston News and Courier
Charleston (W. Va.) Gazette
Charlotte Observer
Chattanooga Times
Chicago Daily Worker
Chicago Tribune
Chicago Daily News
Chicago Jewish Courier
Chicago Evening Post
Chicago Journal
Chicago Herald-Examiner
Chicago American
Christy Walsh Syndicate
Cincinnati Commercial Tribune
Cincinnati Post
Cincinnati Enquirer
Cincinnati Times Star
Clarksburg Exponent
Clarksburg Telegram
Cleveland Plain Dealer
Cleveland Press
Cleveland Times
Cleveland News
Cleveland Metal Trade
Columbus Citizen
Columbus Ohio State Journal
Columbus Dispatch
Cologne Gazette
Colorado Springs Gazette
Colorado Springs Telegraph
Columbia (S. C.) Record
Columbia (S. C.) State
Connecticut News Service
Consolidated Press Association
Cosmopolitan News Service
Dallas Dispatch
Dallas Journal
Dallas News
Dallas Times Herald
D. P. Syndicate
Davenport Times
Davenport Democrat
Daly, William L.
Denver Post
Denver Express
Denver, Rocky Mountain News
Denver Times
Des Moines News
Des Moines Register
Des Moines Tribune
Detroit News
Detroit Free Press
Detroit Times
Douglas (Ariz.) International
Dubuque Telegraph-Herald
Duluth News Tribune
East St. Louis Journal
Editor and Publisher
El Impartial, San Juan
Elizabeth Journal
Elizabeth Times
Emporia Gazette
Erie Dispatch Herald
Fairmont Times
Fairmont West Virginian
Federated Press
Fort Wayne Journal-Gazette
Fort Smith Southwest American
Fort Worth Star-Telegram
Fort Worth Record
Fourth Estate
Fresno Republican
Galveston News
Grand Junction Sentinel
Grand Rapids Herald
Greenville S. C. News
Greensboro Daily News
Griffin, Bulkley S., New England Newspapers
Guthrie Daily Leader
Hard, William
Hartford Times
Hartford Courant
Hannibal Courier Post
Harrisburg Patriot
Harrisburg News
Havas Agency
Honolulu Star Bulletin
Houston Press
Houston Dispatch
Houston Chronicle
Hoboken, Hudson Observer
Hudson Dispatch, Union Hill
Huntington Advertiser
Indianapolis News
Indianapolis Times
Indianapolis Star
Illinois State Register, Springfield
International News Service
Inter Ocean Press
Jackson (Miss.) News
Jacksonville Journal
Jersey City Journal
Johnstown Tribune
Johnstown Democrat
Kansas City Star
Kansas City Times
Kansas City Journal
Kansas City Post
Knoxville Sentinel
Knoxville News
Knoxville Journal and Tribune
Lancaster Intelligencer
Lancaster News Journal
Lancaster New Era & Examiner
La Nacion, Buenos Aires
Lanning News Bureau
Lexington Herald
Lincoln (Neb.) State Journal
Lima News
Los Angeles Express
Los Angeles Times
Los Angeles Daily News
Los Angeles Evening Herald
London Post
London Daily Express
London Daily Telegraph
London Times
London Daily Mail
Louisville Courier Journal
Louisville Post
Louisville Times
Louisville Herald
Lynchburg News
Lynchburg Advance
Manchester (N. H.) Mirror
Manchester (Eng.) Guardian
Marion (O.) Star
Medford (Ore.) Mail Tribune
Memphis Press
Memphis News Scimitar
Memphis Commercial Appeal
Metropolitan Newspaper Service
McNaught Syndicate
McClure Newspaper Syndicate
Milwaukee Sentinel
Milwaukee Wisconsin News
Milwaukee Journal
Minneapolis Tribune
Minneapolis Journal
Montreal Star
Mobile Register
Muncie Star
Muscatine Journal
N. C. W. C. News Service
Nashville Banner
Nashville Tennessean
Nashville Evening News
Newark News
Newark Star Eagle
Newark Ledger
New Brunswick Daily Home News
Newspaperdom
New Orleans Item
New Orleans Times Picayune
New Orleans States
New Bedford Standard
Newspaper Enterprise Association
News League of Ohio
New York Telegraph
New York Wall Street Journal
New York Daily News
New York Russky Golos
New York Times
New York, The Day
New York American
New York Jewish Forward
New York Evening Journal
New York Evening Post
New York Evening World
New York Amerikai Magyar
New York Herald Tribune
New York Sun and Globe
New York Daily News Record
New York Evening Telegram and Mail
New York Journal of Commerce
New York Courrier des Etats Unis
New York Corriere D'America
New York World
New York Jewish Journal
New York Commercial
New York Jewish Daily News
New York Bulletin
New York Tribune Syndicate
New Haven Times Leader
New Haven Journal Courier
New Haven Union
New Haven Register
New Britain Herald
New London, The Day
North American Newspaper Alliance.
Norfolk Virginian-Pilot
Oakland Tribune
Oklahoma News
Oklahoma Oklahoman
Omaha News
Omaha World Herald
Opelika Daily News
Oshkosh Northwestern
Ottumwa Courier
Owensboro Messenger
Pasadena Star News
Passaic Daily Herald
Paterson Press Guardian
Paterson News
Petit Parisien
Peoria Journal Transcript
Phœnix Gazette
Philadelphia Inquirer
Philadelphia Bulletin
Philadelphia, Jewish World
Philadelphia Public Ledger
Philadelphia Evening Public Ledger
Philadelphia Record
Philadelphia North American
Pittsburgh Press
Pittsburgh Gazette Times
Pittsburgh Chronicle Telegraph
Pittsburgh Sun
Pittsburgh Post
Pittsfield Eagle
Portland Oregon Journal
Portland Oregonian
Portland (Me.) Press Herald
Poughkeepsie Star
Powell, R. E. (N. C. Newspapers)
Providence News
Providence Tribune
Providence Journal
Providence Bulletin
Raleigh News and Observer
Reading Tribune
Reading Eagle
Reuters
Richmond Times Dispatch
Richmond News Leader
Rochester Journal and Post Express
Rochester Times Union
Rochester Herald
Russian Telegraph Agency
St. Paul Pioneer Press and Dispatch
St. Louis Star
St. Louis Globe Democrat
St. Louis Post Dispatch
San Diego Evening Tribune
Savannah News
Sacramento Bee
Salt Lake Tribune
San Francisco Journal
San Francisco News
San Francisco Daily Herald
San Francisco Examiner
Scranton Times
Scranton Republican
San Antonio Light
Seattle Times
Shanghai Daily News
Shrevenort Daily Journal
Sioux City Journal
Sioux City Tribune
South Bend News Tribune
Spokane Spokesman Review
Springfield (Mass.) Republican.
Springfield Mass.) News
Superior Telegram
Syracuse Post Standard
Syracuse Journal
Syracuse Telegram American
Syracuse Herald
Tacoma News Tribune
Terre Haute Post
Terre Haute Star
Toronto Star
Toronto Globe
Toledo Times
Toledo News Bee
Toledo Blade
Topeka State Journal
Trenton Times
Trenton State Gazette
Troy Record
Troy Times
Tulsa World
Tulsa Tribune
United Press Associations
United News
Universal Service
Utica Daily Press
Washington Press Service
Waterbury American
Waterbury Democrat
Waterbury Republican
Watertown Standard
Washington (D. C.) Times
Washington (D. C.) Star
Washington (D. C.) Post
Washington (D. C.) News
Washington (Pa.) Observer
Western Newspaper Union
Wheeling Register
Wheeling Telegraph
Wichita Eagle
Wile News Service
Wilmington (Del.) Every Evening
Wichita Falls Times
Wilkes Barre Times Leader
Wisconsin State Journal, Madison
Worcester Gazette
Worcester Post
Worcester Telegram
Women's National News Bureau
Woonsocket Call
Yonkers Herald
York (Pa.) Gazette and Daily

KENTUCKY DAILY SOLD

Forgey and Norris Take Control of Ashland Independent

B. F. Forgey and J. T. Norris, June 9, announced their purchase of the stock in the Ashland Publishing Company, publishers of the *Ashland (Ky.) Daily Independent,* owned by Davis E. Geiger, Paul J. Hughes, Ben Williamson and John E. Buckingham. Geiger was advertising manager and Hughes was editor of the Independent.

The price paid was not divulged but it was understood to be in the neighborhood of $150,000.

Forgey has been connected with the Independent for many years, having owned it formerly with G. F. Friel and George P. Ginn. Three years ago the company was reorganized, Mr. Ginn retiring and Messrs. Geiger, Hughes, Norris, Williamson and Buckingham taking stock.

Mr. Hughes has announced the purchase from the new owners of the commercial printing department of the Independent, the equipment of which will be moved to a new location, new machinery added and new branches opened.

The Independent is Ashland's only newspaper.

Prints "Old Boston" Edition

The *Boston Daily Advertiser,* on June 16, in connection with the Women's Municipal League's pageant and program, "Old Boston Days on Beacon Hill," distributed a special 100-year anniversary addition, included with each copy of which was a facsimile copy of the Boston Daily Advertiser of June 16, 1824. A feature of this special edition was the two solid pages of advertising by concerns which had been in business for long periods, the "oldest" since 1729, the "youngest" since 1898.

Vote on Joint Meeting

A vote is being taken among the members of the Northern New York Press Association to determine whether a joint meeting will be held at Alexandria Bay with the New York State Press Association, which plans to hold its annual session July 10, 11 and 12. Elaborate preparations are being made by the State association for the gathering. The Crossman House will be headquarters for the editors, it has been announced by President P. N. Blossom. A program is being prepared by J. W. Shaw of Elmira, executive secretary.

Medill School Graduates 24

Medill School of Journalism of Northwestern University awarded 24 degrees to students at Commencement exercises Monday, June 16. Of this number 4 were given the degree of Master of Science, 19 the degree Bachelor of Science in Journalism and to 3 students the diploma in journalism for 4 years' work in the evening classes was awarded for the first time this year.

Minnesota Publisher Dies at 82

Amherst Willoughby Blakely, 82, publisher and editor of the *Rochester (Minn.) Daily Post and Record* and the oldest active newspaper man in Minnesota, died June 11. He had been in the newspaper business at Rochester 64 years except a period of 7 years in the 60's, when he was city editor of the *Chicago Post.*

No Billboards Wanted

Aroused by the increase in advertising billboards which spoiled vistas of mountain and turquoise sea, the women of Honolulu notified the merchants of the Hawaiian Islands that they would buy no goods so advertised, and down they came.

Two Thirds *of the* Motor Cars *in* America Are Made In Detroit



OF 4,012,000 automobiles and commercial trucks manufactured in America in 1923, Detroit, alone, produced 2,724,183—more than ***two-thirds*** of the total.

Detroit is not only the automotive center of the world, the home of nearly all of America's financially powerful and quantity producing automobile companies, but it also supplies automotive parts and accessories and bodies used in the making of practically every automobile produced elsewhere in the United States.

Detroit is consequently an industrial center without a peer in America—a city of 1,247,000, with the highest wage rate available anywhere.

To the advertiser Detroit offers a unique opportunity. Though fourth in population in the United States, Detroit is easily coverable with one newspaper, The Detroit News with a circulation—the largest in the State of Michigan—sufficient to provide a copy for every home in the City.

In fact, no other city of Detroit's size can be so thoroughly covered by one newspaper as Detroit is by The News, and few cities can show such remarkable proof of newspaper results. During 1923, The Detroit News with 29,067,710 lines of advertising was surpassed only by one newspaper in all America in total advertising. In display advertising, The Detroit News was FIRST. As compared with the other two local newspapers, The Detroit News printed more advertising lineage than these papers combined.

In view of these facts, advertisers seeking a profitable field can not afford to overlook Detroit. Those who have already tried Detroit and The News have found it an unbeatable combination.

The Detroit News

News Square Detroit, Mich.

National Advertising Representatives

I. A. KLEIN, 50 E. 42nd St., New York City J. E. LUTZ, 1110 Tower Bldg., Chicago

HOW SWOPE MADE GOTHAM A "CONVENTION CITY"

Whirlwind Executive Editor of New York World Tells Own Story to Editor & Publisher of Beating Down Wall Street Bogey and Tammany Curse—Gives His Newspaper Philosophy

By PHILIP SCHUYLER

"I'D rather put this over, than anything else I ever did. They think I can't do it."

So exclaimed Herbert Bayard Swope, executive editor of the New York World, during that dramatic period in Washington last January when New York outbid San Francisco, Chicago and St. Louis as the site for the Democratic National Convention.

Swope wanted the Democrats to come to the largest city in the United States, the world's financial center. He wanted, in the face of gigantic opposition, to see New York again "readmitted into the union," made eligible once more as a national convention city, after 56 years of exclusion.

The gavel will resound at the opening of the Democratic gathering in Madison Square Garden, June 24. A whirlwind newspaper man did it—Herbert Bayard Swope. To this Ralph Pulitzer, editor of the World and one of its owners, will agree, together with Frank Munsey, Joseph P. Day, Judge Morgan J. O'Brien, James W. Gerard, Stanley Quinn, Will H. Hays and other leaders who joined, at Swope's request, the campaign to make New York a convention city.

This week the writer asked Mr. Swope how were the Democrats persuaded to come to this city.

"At first it was largely a laboratory experiment," he replied, giving for the first time his own fiery story in answer to the question. "When we found fear of New York more apparent than real, we gave it all we had, that was all.

"What was wrong with New York, I wondered. Were we flying a pest flag? Did we all have the small-pox?

"Tammany is not as bad as it has been frequently painted. The World had often fought Mr. Murphy and would fight him again. New York was not supplicating for the convention. We were demanding readmission to the union as a right.

"Politicians really wanted to come to New York, but they feared New York's Wall Street and Tammany.

"The curse, I honestly believe, was taken off by the World. People trusted our newspaper in gratifying fashion. We consecrated the case."

When Swope talked, energy lived. His words in argument cut high and true, although they poured from lips at machine gun speed. Without attempting detailed description, two features stand out as essentially Swope's, his forehead and his chin. The high, expansive forehead is Swope, the thinker; the chin is Swope, determined man of action.

Two of Swope's associates were conversing with him when I called this week—Walter Lippmann, chief editorial writer, and Arthur Krock, assistant to Mr. Pulitzer, the editor. The latter remained a few moments. The purpose of the call was explained. Mr. Swope repeated my question to Krock.

"How was the Democratic convention brought to New York?"

Addressing the writer, Krock declared:

"First, Mr. Swope thought about it.

"Second, he organized it.

"Third, he publicized it.

"Fourth, he went and got it.

"And now he is arranging it."

"While we believed in the excellence of the plan, we did not necessarily at first believe in its efficacy," Swope now took up the conversation.

"As feelers we sent out wires to nationally prominent men and made requests locally. This was in May, 1923.

"I must admit many persons at first didn't believe it actually could be done. But what we wanted was a cross-section of public opinion, which would be as nearly accurate as possible.

"For instance, we printed Mr. Hearst's statement, which was opposed to New York as a convention city.



Herbert Bayard Swope—He Put It Over

"When we had obtained this cross-section, the World began distributing pamphlets, presenting our case.

"I gave a lunch at the Biltmore Hotel, inviting Frank Munsey, Morgan J. O'Brien, A. C. Pearson, George Edgar Smith, "Tex" Rickard, Joseph P. Day, and others. We wanted to make it non-partisan. Witness Mr. Munsey.

"Yes, it was quite personal at first," Swope admitted. "The Merchants Association was dubious. I finally persuaded Stanley Quinn to become assistant chairman of the executive committee. Then I got Joseph Day to become general chairman.

"In the early days, there were some amusing disclosures. Some of the biggest men in the city, the Wall Street leaders, such as Thomas W. Lamont, could only be persutaded to lend their support as a civic gesture. We had to appeal to their pride of city. Many, we knew, were lending their names more for the publicity it brought them than any strong belief that New York could be made a convention city.

"The newspapers gave their support, but it was no easy matter raising money," Swope confessed. "Finally we got together $150,000. The newspapers were the largest single trade unit contributing, gifts being received from the World, Times, American, Tribune, News and Sun."

In January of this year came the famous trip to Washington. "Swope's wild goose chase," it was called.

The evening before the National Committee met, the New York delegation had dinner at the Hotel Shoreham. At Swope's elbow were Charles Michelson, Charles S. Hand and John J. Leary, three of the World's correspondents.

Swope would turn to one or another of these correspondents every few minutes.

"Call New Hampshire," he would say, meaning the New Hampshire committee men. "Find out how they are going to vote." One of the correspondents would rush to his bidding. Often he would return with an unfavorable report. Arguing and cajoling, Swope was active among the delegates until the small hours of the morning.

The Democratic National Committee heard the bids next day and then adjourned for lunch. Manhattan had bid its $150,000 raised by Swope in New York, while San Francisco had offered $200,000. During lunch Swope conferred with "Tex" Rickard, and when the committee reassembled Judge O'Brien was able to say New York was prepared to increase its offer by $55,000 making the cash offer $205,000.

The committee took three roll calls. On the third ballot New York was chosen with 57 votes out of 103.

"Speech, Swope! Speech!" somebody called.

"This isn't the last time the Democratic convention is coming to New York," Swope rose and said. "You're going to like New York so well that the convention will come to New York from now on—every four years."

Swope had gone to Washington and obtained the convention. From January to the present date, he has been among the most active in making the arrangements.

"He is a horse for work," is the homely description of him given the writer by a member of the World staff. Often he is at work in his office these days until 4.30 a. m. New York has never known a reporter with more contacts than Swope. They are among the highest and the lowest, the best and the worst of the whole great city. In Wall Street as on the race tracks, among clergymen as among lawyers, with bankers as with politicians, in the theaters and the studios, in the criminal courts as in the offices of book publishers, among college presidents and prize fighters, he is known fearfully and affectionately.

Of him, William Preston Beazell, assistant managing editor of the World, has said:

"He is a living refutation of the belief that the days of 'personal journalism' are past. He has put his impress as deeply on the World as did Dana on the Sun, the elder Bennett on the Herald, Raymond on the Times, or Greeley on the Tribune."

Is it any wonder, when a man like Swope enters so intimately into the life of his city, that around him should grow up all kinds of discussion in New York newspaper circles.

"Too much Swope on the New York World," the writer has been told by an opposition newspaper man.

Because of such discussion, Swope's philosophy of newspapering becomes the more interesting. I asked him his views and ideas.

"The constituent elements of a newspaper," he began, "are interest, importance, truth, and timeliness. Timeliness is scarcely a full factor.

"News, in fact, is anything of interest. We all over-fetishize the yesterdays in our newspapers.

"Newspapers of the United States are definitely improving and improving quickly. They are improving because they are establishing a surer sense of values, and because they are preserving a surer contact between themselves and life.

"A newspaper is not a creator; it is a recorder. Newspapers should consist of the chronicle of the social body in which we live.

"Therefore, crime should not be barred. The proper representation of crime, in fact, is vitally necessary, although there should be no undue sensationalism—sensationalism that goes into faking. As long as a crime story is true, it should be printed.

"Newspapers of today have more political influence than ever before. This influence does not now come from the expressions of editorial opinion, but through the news columns, which have become instructors of public intelligence. No good newspaper nowadays excludes big news from its columns. Both sides of every question are given and the public left to judge."

Swope disavows the theory that he has impressed his own personality deeply on the World.

"Our newspaper," he declared, "is the product of collective intelligence. Everyone participates from reporter up. The reporter is by far the most important cog, because what the reporter gets and how he presents it is what counts."

The World's executive editor, one is told, never issues instructions. He makes suggestions, and if his suggestions can be kicked aside, no one is better pleased than himself.

"I believe in the widest sort of liberty for reporters as long as it does not become license," he told the writer. "No man's methods are ever questioned here, as long as they are honest.

"Newspaper writers should be limited only by truth, good taste, and a decent regard for the law of libel. I believe in encouraging individualism. I only want to know why a man does what he does."

To conclude the interview, I asked Swope his ideal of a newspaper. His answer was prompt and paradoxical.

"My ideal newspaper," he said, "is one with which I would never be dissatisfied. And as soon as you've made a newspaper which does not dissatisfy you, you have made a bad newspaper. The element of divine discontent must always be in a really good newspaper.

"The most successful way of being an unsuccessful journalist," he added, "is to try to please everyone."

To Issue a McAdoo Daily

The *Progressive Democrat*, a daily 8-page, tabloid size newspaper, will be published at the convention by the backers of the candidacy of William G. McAdoo, it has been announced. The paper will furnish convention news to delegates and visitors without regard to their political views. It will appear at 10 o'clock each morning, beginning Monday next. The *Progressive Democrat* will be in charge of Phil Painter of Birmingham, editor and publisher of the *Advance*, a weekly publication, which has contributed to McAdoo's candidacy in the South.

A convention of dentists is informed that eating carrots induces an outstanding and determined chin. Possibly you have already noticed the uniformly aggressive chins of cows.—*Detriot News.*

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Within sixty minutes ride of the famous Chicago "loop" there are more than 3,500,000 prosperous buyers.

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VICTOR F. LAWSON, Editor and Publisher

W. R. HEARST, JR., A FLYBOY IN PLANT OF FATHER'S LATEST — N. Y. MIRROR

Tabloid Expected to Appear Next Week as Evening Daily with Walter Howie as Editor and E. M. Alexander, Publisher —Young Hearst Carries Union Card

WILLIAM RANDOLPH HEARST will start publication of an evening tabloid newspaper in New York City next week, Arthur Brisbane has informed EDITOR AND PUBLISHER. It will be called the *New York Mirror.*

Mr. Brisbane professed uncertainty as to date and detailed plans.

Walter Howie will be editor of the new tabloid, and E. M. Alexander, publisher, Mr. Brisbane said. Attempts to get in touch with these men before EDITOR AND PUBLISHER went to press failed.

One EDITOR AND PUBLISHER informant set the date for the first appearance of the Mirror for Tuesday, June 24, the opening day of the National Democratic Convention at Madison Square Garden.

Rumors that the Hearst organization planned to enter the tabloid field in New York had been circulated for some time. In fact for two years at intervals the report was circulated that such a move was contemplated.

Mr Hearst, in his auxiliary plant at 55 Frankfort street has long had sufficient equipment to start a tabloid.

During the last week the rumors gathered strength when it was seen that editorial room equipment was being installed in the floor over this auxiliary plant, and when it was learned that negotiations were being made to the Mail and Newspaper Deliverers' Union.

John R. Hastings, managing editor of the *New York Journal,* is assisting Howie in gathering together a staff for the Mirror.

Howie, known to many as "Whirlwind Howie," left the *Chicago Tribune* to become connected with the Hearst organization. For a while he was with the *Chicago Herald-Examiner.* Then be became managing editor of the *Boston Amercian.*

William R. Hearst, Jr., to Work as Pressman On New York Mirror

"He's a regular fellow."

Jack Joyce, a pressman, said that. Jack was referring to William Randolph Hearst, Jr., 17-year old son of the publisher, who for the past few days has been doffing silk shirt and tailored suit to don overalls and work as fly boy in one of his father's New York press rooms —the one from which the new tabloid will be published.

As the rules require, he carries a union card in his pocket.

W. R., Jr., an unusually tall boy for his age, isn't permitted to talk for publication. He is under the care of H. M. Roberts, business manager of the *New York American,* during these working days of his.

"He's having a good time," vouchsafed Mr. Roberts. "But I don't want him to make any statement for publication."

The Journal on June 13 carried an editorial on it under the caption "When Men are Really Working—They Look Pretty Much Alike, Rich or Poor." The editorial was illustrated with the picture used on this page.

So EDITOR AND PUBLISHER went down to 55 Frankfort street, where the youngster had been working and talked it over with his fellow printers. The working day was over. William Junior had washed grime away and had changed overalls for a smart suit.

He had been driven to his Riverside Drive home by his younger brother, John, who had remarked that he had "come to collect Bill."

Jesse Rosenthal, William Smart, John Cook, Richard Sheehan, John Collins, and Jack Joyce, printers all, were consulted.

"I wouldn't do what he's doing, if I had his money, you can bet on that," they agreed in chorus.

"But he's a good sort of guy—a hard worker, too. He says he likes it fine And perhaps he does. Maybe it's a good change for him that's used to different sort of stuff.

"He hops about lively enough. Does all he's told. And more, too."

Of course young William has not exactly the same future ahead as Rosenthal, Smart, Cook, Sheehan and the rest, even though he is sharing their present for a while. He may keep the flyboy job through the summer as he plans now. Then he may give it up, even before this story is printed.

"I don't think he'll stick it out long," one printer said.

"He says he wants to learn the business from the ground up. Some day he'll be running the old man's papers, and he'll want to know what the press room job is like.

"Well, he's learning that. He isn't shown any favoritism. And it's no easy job and not enough pay."

A fly boy's pay varies. Size of the envelope handed over by the cashier depends upon the amount of overtime turned in. It may average about $20 a week.

"He works from eight o'clock in the morning until 4," the writer was told. "Same as the rest of us guys."

The press room where he has been working is the one used to print the tabloid section at one time issued with the New York American.

It houses two sextuple Hoe tabloid presses. These presses are now being tested out preparatory to their use in publication of Mr. Hearst's new evening tabloid newspaper, the *New York Mirror.* The room is not over large. One perspired easily just watching others work.

"When men really work or fight, they look much alike, if they are really working and fighting, not making believe," the editorial in the *New York Journal* on young Hearst declared.

"William R. Hearst, unusually tall for his age, is several years younger than the average pressroom worker.

"W. R. Hearst, who went to the public school when he was a boy, and took charge of the *San Francisco Examiner,* as owner, the moment he left college, believes that boys should work.

"That's why the two oldest of his five sons are now working in his newspaper plant. William, whom you see in this picture, will go back to his studies in the Fall.

"He thinks that working in the pressroom is very exciting, very good fun. Any kind of hard work is good fun for the right kind of boy.

"From the workmen's point of view it is an excellent thing for young William Randolph Hearst to have this season of work. He will realize, by actual experience, the truth of the statement made by his father, long ago, before a Congressional committee, that eight hours of hard work is as much as any man should be asked to do, and that the employer that .t make an eight-hour day pay is not fit to employ American labor."



WM R. HEARST, JR.

Central figure in the group of three, sitting on the lower steps leading to a W. R. Hearst press room in New York, is W. R. Hearst, Jr., seventeen-year-old son of the publisher, who is spending his summer in the sweltering heat as flyboy—at $20 a week. Sufficient price to buy him a silk shirt for a debutante party at the Ritz. He says, "I'm having a fine time." His younger brother, John, comes to "collect him" each night in a limousine. His older brother, George, tries his hand in the business office of the New York American.

GROZIER WILLS BOSTON POST TO SON

Late Publisher Provides for Control to Be Kept in Family—Son Bequeathed 2010 Shares in Company

Edwin Atkins Grozier, late editor and publisher of the *Boston Post,* in his will dated July 6, 1920, and filed June 14, in the Probate Court for the County of Middlesex, State of Massachusetts, bequeathed to his son, Richard Grozier, who succeeded him as editor and publisher of the Post, 2,010 shares of stock in the Post Publishing Company, a controlling interest. Mr. Grozier, the younger, had for several years been a substantial holder of Post Publishing Company shares.



RICHARD GROZIER

In passing over control of the newspaper to which he gave the best years of his life, Mr. Grozier uses these words in his will. "I urge my son, in whose integrity and ability I have full confidence, to conduct the Boston Post, published by said corporation, not merely as a money-making enterprise but primarily and zealously in the interests of the people of Boston and New England."

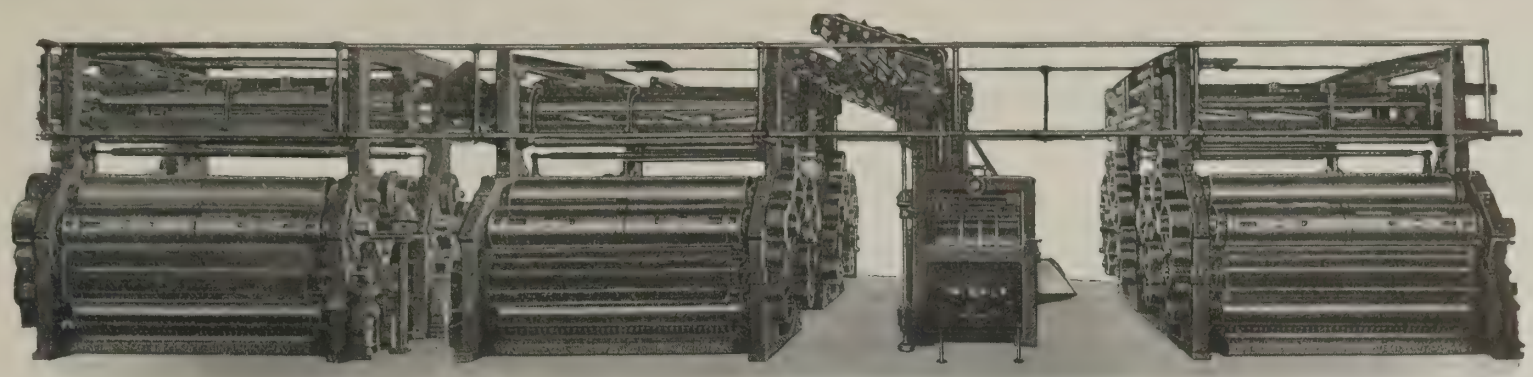
Richard Grozier is directed to pay to his mother, Mrs. Alice G. Grozier, one-half of the dividends received by him from the Post Publishing Company during her lifetime, and subsequently to pay to his sister, Mrs. Helen Grozier Farley, one-third of such dividends during her lifetime. Mrs. Grozier and Mrs. Farley receive the residue of the estate after the payment of certain specific bequests, and this residue includes additional shares of Post Publishing stock.

Mr. Grozier made it plain in his will that he desires the Post to continue in the possession of the Grozier family. The will directs that any legatee receiving shares of Post Publishing Company stock and desiring to sell the same, or any portion of it, must first offer the stock for sale to other holders in the family at a price 10 per cent lower than the sum offered them for the stock. The other stockholders in the family are to have 6 months in which to accept and pay for the stock, and they may purchase proportionately to the number of shares already held. In case one or more do not desire to purchase, the remaining bidders or holders have the right to procure shares not so bought. As a further precaution against this Post Publishing Company stock being transferred outside the family, the will provides that in case any stock is sold in violation of this condition, the other holders in the family may recover from the vendor the price paid.

Richard Grozier, who thus inherits control of the Post Publishing Company, has been active in the management of the Post for several years. He is 38 years old, was graduated from Harvard in 1909, and during the last 15 years has worked in all departments of the paper. Before his father's death, he acted as assistant editor and publisher. His name now replaces that of the elder Grozier at the masthead.

Widow and son are named as executors, and exempted from giving bonds. The amount of the estate is not indicated. Among the specific bequests made is one of $25,000 to William A. Grozier, of Melrose, business manager of the Post, made, in the words to the testator, to "my dear brother, William A. Grozier, who has devoted his entire life to my interests with unswerving fidelity." Bequests to other relatives total $30,000.

A political manager is a man who wonders how many wets would vote that way.—*Baltimore Sun.*



SCOTT "Multi-Unit" Double-Sextuple Press—Underneath-fed Pattern—with Solid Forged Steel Cylinders in Roller Bearings, driven by Steel and Fabroil Gears, Steel Folding Cylinders, 64 Page Folders, etc.

Two Styles of Unit Presses

The Style illustrated above has the Units arranged in two parallel rows, with the printing cylinders lengthwise of the press. This arrangement, which is completely protected by patents, is the most versatile, the most accessible and the most efficient form of Unit Press on the market. This is

The SCOTT "Multi-Unit" Press

The Style illustrated below has the Units arranged in one row, with the printing cylinders crosswise of the press. This arrangement gives the user the benefit of many of the advantages of Unit Construction, and, under certain circumstances, is sometimes the more suitable type of press to install. This is

The SCOTT "Straight-Unit" Press

The choice between these Two Styles of Unit Presses depends in each instance upon the individual business requirements, the probability of growth, and the pressroom or building conditions. Inasmuch as we are able to offer and build both styles of press, we are in position to offer unbiased advice as to the type of press that will best fill YOUR requirements. We are the ONLY press-builders authorized by patents to build either type of press, and as

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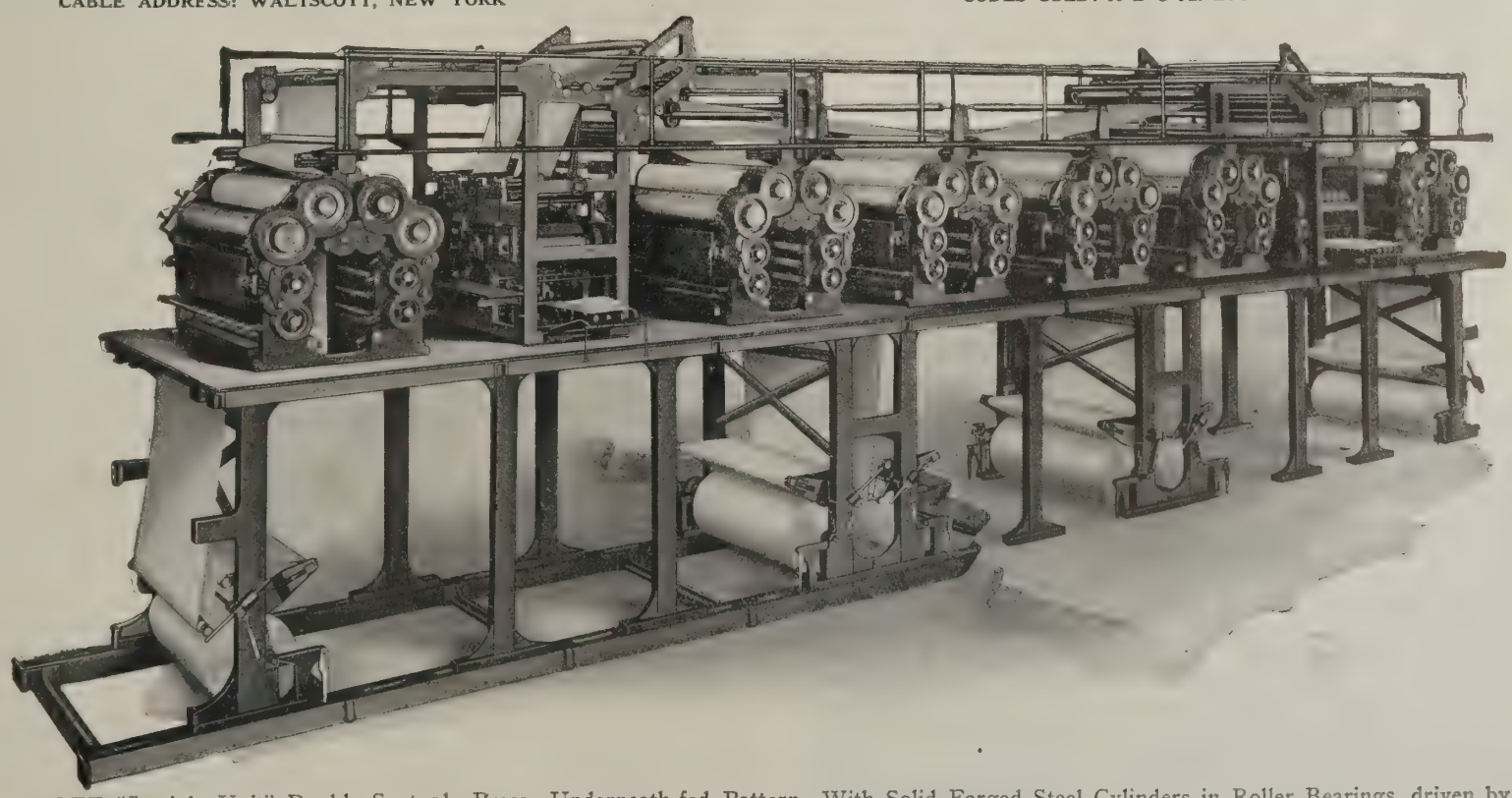
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YUCATAN DAILY'S PLANT DESTROYED BY MASKED MOB

La Revista Burned to Ground After Savage Attack, Director Carlos R. Menendez Informs Editor & Publisher—Motive Unknown

Without warning or any known reason, an armed mob entered and destroyed the fine offices and plant of *La Revista* of Yucatan, completing the vandalism by setting fire to the ruins, on the night of May 26, according to mail advices from Merida, reaching EDITOR & PUBLISHER this week, from Carlos R. Menendez, director of the newspaper, one of the most influential and prosperous daily publications in Latin America.



Only the crumbling ruins of La Revista's $100,000 plant when the people of Merida gathered to view the results of the masked band's raid.

The story of the assault, which is without precedent in Yucatan, is told by Mr. Menendez, in the following language:

"Last night, a few minutes before one o'clock, the employees in charge of our plant were preparing the issue which should have circulated this morning, when suddenly and without any cause, (*La Revista De Yucatan* has been developing a patriotic work of peace, with irreproachable impartiality), a mob of more than 50 men, some disguised, but all armed with revolvers, knives, hatchets and sticks, dashed through the entrance door, like a devastating torrent, and scattered along all the departments, workshops and offices, throwing themselves, as cannibals, over their prey.

"They made firewood of the valuable department of Graphic Arts, a building that gave honor to Yucatan. They did the same thing with the desks, book-cases and files, in the direction, editorial and administrative halls. After chopping with mallets and hatchets the rotary printing press, they soaked it with petroleum and fired it. They did the same thing in other departments, especially in the linotype room. The whole building was soon ablaze.

"Two young men, Charles A. Menendez, my son, and Silverio Campo, attempting to go out, were shot and struck with the butts of pistols. My son received a wound in an arm and another in the head. Mr. Camps was wounded in the head.

"Nobody disturbed the assailants during the performance of their crime. When finished, they calmly retreated. And mockery! They arrested our night watchman and locked him up for a while.

"After an hour the offices and workshops had disappeared.

"*La Revista De Yucatan* has a splendid day and night service, and besides, we believed ourselves to be under the protection of a cultured and progressive Government and amid a civilized society. We thought needless to give large sums of money to the insurance companies, and nothing was insured.

"After devoting our energies and our patriotism to the service of society and our country, we have lost, once more, in a few hours, the fruit of our hard and honest work.

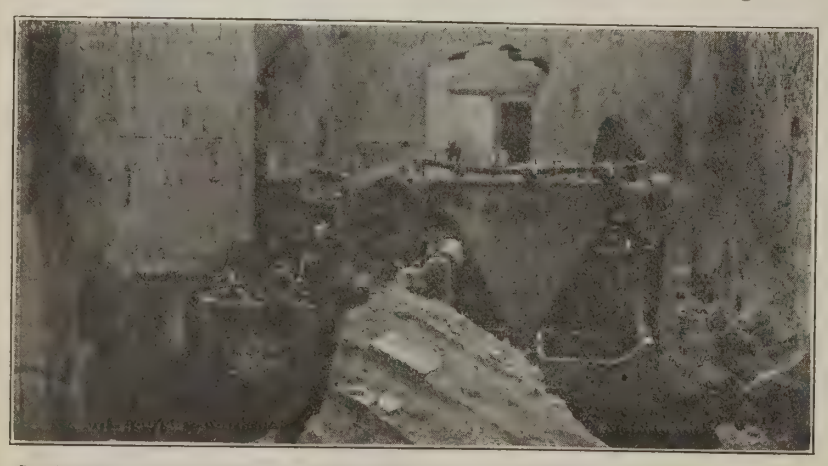
"Who were the instigators of this outrageous act? Public opinion with its innate clairvoyance points to them with a firm finger and their names quiver in everybody's lips, but we are not yet in a position to throw those names to public ignominy nor to the tribunals of justice.

"We have reported the facts to the competent authorities.

"We have little hope of obtaining complete justice. We are accustomed to the struggle. We yet have energies. If the unthinking mobs do not kill us we shall shortly return to the fight. We thank our friends for the manifestation of sympathy."

Mr. Menendez is a member of the Press Congress of the world, a zealous advocate of free press and for a quarter of a century has diligently worked to upbuild his Yucatan newspapers.

His son is reported recovering.



Great masses of stone and masonry, torn by fire from the walls, reduced the Duplex press to twisted scrap. A gasoline can, left behind by the vandals, can be seen at the left centre of the press.

The following letter has been received by members of the Press Congress of the World, in New York:

"MERIDA YUCATAN, Mex.,
"May 31, 1924.

"Press Congress of the World,
"New York City.

"My Dear Sirs and Colleagues: As a member of your honorable Association, I have the honor and at the same time the mortification and shame of sending you a fly-sheet or informative bulletin which I published on May 27, giving an account of the savage outrage, unbecoming even of the wildest cave men, against the offices, workshops, etc., of *La Revista de Yucatan*. The product of several years of honest work was consumed in a few hours. The loss amounted to $200,000, Mexican money.

"The Government's immense responsibility for this crime, you may assay when reading the details of the assault. Civilization has been dragged through the mire in this unhappy State. The police not only refused their aid against the assailants, but prevented, with the force of arms, the neighbors and the mass of people from going in quest of help.

"When one of my sons, who was sleeping in the building, tried to let me know what was happening, he was barbarously wounded. Despite the profound public indignation and the unanimous protest against this brutal assault, the judicial authorities have made, up to this date, no inquiries nor taken any measures for the prosecution of the criminals, although Public Opinion points sternly towards the prominent instigators.

"As a journalist, as a civilized man, and as a member of the Press Congress of the World, I, the victim, denounce to the Press Congress of the World, this cowardly and stupid crime, which would disgrace Justice, Liberty, Honor and Civilization. I solicit the aid of the Press Congress of the World, to prevent this crime being left unpunished; to oblige the Government to repair the damages caused, and that all the newspapers, members of that Association, make an energetic protest and publish to the world how the rights of civilization are respected in a country ruled by a government which calls itself republican, cultured, and also socialist.

"I do not doubt that my request will have your attention, so I heartily thank you and the Association, and remain,

"Very cordially,
"CARLOS R. MENENDEZ,
"Director of the *La Revista de Yucatan*."



Three Linotypes, one of which appears to be a recent model, were in the path of the flames and falling walls and were practically ruined.

Weekly Wins First Honors

The *Carrington (N. D.) Foster County Independent* has been adjudged the best weekly in North Dakota by Sigma Delta Chi, professional journalistic fraternity, University of North Dakota. George P. Collins is publisher.

Staff Honors Emery

In recognition of 25 years service on *Fall River (Mass.) News* William M. Emery, city editor, was recently tendered a complimentary dinner and a gold watch.

NEW PITTSBURGH DAILY TO APPEAR SOON

Dispatch, Backed by Local Group, Will Begin Publishing in Mid-August—Grise President, Faulkner Managing Editor

Pittsburgh's new daily newspaper, the *Pittsburgh Dispatch*, backed by a group of which George P. Grise is president, will begin publishing the middle of August, according to a statement given EDITOR & PUBLISHER this week.

The daily will be 16 pages, 8 columns, and will carry International News Service, Cosmopolitan Service, and a special sport wire. All equipment has been contracted for, including 12 Linographs and a Duplex press. Installation will begin soon.

A circulation of 17,000 is claimed by President Grise, based on subscriptions and contracts with news dealers.

The company has leased with option to buy the 4-story Speer Building, 118 Sixth street, in the lower side of the downtown district. This building now houses the offices of the promoters. Capitalization of the daily is $3,500,000.

Leonard Faulkner, formerly of the *New York Herald*, will be managing editor of the Dispatch. A complete staff for both editorial and business departments has been obtained, according to Mr. Grise, but individual names will not be announced until a later date. Twenty-two reporters will be employed, he said.

Officers of the Dispatch Company are: George P. Grise, Avalanon, Pa., president; Anna Core Grise, vice-president; A. M. Winner, secretary; John A. Hooper, advertising manager; R. F. Erhler and J. C. Cochran, in charge of circulation.

AD GROUP INSPECTS LINER

Boston A. A. C. W. Delegates View Their Official Ship, Samaria

A luncheon was tendered representatives of the advertising clubs of New England on board the Cunard liner Samaria in Boston harbor, June 9, to afford them an opportunity to inspect the vessel that will carry the delegation to England, July 5, to attend the convention of the Advertising Clubs of the World in London.

Among those present were Cyrus F. Kauffman, chairman of the New England committee; Chester I. Campbell, chairman, New England district, Associated Advertising Clubs of the World; William F. Rogers, president of the Advertising Club of Boston; Miss Grace Gardiner, president Women's Advertising Club of Providence; Miss Blanche Frederickson, Women's Advertising Club of Boston; Benjamin Rawlings, chairman Providence convention committee; Miss Deasy, secretary New England district, A. A. C. W., and Miss Jeannette Gold, Boston Advertising Club.

Speak to the United States Through

The New York Times

THE New York Times is published in the greatest home market of the world, and in the national market place of the United States. It is America's foremost newspaper and excels as an advertising medium.

In the New York Metropolitan District, with the most concentrated population area in the United States, The New York Times is read by the largest group of intelligent, discriminating and responsive persons. Their purchasing good will is the most desirable asset an advertiser can obtain. More than 9,000,000 people live in the Metropolitan District and their annual income is in excess of $8,000,000,000.

The circulation of the Sunday edition of The New York Times is in excess of 575,000 copies, of which 400,000 copies are distributed in the Metropolitan District and in the region within 150 miles of New York. While the circulation of The New York Times has its greatest concentration in and about New York City, it is read in every state of the United States and in every province of Canada—more than 8,000 cities, towns and villages.

The New York Times leads all other New York newspapers in the volume of advertising—24,101,226 agate lines published in 1923, or 6,730,388 lines more than the second newspaper.

The New York Times leads in country-wide advertising—5,624,358 lines published in 1923, or 2,202,906 lines more than the second newspaper. More than 200 country-wide advertisers used The Times exclusively among New York morning newspapers in 1923.

The New York Times leads every newspaper in the world in financial advertising, publishing 2,371,438 lines in 1923 in this classification, 1,336,540 lines more than the second New York newspaper.

In five months of this year the advertising leadership of The New York Times over all New York newspapers was maintained in about the same ratio.

The advertising columns of The New York Times are subject to as careful a censorship as its news columns. Advertisements that are not clean or reputable, regarded as misleading or questionable, are rejected.

The Best of Special Dispatc
Leased Wire Service of

This service strengthens every department of th
specialties in the NEWS. It does not

A 15,000 word report, six days

1. All-Year-Round Sports Service—John B. Foster, Lawrence Perry, Walter Camp, Fair Play. The whole field of amateur and professional sports covered by foremost authorities.
2. Chicago Daily News Foreign Service—with correspondents at all world news centers filing by radio and telegraph. When Europe's day is done it is only noon in America.
3. Business News Service—daily dispatches by J. C. Royle and staff of correspondents. Commodity News. A service for the average business man and woman.

7. Complete Financial Service—staff of experts heade

New York Stock Market—Stuart P. West.
New York Curb Market—Wm. F. Heffernan.
Chicago Grain Market—George Schnackel.

Complete bond and curb sales wit
Brief interpretative dispatches fr

FRIDAY NIGHT LEASED WIRE FOR SUNDAY NEWSPAPE
Services Sold EXCLUSIVELY to One

Consolidated P

Executive Offices—Fifth Floor, Evening

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Building

es are Carried in the 8-hour
the Consolidated Press

up-to-date newspaper. It covers all the telegraphic plicate general news association reports.

a week, including the following:

4. Washington Dispatches of David Lawrence—interpreting national and international affairs.

5. Special Staff News Feature Service—Robert T. Small heading staff of graphic news writers who seek out the most interesting stories of the day.

6. Fashion News Dispatches—up-to-the-minute information in brief telegraphed from centers of fashion in brightly written paragraphs.

by Stuart P. West.

New York Bond Market—George T. Hughes.
New York Cotton Market—George DeWitt Moulson.
Chicago Livestock Market—L. C. Grundeland.

high, low and closing quotations.
important commodity markets.

PONY SERVICE FOR DAILIES IN SMALLER CITIES
Newspaper Company in Each City

ess Association

Star Building, Washington, D. C.

San Francisco
Third Floor
Spreckels Building

Paris
Fourth Floor
19, Rue d'Antin

The Entrance to the United States Market is Through Newspapers

Take one city or one territory at a time.

Extend your advertising as you extend your profitable distribution.

The one central source for impartial marketing information for part or all of the United States is: The Bureau of Advertising, American Newspaper Publishers' Association, World Building, New York City, W. A. Thomson, Director.

The best sources for useable information of individual cities are the daily Newspapers. You will find their cooperation is the best asset you can have.

We are Publishers' Representatives and can serve you intelligently through the Newspapers and in the cities listed in this announcement.

CALIFORNIA
Stockton **Independent** (M&S)
Bakersfield ***Echo** (M&S) (Ex. Mon.)

COLORADO
Colorado Springs ***Gazette & Telegraph** (ME&S)
Sterling **Advocate** (E&S)

CONNECTICUT
Ansonia ***Sentinel** (E)

FLORIDA
Jacksonville ***Journal** (E)

HAWAII
Honolulu **Advertiser** (M&S)

IOWA
Waterloo ***Tribune** (M&S) (Ex. Mon.)

KANSAS
Arkansas City **Traveler** (E)
Coffeyville **Journal** (E)
Emporia ***Gazette** (E)
Hutchinson ***News** (E) ***Herald** (M&S)
Wichita ***Beacon** (E&S)

KENTUCKY
Ashland ***Independent** (E&S) (Ex. Sat.)
Lexington ***Leader** (E&S)
Paducah ***New-Democrat** (M&S) (Ex. Mon.)

LOUISIANA
Shreveport ***Journal** (E)

MISSOURI
Joplin ***Globe** (M&S) (Ex. Mon.) ***News Herald** (E)
St. Joseph ***Gazette** (M&S)

MONTANA
Butte ***Post** (E)

NORTH CAROLINA
Asheville ***Citizen** (M&S)
Durham ***Herald** (M&S)

OHIO
Massillon ***Independent** (E)

OKLAHOMA
Ardmore **Ardmoreite** (E&S) (Ex. Sat.)
Muskogee ***Times-Democrat** (E)
Oklahoma City ***Oklahoman** (M&S) ***Times** (E)
Okmulgee ***Times** (M&S) (Ex. Mon.)

PENNSYLVANIA
Erie ***Times** (E)

TEXAS
Wichita Falls ***Times** (E&S)

VIRGINIA
Danville **News** (E)

WASHINGTON
Longview **News** (E)

WEST VIRGINIA
Bluefield ***Telegraph** (M&S) (Ex. Mon.)
Huntington ***Advertiser** (E&S)

WYOMING
Cheyenne ***Tribune & Leader** (E&S)

CANADA
Montreal ***La Patrie** (E)

*Member Audit Bureau of Circulations
M Morning E Evening S Sunday

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

58 West 40th Street **NEW YORK CITY** | Harris Trust Building **CHICAGO** | Waldheim Building **KANSAS CITY** | Candler Annex Building **ATLANTA** | Monadnock Building **SAN FRANCISCO**

HEARST CALLS HALT ON WASHINGTON HERALD'S RESORT PROJECT

Real Estate Subscription Tie-up Launched by Snodgrass Disapproved and Latter Resigns—Will Carry Idea Through, He States

By SAM BELL
(Washington Correspondent, EDITOR & PUBLISHER)

WILLIAM RANDOLPH HEARST'S antipathy for real estate enterprises as circulation or business getters for his newspapers, has been demonstrated again in Washington by his repudiation of the "Herald Harbor" project, inaugurated last month by Rhey T. Snodgrass, then publisher of the *Washington Herald,* the Hearst morning paper in the capital. "Herald Harbor" is a bungalow colony near Washington in which lots were sold on subscription to the Herald.

As the result of Mr. Hearst's action in washing his hands of the enterprise, Mr. Snodgrass has severed his connection with the newspaper and will carry out the project in the manner it had been advertised in the Herald, with the exception of the subscription stipulation of the original plan.

Mr. Hearst, convinced that he is without legal obligation in the matter, because the project was launched without his knowledge or authority, nevertheless has announced he "stands ready to reimburse purchasers on or before June 22, for any payment made by them upon reliance that the Herald was backing the enterprise, and will if they desire relieve them of the subscription to the Herald." The announcement, made on the editorial page of the Herald, June 13, asserted that "it has long been the policy of the Hearst organization to keep its newspapers free from real estate enterprises of every kind, no matter how meritorious they might be."

The development of the "Herald Harbor" enterprise and its subsequent repudition by Mr. Hearst, accompanied by the resignation of Mr. Snodgrass and W. C. Shelton, circulation manager of the Hearst organization in Washington, has caused no little comment. Mr. Shelton more recently severed all connection with the project and has returned to the Herald as head of the circulation department. A few subscribers to the Herald on the basis of the "Herald Harbor" project have withdrawn their subscription but on the whole persons purchasing lots under the subscription stipulation appear to have been satisfied with their bargain. Mr. Snodgrass, who came to Washington several months ago from the Hearst papers in Milwaukee to take charge of the Herald as publisher, relieving Logan Payne of double duty with the Times and Herald, tells of affairs and his part in it substantially as follows:

With his arrival in Washington, Mr. Snodgrass said he looked around to determine the chief needs of Washington and how the Herald might operate to secure those needs for the city and at the same time increase its circulation. The lack of a real summer resort near the city, he found, was noticeable, and many Washington people backed him up in that judgment. When a project of developing a bungalow colony on the banks of the Severn River, 10 miles up from Annapolis and within commuting distance of Washington, was broached, Mr. Snodgrass was impressed and inspection of the 400 acres of land there that could be purchased disclosed what he considered an ideal site for such project.

Snodgrass frankly acknowledged that he went ahead on his own responsibility and was amazed at the results of his first announcement as a circulation getter for the Herald. Lots were sold for from $25 to $250 apiece, dependent upon the location. A year's subscription to the Herald (week days) entitled the subscriber to purchase one lot, and a subscription to the Sunday Herald entitled the subscriber to purchase another lot. If 3 or 4 lots was desired they could be obtained by getting friends to subscribe, but no more than one individual or family was permitted to buy more than 4 lots.

The success of the first few days of the sale, it was announced on May 20, prompted Mr. Snodgrass to go to New York in an effort to get from the Hearst organization an appropriation of $25,000 to build a boulevard into the property from the station of the suburban railroad ation by Mr. Hearst, accompanied by the that operates from Washington to Annapolis and Baltimore.

This was the first time Mr. Hearst had heard of the project. The council of his executives that followed decided that it could not go on. Snodgrass said he expostulated and demonstrated how sound the proposal was and how enthusiastically the people of Washington had responded.

"Mr. Hearst and his advisers were adamant," said Snodgrass, "so there was nothing more for me to do but leave the organization and continue the project. There is no hard feeling in the matter. It has been worked out satisfactorily. The name of the bungalow colony will by Herald Harbor; the Herald is carrying our advertisements and the project will be carried out successfully although divorced from the newspaper and without a subscription requirement."

PRINTERS ELECT LYNCH

Made President of International Typographical Union Succeeding Howard

James M. Lynch of Syracuse won a majority of 2,629 votes out of approximately 56,000 votes cast in the race for president of the International Typographical Union, according to a count made public in Indianapolis, June 16. He succeeds Charles P. Howard of Detroit.

Lynch, who was president of the organization from 1900 to 1913, swept the entire "administration" ticket into office with him. Other officers elected and their majorities, according to the unofficial count, are:

Seth Brown, Los Angeles, defeated George F. Beach, New York, for first vice president by 1,658; Austin Hewson, New York, defeated William R. Trotter, Vancouver, B. C., for second vice president by 3,630 and J. W. Hays, Minneapolis, was re-elected secretary-treasurer over William A. Aldrich, Chicago, by 5,996.

Other officers elected included:

Trustees for the Union Printers' Home — Walter E. Ames, Milwaukee; Malcomb A. Knock, Boston; George P. Nichols, Baltimore; E. D. Ballentine, Newark, N. J.

American Federation of Labor Delegates—Frank Morrison, Chicago; Max S. Hayes, Cleveland; T. W. McCullough, Omaha; John C. Harding, Chicago, and William Young, Philadelphia.

Union Printers' Home—Joe M. Johnson, Washington.

Auditor—Fred Barker, Spokane Falls, Washington.

Delegates to Trades and Labor Congress of Canada—George W. Howard, Winnipeg, Man.

Lorimer and Woollcott Receive Degrees

George Horace Lorimer, editor of the *Saturday Evening Post,* and Alexander Woollcott, dramatic critic of the *New York Sun,* were honored by different universities this week, receiving honorary LL. D. and M. A. degrees respectively. The recognition awarded Lorimer was by Colgate University, Hamilton, N. Y. It is his second this year. McGill University, Montreal, Can., honored him similarly recently. Woollcott was granted his degree by Hamilton College, Clinton, N. Y. He was graduated from there with the class of '09.

Top 'Ole In Washington

NOT quite cricket, perhaps, to vaunt one's position, but when it signifies achievement that can be helpful to one's friends, there is at least a bit of justification.

So we shall just show you a few figures that should be useful in determining the Capital City medium for your sales message—on that biggest advertising day of the week—Sunday:—

Sunday Circulation

THE WASHINGTON HERALD

122,877

2nd Newspaper, 100,762

3rd Newspaper, 68,711

Not bad, eh, in a city of something less than 400,000 souls? We think these comparative figures (from the current A. B. C.'s) give a deeper insight into the Washington newspaper situation than any tabulated braggadocio about "First" in this classification and "First" in that—

Our claims are confined to the fact that THE WASHINGTON HERALD has the one really worth-while "FIRST" for any newspaper and every advertiser—"FIRST" in the estimation of good old *Vox Populi!*

Keep it in mind, please, when you're on your way 'ome from "across the big pond."

The Washington Herald

WASHINGTON, D. C.

NEW YORK
Payne, Burns & Smith

CHICAGO
G. Logan Payne Co.

Buffalo the Wonder

116,201 Homes Bec

High Lights on the Buffalo Market

Buffalo has the largest grain elevator in the world.

Buffalo is the second greatest horse market and the first greatest sheep market in the United States.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,000,000 and 3,000,000 tons.

Buffalo leads the United States in the production of linseed oil.

Buffalo has a chemical plant devoted to the develpoment of the aniline dye industry which is rated as the largest single dye plant in the United States.

One of Buffalo's printing establishments uses over a carload of paper a day.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world.

The Buffalo district is the greatest lumber market in the world. At times in the yards of the city alone are piled 200,000,000 feet of lumber.

The Buffalo district produces 75% of the world's wallboard.

Buffalo holds the wonderful record of a gain of 475 new industries in the past five years, which is a greater increase than is to be found in any other of the twenty-five first-class cities of the United States excepting New York.

BUFFALO is a city of homes—of prosperous homes. All told there are 116,201. These homes present a genuine opportunity to advertisers seeking a responsive market.

Diversity of industry in Buffalo keeps Buffalo homes on a buying basis.

There are 213 different lines of manufacture recognized by the U. S. Census bureau —128 are in Buffalo.

Even in so-called "hard times" there is comparatively little unemployment in Buffalo. The weekly payroll of Buffalo is $6,200,000 —over $50 per week per home.

There are 13,481 retail stores—1 for each 8.6 homes.

The area of the City of Buffalo is only 42 square miles—making for easy and rapid placement of advertisers' goods in retail stores.

The population of Buffalo is 536,715. The trading radius population is 850,000.

A B C—March 31, 1924
123,852

Cover the Buffalo

BUFFALO EV

EDWARD H. BUTLE

KELLY-SMITH COMPA

Marbridge Building, New York, N. Y.

City of America

kon You to Buffalo

ADVERTISERS who have not yet placed their goods in the Buffalo market would do well to inquire into the advantages offered in this territory.

The 116,201 homes in Buffalo beckon to them, because they want all the good things and have the money to buy them.

One dealer in electric washing machines has sold over 5000 machines in Buffalo. He advertises in the NEWS exclusively.

There are 65,000 pleasure automobiles in Buffalo—1 for each 1.8 homes.

52,291—(45% of the total) householders in Buffalo own their own homes.

Opportunity in the guise of Buffalo beckons you to trade here—WILL YOU COME?

Buffalo—Where People Earn and Buy

Within a 500 mile radius of Buffalo there are 109 cities and a population which buys 80% of the merchandise sold in the United States.

Erie County has registered 85,910 pleasure automobiles, 16,000 commercial cars, 1000 taxis and buses and 2000 motorcycles.

There are 116,201 homes in Buffalo, 63,910 are rented and 52,291 owned by householders.

Buffalo has 97,750 residences using electricity.

Buffalo has the largest and best equipped Normal Schools in the state.

Buffalo has the largest night school attendance of any city of its size in the world.

Buffalo Savings Banks average more than $735 per depositor. The per capita deposit is over $250.

Buffalo is the second port in the United States in point of tonnage.

Buffalo's industries are more diversified than those of any city in the United States, excepting possibly New York City. It has 60 per cent of the 213 lines of manufacture recognized by the Census Bureau.

The twenty leading industries of Buffalo in order are: automobiles, bodies and parts; flour and grist mill products; pig iron and steel products; slaughtering and meat packing; foundry and machine shop products; linseed oil; bread and bakery products; soap; railroad repair shops; malt liquors; rubber; printing and publishing; ship building; brass, bronze and copper products; leather, tanned and curried; malt; furniture; oil refinery; lumber and planing mill products.

Market With the

ENING NEWS

R, *Editor and Publisher*

NY, *National Representatives*

Present Average
126,909

Lytton Bldg., Chicago, Ill.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER ELEVEN

Story of Mr. Bennett's Marriage and Birth of His Son, James Gordon Bennett, Jr.—Hot Newspaper Warfare Continues

IN defence of his private life, Mr. Bennett, in 1838, said:

"My whole private life has been one of virtue, integrity and honorable effort. Dissipation, extravagance and fashionable follies never had any charms for me." He was in no sense a "ladies' man," though treating the fair sex with chivalric regard for their aims and feelings, and in fact he had no time to enter New York society. So it was an unsolicited piece of good fortune that first brought him into contact with his future wife, Miss Henrietta Agnes Crean.

On March 23, 1839, Mr. Atree married a very pretty and amiable girl, the daughter of a woman who kept a small confectionery store. Miss Crean, who was a music teacher, had this young lady among her pupils, and she and her mother, who kept a dry goods store in William street, were invited to the wedding reception. Of course, Mr. Bennett was Atree's honored guest at the reception, and there first met Miss Crean. It was apparently a case of love at first sight.

The Herald the following morning contained a long report of the wedding and subsequent festivities, which follows in part:

"This young lady, (Mr. Atree's bride) whose existence was unknown among the *beau monde* till this blessed week, by connecting herself in marriage with an editor, at one bound, as it were, takes her station among the *elite;* issues her cards of invitation *pro forma,* and gives a soiree which for intellectuality, splendor, refined pleasure and philosophical enjoyment, it would be difficult to equal and impossible to surpass."

Of Miss Crean, Mr. Bennett wrote in the loftiest vein of compliment, as follows:

"The young lady of the distinguished Irish family of Crean (recently arrived from Dublin), afforded a fine specimen of the beauty and talent to be met with among the higher order of her sex in Ireland. She was the belle of the evening. She is descended from one of the most ancient families in Ireland—a family that has furnished history with deeds of heroism long before the subjugation of the bloody Anglo-Normans."

His courtship proceeded with due deliberation, so that he and his prospective bride had become thoroughly well acquainted with one another prior to his famous editorial announcing his coming marriage, which appeared on June 1, 1840, and which is as follows:

TO THE READERS OF THE HERALD.
Declaration Of Love—Caught At Last—Going To Be Married—New Movement In Civilization.

"I am going to be married in a few days. The weather is so beautiful—times are getting so good—the prospects of political and moral reform so auspicious, that I cannot resist the divine instinct of honest nature any longer—so I am going to be married to one of the most splendid women in intellect, in heart, in soul, in property, in person, in manners, that I have yet seen in the course of my interesting pilgrimage through human life.

"I cannot stop in my career. I must fulfill the awful destiny which the Almighty Father has written in broad letters of life against the wall of Heaven. I must give the world a pattern of happy wedded life.

"In a few days I shall be married according to the holy rites of the most holy Christian church, to one of the most remarkable, accomplished and beautiful young women of the age. She possesses a fortune. She has no Stonington shares or Manhattan stock, but in purity and uprightness, she is worth a half million of pure coin. Happily, the patronage of the public to the Herald is nearly $25,000 per annum, almost equal to the President's salary. But property in the world's goods was never my object. Fame, public good, usefulness in my day and generation—the progress of true industry—these have been my dreams by night and my desire by day. In the new and holy condition into which I am about to enter, with the same reverential feelings as I would Heaven itself—I anticipate some signal changes in my feelings, in my views, in my purposes, in my pursuits. What they may be I know not; time alone can tell. My ardent desire has been through life to reach the highest order of human excellence by the shortest possible cut. Associated night and day, in sickness and in health, in war and in peace, with a woman of the highest order of excellence, must produce some curious results in my heart and feelings, and these results the future will develop in due time in the columns of the Herald.

"Meantime I return my heartfelt thanks for the enthusiastic patronage of the public, both of Europe and America. The holy estate of wedlock will only increase my desire to be still more useful. God Almighty bless you all.

"JAMES GORDON BENNETT."

The marriage notice is as follows:

"MARRIED.—On Saturday afternoon, the 6th inst., by the Rev. Dr. Power at St. Peter's Church in Barclay Street, James Gordon Bennett, the proprietor and editor of the New York Herald, to Henrietta Agnes Crean. What may be the effect of this event on the great newspaper contest now waging in New York, time alone can tell."

The above appeared at the head of the editorial column on June 8, 1840.

The novelty of an editor thus announcing his coming marriage at such great length, aroused much interest all over the United States, and the editorial was reproduced in whole or in part in the papers of every section.

Mr. Bennett was a generous provider; had the money to secure the best of everything for his bride, and installed her in a richly furnished house in Chambers Street, then a fashionable residential centre.

The honeymoon was passed in a trip to Niagara Falls, Mr. Bennett thus interestingly referring to one phase of it:

"There is music in the voice of Niagara Falls—there is melody and harmony of the most original kind. Sit down on one of the projecting rocks and listen to the many voices joined in a mighty chorus. Mrs. Bennett intends to compose a piece of music in imitation of the singular harmony of the waters." He then referred to the fact that she had written a popular piece of music, entitled "The Strawberry Waltz," the theme being based on the melodious voice of a girl selling strawberries from door to door.

On their return to New York City, Mr. Bennett and his bride became guests at the famous Astor House, until their mansion at 114 Chambers Street was made ready for occupancy. Disgraceful to say, their enemies secretly urged Mr. Charles Stetson, the urbane proprietor, to refuse to receive the editor and his bride, on the ground that their reputation had been reflected on. Mr. Stetson was highly indignant, as Mr. Bennett was a friend of his, and he privately informed the hostile publishers, that the editor of the Herald and his bride were welcomed as guests at the Astor House.

The Aurora, a weekly society paper thus pleasantly referred to Mrs. Bennett, not long after her marriage:

"The charming lady who now shares the powers and cash of the 'Napoleon of the press,' two years ago might have been seen in a neat little straw bonnet and a calico frock, walking around town and giving lessons to our democratic young misses in New York on the piano-forte. Now, see the reward of virtue. She has a house of her own, furnished with imperial magnificence; has a thousand dollar piano; rides in her carriage and instead of giving music lessons, is sung and played to by the most eminent vocalists and musicians, and also shares the honor and renown of the 'Napoleon of the press.'"

The So-Called Moral War

Mr. Bennett's enemies actively continued their attacks on him and the Herald, in a so-called "Moral War." Rival editors, chagrined and maddened by his phenomenal success, invented and printed all sorts of derogatory slanders upon him. One story, given with circumstantial detail, was that he had been a pedler in Glasgow, Scotland; to which he retorted:

"I am and have been a pedler, and part of my name is Gordon; this I admit. From my youth up I have been a pedler—not of tapes and laces, but of thoughts, feelings, lofty principles and great truths. I am now a wholesale dealer in the same line of business, and people generally believe I have quite a run, and what is better, no dread of suspension."

In their desperate efforts to malign him, his opponents used such abusive epithets as "uneducated wretch," "liar and poltroon," "vagabond who fled his country," etc. Serene and unperturbed, Mr. Bennett pursued the even tenor of his way, making money fast with his popular newspaper; his only weapon of defence being his vitriolic pen, which, metaphorically, scarred and seared his reckless traducers, while, when his arduous day's work was done, he could return to his home, welcomed to its peace and quietude by his affectionate, sympathetic wife.

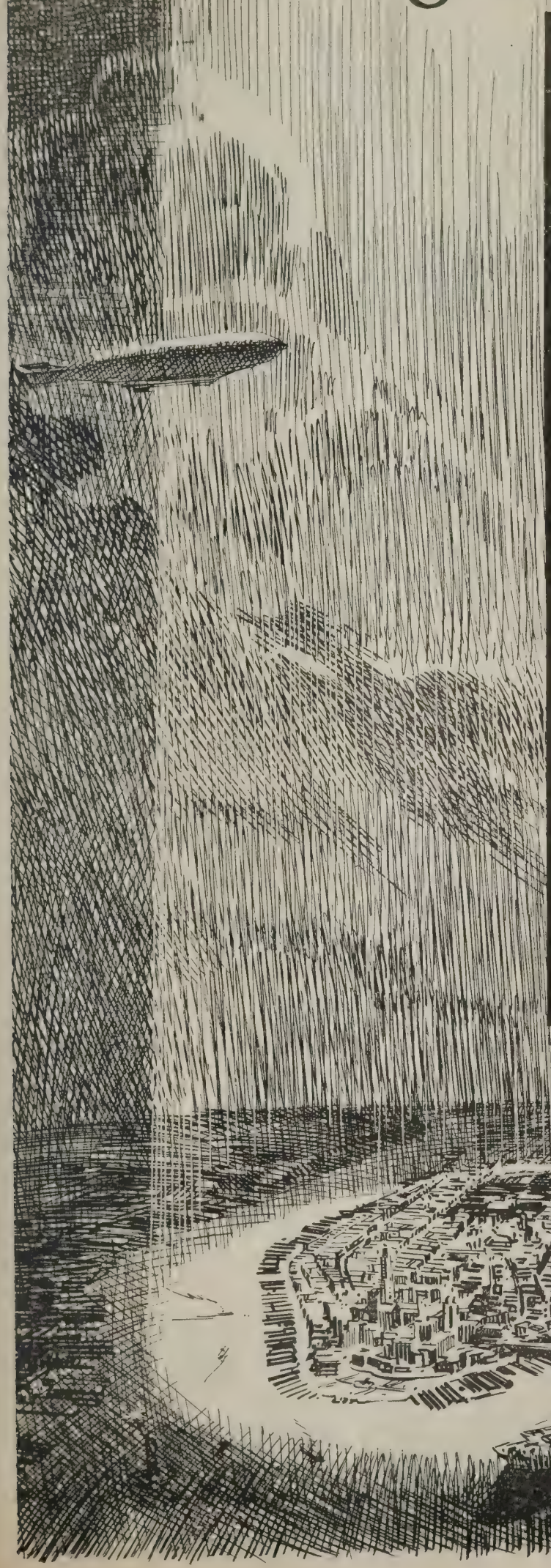
The Herald Independent in Politics

In the fall of 1840, an excited Presidential campaign was being conducted, and Mr. Bennett, with characteristic independence and adhering to his oft repeated assertion, that the Herald was "non-partisan," on October 26, published a cartoon, entitled: "The Devil Let Loose in Wall Street." It showed his Satanic Majesty playing a game of ninepins with the office seekers and the officeholders, and was a "take-off" on the corrupt Locofoco and Whig candidate. A leading editorial accompanied it, entitled: "Awful State of the Country—Election Frauds Produced by the Banking System—A Revelation of Blood in Prospect." On the following day he thus referred to his political independence:

"Since the enlargement of the Herald about four weeks ago (new size of page, 21 by 30 inches), the business of this establishment has increased at a greater ratio

(*Continued on page* 230)

The Spotlight of America—



is on New York!

IN covering the largest and most highly concentrated area of retail sales in the United States, the most powerful single unit of influence available to the advertiser is the all-day service offered by THE WORLD and THE EVENING WORLD with a combined daily net circulation of

700,000 Copies

These two papers can be used morning or evening as desired under an interchangeable contract at a basic rate of 17 cents per line per 100,000—a combination of efficiency and economy unique in the New York newspaper field.

The World

PULITZER BUILDING, NEW YORK

Mallers Building, Chicago — General Motors Building, Detroit
Chancery Building, San Francisco
Title Insurance Building, Los Angeles — Securities Building, Seattle

HERALD OF THE BENNETTS

(*Continued from page 228*)

than ever it did in the same period of time. Aggregate increase in five weeks, 5,000, giving us a total of 41,000 circulation. * * * Our advertising business has also increased in an equal proportion. The mutations, changes and excitements of party do not affect our progress or prosperity. We despise the politicians of both sides, and we believe every honest man in the country does the same. By their mutual affidavits they have proved themselves to be an arrant set of knaves, and we have too great a regard for the sanctity of an oath to disbelieve either of the cliques. The patronage which the public has so liberally extended to us, is the reward of enterprise and independence. Nor shall we ever disappoint them in these qualities hereafter."

The Herald with characteristic enterprise published on a large scale, the Official Map of New York City's election districts, 74 in number, and the northern boundary of which was at 40th Street! On November 5, the Herald gave full election returns, showing that General Harrison had defeated Martin Van Buren, "who has taken passage up Salt River."

The next day Mr. Bennett poked fun at Horace Greeley as follows:

"Master Horace Greeley, the great political noodle of the day, is very savage upon us, because we have exposed his pretensions in Pennsylvania election returns. The big brown-bread baby! Before he was out of his petticoats, we knew more of that subject than he could, if he were to eat a mountain of brown bread and drink a lake of fresh water dry. *He* says that several of our election returns are 'gross blunders.' To be sure they are. We gave them as such—they were Stevens' figures. We were not deceived ourself or deceived others. The Noodle!"

At intervals Mr. Bennett published sanitary and health advice for the benefit of the public, and on Nov. 17, 1840, thus addressed his women readers:

"Ladies, the cold weather is coming. Get yourselves thick shoes—warm clothing —and comfortable apartments. Don't sacrifice everything to fashion and small feet."

He was also publicly appreciative of palatable articles of food, as the following paragraph demonstrates:

"DOWNINGS, BROAD STREET.—This is one of the most remarkable places in New York. Downing himself is a remarkable man, and Mrs. Downing the most remarkable of all. This is not Major Jack Downing—it is Downing who deals in pickled oysters, and all kinds of oysters. Probably he supplies half of New York with oysters, prepared in all and every way. Try him."

Birth of James Gordon Bennett, Jr.

An event of great significance and importance to the senior Bennett, occurred on May 10, 1841, being the birth of a son and heir. It was officially chronicled in the form of a regulation birth notice, which appeared in the Herald on the following morning:

"Birth:—On Monday morning, 10th May, at his residence in Chambers Street, the lady of James Gordon Bennett, of a son."

The news of the auspicious event was received with great satisfaction by his many friends, and it was a common remark that "a young editor" had been born as the coming successor to his gifted father

The coming of a son and heir was a fresh incentive to Mr. Bennett to pursue his meteoric career, and he willingly accepted the title of the "Napoleon of the Press." Occasionally he referred to his "life of domestic bliss," and on June 23rd, 1842, writing from Saratoga Springs, he said:

"I am thus far on my way on a short tour for the benefit of the health, nerves, good spirits, and the rosy cheeks of 'the young editor,' who is improving every day and is highly delighted with his journey. On entering the fairy gardens of the United States Hotel, kept by the unrivalled Marvin, he held up his hand in utter astonishment, and exclaimed in his expressive vernacular—'hoo! hoo!—hoo! hoo!' which being translated means, 'This will do.'"

Continuance of Herald-Sun Hostilities

On Nov. 2, 1842, under the heading of "Progress of Obscenity and Oysters," Mr. Bennett made an amusingly violent attack on the Sun as follows:

"It appears that this extensive establishment managed by M. Y. Beach and M. M. Noah*, now comprehends in its business arrangements, oysters, shinplasters, obscenity (referring to a sensational booklet exposing the Mormons), Malone and Ulster bank notes, lottery arrangements and post office printing well paid for, thus forming one of the strangest and most remarkable mixtures which ever took place since the captivity of the Israelites in Babylon. In their various offices, cellars and shops this firm does the printing for the Post Office, peddles penny pamphlets, issues bank notes, sells magazines, oysters and laces for political aspirants. Publishes a penny paper and all the filthy publications of the age.

"It is high time that the attention of the Grand Jury was directed to this filthy and desperate concern!"

When one considers that at this time, the offices of the rival newspapers faced each other on Fulton and Nassau Streets, the tense conditions accompanying their publication can well be imagined, and that no physical encounters occurred between the exasperated editors-in-chief, seems almost miraculous.

Subsequently, in a bitter quarrel over the relative sizes of the circulation of the Herald and Sun, Mr. Bennett, in some way secured a letter from the firm that supplied the Sun with paper, and printed it daily in parallel columns with a letter from the concern that supplied him with paper, showing that the Herald used one-third more paper than the Sun. Mr. Bennett at that time claimed a circulation nearly double that of the Sun, adding:

*Noah's paper, the Evening Star had been merged with the Commercial Advertiser, and he had become connected with the Sun.

"The only paper in this city—we may say in the world, which requires a supply of paper, or has a circulation at all approaching that of the Herald, is the Sun, a penny paper, circulating only among the poor people, and through the lanes and back alleys in the city, conducted by one, Moses Y. Beach, a sort of 'cod-fish' aristocrat."

A few days later the Herald printed a squib about Russel Jarvis writing the Sun editorials, "catching the inspiration from the columns of the Herald!"

CHAPTER TWELVE

Mr. Bennett Buys a Permanent Home for the Herald—His Offer to Sell the Paper—Further Instances of His Enterprise

IN 1840, the Herald Office had been temporarily removed to 21 Ann Street. Mr. Bennett was then accumulating funds to buy a suitable, permanent home for his great establishment, and in August, 1841, he purchased a large granite and brick building, located on the northwest corner of Nassau and Fulton streets, and on May 2, 1842, removal was made to these spacious premises. The press rooms, folding and mail rooms occupied the basement. On the ground floor was a large and attractive counting room; on the next floor were the editorial rooms, library and Mr. Bennett's private rooms, while on the floor above were the printers, proofreaders, storage for files, &c. Above this floor was an extensive general job printing office. Four fast double cylinder Hoe presses, driven by his own steam plant enabled Mr. Bennett to cope with his fast growing circulation. His enterprise and energy were apparent in every department. He sent reporters out in boats to meet incoming ships and get from them the news and papers from Europe and other foreign lands. When the Cunard Line steamships began making regular trips to Boston, news collected from them was brought overland, partly by rail, and at points where there were no tracks, relays of horses were provided by the Herald. On June 21, 1841, the extraordinary express of the Herald was stated to have brought the news from London to New York, in 14 days across the Atlantic, via S.S. "Columbia," "exclusively in advance of every other paper."

(*Continued Next Week*)

Making a Gain on a Diminishing Market

If one manufacturer in a given industry should show an increase of say $150,000 for the first third of a "bad year" while his three competitors showed an average loss of almost an equal amount each for the same period and in the same territory—you would look for the reason why.

Call him a newspaper publisher instead of a manufacturer and substitute lines of display advertising for dollars; the first four months of 1924 is the time and Cincinnati the place.

In January, February, March and April, 1924, the Cincinnati Times-Star published 3,226,986 lines of local display advertising and 856,086 lines of national display advertising, a gain of 128,366 lines local and 20,671 lines national, or a total of 149,037 lines increase over the same months in 1923.

There are three other newspapers in Cincinnati, one an evening daily with the same number of publication days as the Times-Star and two morning papers with Sunday magazine editions.

The evening paper showed a falling off in display advertising of 119,805 lines and the morning papers lost respectively 49,049 lines and 237,734 lines of display advertising as compared with the same period of the previous year.

The reason for the Times-Star's consistent gain, even in the face of a falling market, is undoubtedly to be found in the character of the publication itself, its wholesome editorial content, its complete, accurate and up-to-the-minute news service, its outstanding features, its "comics,"—all the factors that make an acceptable home and family newspaper.

These mean circulation, blanket coverage of the market,—and advertising follows such circulation as the needle follows the magnet.

If your sales in Cincinnati have slumped perhaps your advertising schedule needs overhauling.

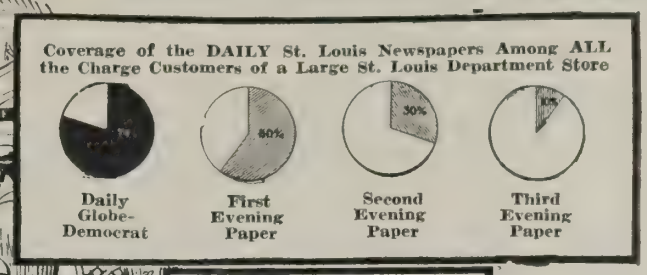
CINCINNATI TIMES-STAR

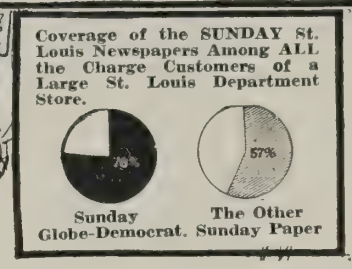
CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member Audit Bureau of Circulations



CHARGE CUSTOMER COVERAGE





How a Big Department Store Measured the Purchasing-Power-Coverage of the St. Louis Newspapers

ONE of St. Louis' largest department stores has measured the purchasing-power-coverage of the St. Louis newspapers.

It has supplied the answer to the question so often asked by advertisers—

> "Which St. Louis newspaper most effectively reaches the families who represent the real buying power of the St. Louis market?"

This department store wanted facts. To obtain them it made a far reaching investigation among its charge customers—the families representing mass-class purchasing power.

Which St. Louis Newspapers Do 31,870 Charge Customers Read?

On January 3, 1924, questionnaires were sent to 31,870 of the store's charge customers to learn which St. Louis newspapers these people read. Replies were received from 14,878—practically 50%.

The results tabulated by certified public accountants, show that the GLOBE-DEMOCRAT most effectively reaches the families with purchasing power in the St. Louis market—both DAILY and SUNDAY!

The Largest Number of These Charge Customers Read the Globe-Democrat

The Globe-Democrat's greater coverage, REGARDLESS OF WHERE THE CHARGE CUSTOMERS LIVE, is shown by the charts above—Daily and Sunday.

The Globe-Democrat has—

Greater coverage, both DAILY and SUNDAY, in Metropolitan St. Louis.

Greater coverage, both DAILY and SUNDAY, in the 49th STATE outside of Metropolitan St. Louis. The 49th State is that great naturally concentrated market defined by a circle, radius 150 miles, of which St. Louis is the natural trading center.

The certified results of the department store's investigation among its charge customers residing in Metropolitan St. Louis verify the results of The St. Louis Newspaper Survey—one of the most comprehensive newspaper investigations ever conducted—which revealed that—

> More copies of the Daily and Sunday Globe-Democrat are read by families living in the high ranking mass-class section of Metropolitan St. Louis, in proportion to total city circulation, than of any other St. Louis newspaper!

83% of the store's charge customers who live in Metropolitan St. Louis reside in the high ranking mass-class section.

The Largest Daily in One of America's Greatest Markets

The Globe-Democrat is the largest daily in the St. Louis market—an area popularly known as the 49TH STATE—one of the greatest markets in America. One pointed to by economic authorities for its exceptional STABILITY.

Here are more than 4,500,000 people. Gigantic sales potentialities for aggressive manufacturers and advertisers.

Unusual opportunities for those whose products are already nationally known, but where greater volume depends upon the intensive development of specific markets.

A profitable territory for those who are building logically toward national demand and distribution by first establishing themselves in certain markets where newspaper coverage is thorough and advertising costs are low.

Sell to the 49th State!

The 49th State has the buyers for your product! The Globe-Democrat REACHES them!

Ask a Globe-Democrat representative to call and give in detail the enlightening facts about this big responsive market—the valuable service which the Service and Promotion Department and Research Division of the Globe-Democrat can render in helping you to sell it—and the complete results of the department store's investigation among its charge customers.

St. Louis Globe-Democrat.

St. Louis' Largest Daily

F. St. J. Richards.....New York
Guy S. Osborn .....Chicago
F. R. Scolaro .....Detroit
C. Geo. Krogness .....San Francisco
Dorland Agency, Ltd.....London

SEEK PERMANENT MARKET FOR CREPE RUBBER SOLES THROUGH NEWSPAPERS

Manufacturers Hope to Lift Product from "Fad" Class Through Advertising—Leather Men Counter-Attack

By HAMMOND EDWARD FRANKLIN

WILL newspaper advertising insure a permanent market for the crepe rubber sole?

You will remember how this type of sole leaped into vogue almost over night a comparatively few months ago. At first these soles were used chiefly on shoes for golf and other sports, but soon all sorts of shoes for summer wear appeared with crepe soles. Dealers featured them, the soles "took" and even the conservative shoe manufacturers included some shoes with crepe soles in the line.

A chemist, formerly with the United States Rubber Company and now in business for himself, is said to have done much to open up this large market. His later experiments and inventions made his firm one of the first sources of supply and at times his small factory has worked night and day to turn out its soles which are trademarked under the name, Rajah.

Other rubber manufacturers "got busy" and soles of crepe rubber were produced in great abundance. At one time a modest newspaper campaign was conducted to urge the public to insist on Rajah Crepe Rubber Soles and to beware of imitations.

Always, the manufacturers in the field have moved with caution.

"It's like all fads. It will have its day and then drop as suddenly as it appeared," one manufacturer of rubber soles told me. "We are glad to produce these soles, but are ready for the inevitable drop which must come in sales."

This is the attitude of most of the other manufacturers.

Very likely they have been "burned" by previous experiences of fads which attained wide proportions and then came to nothing. Certainly, they have done little to build up a market. Most of them have made plays for sales to shoe manufacturers through personal salesmen and this has been the extent of their effort.

Advertising, outside of the one case cited, has been practically nil outside the shoe trade publications.

With greater faith than the American manufacturers, the Rubber Growers' Association, Inc., of London, this Spring began in America a far-reaching campaign to "tell the millions what the thousands already know" about Natural (Plantation finished) Crepe Ruber which the association calls the "Immortal Sole." A national weekly, sporting publications and newspapers are carrying the story to the public and the shoe trade papers are reminding the jobber and retail trade about it.

Although the shoe business right now is in the doldrums, it appears that crepe rubber soles are still in demand. Instead of allowing them to be considered a fad which will live for a day and then fall to obscurity, the association intends for the public demand to grow rather than lessen.

EDITOR & PUBLISHER in its issue of May 19, 1923, outlined what this association has done through newspaper advertising in England to encourage the public to "Use more rubber." A £25,000 (about $125,000) campaign, under the Dorland Agency of London, used a full front page of the *Daily Mail*, which claims it has the largest net daily sale in the world, and other mediums to cover every province. A book, "Rubber, the product with 1,001 purposes" was distributed to inquirers and also to jobbers and dealers. The copy showed the many different ways rubber goods can be used.

In its large campaign now under way in the United States, the association has shown a similar breadth and understanding of the truth "it pays to build up the other fellow at the same time you build up yourself."

"In other words, it is impossible for the association to benefit from its expenditure in America unless the sole manufacturer, the shoe manufacturer and the dealer "get theirs."

The copy appears on the sporting pages of the newspapers being used. A recent piece of copy was 3 columns wide and considerably over a half page deep, under the heading, "At last—a soul-satisfying sole" above a huge reproduction of a crepe sole. Small figures of people, playing golf or walking gave animation to the advertisement.

The association has prepared a handbook, "The Crepe Rubber Sole," which it volunteers to mail on request to members of the shoe trade.

While the rubber growers are going after the market, the interests indirectly most affected by a permanent shift away from leather soles have been far from inactive. A tremendous national advertising campaign involving a large expenditure over a period of years under the American Sole & Belting Leather Tanners, Inc., an association of 87 competing producers, is under way, with the help of N. W. Ayer & Son.

"Our market has been influenced somewhat for a considerable time by fly-by-night propositions brought out by the makers of substitute material which exists for a time and then dies out," T. R. Elcock, president of the organization of tanners, stated. "Then some other will o' the wisp comes floating into our natural market and again is lost sight of. It seems that it is an attractive field for inventors to endeavor to replace sole leather by fabricated materials.

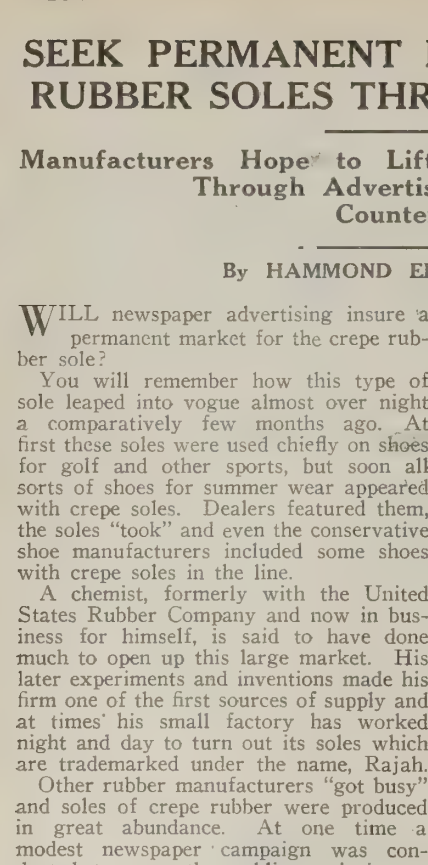
"There is a strong sentiment in favor of using soles of leather. To keep leather in the favorable opinion of the public we thought it wise to strengthen our position and to educate the public in regard to sole leather. We wish to tell people that sole leather is more reliable, lighter in weight, better in appearance, wears longer, is more comfortable, holds the style of the shoe, and is a real and honest product made from nature's materials with a view to producing the best possible finished material."

Contracts for a period of 3 years were signed with tanners representing 92 per cent of the industry. Five cents per steer hide and four cents per hide on all others go to finance the co-operative advertising, which is not only a means of combatting crepe rubber soles but also all other tendencies of the public away from the all-leather shoe and leather belting.

A campaign, with a first prize of $2,000 for the best letter written about leather and total prizes of $5,000, brought a satisfying response. Signs featuring the slogan, "Nothing takes the place of leather," and other direct-mail promotion have gone to the trade, which also has been reached through trade journals. Motion pictures of tanning and exhibits at expositions of the shoe trade have been part of the program. A new edition of a book, "Nothing takes the place of leather," is being printed. Much of the earlier advertising to the consumer was in the magazines, but more recently full pages in newspapers have been appearing.

The method of paid advertising being used by both rubber and leather industries in this marketing situation reflects the progress being made in enlightened business as contrasted with the "press-agent" seldom-productive route of bygone days.

The fight for a permanent market for crepe rubber soles is on. It is out in the open and clean. Its outcome will be watched with interest.



British copy for the rubber industry, which is now being duplicated in American newspapers. The above was reproduced from a three-column advertisement, about a half page in depth.

Weekly Suspends After 25 Years

The *White (S. D.) Weekly Leader*, owned by Seth Thornton, superintendent of the printing department of the Brookings Agricultural College, has suspended after publishing 25 years.

1893 **SERVICE** 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York — 900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

Write now for FREE SAMPLES of our DRY MATS.

You will be satisfied with the QUALITY as well as the SERVICE we are prepared to give.

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[*For Duplex Tubular Casting Boxes*]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[*For All Other Standard Boxes*]

The FLEXIDEAL CO., Inc.
Sole U. S. and Canadian Distributors
13 William Street — New York

Erie, Pa., is a Typical City for Test Campaigns

1. Population (102,093 Census 1920; 112,571 U. S. Census Bureau estimate 1923) large enough to be both profitable and representative; small enough to eliminate excessive selling costs.

2. Typical American manufacturing city; manufactures so diversified as to insure a more than ordinary industrial stability.

3. Easily merchandised from Buffalo, Cleveland and Pittsburgh. Within normal selling zones of salesmen traveling New York, Ohio, Pennsylvania.

4. Advertising cost cut to minimum because only one paper is needed for complete coverage. The Erie Daily Times, an evening paper, reaches practically everybody; its city circulation frequently exceeds the number of homes. Check A. B. C. circulation figures against census for confirmation.

ERIE DAILY TIMES

A. B. C. Member Rate—8c per line flat *Evenings Except Sunday*

Established 1888

Representatives:

E. Katz Special Advertising Agency

58 West 40th Street NEW YORK CITY | Harris Trust Building CHICAGO | Waldheim Building KANSAS CITY | Candler Annex Building ATLANTA | Monadnock Building SAN FRANCISCO

JOHN WESLEY BARBER, DEAN OF BOSTON AD MEN, DIES AT 75

Agency Pioneer Had Been Prominent in Advertising for More Than Half a Century—Began With Rowell and Dodd in 1866

JOHN WESLEY BARBER, dean of Boston's advertising men, and president of the J. W. Barber Advertising Agency, one of the oldest in the country, died June 12, at his home in Newton, Mass., aged 75.

He was born in Tuftonboro, N. H., of Mayflower stock and Revolutionary War ancestry. At the age of 11, he was sent to Newbury Seminary, and at 13 he went to Lancaster, N. H., where he combined his studies with the duties of assistant postmaster in a country store.

At Lancaster, he met George P. Rowell, a native of that town, while the latter was on vacation there and, at Mr. Rowell's insistence, when he was a few years older, he spent a summer with Messrs. Rowell and Dodd, pioneers in the Boston advertising agency field. Mr. Barber's career as an "ad man" began on June 1, 1886, and for nearly 60 years, he has been prominent in every movement for the advancement of advertising, the elevation of its standards and the betterment of conditions throughout the United States. Few men had as wide an acquaintance in the advertising and publishing fields.



JOHN WESLEY BARBER

He was about 16 when he entered the employ of George P. Rowell and Horace Dodd, who were then conducting an advertising agency in Boston under the firm name of George P. Rowell & Company. In April, 1867, Rowell & Co. opened their main affice in New York, but Mr. Dodd remained in Boston and with him, Mr. Barber, and in April, 1895, the control of Dodd's Advertising and Checking Agency passed into the hands of the latter. D. Fletcher Barber, a brother, became President of the reorganized company, and J. Westley Barber became its treasurer and general manager.

Meanwhile, Barber had made himself one of the best-posted men in his line, and by dint of his progressive ideas, the old established firm thenceforth made a steady and rapid advance. The agency was virtually a clearing house for advertisers, and the concern's system of sorting, indexing, checking, etc., the result of long practical experience directed toward efficiency in detail, was in those days said to be the most complete of any agency in the country.

In November, 1920, the Pilgrim Publicity Association of Boston honored Mr. Barber with a luncheon at the Boston City Club, at which he was acclaimed as dean of the city's advertising men. His 75th birthday anniversary was celebrated on August 28, last, at the Copley Plaza, and he was the recipient of messages of congratulation from all over the country.

Mr. Barber always retained his interest in outdoor life, and was an enthusiastic mountain climber in his earlier years. He was president and director of the National Recreation Society, organized in 1917 to provide a point of contact between the motor tourist and his host. He was a member of the National Arts Club of New York, the Boston City Club, the Appalachian Mountain Club, Dalhousie Lodge of Masons and Gethsemane Commandery, Knights Templar.

He is survived by his son, Harold F. Barber of Dover, Mass., for the last 18 years manager of the J. W. Barber Advertising Agency, and by a daughter, Mrs. Herbert H. Walley of Newton, Mass. Mrs. Barber died several years ago. Harold Barber will continue as treasurer and general manager of the agency.

PROMINENT AD MEN NAMED ON HARVARD ADVERTISING AWARD JURY

Resor, Nast, Thomson, Barton, Smith, McCann, Parsons Will Aid in Selecting Best Advertising Work of Year for Bok Prizes

THE jury to determine the best advertisements submitted for the Harvard Advertising Awards, founded last fall by Edward Bok to encourage merit and stimulate improvement in advertising, has been selected by the Harvard Business School, administrator of the Awards. The 9 men appointed by Wallace B. Donham, Dean of the Harvard Business School are Stanley Resor, Condé Nast, P. L. Thomson, Bruce Barton, Harry Dwight Smith, H. K. McCann, E. W. Parsons, O. C. Harn, M. T. Copeland and Daniel Starch. All have been active and prominent in the fields of advertising and marketing.

Stanley Resor is the president of the J. Walter Thompson Advertising Company of New York and has been in agency work for more than 20 years. He has been the head of the J. Walter Thompson Company since 1916. He was one of the founders of the American Association of Advertising Agencies and is at present the president of the organization. Condé Nast is the president of the Nast Publications of New York which include *Vanity Fair, House and Garden,* and *Vogue.* He was at one time advertising manager and later business manager of Collier's publications. P. L. Thomson, is the publicity manager of the Western Electric Company of New York with which organization he has been for twenty-one years. He is now the president of the Association of National Advertisers.

Bruce Barton, president of Barton, Durstine, and Osborn, advertising agency of New York is an author and lecturer. He is a frequent contributor to the *American Magazine* and *Collier's,* and is a lecturer on advertising at New York University. Harry Dwight Smith, of the Fuller and Smith Advertising Agency of Cleveland, has been a member of the Board of the American Association of Advertising Agencies since its organization, and was president of the Association in 1919-20. H. K. McCann, president of the H. K. McCann Company, advertising agents of New York, has had a long experience in the advertising field, and has built up the agency of which he is now the head.

E. W. Parsons, advertising director of the *Chicago Tribune,* has had long experience in the field of advertising from the point of view of the metropolitan newspaper and its readers. O. C. Harn of New York, is the advertising manager of the National Lead Company. He was active in organizing and was formerly president of the Association of National Advertisers. He brings to the jury an experience in the advertising field in connection with the marketing of a specialized product, through national advertising campaigns.

Dr. Melvin T. Copeland is Professor of Marketing in the Harvard Business School. He is also Director of the School's Bureau of Business Research which investigates the costs of doing business in various trades and collects business problems from executives throughout the country for instructional purposes. Dr. Daniel Starch is Associate Professor of Business Psychology in the Harvard Business School. He has written numerous books on advertising, the most recent of which is "Principles of Advertising."

The fact that the Harvard Business School has undertaken the Administration of a series of prizes for advertising efforts gives a distinct recognition to advertising as an important field, both of literature and of art. It is the desire of the School by thus recognizing advertising to stimulate improvement, both from a literary and artistic as well as from a business point of view.

The Harvard Advertising Awards provide for three types of award. First, a gold medal will be given to the individual who is considered by the Jury of Award to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year. Second, 3 prizes of $1,500 each will be given for the national campaign most conspicuous for the excellence of its planning and execution, for the best local campaign and for the most noteworthy advertising research of the year. Third, there will be four prizes of $1,000 each for the advertisement most effective in its use of English, for the advertisement most effectively accomplishing its purpose in a few words, for the advertisement most effective in its use of typography, and for the advertisement most effective in its use of pictorial illustration in any form.

The detailed organization of the jury has not been announced. According to Dean Donham the jury will probably be divided into committees corresponding to the classes of awards.

A cheerful loser believes that he sees a way to get back what he has lost; that is what makes him cheerful.—*Wabash Times-Star.*

MORNING PAPERS THE GET ACTION SAME DAY

The Shining Light in the Cincinnati Market

Covers Cincinnati Every Day Covers in the Way That *PAYS*

Gaining Every Day in Circulation, Lineage and Prestige

I. A. KLEIN
Chicago
New York

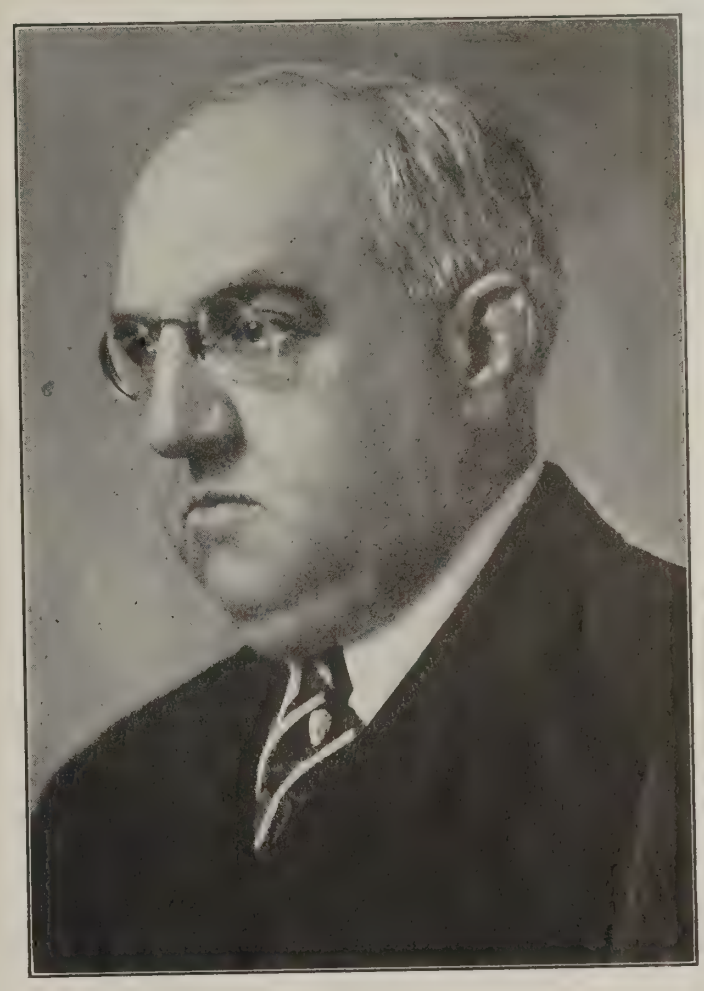
R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

What Europe Is Saying About America

By FREDERIC WILLIAM WILE



FREDERIC WILLIAM WILE

Europe five years after the World War is far different from the Europe Frederic William Wile quitted in 1919 after having covered European Capitals for American newspapers for twenty years. Wile was an American reporter in London during the Boer War. During the World War he was with the A.E.F. as an expert on Germany. The intervening years of newspaper work gave him an intimate knowledge of Europe which few Americans share.

Frederic William Wile, following five years of newspaper writing in Washington, will return to Europe to feel the pulse of Britain, Ireland and the Continent. What Europe *thinks* about us will be presented in ten articles during the month of August. These articles will reveal a true cross section of the European mind as it contemplates the United States.

This is an outstanding newspaper feature, available in all but twenty cities. Telegraph for an option and details.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building,
Washington, D. C.

A. B. C. HAS IMPROVED PUBLISHING ETHICS SINCE FOUNDING 10 YEARS AGO

History, Purposes and Ideals of Bureau Told by Stanley Clague—Has Saved Thousands of Dollars for Publishers and Advertisers

By STANLEY CLAGUE

Managing Director, Audit Bureau of Circulations

TEN years ago this month of June there assembled in the city of Chicago, Ill., a hopeful group of publishers, advertisers and advertising agents from all parts of the United States and Canada.



STANLEY CLAGUE

They were termed "Idealists," by those who refused to attend the conference. "Theoretically, beautiful," they said, "but the result will be the same as that which occurred to the proverbial snowball on its way South. You cannot get the advertiser and the advertising agent and the publisher together in one fold. As well expect the lion and the lamb to lie down together."

What *did* result?

One object of this hopeful group was to bring publishers and advertising interests together for the common purpose of eradicating an evil which was devastating both industries—circulation falsification. The circulation liar was rampant. Not all publishers lied, but there were many who did and it was commonly regarded as being ethically correct if a publisher's representative would first ascertain what his competitor's circulations claim was and then go him several thousand, or a hundred thousand if necessary, better.

The sky was the limit in those days.

This not only injured and retards advertising, but in no small degree was injurious to and retarded the publishing business.

Much time of the advertiser and the advertising agent was devoted to listening to the story of the wonderful halo which bedecked the head of one publisher and then a similar amount of time was given to the competitor to demonstrate that the man with the halo was a liar, a thief and one whose word could not be believed, even if a sworn statement was made on a five-foot shelf of Bibles.

With the result that the space buyer generally credited them both as being unworthy of credence.

And so untold hundreds of thousands of dollars were wasted annually in the time spent by both the buyer and the seller.

That day has passed in the United States and Canada.

In the decade which has elapsed since that memorable meeting in Chicago in 1914, there has been established a new relationship between the buyer and the seller of advertising space. Doubt and chicanery have been very substantially reduced. With rare exceptions the advertiser can accept the circulation statement of the publisher, if it has stamped on it that significant symbol "A. B. C." and say: "Well, that's that for circulation. No let us proceed to the consideration of your field and to the particular merits of your publication for the sale of my product in your field."

And every dollar spent by the advertiser becomes more nearly a productive dollar.

This naturally benefits the publisher. But he also benefits in another way. The work of the A. B. C. is driving slowly but surely the deliberate liar and falsifier from the field by reducing the revenue he can secure from such falsification.

Col. J. B. MacLean, one of the leading publishers in Canada, said a few days ago at a gathering of A. B. C. Directors, publishers and advertisers in Toronto: "If the A. B. C. had been in existence when I began business—if it had been doing the wonderful work it is now doing—my work would have been vastly easier and vastly more successful."

But this hopeful group which assembled in Chicago did not confine itself merely to the question of figures and figuring. It aimed to establish a fundamental business relationship which would do away with a chaos of terminology and establish a standardization of circulation which would inspire confidence. The determination of a total net figure of sales was, of course, desirable; but in their opinion there was something just as important to achieve in determining and showing the nature of that circulation. They believed that sometimes a circulation of 20,000 was just as valuable as if not more valuable than a circulation of 40,000 to an advertiser.

And so they set about the task of showing how the circulation was obtained, where it went and in the case of business publications the class and character of readers. It hedged safeguards about circulation, which protected the advertiser and the honest publisher. It raised danger signals which, while at first were somewhat resented, eventually were recognized as being for the common good.

Have these things resulted in substantial and permanent benefit?

The answer can best be shown in demonstrated results.

The nucleus of that 1914 meeting has now increased so that today over 90 per cent of the publishing and advertising business concerned in national or general advertising is represented in A. B. C. membership, combining all classes of publications — newspapers, magazines, farm papers and business publications—and calculating their circulation in single copies, the A. B. C. audits annually over eleven billion single copies in which the advertiser's message appears.

Aside from the advertising of local merchants, which runs into expenditures of many hundreds of millions of dollars annually (these merchants are relying more and more on A. B. C. data) there is placed in the United States and Canada nearly $400,000,000 of national or general advertising, which is very largely and in many individual cases wholly placed with A. B. C. publications.

Has this brief statement of the history, purposes and ideals of the Audit Bureau of Circulations any significance for our friends across the sea, who will assemble at the 1924 convention of the Associated Advertising Clubs of the World in July? I think so.

O. C. Harn, President of the Audit Bureau of Circulations, who has, with so many other of our leaders in the publishing and advertising world in the United States and Canada, unselfishly devoted their time, without recompense, to the development of these ideals, will address this convention and meet with the leaders to offer on behalf of the Bureau our utmost assistance in the advancement of similar ideals throughout the civilized world.

We are in constant communication with publishers and advertisers in a dozen different countries. Publishers from these countries visit our headquarters frequently. We realize, therefore, that they all have individual problems to solve, which must be individually solved. But the fundamental basis is the same. The publishers and advertisers of the United States and Canada through the Audit Bureau of Circulations, places the result of a decade of experience at your disposal, as our contribution to the advancement of international standards, and the raising higher of that banner "Truth in Advertising," which, as it waves in the halls of your deliberations, will not only be a symbol of service, but an inspiration for the attainment of higher ideals throughout the 1924 convention of the A. A. C. W.

BEAUTIFUL STORY OF A TREE

Recently Martin L. Davey, of Ohio, made a speech in the House of Representatives, concerning trees as living things, and deploring the forest devastation in America.

In the course of his address he told this touching story, as it was related to him by the President of the Rotary Club of Elyria, Ohio:

"I have the most wonderful tree in the world out at my house. Some 15 years ago I had a little boy who was then 3 years of age. In the early fall he would go out to gather up the buckeyes, sometimes by pocketfuls and sometimes by basketfuls, and would bring them in and play with them. One day he took sick. The next day he was better, so he went out as usual and brought in just one large fine buckeye and played with it; and the next day he died.

"I took that large, fine buckeye and carried it with me all the long winter. I took it out every little while and looked at it and was reminded of him. And then when the springtime came, I went out and planted it down under his sand pile. Later the sand was taken away and the buckeye sprouted and came up, a healthy little plant. Then I built a fence around it to protect it, and I called the boys of the neighborhood together and told them the story. I asked them to help me protect this tree. I told them they might break anything else I had, the windows in my house, my automobile or anything else, but please don't break this tree. They have respected that request, and the tree stands there today 15 years old, a healthy young specimen, the most wonderful tree in the world."

Mr. Davey said that Gov. Gifford Pinchot had recently said to him: "Mr. Davey, in my judgment there will be a lumber famine in this country within 25 years, and such a lumber famine will make itself felt before the end of the 25-year period."

He concluded: "It seems to me that the all-important thing for us as a government is to buy up the cheap waste lands, millions of acres—according to report, '81,000,000 acres so severely cut and burned as to become an unproductive waste'—and reforest that as a Government project, and forever keep it under the Government regulations as to methods of cutting."

Reporter on Olympic Team

Jackson V. Sholz, formerly of the United Press at New York, smashed the world's record in the 200-metre dash in the American Olympic trials held recently, and sailed for Europe this week to contest with athletes of all nations.

ADDRESSES WANTED

R. Gilbert Gardner
Kenneth M. Keegan
Jack M. Williams
Elmore Broderick

Net Sales for May, 1924

103,114

COPIES PER DAY

This is a gain of 7111 copies per day over the corresponding period of a year ago

The above figures represent the average net paid daily circulation of The Providence Journal and The Evening Bulletin for the month of May, 1924.

	1923	1924	Gain
The Providence Journal	33,911	36,912	3,001
The Evening Bulletin	62,092	66,202	4,110
Total	96,003	103,114	7,111

Net Gain 7111

Such steady growth as The Providence Journal and The Evening Bulletin have maintained during the many years they have devoted themselves to the promotion of the best interests of the city and State they serve gives indisputable evidence of the confidence reposed in them by their readers.

Advertisers find these papers the best and most economical way to reach the entire reading public in Rhode Island.

Flat Rate 23c a Line

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO.

BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.

San Francisco Los Angeles

The Greatest Newspaper Advertising Gain In America

THE Sun's total advertising gain in 1924 has now reached approximately 4,800 columns—nearly a million and a half agate lines; an average gain of more than 900 columns each month in the first five months of this year compared with the corresponding months in 1923.

This is by far the largest advertising gain for this period made by any newspaper in America, despite the fact that The Sun is published only six days a week excluding Sunday, while most other newspapers with large gains are published seven. It includes large increases in the national, local and classified divisions of advertising; and in department stores, automobiles, women's specialty, men's wear, radio, real estate, summer resorts, religious notices, furniture, jewelry, newspapers and musical instruments among important advertising classifications.

From the point of view of the British advertiser, it is additionally significant that the great, high-grade New York shops which frequently advertise trademarked goods of British manufacture, use more and increasingly more space in The Sun than in any other New York daily newspaper.

The Sun is a distinguished, influential newspaper, read by the more intelligent and prosperous of all classes in New York city—the world's richest market. The Sun's great, consistent and continuing growth again emphasizes the fact that from the advertiser's point of view, quality and known purchasing power are the important elements in newspaper circulation.

The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The Sun

New York
280 Broadway

London
40-43 Fleet St.

Paris
Ave. de l'Opera

PROOFREADER CHIDES CARELESSNESS OF MEN ON THE DESK

Delivers Amiable Discourse to Would-Be Copy Readers Regarding Science of Capitalization, Spelling and Head Writing

By HARRY R. DAWLEY

TO the unsophisticated young mind absorbing its preliminary impressions in the atmosphere of the editorial rooms it may appear that, in all the vast field of journalistic endeavor, reading copy is the least difficult thing to do; that the chief requisite one must possess to enable him to qualify as a copy reader is ability to deftly manipulate the ubiquitous scissors and smear-brush without falling into the paste-pot and to apply the inevitable blue pencil where he conceives it will do the most good. That this conception of the work is wholly erroneous, however, soon becomes obvious even to the most sluggish-minded.

As a conning tower from which to watch the functioning of the various departments of a daily newspaper office the proofroom has unsurpassed advantages. From its vantage point one soon becomes familiar with the practices and mental processes of editors and copy readers; and intimate contact with their work gives rise to certain inescapable impressions, which the proofreader acquires by absorption rather than through any directed effort to study methods and detect shortcomings. As a result of his observations the proofreader has concluded that to be a successful copy reader one must be endowed with a certain spark of genius that is not usually observable in the average reporter; that therefore the "average" reporter should philosophically decide to remain an "average" reporter, for it is only those who have inherited or acquired certain approved mental characteristics who may hope successfully to aspire to the coveted chair at the desk.

A city editor, once asked to describe the duties of a copy reader, replied that they consisted principally of "killing adjectives." If a veteran proofreader were to be confronted by a similar request for information by an aspiring young man who finally had achieved his ambition to sit as executioner on these superfluous parts of speech, he might be tempted to plunge into detail and, in an amiable desire to be helpful, deliver himself of something like this:

"In the first place, you should adopt as your slogan, 'Safety First!' Many occasions will arise when it will become necessary for you either to assume responsibility for an error or 'pass the buck,' and you should be prepared to meet the emergency boldly and without hesitation. To be 'caught with the goods' may mean reduction to the ranks. And of course you do not want to go down—you want to go up.

"If your developing talent is not sufficiently appreciated on the *Daily Bazoo,* and you should decide to transfer your activities to the *Daily Gazoo,* do not fail to carry with you to your new duties as many of the details of 'style' of type composition that prevailed on the Bazoo as the recesses of your mental equipment will accommodate. This will enable you to proceed forthwith, without asking foolish questions, to edit your copy to conform to the style used on the Bazoo, notwithstanding that it may be completely at variance with the style on the Gazoo. There is always a possibility that your copy, when sent to the composing room to be put into type, will reach the hands of a strange or 'green' compositor, who will make the common error of believing that the man who edited it knew what he was doing and why he was doing it; consequently, the compositor will conscientiously follow the editing, with the result that his proof soon will be returned from the discriminating hand of the proofreader bearing the earmarks of a preliminary draft of an Egyptian war map. This need not worry you, however, for the story when it appears in print will conform strictly to the Gazoo style, and nobody but the proofreader and the compositor will be the wiser. If the foreman of the composing room should inadvertently see the proof, he may mildly reprove the compositor for not knowing the Gazoo style and 'cuss out' the proofreader for knowing it too well; but the copy reader will be safe; he never will be suspected and may continue his little joke along these lines almost indefinitely without fear of detection.

"One of the most essential details of the copy reader's art is the little angular pencil mark that denotes the beginning of each paragraph. Notwithstanding that the cleanly typewritten manuscript of the author already indicates the paragraphs, do not neglect to give this detail the thoughtful attention which its importance deserves. Do not permit your mind to be diverted by the appearance of some involved sentence in which the author's meaning is obscured; by the incorrect use of verbs, or by other trivialities; just concentrate on what you were doing, and continue to indicate the already clearly indicated paragraphs. Failure to do this may result in the compositor maliciously 'running in' all those paragraphs 'solid'—for it is traditional among printers that compositors abominate setting quad lines; it fattens their 'strings' and may give the foreman a false impression of their speed.

"In handling manuscript from the press association tickers, or any other manuscript that is typed all in capital letters, one should be careful to triply underscore the initial letters of such rare words as New York, London, Paris, Berlin, and the like, to make it unmistakably plain to the compositor that they should be capitalized; but waste no time in indicating the capitalization of apparently meaningly words cabled from Poland, Russia, Yugoslavia, Czechoslovakia and other foreign lands. The chances are that few, if any, of the readers of the Gazoo ever saw or heard of the words before, anyhow, and therefore will be ignorant of their meaning, so you still will be playing safe. Of course, the proofreader may hand you a few well-selected adjectives from his abundant vocabulary; it's no more than fair that he should have an occasional chance to hurl an epithet at somebody—he's only human, like yourself, and is entitled to occasional relaxation.

"While on the subject of foreign matter it may be well to mention the use of accented letters. Don't be bothered by such inconsequential details; pass 'em up—let the compositor guess. If he should guess wrong, that will afford the erudite proofreader still another opportunity to exploit his superior attainment.

"In writing heads, first determine just how many letters will go into the line, then add one or two more. The composing room foreman has a specially constructed rubber 'stick' reserved for just such emergencies and is always glad to use it. Also, it is advisable to write your o's and a's and u's and n's, and other letters that are similar, in such a way that one cannot be distinguished from the other. Attention should be given to this detail, especially in proper names. Another approved practice is to lend a little variety by spelling an individual's name at least two ways—one way in the head and another way in the story. When using a typewriter, if a vagrant finger should commit the error of wandering to the figure 5 key when you aimed at a 6, don't use an eraser: just give the backspacer a punch and hit the 6 over the 5. The compositor will know at a glance which one you intended to 'go.' If the poor fish doesn't, let him guess once more—he's a glutton for mental exercise.

"Be painstaking with your guide lines; always write them illegibly. Keep the secret of their meaning discreetly to yourself. If you are handling an obituary that you wish to identify with the guide line 'Grant,' write it so the compositor will mistake it for 'Giant,' and so set it. If, as a consequence, the story appears in the first edition on the sporting page under a baseball heading telling how 'Pirates Make Giants Walk Plank,' don't worry; mistakes are bound to happen, and the blunder probably will be 'caught' in the second edition—in the third, anyhow—and it usually can be ascribed to the carelessness of the bone-headed makeup.

Words that are a shade off in meaning always are permissible. For instance: If a reporter wishes to use the word 'replica' because he likes the way it sounds, be charitable, and comfort yourself with the delusive fancy that the words 'reproduction' and 'ectype' long ago became obsolete and passed into disuse. If a derelict in police court is unable to remember his family history, refer to him in your headline as a victim of 'aphasia.' Do not ruthlessly deprive the eagerly expectant proofreader of the ecstatic privilege of substituting for 'aphasia' the word 'amnesia.' Use the word 'comprise' for 'compose' as often as your conscience will permit; if anything should appeal to your artless imagination as being unusual, be sure to say that it is 'unique' (which it isn't), and always refer to the Olympic games as the 'Olympiad' (which they aren't). In brief, should you be seized by an unholy impulse to trespass upon the lexicological domain of the proofreader, resolutely refrain. The latter should be given some latitude to demonstrate his value, and his usefulness progressively diminishes with the increase in efficiency of the copy-reading staff. Therefore, have a heart!

"Consult reference books sparingly. If in doubt, make memory serve; otherwise you may get too many things right—and one never should assert an iconoclastic desire to kick holes in any of the ancient traditions of the copy desk.

"Finally, don't worry. Whether you are editing the polished phrases of a Brander Matthews or the crude initial efforts of the newest acquisition to the ranks of the cubs, 'go to it' with equal serenity and self-confidence, and never release your manuscript until it bears visible evidence that you are alert and 'on the job'—make an occasional emendation with your trusty blue pencil whether it is needed or not.

"With these suggestions always uppermost in the copy reader's mind his situation never should be in jeopardy. At any rate, untold numbers are 'getting away with it' along these lines, and the one who should prove to be an exception would be unfortunate indeed."

Daily Promoting Summer Colony

The *St. Paul Daily News* has opened a new summer colony on Lake St. Croix. It is selling lots at $67.50 each to all six months' subscribers, the terms being $10 down and $2.50 in monthly payments.

Must Be Salable

"The first requisite of a newspaper is that it be salable. It may be superfine from every ethical, intellectual and educative standpoint, but if it is not salable it is without value. For whatever the purpose of its production, however high the motives that prompt its creation, that purpose cannot be accomplished unless it has readers, and it will not have readers unless it continuously supplies news that interest them and that sufficiently induces them to buy."—Casper S. Yost, *St. Louis Globe-Democrat.*

Why there is no keyboard on the Ludlow

EVERY step in the development of the Ludlow System has been measured by simplicity—simplicity in construction; simplicity in operation. This simplicity makes for flexibility, economy and speed, for it enables the Ludlow operator to produce quickly a wide range of typesizes on slugs, and without magazine, machine or mold changes.

To put a keyboard on the Ludlow would be to place mechanical limitations upon the very work for which it was created. The Ludlow was not built for long runs of small body matter but was and is designed for producing in slug lines all that great mass of composition which can be set most effectively and most economically by hand.

The fact that you can set all size and face combinations in the same slug lines, without magazine, mold or machine changes, demonstrates the simplicity and flexibility of the Ludlow System. The smaller type sizes, from 6 to 12 point, are being widely used to advantage on the Ludlow. The Ludlow is the only system for producing in slug lines full width 42 point, 48 point and 60 point sizes, including bold and extended faces. It is the ideal system for all display advertising which ranges in size from 6 to 60 point.

Several compositors can operate the Ludlow at the same time, each setting the sizes and faces he needs and without the slightest interference of one operator with another. This is just one other advantage that makes the Ludlow System the most important factor in the composing room.

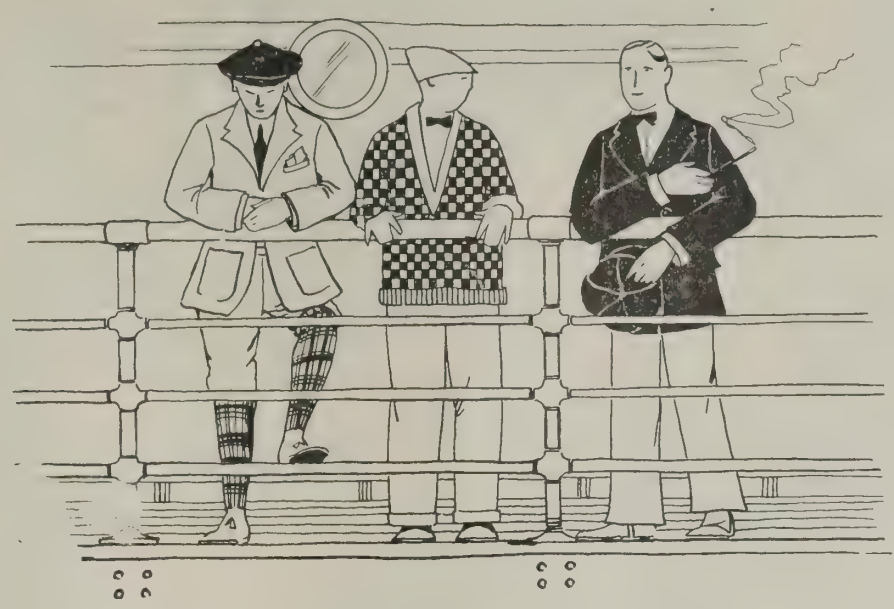


Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco: Hearst Bldg. CHICAGO New York: World Bldg.

LUDLOW QUALITY COMPOSITION



3 MEN IN A BOAT-

(*To Say Nothing of The Bally "Dawg"*)

TIME: *Any time after July 23.*

PLACE: *S. S. Cecic, Southampton to New York, fast approaching the three-mile limit (or is it twelve?)*

CHARACTERS: *Jiggs, Philadelphia, Storm and Strife Advertising Agency; Jackson, Newark, E. Pluribus Unum Suspender Co.; Jones, New York, sales manager of National Buttonholes, Inc.*

Clothes, Caps, Shoes
By Bond Street Firms Exclusively.

JACKSON: "Steward says 'Don't worry about the three-mile limit!' Where the amber color ends and the blue begins—that's it!"

JIGGS: "Once home and we'll all join in and sing 'The Presidential Blues.'"

JACKSON: "Yep! Nice bright outlook! Business holding off—everybody running true to form—playing 'still-tag' until after election! Meanwhile, fellows, we can put our convention pep and ideas in moth balls."

JONES: "Cheerio! Lay off the blues! There's always one place you can try out the inspirations and be sure of a normal reaction—the old reliable market that slumps never touch——"

JACKSON: "Says which?"

JONES: "You know, old topper—the Milwaukee-Wisconsin market—always reliable, always good!"

JIGGS: "Hear ye! Hear ye! Now I'll tell one!"

JACKSON: "Come! Come! Be yourself, Jones!"

JONES: "Remember, boys, I was born in Missouri. And what's more I am still my old dashing self, Jackson. But Wisconsin really did 'show me'—not once, but many times."

JACKSON: "But——"

JIGGS: "Mistuh Jackson, be quiet, the gentleman from Missouri—Wisconsin—Newark has the floor! Proceed, suh!"

JONES: "Here's the dope! First, Wisconsin is the richest dairying state in the world—bar none!"

JIGGS: "He says no more bars!"

JONES: "Wisconsin produces 10 per cent of the total dairy products of the nation—and three-fourths of all the cheese!"

JACKSON: "Your argument is full of holes!"

JONES: "My remarks are going to your head, apparently! Here's the other angle to consider—Milwaukee is the first city in America in diversity of industry! Try and laugh that off, boys! There you have a market with an agricultural background of substantial steady revenue from dairy products, and a manufacturing center that cannot be affected by slumps in any one or several lines. Everything goes on lovely just the same because the great variety of industries prevents a general depression."

JIGGS: "Why talk about cows and dairying and cheese? You can drink milk tomorrow—but today you don't have to."

JONES: "——and don't get the idea that Milwaukee is Podunk, either! The trouble with you, Jackson, you still think they kill Indians every day in Chicago! There's three million people in the Milwaukee-Wisconsin market. It's large, but not unwieldy—just the right size—furnishes a good volume of business and you can keep your fingers on it. It's the best place I know of for a tryout campaign, if you want dependable reactions—no abnormal conditions—stability, y'know!"

JACKSON: "Must be hard to break into this business Utopia of yours, eh wot, Old Top?"

JONES: "No harder and no easier than any other. But here's the bally old secret—it costs less! The pun's, shillin' an' pence—economy—and all that sort of thing, y'know! Here's how—one newspaper covers the place like a bloomin' mackintosh, d'y'understand? And pull? Say, I thought our suspenders would give out when we started back in '20!"

JACKSON: "Huh—how about the rates, old thing? Wager they get you there, eh?"

JONES: "Taken! You're all wrong ——"

JIGGS (*of the agency*): "Hush up, dears! There's The Journal outfit coming—if they hear you, Jones, they'll be foolish not to raise 'em!"

Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL
FIRST- by Merit

Complete service to Advertisers—ROTO, black and white, color.

BOSTON TRANSCRIPT WINS FIGHT AGAINST STATE WAGE COMMISSION

Supreme Court Holds Newspapers May Refuse to Print Ads Despite Mandatory Laws—Inimical to Freedom of Press

NEWSPAPERS have the right to refuse to publish advertisements offered by the State Minimum Wage Commission, calling attention to the fact that a manufacturing or mercantile concern has failed to comply with rulings of the commission respecting wages and hours of labor, according to a decision of the Massachusetts Supreme Judicial Court in the case of State vs. the *Boston Transcript*, handed down June 14, by the full bench.

The Boston Transcript had refused to publish, at the behest of the commission, an advertisement stating that one of Boston's foremost mercantile establishments had declined to make effective for its employes the hours and minimum wage scales fixed by that board. The commission took the case to the superior court, where the law was upheld on the basis of a statement of agreed facts, and a fine imposed on the Transcript as the basis for a test case. The Transcript filed an immediate apeal from the lower court's action, and the case went up to the supreme court on points of law, the newspaper setting forth its contention that the statute, as enacted by the Legislature, was a violation of constitutional rights, both state and Federal, and an infringement on the freedom of the press as well.

The decision, set down by Chief Justice Arthur P. Rugg, upheld the contentions of the Transcript in every respect, and promptly declared that the statute in question was unconstitutional. Other Boston newspapers had published advertisements offered by the commission, but these had related chiefly the industrial establishments of the smaller type.

The decision states in part: "The effect of the statute is to compel the publisher of any newspaper, selected by the public board established by the statute, to print the matter offered by the board in accordance with the statute, at the rate specified in the statute. The publisher has no option. He must print. He cannot negotiate as to the rate he will charge. His regular rate to the general public for space fixes the price to be paid to him. He can received no more.

"The contract to publish at that price is imposed upon him as an absolute obligation by the simple request of the public board. He may be the only owner of a newspaper so requested. He may not want to print the designated matter at the rate commonly charged for space. It may not be for his business advantage so to print it. He may not want to print it at any price. His preference, desires or financial advantage or detriment are entitled to no consideration under the statute. This class of advertising may be pecularly onerous. It may be especially disagreeable from a business standpoint. Its fair market value, regarded as space occupied may be much greater than the price commonly charged for business advertisements of the usual character. Conditions can readily be conceived where these factors would exist. No one of them or others of a kindred nature can be weighed under the terms of the statute. The proprietor of the newspaper selected by the public board must publish at the stated price, not matter how great may be the practical loss to him.

"The protection afforded to the publisher against liability for libellous publications made pursuant to the statute is of uncertain nature. The constitutional power of the Legislature to deprive one altogether of his right of action against the publisher of a libel may well be open to doubt. The right of speedy remedy for injuries or wrongs to character is established on the same footing as injuries or wrongs to persons and property by Article XI of the Declaration of Rights."

Who Pays for Advertising?

Who pays for advertising? I'll tell you. The one who pays the factory rent; the one who pays for the machinery used in the factory; the one who pays for packing the goods; the one who pays distribution costs; the one who pays the salesman's commissions and expenses; the one who pays the profits of manufacturer, jobber, retailer; the one who pays the uncollected accounts of all three; the one who pays all the cost of every kind connected with production, distribution and selling, makes up business losses, pays business profits and complains more about the cost of advertising than all the other overhead items combined. The consumer. But it is his investment and it brings him rich returns.—Walter Sammis, Business Department, *New York Times*, before advertising department of New York State Publishers' Association, Gloversville, N. Y.

Arthur Clarke runs "Oh! Margy!" on front page San Francisco Chronicle.

Keep in step with youth, Mr. Editor. Sign up America's foremost artist-humorist John Held Jr.



Margy asks: "Since bobbed hair has come on where do men get hair-pins to clean their pipes with?"

UNITED FEATURE SYNDICATE
World Building, New York City

First four months of 1924

Carried more Men's Wear advertising than the World, Sun and Telegram-Mail combined.

NEW YORK EVENING JOURNAL

PASSAIC

New Jersey's fastest growing City

Each decade for the past forty years Passaic has shown the largest percentage of increase in population of any City in the State of New Jersey.

TRADING POPULATION 167,395

including following communities in trading area: Clifton, Garfield, Rutherford, East Rutherford, Carlton Hill, Lodi, Wallington, Lyndhurst, Carlstadt, Hasbrouck Heights, Woodridge and Nutley.

THE PASSAIC DAILY NEWS

is read in every other home in this important territory, and in the finer residential sections the Passaic Daily News is supreme.

ADVERITISING TELLS THE TALE

The following figures showing total advertising lineage carried during the past three years by The Passaic Daily News show conclusively the News' leadership in Passaic:

	Agate Lines All Classes	Lead Over Other Paper
1921	6,411,951	32 1/2%
1922	6,758,326	34 1/3%
1923	7,089,659	32 1/2%

THE DAILY NEWS is the Automobile medium of Passaic.

THE DAILY NEWS is the Department Store medium of Passaic.

THE DAILY NEWS is the Classified advertising medium of Passaic.

Let us give you further details of Passaic and The News as an ideal try-out combination.

NEW JERSEY NEWSPAPERS, Inc.

National Advertising Representatives

NEW JERSEY NEWSPAPERS EXCLUSIVELY

25 East 26th St. Madison Square 6634 **New York**

123 W. Madison St. Central 3021 **Chicago**

487 Orange St. Branch Brook 6924 **Newark**



Cleveland!-giant Buyer!

57 square miles in area; an assessed land valuation of $506,000,000, or $13,870 an acre; a population of nearly a million *Buyers* and a purchasing power of approximately $2,400,000 A DAY! The Cleveland-selling power of The Press deserves the careful consideration of every advertiser who plans to begin or expand his sales in this compact, rich, and progressive city, alike ideal for "Test" or seasoned merchandising.

The *Result* of such careful consideration will be concentrated advertising to the 95% of Cleveland's English-speaking people—the people who are reached at one cost in no other way than through *The Cleveland Press.*

The Press has the largest TOTAL circulation of any daily newspaper in the State of Ohio (196,309); 157,509 of which is "City Delivery", "Home", Greater-Cleveland circulation; 50,055 more than that of the Daily Plain Dealer and 43,577 more than that of the Evening News—TEN Presses to every THIRTEEN families!

The Press

First in Cleveland

A SCRIPPS-HOWARD NEWSPAPER

National Representatives

ALLIED NEWSPAPERS, INC.

52 Vanderbilt Ave., New York

CHICAGO
SAN FRANCISCO

CLEVELAND
CINCINNATI

BACK OF EVERY

Stand the Big Hoe Plants and the Entire Ho
Both the Consummation of More Than a Ce

To better care for the rapidly growing requirements of our customer press work, we have purchased all the land, buildings and equipme occupying an area of about sixteen acres and having a floor space i to our London plant.



London plant at 109-112 Borough Road to which extensive additions are being made.



Former plant of the Hall Printing Press Co



Main plant at Grand, Sheriff, Broome, Colu
largest manufactory in the world of Printin
M

We are planning further improvements and extensions to both our Dunellen and London plants. The Dunellen property is located in a convenient and rapidly growing manufacturing centre, about two miles from Plainfield, alongside the main lines of the Central Railroad of New Jersey, with three switches from its tracks into the property. The extensions planned will greatly increase the present capacity and in addition there is ample room for future growth.

Our Three Plants Have a Co

R. HO

504-520 GRAND STR

109-112 Borough Road, L

7 South Dearborn Street,
CHICAGO, ILL.

HOE MACHINE

rganization of Printing Machinery Experts,
ury of EXPERIENCE and LEADERSHIP

nd to handle to better advantage our tremendous volume of printing
of the Hall Printing Press Company, located at Dunellen, New Jersey,
xcess of 110,000 square feet. We are also making material additions



—now the Dunellen plant of R. Hoe & Co.



New plant on Borough Road, recently added to our London Works.



and Delancey Streets, New York City. The
reotyping, Electrotyping and Photo-Engraving
ery.

A long-term lease of this building has been acquired, which with three large additions to our present Works now in course of construction, including a manufacturing shop, erecting shop and forge, will more than double the capacity of the London plant and enable the manufacture in England of a large volume of foreign business heretofore done in New York.

ined Force of 3,500 Employees

& CO.

T, NEW YORK CITY
DON, S.E. 1, ENGLAND

7 Water Street,
BOSTON, MASS.

To You—

Makers of American Advertising History, our very best wishes for the success of the great work in business amity and advertising cooperation which is yours to perform abroad.


THE NEW YORK HERALD
New York Tribune
Crisis Near In Left's War On Millerand
Rich Youth Grilled About Franks Death
U. S. Attache To Chile Tried As Embezzler
Coolidge Opposes Pepper Court Proposal; Adheres To Harding-Hughes Plan
25,000 to See Carpentier Fight Gibbons To-day
Joel W. Thorne City Acclaims Killed by Auto Veterans of 3 Beside Own Car Wars on Parade
THE NEW YORK HERALD
EUROPEAN EDITION OF THE NEW YORK HERALD TRIBUNE
PARIS, MONDAY, MAY 26, 1924
RADIOPHONE TO LONDON IS NEAR
COOLIDGE WILL WAIT TREASURY WORD ON TAXES
Accepting Kiss as Bribe, Latest Scandal in Senate
SUNDAY SERVICE BREAKS RECORD
BRAND APPEALS FOR ECONOMY BY CONGRESS
AMERICA WINS FIRST SOCCER CONTEST HERE
ITALY'S RULERS DUE IN LONDON TO-DAY
JOBLESS' PROBLEM ENGROSSES LONDON
Longchamp Display of Fashion Brilliant Despite Sky's Threats
BLOCKS DEBATE ON BARKLEY BILL
"HERALD TRIBUNE" DRAWS COMPARISON
FRENCH CITATION WINS HIM MONEY
PREMIERS' LETTERS WILL BE PUBLISHED
BILL WOULD REDUCE CZECHO-SLOVAK ARMY
SHIP OWNER DIES OF SLEEPY SICKNESS
BLOCKED RIVER AIDS SHIPPING IN BRITAIN
TWO MURDER CASES RESUMED TO-DAY
FIRST SEIZURE IN TREATY RUM LIMIT

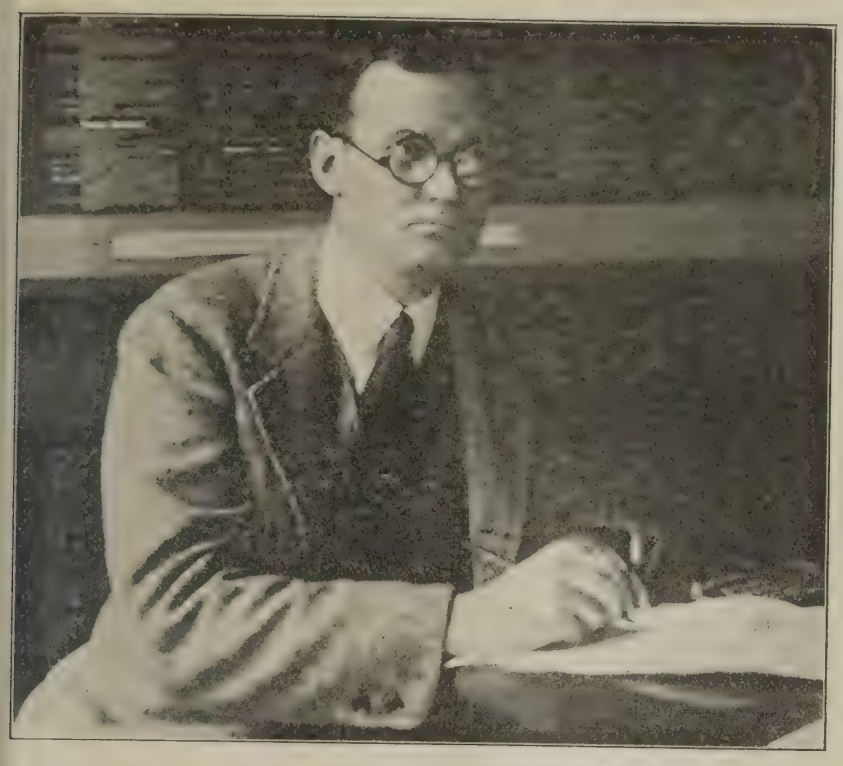
Thirty-seven years ago the seed of good will among nations was planted when the European Edition of The New York Herald was founded. Today, from Paris, it extends to you whole hearted

greetings

THE NEW YORK HERALD
New York Tribune

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"We ought to be a little slower—more accurate."—Charles McD. Puckette

"A NEWSPAPER that will cover all the news and will be written so that it will be read with interest by the layman and respect by the authority."

That is Charles McD. Puckette's ideal of a newspaper. Puckette is now on the *New York Times* in the advertising censorship department, under Louis Wiley, business manager. He went there from the *New York Evening Post* of which he was managing editor for 6 years and previously, reporter, city editor, and assistant managing editor for 16 years.

"Newspapers ought to be better literature," he remarked to me not long ago. He still talks with a Southern drawl.

"Just now many newspapers aren't careful enough. We ought to be a little slower, a little more accurate. Stories should be better written.

"You know yourself the saying 'that's just newspaper talk' is getting altogether too common.

"We don't do our jobs quite well enough. That's the trouble. Everyone on a newspaper has got to do his job completely.

"Reporters should be better trained. Of course we don't want newspapers written entirely by experts. I hate the connotation of the word expert, anyway. But a newspaper staff, I think, should be a staff of expert newspaper men, thorough masters of whatever they cover."

Puckette's ideas on newspapering come both from experience and inheritance. He represents the third generation of Puckettes who have devoted their lives to newspaper making.

Charles C. J. Puckette, his grandfather, established the *Natchitoches (La.) Times.* This elder Puckette was a pioneer newspaper publisher in the South. In the days when he was in the business during the post-war period of poverty, he used to draw his own cartoons and engrave them on blocks of wood. He attacked the carpet baggers vigorously. Charles McD. Puckette of the next generation was a prominent newspaper man of New Orleans. There he was political editor of the *New Orleans Times-Democrat* and later the *Item.*

This Puckette, father of the present member of the Times staff, was in New Orleans at a time, when to possess the title of political writer was equivalent to owning a rapid transit ticket to the Beyond. He had several narrow escapes.

At one time, a man angered by Puckette's fiery political writing silently entered his office and shot him in the back. Puckette, badly wounded, crawled to the doorway and shot his assailant to death as he attempted flight on a bicycle.

Such an adventure so close to home might, of course, have reacted against Charles McD., Jr., and kept him out of a career of newspapering. But it did not, and, after he was graduated from the University of the South at Sewanee with a B. A. in 1907, and an M. A. in 1908, he came to the New York Evening Post.

On the Post, Puckette believes he received invaluable training from Robert E. MacAlarney who was city editor while he was cub reporter.

"A great deal of one's newspaper sense comes from what one gradually absorbs in the business. But MacAlarney was essentially a teacher. He made his city room a regular class room, and I believe many city editors today might well profit by his example," Puckette declared.

MRS. CHARLIE MILLER ILL

Sympathy Expressed for Former President in Telegram

Charlie Miller, former president of the Association of Newspaper Advertising Executives, did not attend last week's annual meeting, at Columbus, owing to the serious illness of Mrs. Miller, at Baltimore, following a serious operation several weeks ago.

News from Baltimore this week was that while still seriously ill, the physicians held out hope for Mrs. Miller's ultimate recovery.

The following telegram was sent to Mr. Miller, from Columbus:

"Charlie Miller,

"The Baltimore News, Baltimore, Md.

"Members of Association of Newspaper Advertising Executives desire to express sincere sympathy and hope for rapid recovery of Mrs. Miller. The Association feels deepest gratitude to Mrs. Miller for sacrifices made by her when you were unselfishly promoting the interests of this Association and the newspaper cause.

"ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES."

Minnesota Editors' Outing

A four day outing beginning June 26, will be held by the editors and publishers of Minnesota at Alexandria, under the auspices of the Northern Minnesota Editorial Association. The program includes games and amusements of all kinds, fishing, smokers, sight seeing trips and music.

Country's Mineral Center Located In ILLINOIS

When we think of Illinois it is seldom, or never, in respect to coal mining—but it is nevertheless a source of great wealth.

Bituminous coal underlies more than half the area of the state. Illinois stands third among all the states in mineral output. The production of bituminous coal is valued at $240,000,000.

Illinois is also a large producer of petroleum and natural gas. The latest statistics on oil production cite a figure of 15,000,000 barrels for the year.

Illinois is one of our wealthiest states. It ranks third in production of field crops from agriculture, third in manufactures, third in population and third in mining. As a railroad state it has the heaviest tonnage in the United States.

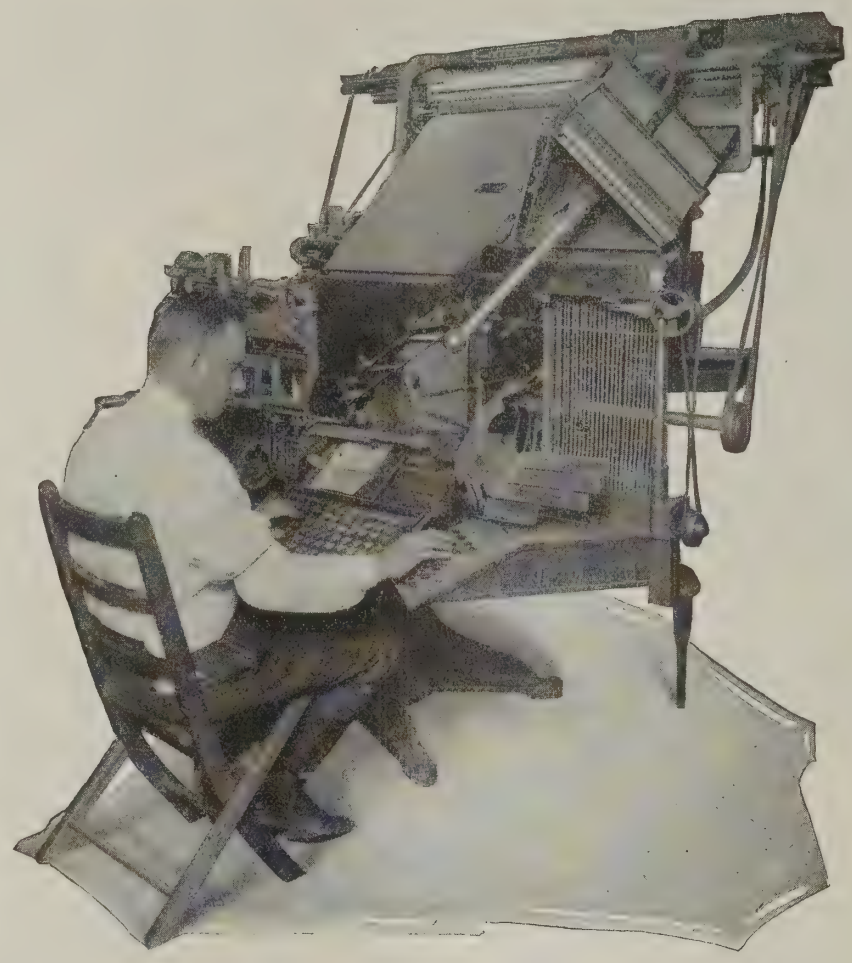
Illinois daily newspapers are among the best in the country in influence and pulling power. Concentrate your efforts in this territory and it will produce maximum results.

These Illinois daily newspapers, having the spirit of cooperation, do their bit by helping to merchandise advertised products, rendering their services of particular value to manufacturers who appreciate and reciprocate the cooperative spirit which helps to make the wheels of business go round.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News .....(E)	16,982	.06	.06
†††Chicago Herald & Examiner.(M)	335,747	.55	.55
†††Chicago Herald & Examiner.(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal.....(E)	120,449	.26	.24
†††Chicago Tribune .....(M)	587,748	.80	.80
†††Chicago Tribune .....(S)	941,047	1.15	1.15
***La Salle Tribune .....(E)	3,162	.025	.025
***Moline Dispatch .....(E)	10,569	.045	.045
***Peoria Star—(E) 29,102....(S)	21,733	.075	.06
***Rock Island Argus .....(E)	10,513	.045	.045
***Sterling Gazette .....(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.



The INTERTYPE

A growing factor in the Advertising, Publishing and Printing Industries

Advertising men are the indirect buyers of composition. Much of your newspaper display is now set on Intertypes. Likewise trade paper display, book work, and many kinds of commercial printing. You will therefore be interested, and occasionally perhaps find some profit in knowing what the Intertype is and what it can do.

The Intertype is a slug composing machine, setting complete lines of type in all sizes from 5-point up to full width 36-point bold and 60-point bold condensed, in slugs up to 42 ems in length.

Although only eleven years old, it has already won a position commanding a substantial percentage of the world's line composing machine business. The popularity of the Intertype is steadily growing and annual Intertype sales run into many millions of dollars.

The Intertype has gained its present standing largely through mechanical merit and economy of operation and maintenance. More than thirty major and many minor Intertype improvements and simplifications have been developed. On one type of machine, 910 unnecessary moving parts were eliminated from one mechanism alone by a new

design which functions and wears better than the old one. Parts which do not exist cannot wear out.

But probably the most important thing that Intertype has done for the industry is the introduction of the idea of Standardization in slug-casting machines. The standard Intertype basic unit is built up with various other standardized units to suit the purchaser's needs. Still more units can be added at any time in the future, and even new inventions are standardized and made applicable to outstanding Intertypes. From the basic Intertype machine, 32 styles of machines can be built by the addition of standardized equipment. No Standardized Intertype has ever become obsolete.

Intertypes are now being used in eighteen European and South American countries, and in Japan, India, Iceland, Palestine, South Africa, Australia, New Zealand, Hawaii, and the Philippine Islands.

The Intertype Corporation is entirely independent. It is not controlled, directly or indirectly, financially or otherwise, by any other organization.

INTERTYPE CORPORATION

General Offices and Eastern Sales Department: 50 Court Street, BROOKLYN, N. Y. *Branch Offices:* CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO, *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, LONDON, W. C. 1.



The Intertype Factories

The Intertype Factories are known among mechanical engineers as two of the finest machine shops in the United States. Factory No. 1 (above) produces and assembles all parts for the Intertype, excepting matrices. The latter are manufactured in Factory No. 2, shown at the right.



DAY OF CLEVER, HIGH-PRESSURE AGENCY SALESMAN PASSING

Large Advertisers Judging Campaign Layouts Without Calling in Agency Representative "Encouraging," Says Durstine

By ROY S. DURSTINE

Barton, Durstine and Osborn, Inc.

A CERTAIN advertising agency had been working for several months on its plans for a new client. Its suggestions were completed. A request for a meeting was sent to the advertiser. Word came back that the suggestions would be considered on a certain date—but that *the agency needn't appear.*

It was explained that this company's executives liked to look over proposed plans quietly, without argument, and without being influenced by salesmanship.

If that isn't a symptom of progress, Caslon type is hard to read.

The agency had thought clear through its subject. It had tested its ideas in every conceivable way. It had worked with the advertiser's sales department, with his factory men, with his advertising heads. It had run investigations from door to door and from store to store.

It had written and drawn its advertisements; it had revised them and then re-revised them.

And then it took the results of its inquiries and the last of its copy and layouts and put them in a great big book—arranged in such orderly fashion that understanding everything was no more trouble than turning the pages.

So the book went to the meeting and the agency stayed at home.

A week later the book came back, approved as was.

Contrast that experience with the mass-meeting type of presentation which was general a few years ago. It was a battle royal in which the advertiser ranged his forces on one side of the long table and the agency's representatives brought out its bag of tricks on the other.

The agency read its plan or did its best to paraphrase many typewritten sheets by a colloquial recital of its ideas. The man chiefly responsible for the plan, being mostly creative, was probably not a very good talker. Under the cold eyes of the advertiser's forces he stammered a good deal. An occasional sharp question didn't make him any smoother.

The layouts which had looked very novel and effective back at the agency's office somehow seemed to have lost their sparkle. The copy sounded flat.

At the end of the presentation the president looked about him.

"Any comments?" he asked.

And then the fun began. Executives who had come to the meeting without a definite thought were quick to voice opinions; usually they began:

"Now, of course, I don't pretend to know anything about advetising, but—"

The discouraging part of it was that they advanced these opinions not because by so doing they were helping the company to find greater success but because they knew they were expected to comment and if they didn't it might count against them.

In 15 minutes the remnants of those suggestions were scattered up and down the table.

Then the agency's big league salesman went to bat. He hadn't made the presentation because, to be perfectly frank, he had had only a few minutes to glance over it in the taxicab on the way to the meeting.

But he was familiar with it now! He had been listening, making a few notes, watching the faces of each commentor. And he went into action.

Two hours later, when the meeting adjourned, the president beamed across the table as he shook hands with the powerful salesman and exclaimed:

"Well, this is great! We may be hard to sell, because we like to be shown. But you've convinced us and now we're all ready to go ahead!"

It's often said that the American public loves a fight. So did the American business man of this president's type. But the trouble was that he became so engrossed in the conflict of wills that the poor subject under discussion, like all bystanders, was the sufferer. The thing became a game, a battle of wits, an oratorical contest.

The winner was not necessarily the man with the best arguments. He was



ROY S. DURSTINE

the man with the best vocabulary and the most convincing personality. Many a first rate idea has died in a meeting of this kind because its sponsor was an unskilled advocate. And many a second rate idea has been adopted with enthusiasm because it was ably presented at the right time by a clever talker.

So the action of that advertiser in deciding to consider his agency's recommendations quietly and without benefit of salesmanship is respectfully submitted as Encouraging Symptom Number One.

It is indicative of a very marked change in the attitude of the advertiser in the past few years. He used to expect his agent to be a good mixer. Today there is practically no demand for hand-shaking. He used to shop around for catchy, half-baked ideas in advertising. He knew they were catchy when he saw them, but he didn't find out they were half-baked until the returns came in. He used to feel that changing agencies every so often was a wholesome way of shaking up his organization. Today he knows that he begins to get his most valuable service from his agency only after it has become as much a part of his company as his other seasoned executives. He used to prefer to be sold. Now he wants to buy.

Look at another side of the advertising triangle—the advertiser, the publisher and the agent. Consider the change that has come over the selling of space by publishers. There was a time when the man who received a call from a publisher's representative could just about anticipate every word of any solicitation. If it was for a magazine it probably began:

"Hello, old man! I just thought I'd drop in to let you have a look at this advance copy. We certainly are getting out a good-looking book. Run your eye over that table of contents. Ever see anything like it? All the big names are there. And how the public is eating it up! Here's a confidential memorandum I just got from our circulation manager. He'd go crazy if he knew that I was showing it outside the office, but look at that print order for next month! We just can't hold it back. The public simply walks up to the stands and carries it away. You're seeing it regularly, aren't you? What? Do you mean to say you're not on our mailing list? Well, I'll fix that as soon as I get back to the office. So long! Keep us in mind!"

One publishing house has swung so far in the opposite direction that at least two of its best solicitors can't quote rates from memory, have only the haziest ideas of their A. B. C. figures and would have to call up their office to find out about a closing date.

But they are selling a lot of space. One of them was formerly a sales executive of a middle western food company. He knows every obstacle that besets a manufacturer selling to the grocery trade. He knows what most of the wholesalers of the country think about nearly every nationally distributed product. He has spent months in retail grocery stores watching women buy.

When he sits down to talk to a manufacturer he talks about advertising only as it is a part of selling. He uses none of the rubber-stamp phrases originated in the Monday morning meetings. He has no high-stepping sales talk sired by Advertising Director out of Conference Room.

Another solicitor for this house knows as much about drug-stores as his associate knows about grocery stores. He entered advertising only two years ago after 10 years of sales work among the wholesale and retail druggists of the country. Still another has had a parallel experience among the dry-goods stores.

Perhaps this house is going too far. Perhaps their solicitors ought too be more familiar with the patter of advertising. But before you make up your mind on that point consider this:

Isn't there a useful place in the fabric of advertising for a source of general underlying information about markets? Doesn't the magazine publisher fill a very vital need when his representatives bring to the advertiser and to the agency facts that are much more definite than the Government can afford to supply, much more specific than the trade association can properly be asked to produce.

At least half a dozen publishers believe that this is true, if their actions reflect their beliefs. Advertisements get into their pages more quickly and more soundly because they have saved the time of the advertiser and his agency by supplying much of the information which each advertiser would have to assemble alone—or go it blind. And that's Number Two.

Gone, thank goodness, is the day when a newspaper representative based his selling talks on the iniquities of the rival paper. Gone is the solicitor who talked over the back of his hand and glanced over his shoulder to make sure that no one was within ear-shot. Today if you want to advertise in ten, or fifty, or a hundred, or a thousand American cities and towns the quickest way to find out about them is to ask the nearest newspaper representative.

What about the agency? Has it kept pace with the progress made on the other sides of the triangle? Perhaps it wouldn't come well from this deponent to give evidence on that score. Perhaps his evidence would be prejudiced. But let this be added in any case:

When that big book was bundled up and sent to the advertiser who wanted a quiet meeting, remember that it sold itself without the aid of vocal pressure. It sold itself because it bred confidence—confidence in the idea that the whole field of possibilities had been considered, confidence in the logic used to arrive at conclusions, confidence in the ability of the agency to grasp a story and to tell it, confidence in the months of work that had gone into collecting and rejecting and assembling that material.

That was just one episode in the business life of one agency. It is submitted as Encouraging Symptom Number Three because the type of work that it represents is characteristic of every good advertising agency today. And if an advertiser doesn't employ a good agency it's his own fault.

A CODE FOR PRESS AGENTS

WE, THE Press Agents of the United States, recognizing the necessity of maintaining the low plane upon which our profession has established itself, and being desirous of encouraging our members to become more successful in their burglarious work and to merit in every way the lack of editorial esteem which our profession enjoys, do hereby adopt this Code of Ethics:

We recognize that newspaper publishers are mentally blind, morally weak and financially decrepit, and we publicly acknowledge our duty to keep them so.

We appreciate the fact that the chief problem in the preparation of a newspaper is that of securing sufficient copy to fill its columns, and we pledge ourselves to continued effort to alleviate this condition.

News is defined as matter which is of interest to us and to our employers, and we hereby declare that it must be, therefore, of interest to the public.

We announce a policy of keen indignation toward those unthinking editors who return our copy to us with a notation concerning its cost if published at advertising rates.

As a concession to newspapers, we believe that an inch of paid advertising to one column of free reading matter is an equitable adjustment, such free matter to contain the name of the advertised product at intervals of not less than 18 lines.

It shall be the policy of our organization to give three rousing cheers for each editor who accepts and publishes our contributions, and we encourage such editors to secure their fuel, clothing and groceries by the same means used by our members to secure publicity.—The Inter-Mountain Press.

The Most Forceful Figure in Europe

RAYMOND POINCARE

Retiring Premier and Former President of France



Will contribute through

THE LEDGER SYNDICATE

Two Releases Per Month of 2,500 to 3,000 words each

INTERPRETING FRENCH AND EUROPEAN POLICIES

M. Poincare will cover such vital problems as:

THE EXECUTION OF THE DAWES REPORT

THE FINANCIAL RECOVERY OF EUROPE

FRENCH RELATIONS WITH ENGLAND AND GERMANY

GENERAL STRUCTURE OF THE ENTENTE

For Terms for Your City's Rights Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

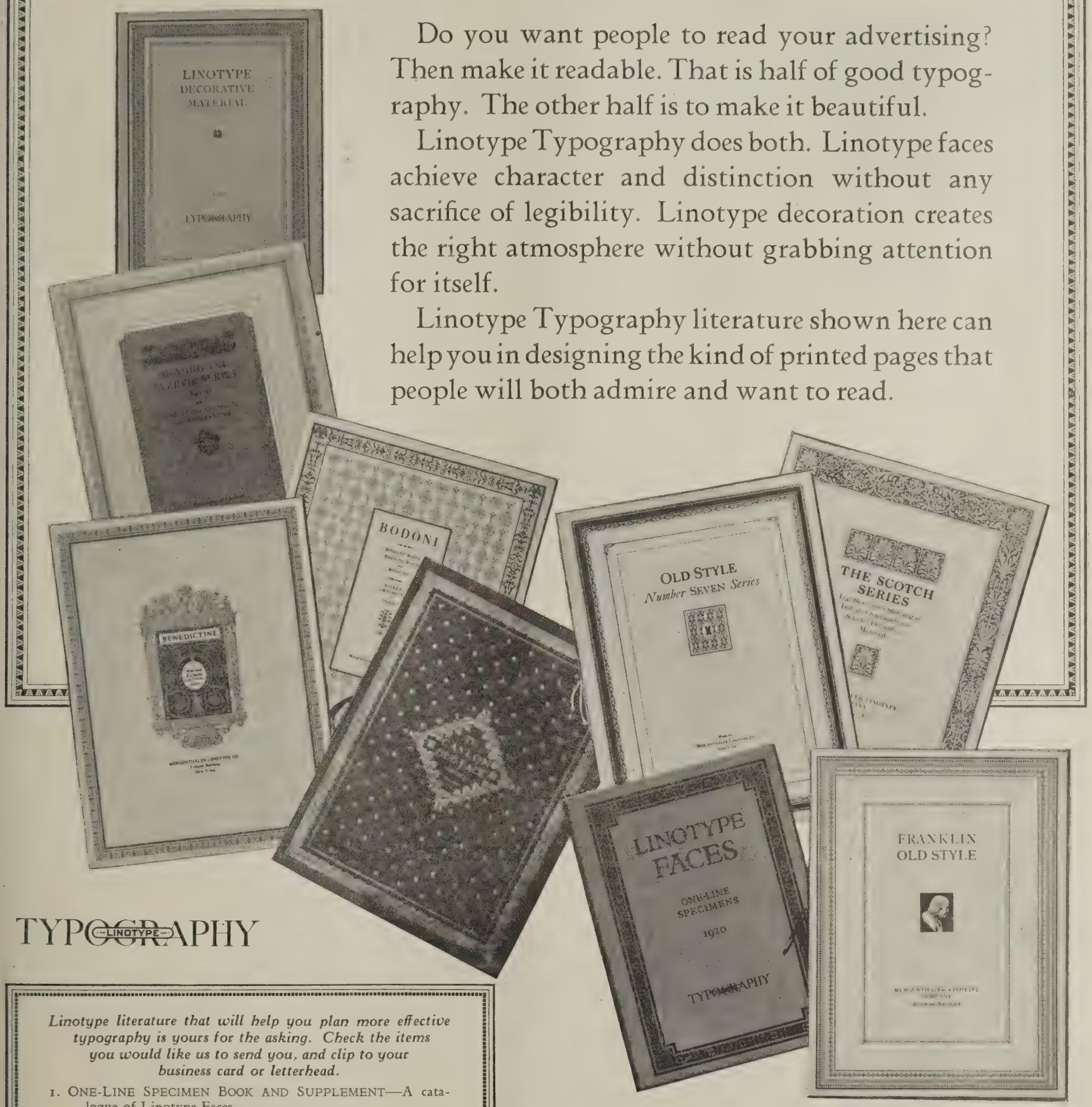
THE POWER OF PRINT

Are You Making the Most Effective Use of It?

Do you want people to read your advertising? Then make it readable. That is half of good typography. The other half is to make it beautiful.

Linotype Typography does both. Linotype faces achieve character and distinction without any sacrifice of legibility. Linotype decoration creates the right atmosphere without grabbing attention for itself.

Linotype Typography literature shown here can help you in designing the kind of printed pages that people will both admire and want to read.



TYPOGRAPHY —LINOTYPE—

Linotype literature that will help you plan more effective typography is yours for the asking. Check the items you would like us to send you, and clip to your business card or letterhead.

1. ONE-LINE SPECIMEN BOOK AND SUPPLEMENT—A catalogue of Linotype Faces.
2. COMPLETE SET OF DE LUXE SPECIMEN SHEETS—A more complete showing of some of the more popular families: Benedictine, Bodoni, Caslon Old Face, Elzevir No. 3, Franklin, Lining Gothics, Old Style No. 7, Scotch.
3. LINOTYPE DECORATIVE MATERIAL—A catalogue of borders and other decoration classified according to family.

580.24.7-F

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 EIGHTH AVENUE—NEW YORK CITY

THIS ADVERTISEMENT IS COMPOSED ENTIRELY ON THE LINOTYPE

JOURNALISM HOLDS MANY THRILLS FOR GIRL REPORTER

Lending Her Powder Puff to Women Murderers Only An Incident in Work of "Geno" Forbes, of the Chicago Tribune Staff

By LUCILE BRIAN GILMORE

SHE has made a trip to Ireland and returned in the steerage to investigate immigration conditions.

She has gone to Leavenworth prison to obtain an interview with a prominent prisoner.



GENEVIEVE FORBES

She has lent her powder puff to more women murderesses than any other person in the world.

She has interviewed boxing champions, members of royalty, stage stars, movie celebrities and political powers.

And what do you suppose she desires most particularly to have mentioned in this interview with her, by way of changing the usual order of things.

"Don't forget to say that I am engaged to John Herrick of the *Tribune*," she admonished half a dozen times during the chat.

Which goes to show that despite the meteoric career which has made her name a byword among newspaper readers of Chicago, Genevieve Forbes is still a woman.

"Geno" as she is known to *Chicago Tribune* folk, has been in newspaper work less than 6 years and yet she probably now enjoys the distinction of being one of the best known women reporters in the United States.

The reason isn't hard to define, either. She glories in her work and her fondest ambition, she says, is to continue being a reporter until she's 83. Without the slightest hesitancy she says she is now 30, which leads one to wonder just what heights she will attain in the reportorial profession in the next 50 years or so should her desire be fulfilled.

But let Miss Forbes carry on the interview.

"About the most interesting assignments I've ever had," she says, "were interviews with Lloyd George, Lady Astor and Cardinal Mundelein. There is no more interesting person to interview, though, than Mary Garden. She is not so easy to interview, but she never fails to say something original that makes good copy. For instance, she told me once that the bravest people in the world were those who committed suicide and those who eloped.

"Among my most interesting interviews with murderesses was with a middle-aged woman charged with killing her husband. She asked me how much it would cost for the paper to say that she was attractive!

"After a few more years of interviewing I hope to be able to answer for myself several questions which have been puzzling me. Why does the lady bandit always say 'yes'm' to the girl reporter? Why do motion picture stars of both sexes invariably appear in negligee to be interviewed? Why is a chorus girl always watering the narcissus or the hyacinths when the interviewer arrives?"

The footmen in knee breeches who answer the doorbells at the homes of the wealthy awe her more than any celebrity she ever interviewed, Miss Forbes confessed.

But interviewing isn't the most enjoyable part of reporting for Miss Forbes. Her first choice of assignments is a show or a pageant; her second, a trial.

"A girl on a newspaper cannot take the place of a man, Miss Forbes said. "She cannot hope even to prepare herself to 'do anything a man can do.' But, what is better, there is usually plenty of her own peculiar kind of work. A woman reporter should see things as a woman and write them as a man. To have a woman's viewpoint and a man's penpoint seems to me a pretty good journalistic combination.

"Frequently the girl reporter finds herself no more useful than a fifth wheel, but when she is needed she must be ready to go and bring back the 'goods.' The girl reporter must become reconciled to having uninteresting assignments along with interesting assignments and to working as hard on the one kind as the other.

"I had a hard time getting on the Tribune staff," she said.

"The Tribune is not eager to add women to its staff, it seems to me, but once a woman is on the payroll she gets every chance that is given to a man, an opportunity to go as far as her industry and ability will take her."

Miss Forbes was graduated in 1916 from Northwestern University, where she had been a member of Kappa Alpha Theta sorority and of Phi Beta Kappa, honorary scholastic fraternity. Her ambition at that time was to become a reporter, but her family insisted she must teach. For that reason she went to the University of Chicago for graduate work in English and received a master's degree there in 1917. In 1917-1918 she said she was "25 per cent of the faculty of the high school at Waterloo, Ill."

During the summer of 1918 Miss Forbes worked on the *Evanston* (Ill.) *News-Index* and in October of that year she went to the Tribune as assistant exchange editor. Later she became exchange editor and then was assistant to the literary editor for a time before she got into general reporting.

Miss Forbes confesses that she did not scoop Chicago on her first assignment. That assignment was to interview a poor poet. Miss Forbes recalls that she took a handful of notes to the office and wrote a long story, not a word of which was printed.

"No, that first assignment was no scoop," she smiled, "and I am still getting scooped, right along. But to realize that one is scooped in my belief is the worst punishment a reporter can have.

"And please be sure to say that I am engaged to John Herrick, a reporter on the Tribune," Miss Forbes concluded as she said a cheery good-bye.

Watertown Editor Honored

Harold B. Johnson, editor of the *Watertown (N. Y.) Times*, was recently awarded the honorary degree of Doctor of Humane Letters at the annual commencement of St. Lawrence University, Canton, N. Y.

DETROIT TIMES

Over 200,000
DAILY
Over 250,000
SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

Away Back In 1791

The City of Paterson, New Jersey, was founded distinctly for a manufacturing city by Alexander Hamilton. The population of the United States was under 5,000,000 and its territory reached only to about Savannah, Ga., on the south and to the Mississippi River on the west. In the wonderful development of this country since that time Paterson has fairly held its place and has occupied a position in the front rank of manufacturing cities.

Paterson is the third city in the State and is an important part of the greatest industrial district of the United States. It is the leading silk manufacturing city of the country; and its other manufactured products range from shoe laces to locomotives; its modern retail shops are the buying centre for a population of more than 500,000 people.

Paterson is also the home city of thousands of persons engaged in business or employed in New York. It is a clean, up-to-date American city which takes an advance stand on matters pertaining to the happiness and welfare of its people. It has a population of approximately 140,000 people, with savings deposits of $60,894,956.13.

It has 1200 manufacturing establishments employing about 50,000 people with an annual value of products of $225,000,000 and annual wages of nearly $40,000,000.

Paterson is primarily an evening paper field and The Press-Guardian is its leading evening newspaper, reaching about 14,000 homes in Paterson and in the thriving suburban towns every evening, being a real home-delivered newspaper — independent financially and politically and run by newspaper men of experience who have no political ambitions and who do try to serve the people of Paterson and vicinity honestly and fearlessly.

Paterson, because of its happy combination as a residential and industrial city, offers an ideal city to try out advertising campaigns at a nominal cost.

Send for handsome brochure of "Paterson in Pictures," published by The Press-Guardian.

Wm. B. Bryant
Publisher & Gen. Mgr.

John L. Matthews
Editor

A Message from
New England to Old England

THE six New England States offer exceptional inducements to British firms who are seeking commercial expansion in the United States.

New England is the most remarkable merchandising zone in America. It is an extremely populous and compact territory with great wealth evenly distributed. The great concentration of population in New England is convincingly demonstrated by the fact that 7,500,000 people live within a few hours of Boston, the Hub of New England, by steam road, electrics or automobile. There are more than 6,700,000 people within five hours of Boston and 5,000,000 within three hours of Boston. There are 4,000,000 people living in Boston's every day trading territory—the fifty mile zone.

New England is the Financial Cornerstone of the United States. While it has only 7 percent of the total population it possesses practically 40 percent of the nation's deposits in savings banks. New England's wealth has increased more than 100 percent during the 10-year period 1912-1922—the only group of States to achieve this record. The per capita wealth of the New England States is far greater than that of the general average for the United States. The 1922 per capita wealth of the United States was $2,918; for New England $3,306.

One out of every Three families in this remarkable Territory Influenced by Boston Sunday Advertiser

The faith and confidence which New Englanders have in the BOSTON SUNDAY ADVERTISER is emphasized by the fact that more than 500,000 families—one ***out of every three families in New England*** — regularly buy the BOSTON SUNDAY ADVERTISER. With a circulation of more than 360,000 in the fifty mile zone the BOSTON SUNDAY ADVERTISER influences ***one of every two families*** in Boston's great everyday trading territory.

The BOSTON SUNDAY ADVERTISER has a commanding lead over all the other Boston newspapers, morning, evening or Sunday. The total circulation of the BOSTON SUNDAY ADVERTISER is at least 140,000 greater than that of the second largest Boston Sunday newspaper and 145,000 greater than that of the leading daily newspaper.

BOSTON SUNDAY ADVERTISER

NEW ENGLAND'S GREATEST SUNDAY NEWSPAPER

Greatest Net Paid Circulation (More Than 500,000) in New England

WINTHROP SQUARE BOSTON, MASSACHUSETTS

"KNOW YOUR OBJECTIVE" IS FIRST RULE IN DEVELOPING NEW ADVERTISING

Haphazard Plans Leave Prospects Cold, C. W. Hoyt Declares —Says Advertising Not a Substitute for Salesmanship

By CHARLES W. HOYT

President, Charles W. Hoyt Company, Inc.

WHEN EDITOR & PUBLISHER requested me to write an article on developing new advertising accounts, I asked myself whether or not we had a record of achievement in that direction which permitted me to talk or write on such a subject. I referred to some figures which had been prepared some time ago based on the advertising accounts handled in our office. I found that 64 per cent of the business which we were handling came from manufacturers whom we had developed as advertisers, which means from firms who had not invested in advertising up to the time that they started with us.



C. W. HOYT

Other figures showed the total amount of the original appropriations of the customers represented by this 64 per cent. The appropriations which they were running at the time I obtained the figures were a little more than 3 times as great as their original appropriations.

I looked over the starting of these different accounts and considered the methods which had been employed at the start. I also looked into the history of some accounts which had started years ago and which have not developed. From these things I made a few deductions as to the proper procedure in the starting of accounts. I gathered a few conclusions as to what was necessary to insure the greatest possibilities that the accounts would grow and be successful.

What would you think if you went to the railroad station, approached a train, asked the conductor where the train was going and suppose the conductor told you to step on board and to take your chances? Suppose he said to you, "Well, I don't know just where we're going—all I can tell you is that we're going to start." Suppose he said further that possibly he would take you to Poughkeepsie or he might go on to Albany, or when he reached Poughkeepsie, he might take a switch and go over on the Central New England Railroad to Danbury. What would you think of that sort of a railroad?

Yet, from my observations I believe that many firms when starting to advertise, do so with about as much uncertainty regarding their destination as is illustrated by this example.

The first thing necessary for the successful starting of an advertising account is to have a plan. You can't sail on unknown seas unless you have a chart. Years ago I began to run a boat. I studied the methods which permitted me to enter unknown harbors. I came to have a great respect for the charts provided by the United States Government, showing as they do by various marks, every source of danger and pointing out the channels and the ways in which a boat can arrive at its destination. So with an advertiser. An advertiser ought to have a chart and on that chart he ought to plot the course which he proposes to take. Before he charts his route, he must know where he desires to go.

Many failures in manufacturing and business in general come from the failure properly before hand to lay out a policy, a program or plan.

Time and time again I have seen advertisers start by deciding to put a few advertisements in a certain paper. They feel, I suppose, that this makes advertisers of them. Time and time again in my early days when I was not in a position to pick and choose, I was obliged to accept from those who wished to be advertisers, orders to go into certain papers or to run certain kinds of copy. I have been in business 15 years as an advertising agency, and there is not today on the books of our company, a single account started in this transient way.

I have not the space in which to outline what I mean by building a plan. I can only touch on a few points which the plan should certainly cover.

In the first place it is necessary in the majority of cases, if advertising is to produce the greatest results for a new advertiser, that the policy of the advertising should be sold to the sales department. Advertising is not a sibstitute for salesmen and salesmanship. No advertising, except in the case of a few articles, can ever hope to achieve its greatest results unless behind it is the man-power of the sales department. The plan, therefore, should provide for a selling of the plan to the sales department.

Many advertisers start to advertise without knowing the market conditions. Sometimes a market investigation will reveal that it is unwise for the advertiser to start at all. It is not right to say that anything can be advertised. Some people start too late. Already some fields have been so well covered by competitors that it would be really a mistake for an advertiser to start. Therefore, one requirement of successfully starting an advertising account should be a careful survey of market conditions.

After a market investigation has been made, after a complete study of the necessary policies surrounding the proposition has been made, it requires trained men to translate these findings into a plan. There are many thinsg that research may develop. One that I have commonly found is that the proposed advertiser may have the wrong set-up for consumer prices, discounts to the retailer, and discounts to the jobber. A trained advertising man or a man trained in marketing can often suggest changes in the discounts and in the ultimate price which may mean the difference between failure and success.

Another thing that those who know how can do, is to make a plan commercially practical. A marketing plan is of no value unless it provides for making money. A marketing plan should be built so that it is just as intelligible as a balance sheet. In building such a plan there should be constant reference to such figures as can be furnished by a certified accountant.

If a new advertiser will build his plan carefully or have it built by men who know how, he will be in a better position to decide on his advertising agency and on his advertising.

The test of the plan builder is the showing which he can make as to what has happened to the plans he has built. If a man or an organization can show to a new advertiser that he has built a large number of plans and that these plans have come through and been successful, then he has a reason for asking for the new advertiser's business.

There are tremendous opportunities in this great United States of ours. If I have not derived anything else from the 15 years that I have been conducting the business of an advertising agency, I should be satisfied with the vision which it has given me, because of having seen numerous firms start small and achieve great success. All over the country and particularly in the East, are firms which are 3 generations old.

A young man or a young firm might think that in competition with these firms he has no chance for success. Fortunately there are any number of examples of firms which started to advertise less than 10 years ago, and in competition with firms 3 generations old, have grown to enormous size and made great profits. Business stands waiting for those who deserve to obtain it. It will not come to us often, but often if we go after it, we will obtain it. This is a golden age of opportunity to those who will.

NEW N. Y. DAILY

Enwright's Evening Bulletin Scheduled to Appear June 19

The *New York Evening Bulletin,* new Democratic daily newspaper of which Frederick W. Enwright is owner and publisher, scheduled its appearance for Thursday, June 19.

Its advent of the new paper was announced in paid advertisements in the daily press.

In a statement signed by Enwright the Bulletin was sloganized as a "daily newspaper for plain people."

"I am going to give you a real newspaper, and it will be a clean one that your children at home can read without being tainted by sordid stories," the advertisement read. "The Bulletin, in politics, will be solidly Democratic, because today the Democratic party is the political organization of plain people."

Enwright stated the Bulletin had "come to New York to stay," declaring a long lease had been taken on the building which will house his plant, and that all modern equipment has been purchased and installed.

WISCONSIN DAILY BUILDS

Sheboygan Press Will Be in New Home in September

Work has started on a new building to house the Sheboygan (Wis.) *Press,* which, according to present plans will be completed by September. It will have a frontage of 110 feet and a depth of 150 feet, and will be two stories high.

The entire building will be faced with dark buff, semi-rough texture face brick, laid with gray joints, and trimmed throughout with light green mottled terra cotta.

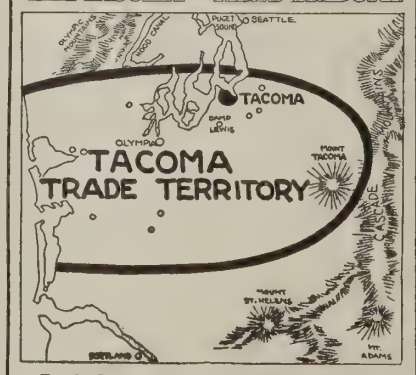
Plant departments are laid out so that all work progresses direct to its final department in straight line.

Officers of the Press Publishing Company are E. R. Bowler, president and treasurer, Miss Dorothy Bowler, vice-president, and C. E. Broughton, secretary and editor.

Artist Sues Ad Agency

A suit for $10,000 was recently begun by George Bellows, painter and illustrator, against P. F. Collier & Sons, publishers of Collier's Weekly, for altering one of his pictures, by having strips cut out of it. Mr. Bellows alleges that the alterations tended to hold him up to scorn and ridicule by "fellow artists at home and abroad."

THE TACOMA NEWS TRIBUNE



Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

FORESHADOWED EVENTS

June 24—National Democratic Convention, Madison Square Garden, New York.

July 2—S.S. Republic sails for London with A.A.C.W. delegates.

July 3-5—Southern Newspaper Publishers Assn., annual convention, Grove Park Inn, Asheville, N. J.

July 3—S.S. Lancastria, sails with A.A.C.W. delegates.

July 4—S.S. Montcalm carries St. Louis Advertising Club to London from Montreal.

July 5-6-7—Utah Press Assn., annual summer outing, Panguitch, Utah.

July 8-9-10—American Association of Agricultural College Editors, annual convention, Brookings, S. D.

July 13-18—A.A.C.W. International Convention, Wembley, England.

July 18-21—Southern Illinois Press Assn., annual outing, steamboat trip, St. Louis to Cairo.

Lineage Record on Coast

TO EDITOR & PUBLISHER:

Speaking of "What, if anything, is the matter with general business." The *Everett Daily Herald* broke all records in April for advertising carried during any month since it has been published. In May the Herald carried more advertising than in April, again breaking all previous records.

This is a pretty good indication that there is nothing very much wrong with business in Everett and the Pacific Northwest.

THE EVERETT DAILY HERALD,
By H. JELKIN,
Advertising Manager.

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis —Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

Start an American Selling Campaign in the Heart of America

Before you start to sell our 110,000,000 people, put your product and your merchandising plan and your advertising to a conclusive laboratory test with the 2,000,000 prosperous, alert, industrious, truly American people who comprise the population of the Indianapolis trading territory—the heart of America.

Many tremendously successful national selling campaigns have found the key to the national market in this pre-eminent tryout field.

A thousand miles inland from the polyglot populations of the congested areas of the Atlantic seaboard, the people of Indianapolis and the state of Indiana are by temperament, tradition and by race truly typical of the best of the nation. A product that is successful here will be successful nationally.

This is a prosperous market drawing its wealth from diversified industry and the unrivalled agricultural lands of this section of the United States. People here desire good merchandise and they have the money to buy it.

The Indianapolis market is crisscrossed by a network of railways, electric lines and paved roads. It is easy to attain dealer distribution here, and easy for the consumer to reach the thousands of retail outlets.

Selling in this market is simplified by the towering dominance and complete coverage of Indiana's greatest newspaper. The Indianapolis News is first in circulation, first in reader confidence and influence, and first in advertising volume and results in this market. The News *alone* will carry your advertising load. You can dominate this market with only one newspaper, sell here with only one advertising cost.

Start your American selling campaign in the heart of America. It is the key to all the rest.



This is Washington Street, the principal retail street in Indianapolis, a city of 358,760 population, and the retail buying center for a rich agricultural and industrial area with a population of 1,980,563. Here, in the heart of America, is a tryout market for you, a typically *American* city that will give you the key to the enormous national market with its annual income of $23,000,000,000.00.

The Indianapolis News

New York Office
Dan A. Carroll
110 E. 42d St.

Frank T. Carroll, Advertising Manager

Chicago Office:
J. E. Lutz
The Tower Bldg.

TRAILING BIG NEWS WITH THE CAMERAMEN

Holes in Derby Hats and Cameras Down Trouser Legs Aid in Photogrophers' Meticulous Search for Pictures—Diplomacy and Nerve Necessary for Success

Related by Jack Price, Photographer, to Peter Vischer, Reporter, both of the N. Y. World Staff

NEWSPAPERS large and small nowadays get news pictures from all corners of the earth, snapped while the story is breaking and printed before it is cold, from the dozen great picture syndicates. Most newspapers, too, support a camera staff, be it the metropolitan force of 10 or 15 photographers, or the pair of local reporters whose cameras go everywhere with them. For pictures tell the story and the opprobrious "Words! Words!! Words!!!" cannot be applied to a page that is dressed with interesting photographs.

And so, with a staff of photographers on the job every day and the output of the syndicate, big newspapers inevitably accumulate thousands of prints. Perhaps one in ten is printed, but the others do not follow overset news to the Land of Spikes. They are priceless. A picture that today seems to have been nothing but a waste of time and material may be invaluable tomorrow. A story may break that will turn the dullest snapshot into a treasure to be guarded by the head office-boy himself.

It's exciting, the photographic game. Oftentimes a photographer knows he will have time to take just one picture. There won't be a chance in the world to change holders or shift his position. If he snaps the shutter a moment too soon or too late, he's beaten by the smarter man next to him.

At other times the photographer has to do things harder than facing danger: he has to show tact and diplomacy, sympathy and the milk of human kindness. Tact and sympathy and just plain decency are required after every disaster, every death, every scandal. He needs rarer judgment than the reporter at times, for he cannot work through a half-opened door, or through a lawyer, or through a veil of lace or silence.

It isn't all thrilling, of course. One might stretch the imagination some to call two weeks at Palm Beach or Narragansett thrilling, but hardly a second-rate yacht race, or the new fuel administrator, or a liquor raid. At best the general run of feature pictures is comfortable, or sad.

But it is interesting, with a constant change and an even chance of "shooting" the great news events of the world. It's a game for the man who believes in luck. Take the case of the photographer assigned to take feature pictures of the opening of the New York State Barge Canal—unexciting enough, in all conscience.

"Sam," he told the Negro night boat porter, "if the Capitol's on fire, wake me good and early; otherwise, don't bother me till doomsday."

Early in the morning came excited knocks on the door.

"Boss," shouted Sam, "you sure done guessed it. All Albany looks like it's afire."

That photographer's paper pictured the Capitol ablaze by noon in New York. It was a clean-up by hours. And luck.

And remember that day when Mayor Gaynor sailed for a European vacation? One photographer came late, after most of his rivals were on their way off the boat. He rushed aboard, nevertheless, leveled his camera, and snapped the shutter—just as the Mayor staggered forward struck down by a would-be assassin's bullet.

Crime is the assignment that taxes most the newspaper photographer. He must forget all but his objective. He has no whims, no pleasures, no privileges, no desires. He has no hours. He has only his duty to his paper—to stick and to get, and never to quit his assignment for an instant.

He is usually "on his own" on an important crime story. Sent out with the first flash that reaches the city editor, he knows nothing but the locality where the crime was committed. Canvassing the situation at top speed, he cannot be oblivious to the slightest detail.



Snapshot photograph of former Mayor William Gaynor of New York an instant after a would-be assassin's bullet had found its target. Believed to be the most remarkable news picture ever made. Taken by William Warnecke of the New York World staff, August 9, 1910.

Easiest to get is the picture of the scene of the crime; it is as well the poorest. Vastly more important is the photograph of the victim, which must be obtained from friends, relatives, of business associates, from some photographer in the neighborhood, the woman in the case—or even from the morgue. Vital also are pictures of the victim's friends and associates, his rivals and enemies—for among them may be the criminal. Necessary are the pictures of witnesses, or possible witnesses. Interesting are pictures of the detectives and prosecutors.

Then there was the opera star, married, who locked herself in her stateroom, refusing every request to come out and be photographed. The camera men were righteously indignant and at a loss for a moment or two until one nimble-wit walked to the door and rapped boldly.

"Who's there?" came the lyric tones from within.

"'Tis I, dearest," replied the knight of the lens, taking a long chance on unaccustomed language.

It worked. The door opened ever so slightly, but far enough to admit no less than seven camera men. The singer laughingly capitulated.

Another famous example involved a society matron, a dowager of regal mien and scornful eye. She wouldn't see photographers, or reporters, or anyone else. Her statesroom door remained locked until inspiration visited one of the besiegers. This camera man had a stentorian voice, like the city editor of fiction. Walking to the stateroom door, he cupped his hands to his mouth while his companions in deviltry aimed their machines.

"All ashore that's going ashore!" he bellowed.

Out bounded the lady. A battery of flash lamps imitated an artillery barrage and the shutters clicked.

Just as troublesome as these are the people who are too anxious to face the camera—theatrical folk seeking publicity, clothing salesmen with new models, ladies with new anklets or trick diamond-studded garters. As pests they are almost in the class of the newspaper photographers themselves, which is going some.

And, of course, celebrities can always be "shot" if they are badly wanted. Everyone has to get off a steamer sooner or later. Usually, too, they have to stand in line for landing cards. Often they have to attend to baggage and greet friends. Any photographer who cannot get one picture out of these three chances might better join the longshoremen on the pier.

All steamship lines now supply camera men with lists of returning celebrities. Most lines send representatives on the cutter with the reporters and photographers who not only assist in the work but see to it that newspaper men get a real dinner after their job is done. The White Star line has even installed a studio with a platform and special lights so that passengers can be photographed in comfort regardless of upper-deck weather conditions.

The lines have also made easy the photographing of outgoing passengers. The difficult ones—those who rush aboard at the last minute, or more clever yet, board the night before sailing, present problems for the quick and ingenious. Both classes are usually caught.

And your camera man is a snobbish person, too. Though chauffeurs, policemen, and even editors have done it time and again, there is no record of a newspaper photographer having married into what is known as high society. But, it happens that camera men figure prominently in the social world.

"There's Mrs. G.," one of the youngest of a group of photographers at the Easter parade might say enthusiastically, unlimbering his camera.

"Don't bother with her," the veteran probably counsels. "Her grandfather

(*Continued on Page* 256)

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement. Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

TRENTON N E W JERSEY
It serves an industrial city of 129,000, also prosperous suburban territory.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

Ahead on its Merits
Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of
The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star
Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

On to London!

The Los Angeles Times Wishes You a Bon Voyage

Have a good time; get lots of new ideas; and in brushing up your international facts—remember —

The city of London was mentioned by Tacitus, A.D. 61, as "a great commercial resort," although the exact date of its founding is a disputed point among historians.

Most authorities agree, however, that London was founded approximately seventeen centuries before Los Angeles, California.

London exceeds all other cities in the west of Europe in population, wealth, number of manufacturing establishments and value of building permits.

The city with the largest population, most wealth, greatest number of manufacturing establishments and largest building operations on the west coast of the American continent is Los Angeles, California.

London, apart from its eminent position in commerce, manufacturing and banking, is a world rendezvous of distinguished writers, artists, scientists, travelers and scholars; *and in this respect is also like its great cosmopolitan American cousin and world capital of motion pictures—Los Angeles, California.*

London is famous among epicures for its delicious orange marmalade, its piquant pickled walnuts, its preserved figs, plum pudding and raisin sauce.

The great world center for oranges, walnuts, figs, prunes and raisins is Los Angeles, California.

London is the home of the newspaper having the largest circulation of any newspaper on earth.

The home of the largest newspaper in the world and the newspaper printing the greatest volume of reading matter and advtertising, is Los Angeles, California.

London prints in its morning newspapers what England thinks and does during the preceeding night.

A condensed report appears in the same morning's edition of the great morning newspaper published in Los Angeles, California.

Los Angeles Times

World's Largest Newspaper

TRAILING BIG NEWS WITH THE CAMERAMEN

(*Continued from page* 254)

wasn't anybody. But there's Mr. S.; he's a regular guy. And darned if that isn't Miss W. She's going to have a spiffy wedding with Count M. de V. in the Fall. They're folks you want."

Then the cameras would click.

Camera men working society follow different tactics than when busy on crime or on sports. They invariably work in a group, with the veteran in unofficial command. The youngsters watch and study the leader, follow him around, snap when he does, ask lots of questions, and in time learn, like the veteran, not only to recognize true leaders of society and distinguish them from the picture-hungry hopefuls, but to exchange with these leaders, as does the veteran, a greeting that is cordial on both sides. Many of the most human folks in the highest strata of society—such as Mr. and Mrs. Harry Payne Whitney, the late Mrs. George J. Gould, Mrs. Oliver Harriman—become quite friendly.

Of course, the thing can be overdone, as in the case of the photographer who learned to know so many in society that he left his paper flat to open a studio on 5th avenue. His latest feat was to tie up exclusively for himself the recent Mackay wedding. That was friendship developed with a vengeance.

Not so many years ago, however, the photographer was as welcome in the haunts of high society as a rotten apple in a grocery store. Newport was a terror. Bailey's Beach, for instance, could not be reached at all. In fact, some photographers who insisted upon learning that for themselves wound up in the hospital. Other fashionable resorts were little better, though hardly a big newspaper or syndicate failed to cover these places during the season.

Persistency finally won out. Society folk learned that camera men did not want to molest them, nor even ask questions annoying or otherwise, but simply to get pictures—good ones if possible, but horrible pictures if none better could be obtained.

And so nowadays Southampton, more modern than the playgrounds of a few years ago, is rather easy. Palm Beach, Miami, Pensacola, do not offer strenuous objections. Some hotels there even pay expenses if photographers will only come and bring along their cameras. Though there is still some opposition, the thoroughbreds have learned not to blink or dodge when a camera is aimed. They sail right on in truly regal manner; in fact, it's one of the blood-tests. Only the climbers protest that they "cawn't be photograwphed"—and then look their consternation when the camera man cruelly takes their word for it.

The late J. Pierpont Morgan always shunned the camera. His son, J. P. Morgan, has never become reconciled to being photographed, though he will not "duck a shot." On the other hand, the notoriously camer-shy John D. Rockefeller is coming around—has come around. His picture used to be guarded like a bottle of old wine, but, suddenly, within the past year, he has become a "lens hound" and the files are chock full of him. His son, John D., Jr., is easy to get.

Charity fetes, of course, always welcome the photographer.

Experienced cameramen soon find out the nature of the story in hand. A "cheap" murder, involving people of no account, with only sordid details and no element of mystery, no application to the common denominator of the paper's readers, gets its stick or two of type—and no pictures. But, a "big" murder, involving prominent or interesting people, wealth, position, a triangle, perhaps a church or great social organization, and mystery, is worth all the pictures that can be obtained.

On a "big" story, the photographer is relentless in his efforts to get pictures with the least delay. There are probably hundreds of parallels for the Chicago photographer who obtained a picture of a murdered man, tactfully enough, from his wife before she knew he had been killed.

In Minneapolis, one camera man, anxious to get a woman's picture, borrowed a grocer boy's basket and apron, made a delivery and in trying to get out of the house, wandered through the parlor. Shortly afterwards a framed photograph was missed from the mantelpiece.

On a recent murder near New York, one woman very prominent in the case refused to be photographed. No recent pictures were available. A photographer rented a room in the adjacent house and sat day after day with a long-focus lens aimed at her garden waiting for her to come out for a breath of fresh air.

Often camera men on a crime story blaze a trail to solution of the mystery that reporters and detectives have to follow. Their meticulous search for pictures often turns up clues of the highest importance. And, unhappily, some camera men sometimes come upon clues that did not exist until planted by that same man who photographed them. Beware of bullets and rusty knives and bloody handkerchiefs found near the scene of a crime after the search has been completed!

Nerve, alertness and rare judgment are all necessary to the camera man on a crime story. Invariably he gets only one chance to snap the shutter, and he cannot miss. Doubly difficult is the one shot because it is usually directed against a person well guarded, who is using his sharpest wits to avoid the lens. During the early days of the recent case near New York, the principal was carefully shielded from camera by his own will and the bulk of lawyers, friends and beefy detectives.

With such a subject, photographers usually work in combination. They cover every door of the courthouse or building from which the person might emerge and the man who gets the picture gives a copy to every other photographer present.

Sometimes another trick is used. As the subject comes out of the building, he sees one or two cameras aimed at him; instinctively, he shields his face on that side and turns the other way. That is exactly what was wanted, for on the other side of his face are not two or three, but half a dozen camera men. The two who got nothing but an excellent likeness of a hat or a hand share the success of the undiscovered battery.

Spectacular robberies are almost as interesting as murders. A recent jewel robbery in New York furnished such color as men and women of prominence, wealth, blackmail, cards, liquor, a holiday party and a collection of valuable jewelry. Here again, all sorts of methods were used to obtain pictures. Photographers watched all exits of the hotel. Some of them tried to sneak upstairs disguised as messenger boys and florist's delivery men. They bribed attendants. Pictures resulted.

Trials and arraignments give plenty of trouble. Cameras are generally forbidden; camera men barred. Spectacular cases usually find the presiding judge specifically forbidding pictures with a little speech, barbed with a threat of contempt of court for disobedient photographers. That's just a nuisance to crack photographers; it means that they have to "sneak their shots." Big cameras are abandoned for little boxes that slip into side-pockets or down trouser-legs. Sometimes a photographer enters the trial room with a derby hat that is no less than disreputable, but the hole in its top means something.

During a murder trial on Long Island, the presiding judge had the entire courthouse guarded and threatened fines and prison for any photographer who dared snap a shutter. It looked hopeless, but one day a camera man leisurely walked toward a window of the trial room. They were always doing that, and he drew no attention until suddenly a flash flared. His Honor grew red and indignant. The photographers stood astounded. Guards started a chase of the daring photographer who was streaking toward the railroad station.

He wasn't caught. He had practiced and timed that run carefully. And, by chance or design, he just managed to catch the rear-end of the departing train. The guards missed it. That picture wasn't shared with those of slower wit and shorter legs.

And now we come upon a greedy and harassing pack, snarling and growling, bellowing, snorting, barking, perhaps cajoling with sinister grinning, circling round its prey, waiting for a chance to snap.

No, they're not wolves or coyotes—just a pack of New York photographers aboard ship after a recalcitrant arriving celebrity.

They know whom they are after, these photographic stalkers who left the Battery aboard the cutter at 7 a. m. The veterans immediately start below on a still hunt. Youngsters and lazy ones and timid ones—if such there be—wait for the hunters to bring the quarry to the sunny top deck, where the unwritten law prescribes that all subjects must be shared.

Surprising and often amusing is the process to distinguished foreigners, meeting this photographic reception for the first time. Often they can do little but gape at the "curious Americans." Prince Christopher of Greece, for example, was intensely interested and not the least bit nettled when he was ordered about like a footman and told "Hey, Prince, do this," and "Hey, Prince, turn this way." Americans, accustomed to the camera barrage, often do not like it. Secretary Hughes, for one, usually finds the bickering and the bellowing most annoying.

Real celebrities seldom object being photographed. Sometimes they are surprisingly gracious, as was recently Mrs. Marshall Field, who, though an elderly lady, walked up three steep flights of stairs to be photographed. Financiers, obdurate before reporters, often face the camera willingly. Ganna Walska has streaks of aversion to the camera; then she is hard to shoot; Maudé Adams has recently gone to all sorts of trouble to avoid photographers.

At sporting events, photographing society is a pleasure. The races, hunts and polo matches bring out those who are primarily good sports, who will always play the game.

Formal social functions are more difficult. Camera men are always permitted at weddings—permitted to stand at the door and photograph whom they can as best they can. At funerals, naturally, nobody wants to be bothered. At some parties camera men are tolerated; at others barred. It depends on the host or the hostess.

On a scandal story that involves society! Then is when the camera man has his troubles. He is frankly hated and scorned and obstructed. Time is a factor here, too, and even on scandal stories is the work of the photographer becoming easier. Somehow those involved learn they are in for a picture and so they often stand for it just to get it done with. Furthermore, if they are really prominent socially, they know that dozens of pictures are on file anyway.

After all, whether the story has to do with charity or scandal, it's the same argument that surmounts the last of the barriers.

Did you ever hear a photographer spring this line?

"Lissen, lady. I've already got your picture. I took it when you weren't looking. And I'll bet it's terrible. So why don't you pose for me and let me do you justice?"

Vanity? No, there's a finer quality involved. It's diplomacy.

H. J. SMITH RESIGNS

News Editor of Chicago Daily News Joins University Staff

Dr. Ernest Burton, president of the University of Chicago, announced the appointment of Henry Justin Smith, for a number of years news editor of the *Chicago Daily News*, as assistant to the president in charge of public relations.

Mr. Smith assumes his new duties after a newspaper career of 25 years spent entirely with the *Daily News*. He is a graduate of the University of Chicago with the class of 1898, and has attained distinction as an author.

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

There is no unemployment in
PORTSMOUTH, OHIO
and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio like the dew.
National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York
5 So. Wabash Ave. Chicago

The Deseret News
SALT LAKE CITY, UTAH
Our merchandising and research department is at the service of all national advertisers or agencies at all times.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

In New Orleans
Consult the Latest
A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday
CITY CIRCULATION
Specials: East Beckwith
West Branham

Mr. Publisher
or
Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

THE BALTIMORE SUNDAY AMERICAN

had the Greatest Gain
in Circulation of any
Baltimore Newspaper
for May

May, 1923 = 76,819
May, 1924 = 113,179
Gain, 36,360

AD MEN WARNED AGAINST EXPENSIVE SERVICE AND OVER-SOLICITATION

Means Must Be Devised Whereby Advertising Can Be Measured in Its Relative Value, A. N. P. A. Ad Bureau Director Declares

By WILLIAM A. THOMSON

Director, Bureau of Advertising, A.N.P.A.

THE head of a firm which spends a million dollars a year for advertising, wrote to me as follows a short time ago:



W. A. Thomson

"We have come to the necessity for the determination of the relative values of various mediums of publicity. I am frank to say that my previous training and business activities have been along the more exact lines of production, accounting and finance. The greatest disturbing element in my personal responsibility for the expenditure of considerable sums for publicity lies in the intangibility of results and the seeming complete lack in the minds of those in the profession with whom I have come in contact of the necessity for any tangible proofs other than generalities and silver-tongued conversational salesmanship.

"I realize, of course, that as a whole, advertising does not permit of the proof that other branches of industrial effort provide. On the other hand, I am firmly of the opinion that ways and means must and will be devised whereby advertising as such can be measured in its relative value by means other than personal opinion."

Letters like these remind us of the fact that advertising men have a much bigger job ahead of them than merely creating more advertising and making new advertisers. In advertising, many are called and apparently everyone feels he is entitled to his guess. The wide diversity of opinion as to methods leads to fierce competition between sellers of space and service. Often the result is that more thought is given to the subject of making advertising pay the advertising man than to the more important problem of making it pay the advertiser.

It seems to be highly appropriate that newspaper men should be the first to accept the obligation of selling space with due regard to the advertiser's needs. Newspaper advertising has been the chief factor in the progress that has been made in reducing advertising to exact quantities. The very nature of our medium has made possible this advance in the mathematics of advertising results and our duty in this direction may well travel hand-in-hand with our self interest.

It may be pleasant and I am sure it is easy to criticize our competitors upon this score. But we have the bulk of all advertising and the responsibility which goes with that leadership and I think it will pay us better to examine carefully our own house.

Newspaper competition is keen and leads inevitably to over-solicitation. Too often we see the advertiser merely as someone who has some money to spend rather than a man with a problem to solve. If the successful solution of this problem has a direct bearing upon the future of advertising, it behooves us to remember that the advertiser and ourselves have a mutual interest. We must give some thought to what the advertiser gets out of what we sell him.

Let us be concrete on one example at least of over-solicitation.

Advertisers tell us they are often embarrassed in making a selection of newspapers in a given market by pressure which is brought to bear by competing publications through retail dealers. Each newspaper has its strong retail advocates and sometimes when these advocates are lined up to demand that the campaign run in one newspaper instead of another, the advertiser tells us he is often faced with the proposition of splitting a campaign and thereby robbing it of some of its effectiveness, spending an undue amount in a market or losing the good will of some of the stores.

Those of you who follow the work of the Bureau of Advertising of the A. N. P. A., which is being conducted in behalf of all newspapers on one hand and all national advertisers on the other, may have noticed that our recent literature and promotional efforts have been along the lines of helping the advertiser use newspaper advertising profitably. Primarily we are concerned in the Bureau with the promotion of the newspaper as a national medium and the creation of a larger volume of national newspaper advertising, but we have felt in recent years that our best effort on these lines lay in the direction of making newspaper advertising campaigns successful.

In the past couple of years, we have seen a number of advertising accounts slip away from the newspapers and go into other mediums. The fact that these losses were more than offset by the coming of other advertisers, does not, in our judgment, change the significance of the situation.

We have carefully analyzed all reports of unsuccessful newspaper campaigns that have come to us and have found almost invariably that these failures were due to a wrong use of our medium.

One of the commonest mistakes made by advertisers who do not use newspapers properly is the mistake made in the matter of schedules. The newspaper is published every day and is read every day by people who buy every day. If nothing is as dead as yesterday's paper, nothing is quite as alive as today's newspaper. For this reason the 30 odd million copies of newspapers which are sold each day in this country and Canada, and the 20 millions that are sold each Sunday are eagerly scanned by readers who want the news. Thus every new newspaper carries with it a distinct opportunity for the national advertiser.

In the face of this, there are still advertisers who use the newspaper once a week, once in 10 days or twice a month. It is in this class of advertisers that failures are most frequently reported. One of the strong preachments the Bureau of Advertising has made to advertisers has been this: Advertise frequently in order to take advantage as far as possible of the constantly renewed daily interest in newspapers.

In addition to this, we have tried to make advertisers plan their schedules to cover their selling seasons in all potential markets. We have strongly urged that newspaper advertising be run as long as people are buying the things which the advertiser makes. "Flash campaigns" rigged up to influence the trade are seldom conceived in good faith and cannot expect the support of the retailer who sells his goods unless a bona fide effort to create a consumer interest in these goods is made.

Advertisers often assert they cannot afford to advertise frequently and to have schedules of long duration. This statement is usually based upon the assumption that a newspaper advertisement must be big in order to be effective. Naturally we do not advocate the use of small copy unless an advertiser is obliged to consider it on the score of economy. But we do strongly advocate small copy if it is necessary for the advertiser to use it to insure frequent insertions.

I want to make at least a gesture toward fulfilling some instructions sent to me by your president, Frank T. Carroll, who said, "What the men who attend this convention want to know is how to develop more advertising for their respective papers."

I think a lot of us still persist in selling space based upon the things we like to know about our paper rather than upon the things the advertiser ought to know about the paper and its relationship to the market. We keep on advertising lineage claims when the advertiser wants to know what his chances are for doing a profitable business in our town.

I don't believe any statement of a newspaper's influence in a community is worth much without a further statement showing opportunities for selling goods in the community. The many analyses of market conditions made by newspapers all over the country have been big factors in building the large volume of national newspaper advertising. But I wonder whether or not we cannot make these analyses go a trifle further.

Suppose, in analyzing our market, we tackle the job with a view of finding undeveloped opportunities for national advertisers.

Isn't it possible to develop advertising in all lines by using this specific method rather than the general one of talking about the influence of our newspaper and the wealth of our community? These conventional facts, disclosed through the average survey, make a fine background for solicitation, but it seems to me that the advertiser, constantly looking for opportunities to advertise and constantly facing the growing cost of doing business, would jump at a proposal to enter a market if it were shown by simple mathematics that he had not yet reaped a genuine harvest of business. In this way we should be soliciting business with the advertiser's welfare strongly to the fore, but with our profit just as well assured in the background.

In traveling about the country, we seldom find the manufacturers of a community advertising in the town where their goods are made. This, of course, is in line with the well-known belief that distant pastures are attractive. I have been in many places where newspaper people were unable to tell me what they made in a certain factory whose big chimney reared itself above the horizon on the outskirts of the town. In other places I found fairly comprehensive information about the manufacturers, but this was due to the fact that these factories were called upon by newspaper solicitors only when the paper got out a special edition.

What's wrong with making a survey of the town for the special benefit of these local manufacturers to see how much distribution they have in their own city, and perhaps to show them a market right at their doors that they are overlooking?

What's wrong with making the unfinished business of every solicitor on our paper the development of a worth-while advertising account from a local manufacturer. Why not hang up a prize or a bonus, not for the man who increases a department store account from 500,000 lines a year to 750,000 lines, but for the man who makes a three-times-a-week advertiser out of the X. Y. Z. Hosiery Company, that makes good socks but has not yet got the people in its bailiwick to understand this fact.

It seems to me another way for individual newspapers to create more national advertising is to draw a sharper line against all forms of undesirable co-operation, including hook-up advertising with magazine campaigns and all guises and disguises of free publicity. Too often, because of the keen local competition, papers are played one against the other by advertisers and agents for extravagant and uneconomic co-operation. As long as the advertiser sees that by holding out a nickel's worth of copy to the newspaper, he can get anything he wants in the city, because the newspaper is afraid that its competitor may get a few lines extra if it isn't obliging to the point of business suicide, just so long will the real appropriation for the market be delayed.

Advertisers and agents tell us many newspapers are willing to do anything for business, from hiring a band to digging a canal; from giving free publicity on the strength of a campaign that may appear some time, to soliciting retailers to get behind a campaign in a magazine for the necessary local advertising to make sales.

If the day ever comes when we can say as an industry that we are not committing commercial murder in the name of co-operation, that our columns are closed to press agentry of all kinds and that our retailers shall not be exploited with our help by advertisers who deal in pure dealer bunk advertising, national advertising in the newspapers will grow by leaps and bounds.

A "Guest Colyumist"

Stoddard King, "colyumist" of the *Spokane Spokesman Review*, conducted "The Conning Tower" in the *New York World* one day this week.

Get the facts from users!

A number of your fellow publishers use our system both in their circulation and advertising departments. Write us for complete list of users, then get the facts from your friends.

POLLARD-ALLING MANUFACTURING COMPANY
Addressing & Mailing Machines
220-230 West 19th Street
New York City

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

During April The Cleveland Plain Dealer published

15,569

More Separate Paid Want Ads than ALL other Cleveland newspapers COMBINED!

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

John B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

BASEBALL AND FAST NEWS

THE AKRON PRESS at the close of last baseball season sent the following letter to an enquirer about the PONY AUTOPLATE Machine:



BUSINESS DEPARTMENT

The Akron Press

The Greatest Newspaper in One of Ohio's Greatest Cities

THE DAILY HOME NEWS, October 25, 1923
New Brunswick, N. J.

Gentlemen:

I will attempt to answer your letter of October 22nd, relative to Pony Autoplate, in a perfectly fair and honest manner by saying that we have had wonderful results with this machine. We could not ask for better plates than we are getting. So far as speed is concerned, we have very keen competition on our baseball but are able to beat this opposition to the street nine times out of ten. This in spite of the fact that the opposition has patent lockups on their press and we have not. A copy of our paper is being sent to you for your inspection.

Yours very truly,

C. McTAMMANY,
Business Manager, The Akron Press.

WOOD NEWSPAPER MACHINERY CORPORATION
501 Fifth Avenue, New York City

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

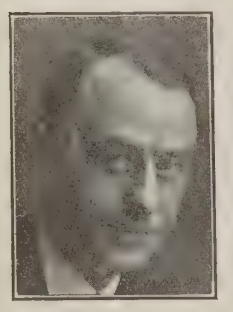
By GENE CARR

Daddy of the Comic Strip Was Discovered by Hearst



"IN THE DAYS OF MY YOUTH"

GENE CARR, who is drawing the new comic strip and Sunday page "The Baxter Beasleys" for the McClure Newspaper Syndicate, New York, is a native New Yorker. He was born and educated there and began his newspaper career on the *New York Recorder*. An astonishing fact about him is that he has never had any art training. The first sketch he ever had printed appeared in the Recorder on the same day that it lay down and died. This might well have seemed ominous to both Mr. Carr and editors but apparently it did not, for he worked successively for the *New York Herald, Philadelphia Times* and then back to New York on the *Journal* and the *World*. He resigned from the latter newspaper some months ago.



GENE CARR

Carr says he has been discovered by everybody but Dr. Cook, but he himself puts the blame on W. R. Hearst. In the Hearst organization he worked under the direction of Rudolph Block and he says "Block knocked a lot of tricks out of me and knocked a lot of others in."

Gene Carr is the daddy of the comic strip in the East—he drew the first one that appeared in that part of the country, "Lady Bountiful" of popular memory. He also created "Metropolitan Movies" on the last page of the World which George M. Cohan said "always could be relied on to start the day off with a big laugh."

HOW DENMARK SOLVES ITS NEWSPRINT AND DISTRIBUTION PROBLEMS

CO-OPERATION among publishers, both in buying newsprint and in distributing finished newspapers has been brought to a high stage of perfection in Denmark, according to Louis Henius, general manager of the *Copenhagen Berlingske Tidende*, and president of the Association of Danish Newspapers who has been visiting this country studying American newspaper methods. This co-operation, he points out, is one thing which the United States might learn from publishers of his country.

It was during the war, Henius declared in an interview granted EDITOR & PUBLISHER in New York, that the Danish newspaper publishers first formed an organization for the purpose of co-operative purchasing of paper supplies. Now 250 daily newspapers in Denmark are members, he said.

"We are now able to buy newsprint at 3¼ cents a pound, which, as you can see, is a big saving," the Danish newspaper men stated.

Organization of the publishers co-operative association was explained by Henius as follows:

All the newspapers of Denmark are represented on a general board of directors. This board appoints 3 men as an executive committee. The executive committee members are men well versed in newsprint conditions. They make all negotiations with paper companies, and also keep up with the changing newsprint market.

The member newspapers contribute to the support of a main office at which the executive committee makes its head quarters. The cost of keeping up this office, as well as salaries to the executive committee is very small, according to Henius, amounting to only one-tenth of a cent for every pound of paper purchased.

Distribution of newspapers has also been well organized in Danish cities, Henius said. He believes American cities of the same size as Copenhagen, about 750,000 population, might well adopt the same sort of system.

In Copenhagen the 8 daily newspapers banded together and formed a non-profit making stock company to distribute their editions. Nine central stations, as distributing points, have been established in important parts of the cities. Fifteen automobile trucks carry the newspapers from the offices to these points and also to the 4,000 stands in the city. From the 9 central stations, only 400 carriers are needed to carry the newspapers to every home.

All expenses, Henius figures, for carrying newspapers direct from the presses to the homes, amounts to only ½ a cent per copy.

Henius as been in this country during the past 6 weeks. Studying the organization of American newspapers he has visited the *New York Times, New York World,* and *New York Herald Tribune,* the *Chicago Tribune,* the *Philadelphia Public Ledger,* and the *Los Angeles Illustrated News.* He remarked on the enormous development evidenced since his last visit to this country 5 years ago.

PLAN FOR GETTING WEDDING NEWS

The Society Editor of the *Wausau Daily Record-Herald,* of Wausau, Wis., recently evolved an interesting new plan for getting news concerning weddings in the country. She kept track of the marriage licenses and about a week before the scheduled wedding, sent to the bride-elect a blank form, together with an appropriate personal letter.

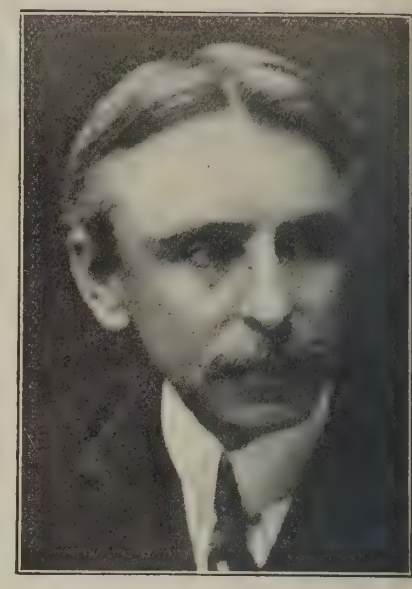
The returns have been reported as highly satisfactory.

The form used is as follows:

The Wedding

Date
Place
Time
Minister name—from what town and church
Name of bride and groom—where from
Name of their parents
Name of their attendants—where from
What bride wore—dress, veil and flowers
What her attendants wore—dress and flowers
What followed wedding
Number of guests
House decorations
Out of town guests present and where from
(if answered, fill out on other side)
Wedding trip, where
Future home—city and address if possible
At home when
Any other remarks
Would you like paper containing account of the wedding and where is it to be sent?

LEWISTON EDITOR HONORED



ARTHUR G. STAPLES, managing editor of the *Lewiston (Me.) Journal,* was given a testimonial dinner in Augusta, Me., recently, at which he was presented with a biography of himself written by friends who attended the dinner. Among them were Chief Justice Leslie C. Cornish, President Kenneth C. M. Sills of Bowdoin College, Harold M. Sewall of Bath, William R. Pattangall, Byron Boyd, William Tudor Gardiner, George C. Wing, Jr., of Auburn, Charles S. Hichborn and Gov. Baxter.

We are now in a fair way to learn which of the reported forms is authoritative; Helen Maria, Hellen Maria, Hell Maria or Hell and Maria.—*Boston Herald.*

FIRST IN PUBLIC SERVICE

The World.

The World and the Evening World have a combined circulation daily, of 650.000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

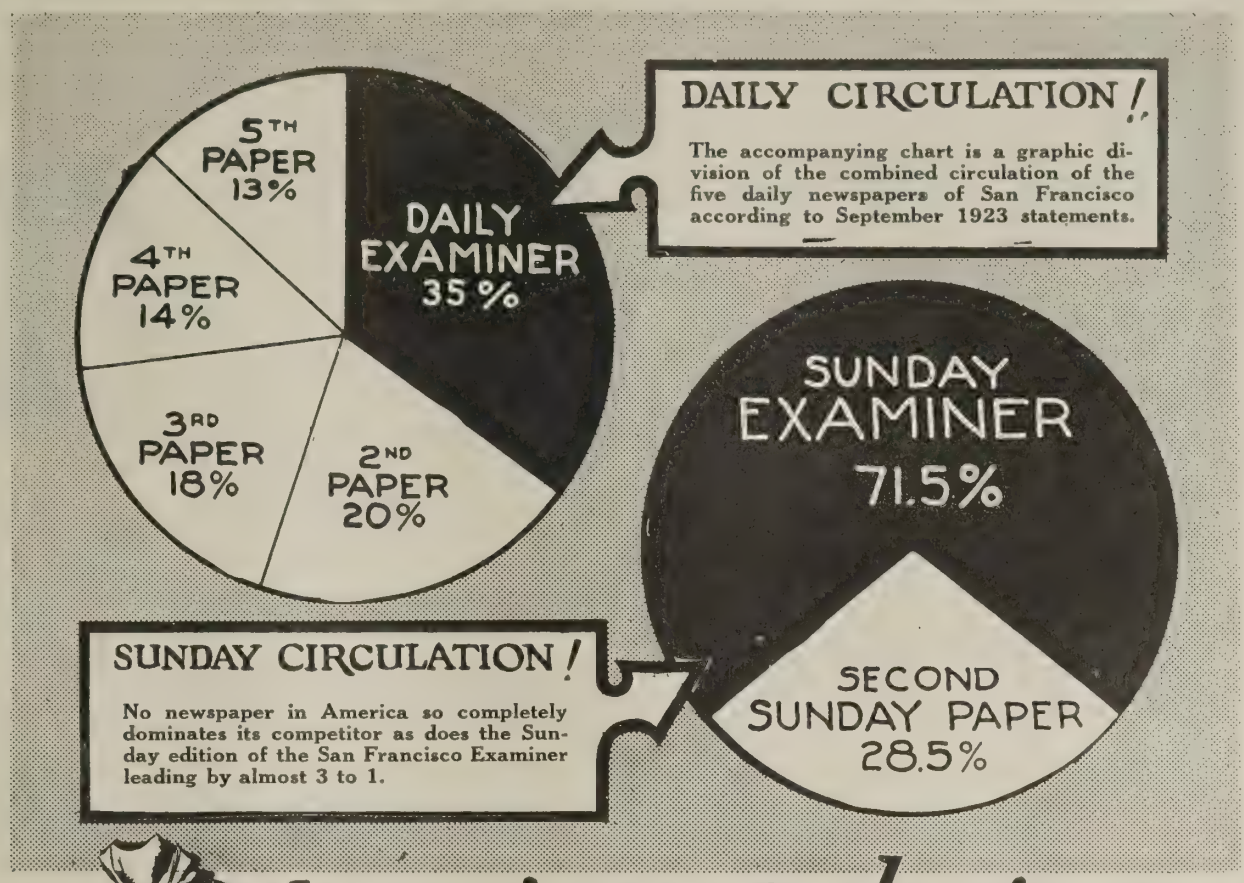
The World

Pulitzer Building, New York
Mallers Building Ford Building
Chicago Detroit

Build Your Newspaper's Lasting Success

On The Cornerstone Of Classified

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia





there is No Substitute for Circulation!

Place your advertising where it will reach the greatest number of readers at the lowest milline cost!

Arthur Brisbane in a recent editorial in the New York Journal said, "Circulation is the great thing, it is the strength of newspapers, it is the great working agent of business, and the concentrated power with which the citizens express their opinions through newspapers that REPRESENT THEM, make their opinions and their wishes felt."—and every reader that one newspaper has in excess of its competitor means just that much more influence—that balance of multiplied buying power.

No other newspaper so completely covers the City of San Francisco either in total or in any given district as does the Examiner. A total of 123,350 families read 71,576 Examiners daily and 122,440 Examiners Sunday — graphic testimony that it is the choice of the greatest number of people immaterial of "class." This condition is also true of the Examiner's suburban and country circulation which is almost 2 to 1 daily and almost 3 to 1 Sunday greater than its closest competitor—offering advertisers multiplied buying power at a considerably lower comparative cost.

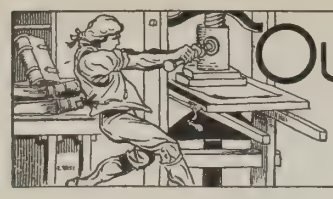
"AN AMERICAN PAPER FOR THE AMERICAN PEOPLE" — AMERICA FIRST

San Francisco Examiner

Monarch of the Dailies — REG. U.S. PAT. OFF

Total Circulation in excess of 155,000 daily and in excess of 330,000 Sunday

W. W. CHEW	W. H. WILSON	H. H. CONGER
1819 Broadway, New York	Hearst Building, Chicago	Higgins Building, Los Angeles
Eastern Representative	Western Representative	Los Angeles Representative



Our Own World of Letters

By JAMES MELVIN LEE

IF "Informing Your Public" by Irving Squire and Kirtland A. Wilson (Associated Press) can be widely and wisely marketed, considerable cussing—not to use the harsher term—of copy by rewrite men may be avoided.

Copy coming from religious, educational, and eleemosynary institutions is without doubt the worst prepared of all material that reaches the city desk.

Most of the men who send out news from these institutions often miss the 'bull's-eye" in the text column simply for lack of information found in this volume. It has, however, been so carefully compiled and edited that certain chapters, especially those dealing with the collection, preparation, and distribution of information, can be read to advantage between editions by the working press.

The chapter, "Illustrations versus photographs," should be marked for special perusal by those connected with the art department. In this chapter will be found valuable suggestions given by such men as Frank A. Eaton, *New York Tribune,* Raymond H. Torrey, *New York Evening Post,* and Charles M. Graves, *New York Times.* A more descriptive title for this chapter would be, "What Gives News Value to a Photograph?"

The blurb on the jacket is taken from the foreword by James Wright Brown, Publisher of EDITOR AND PUBLISHER—described as representative organ of the newspaper world":

To be quite frank, it is the only exposition of those vital, controlling principles that I have ever read with which I find myself in hearty accord, as measuring up somewhat to the ideals of Christian character and conduct which I believe should characterize the intercourse of any great public welfare enterprise with the press and public; ideals equally applicable to any legitimate undertaking.

I should like to put ditto marks under the quotation just given.

CHESTER ROWELL, who was at one time editor and publisher of the *Republican* at Fresno, Cal., is the author of "France, Germany, and the Future" in *the New Republic* for June 11. He believes that there is no word but critical to describe the situation, but he does admit that it has elements of hope.

CHESTER T. CROWELL, formerly an editorial writer on the *New York Evening Post,* is the author of "American Journalism Today" in *The American Mercury* for June. Mr. Crowell is not quite accurate as to the workings of the City News Association of New York City, but he has written an interesting comment about the present day press. Compared with the press of yesterday Mr. Crowell sums up the situation as follows:

It is more useful to the average run of readers than ever before in its history.
It is more accurate.
It is fairer.
It has less imagination, initiative or purpose (barring profit).
It is without equal for honest advertising and is struggling to raise its standard even higher.
It has very little influence and doesn't give a damn.
The quality of its writing grows steadily more sloppy and threatens to reach a point where translation will be necessary.
It is absolutely free of official domination, a fact so generally recognized that no mention would be made of it here except to invite comparison with Europe.
Financial and advertising influence, when exerted upon it at all, usually results in something that is silly rather than sinister.

THE magazine section of the *Brooklyn Eagle* for June 8 tells the inside story of the purchase of the Kaiser's Memoirs for syndicate publication in American newspapers.

The conclusion of the articles as a good follow-up story:

In Paris the story was turned down flat by the subsidized press. Mr. Brainard called on the editors. He very subtly suggested that the refusal of the French press to publish the statement of the beaten enemy might be excellent reading. And might furnish the beaten enemy with excellent propaganda.
They bought the story.

IT MAY be propaganda, but "The Right Way to Use Newspaper Space," a pamphlet just published by the Bureau of Advertising of the American Newspaper Publishing Association will give advertising managers a lot of ammunition for use in campaigns to get national advertising.

The story that I would mark "First Page, Must" is that which outlines the making of good copy. Another good story is "Elementary Steps to Market."

The pamphlet may be obtained from the American Newspaper Publishers Association, World Building, New York City; Marquette Building, Chicago, Ill.; First National Bank Building, San Francisco, Cal.

John H. Millar, president of Associated Editors, Inc., sailed from Montreal June 19, on the S. S. *St. Claire,* for a 3 months' tour in Europe. He was accompanied by Mrs. Millar.

Robert Quillen, paragrapher for Associated Editors, Inc., is author of "The Path Wharton Found," which will soon be published by MacMillan & Co.

Hendrik Van Loon, who will cover the Democratic Convention for the Christy Walsh Syndicate, New York, plans to give a newspaper breakfast at the Harvard Club, Sunday, June 22.

The weekly article, "If I Know What I Mean," written by Elsie Janis for the Putnam Syndicate, New York, has been discontinued for the summer, during Miss Janis' engagement in Europe.

Jesse S. Butcher, formerly of the *New York Times,* and John Van Bibber, formerly of the *New York Herald Tribune,* have joined the staff of the D. P. Syndicate, Garden City, N. Y. Ralph Perry, who was with the syndicate until this month, has become assistant editor of a new magazine, the *Frontier,* which will be published several months hence by Doubleday, Page & Co.

Milt Gross, who draws "Banana Oil," a comic strip, for the New York World Syndicate, has started a contest offering a prize for the best Banana Oil joke. He announces that "Count Screwloose of Toulouse, the noted French caricaturist, is coming to America" to assist him.

Violet Dare, of the Wheeler Syndicate staff, New York, has prepared a series of illustrated pages called "The Beauty Makers." Each one is an interview with a photographer whose skill has established many a woman in a secure position as a beauty. The interviews are illustrated with photographs of famous beauties—actresses, society women, etc., many of whom learned through the photographer's art how beautiful they coulde.

Dr. William T. Ellis, veteran newspaper man, whose weekly article on the International Sunday School Lesson is published in 83 papers, is writing a short daily religious article for the McClure Newspaper Syndicate called "The Quiet Corner."

"Jumping into the Jungle" is the title of a series of stories for children by Grace Bliss Stewart which the Wheeler Syndicate is putting out. They relate the adventures of five fairies in the African jungle.

Joe Jordan, conducting the column "Sought, Seen and Heard" for the New York Evening Post Syndicate, is now writing under the nom de plume, "Mann Hatton." Jordan went to the Post from the *New York Evening World,* where he had served as reporter for 25 years.

WHAT'S WHAT IN THE FEATURE FIELD

NORMAN H. MOORE, shipping clerk o fthe Ledger Syndicate, Philadelphia, in a letter to the Syndicate Editor, has the following to say about his department:

"Ask any newspaper man what is the most vital spot in any newspaper syndicate, large or small. Nine out of 10 will tell you that the shipping department is and always has been. But not all syndicates realize the need of a well-organized shipping department, where everything is done by system. Syndicate salesmen can get all the orders that it is possible to get, but the syndicate cannot hold them if a subscriber receives poor service through the shipping department.

"When a newspaper orders a service and it arrives only 3 or 4 days ahead of release (which is generally the fault of the shipping department) and it is too late for simultaneous release, the subscribing newspaper naturally wants a cancellation of charge for that release.

"Then an investigation is instituted as to who is responsible for the delay?

"Loose labels or badly addressed packages are too often unjustly blamed on the Post-Office Department, when a careless shipping clerk is the real culprit.

"Give the Post-Office or Express Company a shipment marked right, wrapped right and in good condition and it will always arrive at destination.

"Time, tide and mail wait for no man in the syndicate game."

The D. P. Syndicate, Garden City, N. Y., has just announced that it now represents not only Doubleday, Page & Co., but also the following: Dodd, Mead & Co., Harcourt, Brace & Co., Little Brown & Co., and the Frederick A. Stokes Company.

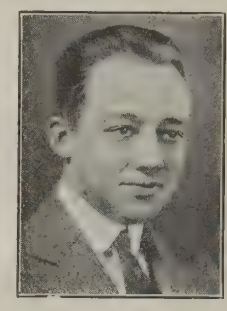
Hodder & Stoughton, Limited, Toronto, Canada, has changed the name of its syndicate service to the Musson Book Company, Limited. This syndicate is just organizing a special women's news service through its special correspondents in the Dominion.

A. Rowden King, formerly associate editor of *Printers' Ink,* is now writing a series of 6 short articles a month, for King Editors' Features, New York, on retail selling problems entitled "Telling Selling Tips."

U. S. NEWS INTERESTS EUROPEAN PRESS

Continent Now Takes America, "Land of the Dollar" Seriously, Ferguson, United Press Vice-President, Observes on Trip Abroad

Europe is showing an increased interest in American news, according to Fred Ferguson, vice-president of the United Press Associations, who has just returned from a trip abroad, during which he visited London, Paris, Rome, Cologne and Berlin.



FRED FERGUSON

About 50 per cent more news from the United States is being printed abroad now than before the war, he estimated.

"Continental and English newspapers are now taking America seriously," Ferguson declared.

"Whereas in the old days before the war, the only correspondence from the United States that hit page one abroad was the freak feature or sensational crime story, today American business and political news is being eagerly read by the masses.

"This increase in the transmission of American news abroad," he continued, "is proportionately far greater than the increase in foreign news sent to this country."

This change is because America is now recognized as the great business power of the world, Ferguson believes.

"Where they used to talk of the English pound, Europeans are now discussing the American dollar," he said.

Ferguson also noted a change in the handling of domestic news in European countries using less propaganda.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation.....118,000
Sunday Circulation...175,000
Member A. B. C.

When You Get Ready for a
Better Printed Comic, or Magazine Section
Write Us
We Print for Particular Publishers
Missouri Agricultural Pub. Co.
J. E. Nicholson, Business Manager
2206 Pine St. St. Louis, Mo.

In New Orleans it's
THE ITEM

Lower Cost per Sale

Cost per sale made is the true cost of advertising space.

And lower cost per sale is the reason why so many Cleveland retail merchants prefer to use THE NEWS advertising columns to sell their merchandise.

The advertising figures of the past month, compared with the same period a year ago, show the gain made by THE NEWS in local display advertising.

They show likewise, the relative positions of the other Cleveland newspapers in this highly competitive field.

May, 1924 vs. 1923

THE NEWS GAIN . . .	214 COLUMNS
THE PRESS GAIN	41 COLUMNS
THE PLAIN DEALER LOSS .	19 COLUMNS

Note, that during this period THE NEWS gained MORE THAN FIVE TIMES as much advertising space as any other Cleveland morning or evening paper.

The gains and losses in local Display Advertising of Cleveland's Daily Newspapers for the first five months of 1924 as compared with the same period of 1923 are also interesting.

Here are the figures:

January to May, Inclusive, 1924 vs. 1923

NEWS GAIN	641 COLUMNS
PRESS GAIN	295 COLUMNS
PLAIN DEALER LOSS . .	48 COLUMNS

If Cleveland merchants sell your goods why not advertise in the newspaper that sells their goods?

The Cleveland News

An Evening Paper

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt Co., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(*London Editor*, EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Thirty Club Dinner to Clynes:—J. R. Clynes, M. P., Lord Privy Seal and Leader of the House of Commons, was the guest at the Thirty Club dinner, May 30. He expressed his own admiration for the work of the Convention and stated that the Government (in office but not in power, as he expressed it) was very interested in the movement. He hoped that it would be possible for the Prime Minister to attend at least one of the sessions. On June 24, the Thirty Club will welcome Harry Tipper and Earle Pearson on their arrival.

Glasgow's Missionary Returns:—Sir Robert Wilson, of the Glasgow Publicity Club, has just returned from a visit to the United States and Canada. Although the visit was purely one of pleasure, Sir Robert Wilson's presence in various cities became known, and he was invited to address gatherings of Advertising Clubs there on the forthcoming delegation visit to London and Glasgow and elsewhere. Sir Robert is delighted with this totally unexpected result of his visit—and so is Glasgow.

Sweden Comes In:—C. Thompson Walker, of the D. J. Keymer Advertising Agency, who is in Sweden, has just informed London headquarters that Swedish advertising men are enthusiastic for the Convention and at least 30 delegates will come over.

The Swenska Reklamforbundet—the Publicity Club of Sweden—and the Swedish Newspaper Dagens Nyheter are jointly organizing a delegation of advertising and selling men for London. The delegation will arrive in London the 11th of July, and the first few days will study Anglo-Swedish trade relations.

Four Australasian Delegates Coming:—Four delegates from the Advertising Association of Australia and New Zealand are due to arrive in London at the beginning of July. The leader of the delegation is C. H. Jones of the *Melbourne Argus* and he is accompanied by Mr. Clarke of Tasmania, H. E. Poole and Mr. Wilkinson of the Victorian Institution of Advertising Men. Mr. Jones will take up the subject of the formation of British Empire Association with the leading advertising men in this country when he arrives. John Paton of the Paton Advertising Agency was the only Australian delegate to Atlantic City last year, so that London feels specially honored.

More Post-Convention Trips:—T. B. Lawrence, chairman of the National Sight-Seeing Committee, has received from Norwich the program for the week-end (July 19-20) which the Delegates are to spend in that city. The party will arrive on Saturday for lunch and met by the Norwich Publicity Committee go for a short drive round the city. They will be accorded a Civic Welcome and go on to Carrow Abbey, the home of the Lord Mayor, where there will be a reception. In the evening there will be a banquet. There will be an excursion to the Broads. The Stranger's Hall, a mediaeval mansion and folk museum, will be opened for delegates. In the Hall there are rooms representing every period of the domestic history of the city from 1400 to the present time.

The Bristol Reception Committee have now issued their program. The delegates will arrive from Torquay on Wednesday morning, July 23, and will be entertained to an informal lunch. After a drive round the city they will visit Avonmouth Docks. In the evening there will be a dinner and an official reception by the Lord Mayor. On Thursday the delegates will visit various local industries and drive through the beautiful Chedder Gorge. This will be followed by a banquet. On Friday they will visit the ancient city of Bath.

With the Publicity Clubs:—Holbrook Jackson, a director of the National Trade Press, entertained members of the Manchester Publicity Club on May 27, with an address on "Agoraphobia, or Fear of Space in Relation to Publicity"

At the Bradford Publicity Club, May 23, W. H. Harford, a director of Saward Baker & Co. Ltd., addressed the members on the subject of "After Wembley—What?" It was a reference to the British Empire Exhibition, not the Advertising Convention.

Sir Harold MacKintosh, head of the famous toffee firm was the speaker at a meeting of the Leeds Publicity Club, held at the Hotel Metropole, Leeds, May 23. Sir Harold declared that advertising reduced selling costs. In his own business the selling costs were less today when their advertising costs ran into six figures, than 20 years ago when the advertising costs were only a few pounds and they relied on travelers. Advertising worked all weathers, never got into the dumps, and never left to go over to a competitor.

Birmingham is the latest city to form a Publicity Club, the decision being given at a meeting of the Chamber of Commerce. It is the result of a movement originated by H. Cecil Taylor, the well known advertising agent of that city. Cecil Taylor presided and a deputation from the club is approaching the Lord Mayor of Birmingham to enlist his interest in the idea of a reception to visiting Convention delegates.

W. H. Burchall (Caxton Press), has presented a silver cup to the Regent Advertising Club of London for annual competition among its members.

Former N. Y. News Men Promoted

E. C. Hill, for many years a reporter for the *New York Sun* and the *New York Herald*, has been promoted to an executive position on the production staff of the Fox Film Corporation. He left the newspaper field less than 2 years ago to become director of Fox News. Truman H. Talley, who went to the Fox Company from the *New York Times* more than a year ago, has been made editor of Fox News. Talley formerly was London correspondent for the New York Herald and previously was night editor of that newspaper.

Surveys Spokane Market

The *Spokesman-Review* and *Chronicle* of Spokane, Wash., have just issued the 1924 edition of "Mercantile Trade Conditions in the Spokane Country," a 32-page booklet devoted to analysis of the territorial market. Its pages of statistics are well set off by half-tone illustrations, color drawings, and special maps. The booklet is tabbed for inclusion in a regular data or letter file.

Publication Changes Name

E. T. Meredith, publisher of *Fruit, Garden and Home*, a monthly magazine published in Des Moines, Ia., announces that effective with the August issue the name will be changed to *Better Homes and Gardens*.

AIM AT THE HEART OF BIG BUSINESS IN

West Virginia

When we say "aim at the heart of big business" we mean the big centers of a small State, where retailers and the general public are most anxious to secure everything that is up-to-date for the home and personal use.

It is only through close personal inspection of any territory that the national advertiser can expect to realize the possibilities of every field in which he markets his products.

Such close inspection reveals the fact that West Virginia, mile for mile, compares favorably with any locality in wealth, purchasing power and resources.

Space will not permit a complete analysis of West Virginia markets, but each of the following newspapers will gladly furnish you facts and figures regarding their individual territories and the State as a whole.

The cities represented in this list are the principal marketing and distribution points of the State.

These newspapers promise co-operation with your sales promotion department.

It is time to "aim at the heart of big business" and learn how large this little State has become.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

the routine
mind, directing his ac
collectve aspirations.

Backward nations of the world, peoples not free, governments not serving the common needs of those who live under their laws, undeveloped, defeated, hopelessly yearning congeries in lands where access to the sources of information and wisdom is still to this day denied, are to find ultimate emancipation when they charter a free press. Unless you believe this, hold to it, proclaim it, your vessel is empty and your mission futile.

The pillars of strength that the men who are to meet at Wembley have laid under the free press structure form a foundation which shall endure through the ages. Advertising of legitimate trade, under the slogan "Truth," is the red blood in the veins of our modern commercial body. It is the clearing house of the ideas of industry and commerce, associating those who desire and need to trade, creating a demand for and supplying modern means of life, comfort, luxury and such happiness as may be found in material things. Where its function is honestly and intelligently exercised, modern advertising has established itself as a scientific, economic force second to none in public usefulness.

The cheap retail price of newspapers is made possible by revenues from advertising; making information accessible to the rank and file of society on even terms and without excepting any class, however lowly. In this sense advertising is a basic factor in the democracy and circulating efficiency of the press.

As advertising supplies to the press its economic freedom, it makes possible its editorial freedom, and by these means the centuries-old yoke of control of the printed word has been loosed, with beneficent results widely in evidence.

It is axiomatic that nations are free just in proportion to the freedom of their press. The advertising forces meeting at Wembley are high commissioners of unfettered journalism.

Such is a snap-shot of our vision of abstract benefits to be derived from the convention and such is the basis of EDITOR & PUBLISHER's lively interest in and service to this notable event.

Why not a conference, now, of the High Collars and Spats, to form an international agreement for humane war, which is a way of saying death by good, old, reliable and slow means, counting victims one by one. "Death-ray," aerial gas bombs, long-range guns and such new-fangled notions threaten the cherished sport of nations. War is becoming rough.

advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

"THIRD—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than 'just as good' substitute.

"FOURTH—To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

"FIFTH—To decline requests for service that are clearly not within the province of newspaper, such as selling goods or other canvassing, or the payment of bills for printing, and postage of letters, broadsides, etc."

Imagine the business acumen behind an advertising car card, costing $10 per month per car, which reads: "Watch the newspapers for our latest offerings in high-grade bonds."

June 21, 1924 Volume 57, No. 4

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

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ttacked. Mr. Zerbey evidently
on a high plane, standing always
ple, and not permitting himself to be
personal bitterness. Obviously most of
people of Pottsville have thoroughly understood and appreciated his long, patient fight, for the Zerbey newspapers have prospered and we know of few instances where the people of a community are more devoted in their affection to a local editor or publisher.

It is one thing to fight for "over yonder" reforms, speaking in generalities and softly threading your way to avoid controversy, and it is something else to fight in season and out for more than a score of years, in a small town, in plain terms, to compel local financial powers to deal justly and democratically with a local government which concerns not the individual comfort and the happiness of the owners or directors of those corporations but is the ground-work of profit-making machines.

Mr. Zerbey is now 67 years of age. He is not a "radical" in politics and is not "against" any man because he is wealthy or any corporation because it is large. He simply knows the difference between right and wrong, and at that line he fights whoever may be concerned. As Mr. Leary, our correspondent, remarked, he is proof that the race of fighting editors still lives.

Editorial by "Spectator" in New York American says, "A man that cannot save on one thousand a year cannot save on ten thousand," which is another reason why editorial pages are losing interest.

FULL INFORMATION

SOMEONE with nothing better to say at the moment, recently criticized the press for its physical size, its volume of news material and deplored modern mass circulation methods.

Last week there was a national political convention at Cleveland. Literally millions of words were telegraphed from the convention hall, so that the people of the United States might possess the facts. We happen to know that one newspaper, the New York Times, received from Cleveland, over its own special wires, in addition to copy laid down by the Associated Press, 235,000 telegraphed words.

Is it a good thing or a bad thing for the people to receive complete reports of a political convention? Is it a good thing or a bad thing for those who make public opinion, to have the facts upon which to base a voter's judgment?

If the people of this country do not understand the issues of the campaign as they were laid down at Cleveland, it is not the fault of the newspaper press.

PERSONALS

JOHN D. SPRECKELS, owner of the *San Diego (Cal.) Union and Tribune,* attended the national Republican Convention in Cleveland as a delegate from California.

Henry Roe Helsby, until recently publisher *Mechanicsville, (N. Y.) Hudson Valley Daily Times* and Mrs. Helen Capron Helsby, formerly editor of that newspaper, sailed June 21, for a 3 months' trip to Europe.

F. A. Bayrd, editor, *Malden (Mass.) News,* attended the Cleveland Republican convention as a delegate from the 9th Congressional District.

William H. Needham, dean of Iowa newspaper men and editor of the *Sigourney (Ia.) County News* was recently re-elected commander of the Iowa department, G. A. R.

Mrs. T. B. Ferguson, editor of the *Watonga (Okla.) Republican,* weekly, was chairman of the Oklahoma delegation at the Republican national convention in Cleveland.

J. J. Cuming, editor of the *New York Jewish Chronicle,* sailed for abroad last week on the S. S. Mauretania.

I. D. White, director of the Bureau of Accuracy and Fair Play of the *New York World,* is in the Adirondacks recuperating from a recent illness.

IN THE BUSINESS OFFICE

ARTHUR C. SAUNDERS, advertising manager of the *Port Chester, (N. Y.) Daily Item,* is recuperating from an attack of scarlet fever, at Cairo in the Catskill Mountains.

William E. Buckingham, business manager of the *Lynn (Mass.) Telegram-News,* and Mrs. Buckingham are making a 3 weeks' motor tour of the South.

IN THE EDITORIAL ROOMS

S. G. EARLE, for 5 years telegraph and makeup editor of the *Buffalo Express* is now news editor of the *Buffalo Times.* He succeeds John S. Bowen, who will conduct a special column for the Times.

Henry O. Weitschat, former city editor of the *Detroit News,* is now with the Michigan Manufacturers' and Financial Record as associate editor.

Henry F. J. Lynch has joined the staff of the *Lynn (Mass.) Telegram-News* as Peabody, Mass., district man, succeeding Henry F. Duggan.

Miss Rosemary Carbine has joined the staff of the *Hagerstown (Md.) Mail.*

Mrs. Ivens Jones has resigned from the social department of the *St. Paul Daily News.*

Cecil C. Moyer, of the editorial staff, *San Diego (Cal.) Sun,* and Mrs. Moyer are parents of a son.

D. H. Fahrney has joined the *Hagerstown (Md.) Herald and Mail* as cartoonist.

E. Wilkinson, formerly editor of the bull-dog edition of the *New York American* is now with the *Washington Times.*

MARRIED

JOHN J. BARRY, Newton, Mass., district man for the *Boston Globe,* to Elizabeth F. Kelly of Philadelphia, in that city, June 11. After a trip to Europe, they will live in Newtonville, Mass.

Crispin J. Webb, publisher of the *Wessington (S. D.) Independent,* to Miss Gladys Leonard of Sioux City, Ia., at Sioux City last week.

WITH THE SPECIALS

STORY, BROOKS & FINLEY, INC., have been appointed to represent the *Lancaster (Pa.) Intelligencer and News Journal and Sunday News.*

Lorenzen & Thompson, Inc., of New York, Chicago, San Francisco and Los Angeles will represent the *Portland (Ore.) Telegram,* beginning July 1.

Foreign Language Advertising and Press Service, publishers' representatives, have just moved to 419 San Fernando Building, Los Angeles. J. B. Polonsky, formerly with the U. S. Committee and Public Information, Washington, D. C. and the American Red Cross, has been appointed manager, and Ellis Ranen, formerly of the American Red Cross and Jewish Telegraphic Agency, assistant manager.

IN THE AGENCY FIELD

RICHARD KOLYER, JR., for two and a half years with the DeVinne Press, is now with James F. Newcomb & Co., Inc., Advertising Agency.

Robert S. Schnittger, formerly in the display advertising departments of Cleveland newspapers, has opened an office in Cleveland and is making a specialty of furniture advertising copy.

CHANGES OF OWNERSHIP

THOMAS WOOD PARRY, St. Louis newspaper man has purchased the *Centralia (Mo.) Courier,* weekly, from Roscoe Poole.

Hickory (N. C.) Times-Mercury, biweekly, from Earl Mullen to Robert S. Pickens.

Lewis M. Layer has purchased the old *Augusta (Ark.) Free Press* plant and has started the publication under the name of the *Augusta Advocate.*

SPECIAL EDITIONS

ST. THOMAS (Ont.) Times-Journal, 12-page Vacation section, June 7.

Belgrade (Mont.) Journal, 16-page Dairy and Agricultural section, May 29.

Montreal (Quebec) La Presse, 60-page 40th anniversary edition, June 7.

Crookston (Minn.) Polk County Leader, a 28-page Booster edition, June 6, embodying a history of that city and the Red River valley.

Olivia (Minn.) Times, 16-page Old Settlers edition, June 12, with a history of Renville county.

United States Tobacco Journal New York, Golden Jubilee Number, 242 pages, May 31.

NEW PLANTS AND EQUIPMENT

HAMMON (Okla.) ADVOCATE, weekly, is planning a one-story brick tile building to be completed by July 15.

Amsterdam (N. Y.) Recorder recently installed a new 32-page Duplex tubular press and two Intertypes.

ASSOCIATIONS

AMERICAN Association of Foreign Language Newspapers, New York, is sending out copies of a survey made of the Chicago market, showing the part played by the foreign born people in the economic life of that city.

Advertising Club of St. Louis is celebrating completion of a successful membership drive. The club membership now totals 1,000.

Virginia Press Association will hold its thirty-sixth annual meeting at Roanoke, Va., Thursday and Friday, July 24-25.

Portland (Ore.) Advertising Club is planning a caravan to Vancouver, B. C., to participate in the Dominion Day parade, July 1.

Century Club, composed of advertising men in New England and New York, was to hold its 12th annual golf tournament Friday, June 20, at the Mt. Tom Golf Club in Holyoke, Mass.

Wayne County Publishers' Association held their annual meeting in Newark, June 14. C. W. Mills of the *Sodus (N. Y.) Record* was re-elected president and A. Eugene Bolles, publisher *Newark Courier,* secretary and treasurer.

Los Angeles (Cal.) Advertising Club has elected the following officers: President, Arthur D. Smith; first-vice-president, Irving R. Smith; second vice-president, John M. Kemp; secretary-treasurer, David K. Thomas.

FOLKS WORTH KNOWING

MAJOR JOHN S. COHEN, president and editor of the *Atlanta (Ga.) Journal* who was awarded an honorary LL. D. degree June 10, by Washington and Lee University, has had a varied career as newspaper reporter, Washington correspondent, and editor.



JOHN S. COHEN

Major Cohen was born in 1870, at Augusta, Ga., the son of Phillip Lawrence Cohen who entered the army at 16 years of age and surrendered with Lee at Appomattic.

The Atlanta editor received his first newspaper training on the *Augusta Chronicle* and at the age of 19 became a reporter on the *New York World.*

In 1890, he became identified with the newspaper of which he is now president and editor. On the day the Spanish-American war was declared, Major Cohen sailed with the American fleet, under Admiral Bob Evans. He witnessed the first capture of enemy ships, wrote many news stories and on the call for volunteers returned to Georgia, where he was commissioned first lieutenant in the Third Georgia Volunteer Infantry. He was promoted to the rank of major and served in the army of occupation in Cuba at the conclusion of the war.

During the second administration of President Cleveland, Major Cohen served as Washington correspondent of the Journal and secretary to the secretary of the interior.

He recently was elected Democratic National Committeeman from Georgia.

Worcester (Mass.) Advertising Club has appointed Richard A. Toomey president of the club and advertising manager of the Denholm & McKay & Co., to represent the club at the A. A. C. W. convention in London in July.

Rockford (Ill.) Advertising Club has elected the following officers: President, Harry W. Pollard, business manager, *Rockford Daily Republic;* vice-president, Harold W. Bailey; secretary, E. C. Cary; treasurer, J. Service Johnston. President Pollard will be a delegate to the London Convention in July.

SCHOOLS

DR. TALCOTT WILLIAMS, of the School of Journalism, Columbia University, New York, was recently elected vice-president of the Shakespeare Association of America.

Prof. Everett W. Smith of the journalism division of Stanford will teach in the summer school of the University of Wisconsin. Professor Buford O. Brown of Stanford will have charge of courses in journalism at the University of California summer session in Los Angeles.

Duck Soo Chang, for the past 3 years editor of the *Seoul (Korea) Daily News of Eastern Asia,* was elected recently to Sigma Delta Chi, national professional journalistic fraternity at the University of Oregon, where he is attending school. Mr. Chang edited the Daily News from 1920 to 1923. It is one of the 3 newspapers published in Korea.

Students in the school of journalism, Ohio State University, published the *Columbus (O.) Citizen,* recently.

Charles Nutter of Falls City, Neb., has been awarded the Homer Croy prize of $100 for the best writing done by a University of Missouri journalism student. His story of the Missouri-Kansas football game last November won the honor. Charles Clayton of Lincoln, Neb., and Miss Bernice Lynn of Kansas City won honorable mention.

Miss Hazel Samuelson has been elected editor-in-chief of the *Daily Iowan,* student newspaper of the University of Iowa. She is the first woman to hold that post and is believed to be the first woman to edit a Western Conference paper.

The *Shanghai China Weekly Review* prize of $50, offered to J. B. Powell, editor, to the student in the University of Missouri School of Journalism writing the best editorial essay upon the subject, "America's Policy toward China following the Washington Conference," has been awarded to Yin-Chich Jao, of Peking, China. The prize is offered semi-annually by Mr. Powell, who is an alumnus of the School.

The Class of 1923 of the School of Journalism, University of Missouri, has dedicated to the school its memorial gift, two stone benches on either side of the main entrance to Jay H. Neff Hall.

W. G. Gude, Purdue, was recently elected president of the Western Conference Editorial Association in Urbana. Raymond Bartholdi, Minnesota, was elected vice-president; Miss Hazel Samuelson, Iowa, secretary, and E. S. Coath, Illinois, treasurer. The next convention in May, 1925, will be held in Purdue.

Due to the great expansion of his business Frederic J. Haskin has moved into new quarters containing twenty-four thousand square feet of space.



H. M. SWETLAND DIES

Served Three Terms As President, National Publishers Association

Horace M. Swetland, president of the Class Journal Company and of the United Publishers' Corporation, New York, died at his home in Montclair, N. J., June 15.

He served for three terms as president of the National Publishers' Association. At the last meeting of N. P. A., he formulated and proposed a code of ethics for periodical publishers.

Mr. Swetland was also president of the Swetland Realty Company and the U. P. C. Realty Company and a director of the Federal Printing Company, New York.

Obituary

HORATIO CLARK PLUMLEY, 68, founder and formerly editor and publisher of the *Fargo (N. D.) Forum,* died in a St. Paul sanitarium June 11.

HARRY S. BROOKS, 72, founder of the *Elmira (N. Y.) Telegram,* died at his home in that city June 9.

WALTER BRIGHAM NYE, vice-president of S. D. Warren & Company, paper manufacturers, died recently in Chestnut Hill, Brookline, Mass.

GUSTAV E. JOHNSON, 48, for 18 years publisher of the *Melrose (Mass.) Free Press,* died June 11, in Boston.

C. E. MATTOX, 55, editor of the *Chaffee (Mo.) Signal,* died recently.

ADRIAN CROSS, formerly mayor of Perry, Ia., and editor of the *Perry (Ia.) Tribune,* died last week.

A. W. BLAKELY, publisher of the *Rochester (Minn.) Post* and *Record* and other Rochester newspapers for the last 50 years, died June 11.

HORATIO CLARK PLUMLEY, 68 years old, founder of the *Fargo (N. D.) Forum* and well known publisher, died recently in St. Paul. He was one of the best known figures in the Masonic Lodge in the northwest.

JAMES KEATING, well known American newspaper man and former publicity director of the Czecho-Slavklan government, died in Paris recently.

EDITORS GO TO SCHOOL

Iowa Group Attends College Short Course—Prizes Awarded

The *LeMars (Ia.) Sentinel* is the best country newspaper in Iowa for the handling of local news, it was decided in a contest held June 14 at Ames, Ia., judged by A. F. Allen editor of the *Sioux City Journal.*

The contest was held in connection with the country newspapermen's short course at the Iowa State college by the department of agricultural journalism. One hundred country newspaper editors were in attendance. Four contests were held.

The *Hampton Chronicle* won the first for editorial page excellence. The *Hardin County Citizen* was second and the *Knoxville Express* was third.

For front page makeup unsymmetrical, the *Waverly Independent-Republican* was first, *Red Oak Express,* second, and the *Marengo Pioneer* third.

For the best symmetrical front page makeup the *Ida Grove Record Era* was first, *Eldora Herald,* second and *Cherokee Times,* third. Honorable mention went to the *Decorah Journal, Humbolt Republican, Alton Democrat, Storm Lake Register, LeMars Sentinel, Toledo Chronicle, Montezuma Republican* and *Eagle Grove Times.*

Mr. Allen judged the first two contests and Walter Wallick of Des Moines, typographical expert, judged the last two. The awards were ribbons.

The short course was held June 12 and 13.

ASSOCIATION CHIEFS

IN telling the newspaper history of John L. Stewart, who, a short while ago, was re-elected president of the Pennsylvania Associated Dailies to serve a second term, one would, possessed with Tarkington technique, dwelling longest perhaps on those days when at "Seventeen" he started as reporter for the Uniontown (Pa.) Standard. Then he wrote copy and attended to studies, preparing for college at the Redstone Academy in Uniontown.



JOHN L. STEWART

Even during college days, he continued newspaper work, serving on the staff of the Washington (Pa.) Observer, when he was at Washington and Jefferson, where he received his A. B. degree in 1899. At the same time he built up a very extensive outside correspondence with eastern newspapers, which he continued for a year after he was graduated. During 1900 and 1902 he studied at Harvard Law School. Legal text books, impressive as they are, failed to push aside printers' ink and he persisted in newspaper work during vacation.

On July 1, 1902, the opportunity came to him to purchase the Washington Observier and on July 24, the property came under his control, although he only had a minority interest. On Jan. 1, 1923, he purchased for the same syndicate the Washington Reporter and became general manager for both newspapers, which were later moved to one building and conducted as morning and evening publications.

In 1912, Stewart purchased the large majority of the stock of the corporation owning the two newspapers. In 1911, he had purchased the Beaver (Pa.) Times and on Feb. 1, 1921, he bought the Beaver Falls Tribune. The four newspapers which make up the Stewart group have a total circulation of nearly 30,000. Last June, the Reporter and Observer were moved into a new home costing in the neighborhood of $200,000.

McINTOSH JOINS HEARST

Quits Fort Worth Press to Become Record Business Manager

William M. McIntosh for 15 years with the Scripps Howard League, and for the last 3 years publisher of the *Fort Worth (Tex.) Press,* has resigned to become business manager of the *Fort Worth Record.* The appointment was made by D. D. Moore, publisher, for William Randolph Hearst.



W. M. McINTOSH

McIntosh established the Press, an afternoon newspaper, Oct. 3, 1921.

He came to Fort Worth from Covington, Ky., where he had been general manager of the *Covington Post.*

His appointment as business manager of the Fort Worth Record took effect June 9.

Postal Strike Threat

A threat to strike was sent to the Canadian government and Parliament this week by executives of the Canadian Federation of Postal Employes, as a result of a recent wage controversy. The threat was contained in a resolution calling upon Parliament in Ottawa to amend the postal laws so that the government itself would be able to deal with the demands of postal employes.

WEEK'S PRESS FLASHES

The hardest task for a satirist is to keep from being as cruel as the universe is.—*Don Marquis in the New York Herald Tribune.*

"Do you think young people should be trained for marriage?" asked Jones.

"Certainly! I always have been opposed to sending raw troops into battle," snapped Mr. Grouch.—*Cincinnati Enquirer.*

It would save Peggy Joyce money if she hired a parson by the year.—*James J. Montague in the New York Herald Tribune.*

"Aren't you miserable when we are separated, dearest?"

"No, darling; it makes me happy to think how miserable you are because I am not with you."—*Boston Transcript.*

The world doesn't need any more facilities for "the spread of intelligence"; it is already spread too thin.—*Columbia (S. C.) Record.*

The old-time hard customer who was fond of declaring he intended to die with his boots on didn't know how easy traffic was going to make the process.—*Newcastle Times.*

Our government is the best on earth—it costs the most.—*New Orleans Times Picayune.*

And speaking, as we sometimes do, of evolution, have you observed that six months of matrimony will usually make a snapping-turtle of a turtle dove?"—*Columbia (S. C.) Record.*

First man—Ever been married?

Second man—Yes, I've been through it all from courtship to court house.—*Boston Transcript.*

The train bearing men who were mentioned for the vice-presidency has left Cleveland, running in four sections.—*Detroit News.*

Counterfeiters of $10 bills are believed to have bleached $1 bills to get the paper. Those fade fast enough without bleaching.—*Detroit News.*

Alma Mater June is conferring a few more degrees Fahrenheit.—*New York Sun.*

If Hermes really tours America, he is happily equipped to escape hand-shoking.—*New York Telegram and Evening Mail.*

The Russians seem to have built up a very efficient army with the starving children we were feeding six years ago.—*Columbia (S. C.) Record.*

Church Advertising at London Convention

British papers have not yet developed the field of church advertising as have the papers of America.

The Church Advertising Department of the A.A.C.W. will be amply represented at the London Convention together with an exhibit showing some of the things churches on this side of the water are doing to reach prospective attendants through the daily press.

Newspapers have had a large part in developing church advertising, and the Church Advertising Department through the hearty cooperation of *Editor and Publisher* has been able to have a share also in this work.

Copy for newspaper display advertising for all the churches in a town may be obtained from E. H. Harris, Richmond Palladium, Richmond, Ind., or Herbert H. Smith, Witherspoon Building, Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Clubs of the World
New York City



LONDON, PARIS, BERLIN, VIENNA~

They all know DETROIT *through*

The Detroit Free Press







DETROIT — America's Fourth City—the motor capital of the world — is known throughout the great cities of Europe, not alone by virtue of the automobiles it sends there, but by reason of The Detroit Free Press, for this newspaper is the only Detroit newspaper with which Europeans are familiar.

Men and women of affairs, wherever they may be located, in Lansing, Michigan, or London, England, in Vicksburg or Vienna, seek first hand information on automotive affairs through The Detroit Free Press. Because this newspaper is sought after as an authority on news and in the interpretation of the best thought of the hour, its power-to-do for the advertiser of either merchandise or a service, is unexcelled in the Detroit territory.

The New Home of
The Detroit Free Press
Now Under Construction



This new structure now being built by The Detroit Free Press will be one of the world's finest and most modern newspaper plants. Ready in 1925 and advertising men are invited to inspect it.

The Free Press Extends Greetings and Bon Voyage to Advertising Men

On this pilgrimage of the keenest selling minds of the New World to the Old, The Free Press desires to extend a greeting and to say "Bon Voyage."

THE DETROIT FREE PRESS

"Michigan's Greatest Newspaper"

VERREE & CONKLIN, INC.
National Representatives
New York—Chicago—Detroit—San Francisco

Are Your Goods for Sale on the Ginza?

And are they Advertised in

Japan's Greatest Newspaper—

THE JIJI SHIMPO?



A view of the resurrected Ginza, Tokyo's Fifth Avenue, where business today is GOOD.

THE GINZA

Japan's Fifth Avenue and the principal shopping district of the Japanese capital is again humming with life and business. Trade is good, and the foreign manufacturer whose goods are not offered there misses a great opportunity.

YOUR GOODS

Will become favorites among the shoppers on the Ginza only if they are presented properly to the Japanese public. One great newspaper, the Jiji Shimpo, is equipped to be of greatest assistance to your foreign sales manager in planning his Japan campaign.

The facilities of The Jiji's great organization will be placed at your service by our American representative—

Mr. J. P. BARRY

Japan Advertiser Suite — 342 Madison Ave., New York

THE JIJI SHIMPO

Tokyo, Japan

"In Japan, the Buyers Read the Jiji"

THIS MESSAGE OF

THE A. B. C.

TO THE LONDON CONVENTION

The Audit Bureau of Circulations of the United States and Canada extends to the annual convention of the Associated Advertising Clubs of the World, to be held in London, July 13th to 18th, 1924, its hearty felicitations.

If the conference between the British delegates and the delegates interested in circulation from the United States and Canada result in a desire for further action on the part of the British publisher, advertisers and advertising agents, the Bureau assures its British brethren of full co-operation.

We are yours to command in the establishment of the net paid circulation basis in the purchase and sale of advertising space, not only in the British Isles but throughout the civilized world.

O. C. HARN, President
STANLEY CLAGUE, Managing Director

The AUDIT BUREAU of CIRCULATIONS

202 S. STATE ST., CHICAGO, U. S. A.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER *will pay $1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communication to the* DOLLAR PULLER EDITOR. *When they appear clip them and mail them in and receive payment. Unavailable ideas will not be returned.*

GROWING steadily, the "Home Beautiful" of a Washington, D. C., paper once a week, now has four and more pages under this legend, covering everything of interest pertaining to home and garden, such as articles on materials of the house, care, and lighting. All the local merchants, furniture, paint men, etc., who have anything to do with a home are eligible for advertising under this banner, and many take advantage of the four and more pages devoted to this broad subject.—C. M. LITTLEJOHN, Washingtan, D. C.

"When the Prodigal Returns" could be worked into an interesting idea that would instantly appeal to every service station in your city. Lay out your page with the heading suggested. The following heads would be suitable for the individual ads: There's A Welcome Awaiting That Old Boat, No Matter If It Was Not Bought From the Local Agent, Bring It In Just the Same," and "Back To Its Old Home." An advertising man with plenty of imagination and this thought in view could get local Service Stations to run co-operative ad campaigns destined to bring in more work and put them on a profit-paying basis. Work out this idea in detail and put your auto ad-man on the trail.—GEORGE C. MARCLEY, Ogdensburg, N. Y.

A means of increasing advertising revenue would be to arrange one or two special pages, to contain one column of news and advice concerning local dogs, and the balance, advertising from dealers in dog remedies, dog collars, chains, robes, etc. Most of the dealers in these canine necessities would be willing to buy space in the page or pages, because of the special appeal that would be directed at the owners of dogs. Very few direct appeals have been made to dog owners, this field having been more or less overlooked.—W. MCNULTY, St. John, Can.

Pictures are always of tremendous interest to folks. So why not get up a picture page, or spread for advertisers, in which only pictures would be accepted as advertising? On this page the stores could present pictures of show windows, pictures of interesting places about their stores, etc. Of course, a little explanatory copy could be used. It would be an easy matter to make this page particularly interesting and particularly helpful to the stores in getting attention and building business.—FRANK H. WILLIAMS, Ft. Wayne, Ind.

No matter where located, your journal is the best medium for your section for carrying ads of seaside and mountain resorts and steamship lines. Are you getting your share of these ads to be run under "Hotels, Resorts and Travel." This field can be cultivated both summer and winter, inasmuch as winter resorts advertise as extensively as those operated only in the summer—C. M. LITTLEJOHN, Washington, D. C.

Hoover says, "Buy Coal Now" made a dandy page for us, spacing the page into eight equal spaces for coal dealers. The coal dealers liked it fine and helped us get extra inches for our daily and weekly. On all special pages like this we sell for both our papers.—R KENNETH KERR, *Wilmington, (O.) News.*

A Boston newspaper capitalized to the extent of a peg on the fact that the proceedings at the Republican convention were to be broadcast by radio. Pictures of especial interest at the moment were included in the upper layout, calling attention to the possibilities of hearing every speech and cheer at the Cleveland gathering—while below were published long lists of names of dealers in radio outfits and supplies and specialists in installation with the information that "these can serve you if your home is not already equipped with a radio set," etc. This idea might be worked satisfactorily in the so-called convention cities where the proceedings of business bodies and educational associations are put on the air, and the slight individual cost to each dealer whose name is printed should commend it alike for its economy and its prominence of display.—K. H. W., Boston, Mass.

F. B. Christy, Cadiz, O., agent for the *Cleveland Plain Dealer,* has demonstrated the pulling power of well written letters, with a personal note and smile in them, in collecting overdue accounts, and W. L. Chorpening, country circulation manager of the P. D. is inclined to think other agents might follow Christy's plan with success.

Here is one of Christy's "first letters":

Do you remember how, when you were young and your good folks sent you down town after something, they were very likely to tie a string about your thumb to make certain you would not forget?

Those were the happy days, were they not?

But—there's no reason why the days of NOW should not be as happy, and it is just as certain that some of us are liable to forget the little things of today.

Because of that, we are sending you this little reminder—NOT TO FORGET TO PAY—the inclosed statement.

We hope we may have the pleasure of hearing from you promptly.

Sincerely yours,
F. B. CHRISTY, Prop.,
City News Stand.

If this does not bring settlement a second letter, one that is almost sure fire, follows in this tone:

TIE THE STRING AND YOU WON'T FORGET

Willie's mother had just given her little boy a lecture and told him that his every act was known to God—that God's eye followed him wherever he went.

Willie went down the street ashamed of himself and his faithful Fido followed close behind. In a few monutes Willie turned into a lane, saw the dog, and then delivered himself of—"Aw, go on home and quit follerin' me around. Ain't it enuff to have God wid me all the time without you taggin' on behind?

Now, we do not wish to be taggin' on behind. We do not want to annoy or bother you one bit—but—we do want to remind you that we have sent you, already, one copy of the inclosed statement and we would be pleased to have your prompt settlementt.

When will you obilge us?

Earnestly yours,
F. B. CHRISTY, Prop.,
City News Stand.

Yes, that's a piece of the same string we sent you with the other letter. It will prevent you forgetting this time.—J. H. WEBB, Cleveland, O.

Mr. Denby says that he leased the oil in those reserves because he feared it would all leak out—and eventually it did leak out.—*Columbia* (S. C.) *Record.*

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

TWO HUNDRED TEXAS PUBLISHERS MEET

Press Association in Convention at Amarillo, June 18-19-20—Make Trip in Special Train from Fort Worth

Leaving Fort Worth Tuesday, 200 members of the Texas Press Association were scheduled to arrive at Amarillo June 18, where they were to hold sessions Wednesday, Thursday and Friday, this week.

S. M. Braswell, president, was to open the meeting with an address.

Other speakers and their subjects are:

"The Influence of the Editorial Column of the Country Paper," Mrs. Jessie D. Wheler, *Brownsville Herald.*

"A Northman's View of the Matter," Oran Kelly, *Spearman Reporter;* "Practical School of Printing and Why It Should be Supported," by Fred E. Johnston, president Southwest School of Printing, Dallas.

"A Practical System of Affiliating District Association with the State Organization," W. D. Holland, *Mercedes Tribune,* representing the Magic Valley Association; E. A. Carlock, *Paducah Post,* representing the Panhandle and the Northwest Press Associations; Frank H. Bowron, *Graham Leader,* representing Northwest Texas Press Association.

"Under Equipment of the Country Printing Plant," Harry Koch, *Quanah Tribune-Chief.* "Over Equipment of the Country Print Shop," Ben F. Harigel, *LaGrange Journal.*

"Making the Small Town Paper Pay in New Mexico," W. H. Graham, publisher *Melrose Messenger,* president Eastern New Mexico Press Association; "False Economy; How Far Should a Country Publisher Go in Trying to Do His Own Detail Work?" John F. McFarland, *Jacksonville Banner;* "The All Around Publisher," George Inglish, *Samford Leader;* "The Business End of Newspaper Publishing," J. C. Howerton, *Cuero Record.*

"A Vigorous Editorial Policy," R. H. McCarty, *Albany News;* "Foreign Advertising," Emmet Finley, secretary and general manager American Press Association, New York City; "Mutual Intrests of the Country Publisher and the Supply Salesman," H. F. Schwenker, *Brady Standard;* "My Experience with Special Editions," C. C. Watson, *Midland Reporter;* Fraternal Ethics: Courtesies Due by the Publisher to his Fellow-Craftsman," Sam E. Miller, *Mineral Wells Daily Index.*

"My experience with Circulation Contests," S. C. Finley, *Comanche Enterprise;* Tom N. Herring, *Waxahachie Enterprise;* "Advertising from the Country Merchant's Standpoint," M. E. Darsey, general merchant and advertiser, Grapeland.

"Importance of an Attractive and Efficient Front Office," Geo. W. Bowman, *Itasca Item;* Address Dr. Henry Lewis Smith, president Lee Memorial School of Journalism; "Public Utilities Advertising," Geo. McQuaid, director Texas Public Service Information Bureau, Dallas.

"The Field Secretary—Its Success and Work," Ole Buck, field manager Nebraska Press Association, Harvard, Neb.; "Advantages and Problems of the Small Town Paper," Wm. Schofield, *Lockhart Post.*

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Mrs. Brant Thanks the Press

IOWA CITY, Ia.

TO EDITOR & PUBLISHER:—May I express our thanks to the newspaper fraternity in general for its generous response to our appeal for aid in the quest for Archer W. Brant of Iowa City, Ia., who disappeared from his home, a victim of amnesia, his whereabouts being unknown for about ten months. A message to his family from the *Cleveland (O.) Press,* announcing his discovery, immediately followed the publication of the notice and his picture in the *Chicago Tribune* and to these papers we are especially grateful for their prompt and efficient aid.

Though a nation-wide search had been conducted through the usual channels, it remained for the newspapers to produce results in less than a week where police and detectives had failed for nearly a year.

We also thank EDITOR & PUBLISHER for the use of their INTERNATIONAL YEAR BOOK for the compilation of the newspaper list.

MRS. DAVID BRANT.

Mother Goose, were she living and under the influence of Berlin propaganda, might possibly revise herself to read:

"See-saws,
General Dawes,
Europe has got a new master.
Fritzie can pay
But a pfennig a day
Because he can't work any faster."
—*New York Herald Tribune.*

Our Features:
Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

CIRCULATION BUILDING SUPREMACY
Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country.
Wire or Write Care of Rochester Herald
HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

JAPAN HAS "COME BACK"

The Earthquake Scars Are Healing

Are You Overlooking the New Japanese Market?



A bird's-eye view of the new Tokyo, which has risen heroically from the ashes. The photographer stood on Kudan Hill, looking out over the Kanda district which was swept by fire September 1.

Those who predicted the result of the earthquake would be the destruction of the Japanese market for foreign goods have been proved wrong. Economy, it is true, has been made necessary in our country, which was sorely tried by Nature's great upheaval last September. But the Japanese have always been economical.

And economy does not necessarily mean the cessation of purchasing goods abroad. It means merely that we must exercise the greatest caution in order to see that only the best is imported. That, in the long run, is the truest economy.

Foreign Manufacturers who are able to give value in merchandise will not be disappointed by the results of intelligent sales efforts in Japan today. It is necessary only that the market be approached judiciously.

Certainly, no sales manager would consider entering the Japan field without calling on the Hochi Shimbun for the assistance it is able and very glad to afford. Before you go further with your sales program in Japan, get in touch with our New York representative, Mr. J. P. Barry, who will be glad to be of all possible assistance to you.

American Representative
Mr. J. P. Barry
Japan Advertiser Suite
342 Madison Avenue
New York

THE HOCHI SHIMBUN

TOKYO, JAPAN

The Largest Circulation in Japan

IMAGINATION, VISION, COURAGE NEEDED IN BUILDING CLASSIFIED COLUMNS

Censorship of Copy Necessary, New York Times Manager Declares—Describes His Paper's Method of Increasing Lineage

By W. W. MILLER

CLASSIFIED ADVERTISING MANAGER, NEW YORK TIMES

IMAGINATION, vision and courage are essential in building classified columns. No royal highway leads to success. There is no magic formula to attract advertisers. Each newspaper has its own difficulties and peculiar problems, local conditions, and office policies. Increased lineage is acquired by degrees and not by radical changes or sensational promotion schemes.

It has been said that substantially all classified advertising appearing in the *New York Times* comes without solicitation. This is a bold and unusual statement. Nevertheless it is largely true. It must be considered that from 55 to 60 per cent of classified advertising in the Times comes from advertising agents and much of this is solicited business.

Every newspaper, large or small, even in times when it is obliged to omit advertising, wants more classified—and like Oliver Twist asks for more and more and then some. Most newspapers excel in certain classifications and require stimulation in others. The Times possibly prints more spontaneous advertising than any other publication in the country, yet it also has certain classifications that carry 80 per cent direct solicited advertising. Leadership creates added responsibilities in a successful classified advertising department. Competition is extremely keen, even if it isn't always sane.

The New York Times today is more wide-awake to the possibilities in classified advertising than in any other period of its phenomenal growth.

Two weeks ago our Classified Department was moved into larger quarters. It is now equipped with a new telephone system and a sound proof room for the handling of voluntary and solicited advertisements.

All advertisements offered the Times are subject to censorship and those regarded as objectionable and unworthy are declined. It takes courage to reject advertising and tact and super-salesmanship to get revision in advertising copy. This care exercised for the protection of our readers gives them confidence.

To get more classified advertisements for your readers, keep your advertising columns clean. Thousands of dollars are spent and wasted in advertising columns of newspapers annually by advertisers who insist on "bulldozing" the public through absurd and exaggerated statements. The sooner the newspapers standardize their regulations as to the acceptability of classified advertising, the sooner will they get more advertising for their readers.

The news columns of any newspaper are reflected in its advertising columns. The wholesome and careful selection of news has been an indirect but important factor in getting more classified advertisements for our readers.

Classified advertising is now getting back to normal. During the war and directly after it, "want" advertising, as you know, experienced an unnatural growth. Regular advertisers are now using better judgment in making their appropriations.

Many classified experts advocate full scription in classified advertising. This works well when the rate per line averages 18 cents. But when the advertising rates of a newspaper range from 50 cents to $1. per line an advertising man is obliged to do some juggling of words. Brevity is the soul of wit and also the soul of advertising. It is not the business of a Classified Advertising Department to curtail advertising expenditures. It can, however, promote good will and develop steady advertisers by showing the way towards saneness and economy in the preparation of copy.

I recall the case of Mary Beaton, a teacher of swimming, now successful in New York. Miss Beaton, a Scotch woman, arrived with little money, no clientele but perseverance, ability and a bag full of credentials. We crowded as much information as we possibly could in a 5-line advertisement. Today, Miss Beaton is using 2-inch display advertisements. Had she started with a two inch display advertisement, possibly today she would be using 5-line ads. In those early advertisements, she advertised no more than she could offer and her readers had confidence in her because of her truthfulness.

Some months ago we excluded all Help Wanted advertisements of unfermented grape juice concerns. There was great competition in this new business—the advertising copy was subject to extreme censorship. Each company endeavored to exploit its product in its Help Wanted advertising. We now accept the advertising with the exploitation omitted. One of these advertisers recently said, "This censorship of advertising has been a revelation to me. I didn't realize we wasted so much money in advertising."

The New York Times has the happy faculty of bringing results. An average of 30,000 replies are received at the Times Square Office every Monday in answer to box number advertisements appearing in the Sunday edition. When we hand out a bundle of replies we have completely sold our service and have developed another voluntary advertiser.

To get more advertisements for your readers, no opportunity should be lost to advise, encourage and assist in every way the new advertiser. The personal attitude of Want Department employees is a big feature in building classified columns and the opportunities for service are unlimited. Meeting, handling and pleasing people is the work of a classified department. It often deals directly with the person who knows little about advertising—to advertise is probably an event. We are especially training all classified employees and counter clerks in the proper handling of Want advertising. Classes and informal talks are held weekly. We are endeavoring to develop that "willingness to serve attitude" and to cultivate the voice with a smile.

SUPPLIES & EQUIPMENT

For Newspaper Making

Newspaper Rotary Press.
Sixteen page Goss rotary press; with complete stereotype equipment, first class condition; now being operated in Texas. Will sell reasonably; part cash, balance easy terms. Address Box 1012 Fort Worth, Texas.

Newspaper and Job Plant for Sale,
to be moved. With or without linotype. Two-revolution seven-column quarto, two Gordons with individual motors and all other needed equipment, all in good shape. Can give liberal terms to responsible parties having good field. E. W. Pate, Hobart, Oklahoma.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St. Boston, Mass.
7 South Dearborn St. Chicago, Ill.

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York

Radio

RADIO NEWS AND FEATURES
Two volumes weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

La Trobe Ptg. & Pub. Co.
La Trobe, Pa.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Assistant to General Manager.
Executive in Financial Management, Costs, Credits, purchases. One position ten years. Now Manager large Warehousing and Transportation Co. Desire return to publication work. Age 37. Address Box B-530, Editor & Publisher.

Business Management
of small daily wanted—any location. Run down paper preferred. Will consider small investment with services. Address B-520, care of Editor & Publisher.

These Little Ads
are remarkable for results. Every week Editor & Publisher hears of situations gained by these means. Use them for yourself!

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Circulation Manager.
Successful resourceful with eminent record for tactful economical conservative upbuilding. Address Box B-531, Editor & Publisher.

Circulation Manager
of exceptional ability, open for engagement on short notice. Experienced on large and small dailies morning, evening and Sunday. Familiar with A. B. C. records, also promotion work. Efficient and economical. References. Address B-519, Editor & Publisher.

Classified Advertising Manager,
capable of promoting and developing second or third paper in city of 100,000 or more, desires position requiring fighting ability. Best references furnished. Box B-524, Editor & Publisher.

Composing Room or Mechanical Superintendent
Who can get results at minimum cost. Young, ambitious, honest; practical printer, machinist, operator, university journalistic training; 14 years' all-around experience in newspaper and printing industry. Go anywhere; union, ex-service man, gentile. Connection with large plant or syndicate desired. Address Box A-999, Editor & Publisher.

Editorial Man.
What desk have you open? Thoroughly trained editorial department man; experienced on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered A1 "make up" editor. Thirty-four, married and temperate. Employed, but available on reasonable notice. B-518, Editor & Publisher.

Mechanical Superintendent.
Somewhere there is a newspaper who can use a man who is a good web pressman. Stereotyper, both wet and dry mats. A good mechanic. Has a good knowledge of electricity. Has had experience in planning and installing entire plant. Can hold expenses down to rock-bottom. Am thirty-eight years old, married, sober and don't use tobacco, and willing to work if given co-operation. Have been in present position for fourteen years. Address Box B-532, Editor & Publisher.

Have You Got an Idea

that needs capital to back it up? Tell the men with capital all about it through an

EDITOR & PUBLISHER
Business Opportunities Ad

Situations Wanted

Managing Editor.
Are you the second paper now? Do you want to be first? The managing editor who put the million in "more than a million circulation" for the largest newspaper is open for engagement. If you want the best newspaper and circulation supremacy in your field, write B-525, Editor & Publisher.

News Editor,
capable of directing entire news department, now employed in that capacity, desires to make change with bigger future attached to it. Gained experience on leading middle western and southern newspapers. College graduate, three years professor of journalism. Married; 28 years old. Available in from 30 to 60 days. Splendid record. Would consider managing editorship on afternoon daily of 10,000 to 20,000 circulation. State salary. B-528, Editor & Publisher.

Reporter.
Young man 26 years old would like position as reporter. Prefer western paper. Five years' experience. Can cover any assignment large or small and builds own heads. B-503, Editor & Publisher.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

HELP WANTED

Classified Solicitor.
Due to a promotion an opening has been created on the staff of a New York City A. B. C. and A. B. P. weekly trade magazine for a young man between 21 and 25 with classified selling experience. The work will require constant and continual selling, but to the man who makes good, the rewards will be commensurate. Please give full particulars. Address Box B-527, Editor and Publisher.

Wanted.
Advertising manager, union foreman and circulation manager, for new and only daily in Northern Ohio city of 16,000. Address Box B-533, Editor & Publisher.

BUSINESS OPPORTUNITIES

Advertising Agency.
An advertising man can secure half or whole interest in the only advertising and direct mail agency in a live southern city of 75,000 population; the industrial center of the state. Very little money required. Plenty of business but requires services of a go-getter. Other interests take owner's time. Address B-521, care of Editor & Publisher.

Chicago Representative for Half Time.
Wanted—preferably with own office. Newspaper experience necessary. B-522, Editor & Publisher.

For Sale.
Trade paper in its thirty-sixth volume, enjoying respect of subscribers and advertisers. Present owners interested in other businesses. Sale price $10,000. An additional $10,000 working capital will make this a big paying success. Located at Atlanta, Georgia. Address Box B-529, Editor & Publisher.

For Sale.
High class daily, weekly and monthly publications. If in the market, you will do well to call upon me or write me. If you buy from me, you will not only get value for your money, but you will get the publication best suited to your experience and capital, which spells success. I am thoroughly familiar with newspaper making and I know values. I do not recommend a publication unless I have every reason to believe that it has merit. I have some desirable publications to offer and shall be pleased to hear from you, if in the market. J. B. Shale, Times Bldg., New York City.

$10,000
will buy controlling interest in $25,000 Advertising Agency, Inc. Business in 1923 $11,971.16. Half cash, remainder over 10-year period. Address "Business," Box 423, Roanoke, Va.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

MIDDLE WESTERN PUBLISHER has just sold daily. Wants new connection as publisher, business, circulation or advertising manager. Thirteen years with one paper, advancing to circulation manager, business manager, and finally publisher. Experience has taught him to watch the overhead while increasing business. Age 42. State Normal education. Our No. 3865.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

COAST STATES LEAD IN DAILY READERS

Newspaper and Magazine Consumption Highest in Proportion to Population Professor's Survey, Based On Editor & Publisher, Shows

The Pacific States are far in advance of the national average in percentage of inhabitants who read daily newspapers and magazines, according to deductions made by Professor George S. Turnbull of the School of Journalism, University of Oregon.

Professor Turnbull based his investigation on the latest statistics given in the INTERNATIONAL YEAR BOOK OF EDITOR & PUBLISHER. Only four states rank above Oregon in percentage of newspaper-reading—Massachusetts, California, New York (51.5 per cent), Missouri (47 per cent). Oregon's percentage is 42.

The New England states and New York-New Jersey are the only groups to surpass the Pacific Coast in percentage of newspaper readers, and in magazine-reading the Pacific Coast group stands first in the United States.

Oregon distances its northern and eastern neighbors in newspaper circulation. Washington has 1,356,621 persons within its borders, according to the 1920 census, and a daily newspaper circulation of 494,000, or 36 per cent of the population figure. Oregon's showing of 327,940 copies circulated among 783,389 population, is 42 per cent, or 6 per cent better than that of Washington.

Idaho, with approximately 50,000 copies of daily newspapers circulating among 431,856, makes approximately one-third as favorable a showing as does Oregon. Only one state, California, of the 10 included in the western group—California, Washington, Colorado, Oregon, Montana, Utah, Idaho, Arizona, Wyoming and Nevada—surpasses Oregon's record in daily newspaper reading. And California is second in the nation, headed only by Massachusetts, which steps far in advance of every other New England state. California's showing is 1,860,000 daily papers read among a population of 3,426,816, or approximately 53 per cent. Massachusetts, home of Harvard University surpasses this record by 1 per cent.

The statistics indicate that Oregon's magazine-reading is far in advance of the average of the United States as a whole. This state, with its 783,389 population (1920 census), includes within its borders 74/100 of 1 per cent of the population. These Oregonians, however, read an average of close to 1.4 per cent of the number of copies of magazines circulated in the country—or nearly twice the total for the nation at large.

Oregon people constituted nine-tenths of 1 per cent of the readers of morning papers in this country, and 1.10 per cent of the readers of evening newspapers. The population of the United States as given in the census of 1920 was 105,710,620. Of these, 11,475,051 read the morning daily papers, and 19,978,632 the evening papers. Sunday papers are listed separately. Total of morning and evening papers circulated in the nation is, on this basis, 31,453,673—a figure which is approximately 30 per cent of the population. Oregon, on the other hand, with its 783,389 population, circulated 105,930 morning papers on week-days and 222,010 afternoon publications. This total of 327,940 represents 42 per cent of the state's population, or 12 per cent in advance of the national average.

In comparison with states of nearly equal population, Oregon's showing is most favorable. Maine, with 98 per cent of Oregon's population, reads 163,810 copies of daily newspapers, or only 50 per cent of Oregon's total. The states of New Hampshire and Vermont, with a combined population a trifle larger than that of Oregon, circulate approximately 115,000 copies of daily newspapers, or less than 40 per cent of Oregon's total.

California to Lure Tourists

Californians, Inc., is to launch an advertising campaign in 60 metropolitan newspapers in the United States to bring to San Francisco and California summer and fall tourists. The organization expects to induce 350,000 persons to visit the state by means of this advertising.

Newspaper Club Beats City News

New York Newspaper Club defeated the City News Association 12 to 2 in baseball, June 15.

Receiver for Iowa Paper Mill

Newell P. Crocket has been appointed receiver for the Junkin Paper Mill at Fort Madison, Ia., in an action brought by Montgomery Ward Company, Chicago.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher *will pay $1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the* Hunch Editor. *When they appear, clip them and mail them in and receive payment. Unavailable hunches will not be returned.*

WHERE has your state planted its trout? The season is on in many sections. Don't overlook the possibilities of fish-stories.—James M. Mosely, Boston, Mass.

Everyone who reads your paper uses the post office but probably not one per cent understands the various processes that a letter must go through from the time that it is dropped in a green box in the neighborhood until it is delivered to its address. The postmaster will be glad to give you this feature because it will do away with much of the anger aroused when the mail is late.—Max Hahn, *Toledo (O.) Blade.*

Where to go for the summer vacation is always a problem for the city dweller. Ask your readers for actual itineraries and expense lists of the best vacation trips they have taken. Names of hotels need not be mentioned but the actual cost of room, board, railroad fare or gasoline should be required.—W. B. Norris, Wardour, Annapolis, Maryland.

To check the tendency of young reporters and feature writers to over-write their stuff and pay too little attention to detail, the plan adopted by the *Akron Press* might help. That is to have a girl send to each person whose name appears in the paper a clipping of the story with a request that the person addressed notify the paper if names, addresses or facts are wrong.

This has reduced inaccuracy to a minimum and has made good will and character for the paper.—Harold Keats, Washington, D. C.

The *Boston Transcript* is receiving favorable comment on its feature "Washington Today" in which a summary, not a skeleton of the news of Washington including congressional activities, movements of the president and important political and national issue declarations are served to the extent of about a column. This feature can be utilized with profit by nearly any newspaper which has a wire service and appeals because it affords the business man who has not the time to wade through all the Washington dispatches an opportunity to get a grasp of all the developments at the Capitol in a comparatively short space of time. Give the Washington dispatches to one man, let him pick the meat out of them and run the column under a standing head.—James H. Guilfoyle, Worcester, Mass.

When the *Fort Wayne (Ind.) Journal-Gazette* sends out letters asking for renewals of mail subscriptions it sends along a card giving the prices for daily only and daily and Sunday and also carrying space for the writing of several names and addresses. On one side of the card is the price within a radius of 150 miles of Fort Wayne and on the other side is the subscription price beyond 150 miles. So the whole thing is on one card, which saves a lot of effort in sending the right price list to people at different distances.—Frank H. Williams, Fort Wayne, Ind.

The *Boston Herald* tried out a stunt recently which, in the opinion of its readers, made a unique news story and stirred interest all over New England. The idea is perfectly applicable anywhere, although in the Herald's case, the merits of the Coolidge veto of the bonus bill and the Lodge vote in the Senate to override it was the issue involved. Readers were asked to indicate their beliefs as to which was right, and the names and addresses of those acceding to the paper's request, made editorially were printed in parallel columns under captions reading "We Believe Coolidge Is Right" and "We Believe Lodge Is Right."

So great was the reader-interest, and so heavy was deluge of names that space to print them all could not be found, although columns of them appeared for several days. The same thing might be tried out with especially good results, Boston newspapermen believe, to obtain an unofficial referendum that would be an accurate gauge of public sentiment on troublesome local issues.—K. H. W., Boston, Mass.

DANA WAS RIGHT

IN the issue of the *Chicago Tribune* of June 10, buried under a sub head on an inside page, appeared a story that Thomas Lynch, 841 Harvey avenue, Oak Park, Ill., was arrested for biting a dog during an argument. He was fined $1 and costs in the Cicero police court after explaining to the judge that he was full of moonshine when he made the attack.

In the city room of the *Detroit News* an editor discovered the story and pasted it on the bulletin board with the following comment:

"Well, IT FINALLY HAPPENED."

Flat Rate Best for National

To Editor & Publisher: In your issue for May 31, Ralph R. Mulligan makes a plea for "sliding scale" of advertising rates, believing there would be "less fluctuation in volume of business" with an arrangement of stated days of insertion and in fixed space. My own experience in the "sliding scale" has been that it created suspicion in the minds of the advertising agency that his client (emphasize the words His Client, i. e., the advertiser) might not get the lowest rate without a whole lot of correspondence. A flat rate with no deviation cuts out useless correspondence and makes for satisfactory dealing with the advertising agencies, which represent the advertiser and not the publisher.

We believe fully in the sliding scale for "home consumption"; and have rates for fixed space and also for bulk or open space, the former getting a lower rate than the open space contracts.

Old Timer.

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO NEA

MARSHALL INCREASES HIS WEEKLY CHAIN

Young Illinois Publisher Buys Pittman Group—Now Operates 20 Newspapers Under Local Manager Plan

Chicago, Ill., June 15.—With the purchase of the Pittman chain of newspapers, Irl H. Marshall of Chicago, publisher and general manager of Affiliated Newspapers, now operates a string of 20 strong Illinois weeklies.



Irl H. Marshall

Marshall, who in addition to his activities in the publishing field, is an executive of the Gundlach Advertising Company, Chicago, and president of the National Newspaper Bureau, has worked out a unique method in the conduct of his newspapers. The managers of the newspapers are partners and co-publishers, and take complete responsibility for their publications. They also have leeway in controlling the policies of their papers, although the purchasing of print paper and a few other items is done through the general offices of the Affiliated Newspapers in the Bedford Building, Chicago.

The plants of the newspapers are equipped for commercial printing, a phase conducted by the individual managers, who select their own employes. Each paper is conducted in a manner to best serve the community in which it is published.

Mr. Marshall began his newspaper activities as correspondent for the *Des Moines (Ia.) Register and Tribune.* He published the *Morning Sun,* college paper, while attending the University of Iowa, Iowa City. He started his chain of newspapers while still in college.

He is active in newspaper circles, holding among other positions those of second vice-president, Illinois Press Association, president Bureau County Press Association, secretary La Salle County Press Association, and is a member of the advertising committee of the National Editorial Association. He is also a member of the Sigma Delta Chi, national honorary journalistic fraternity.

P. C. MacFarlane a Suicide

Peter Clark MacFarlane, 53, nationally known author, committed suicide by shooting himself near the doorway of the morgue in San Francisco in the early evening hours June 9. The spectre of "slipping" mentally induced the act. He left a letter hoping for the kind thoughts of old friends.

Pre-eminent Articles

A Commanding Feature

Gertrude Atherton
Dorothy Canfield
Lucian Cary
Edna Ferber
F. Scott Fitzgerald
Zona Gale
Beatrice Grimshaw
Rupert Hughes
Inez Haynes Irwin
Will Irwin
Mary Johnston
Fanny Heaslip Lea
Samuel Merwin
Alice Duer Miller
Mrs. Gouverneur Morris
Mary Roberts Rinehart
Arthur Stringer
Arthur Train
Jesse Lynch Williams

ARE AMONG THE CONTRIBUTORS TO THIS GREAT SERIES

A Lustrous Name—An Arresting Idea Every Week

Metropolitan Newspaper Service

MAXIMILIAN ELSER, Jr., Gen. Mgr.
150 Nassau St., New York City

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

By
ALMA WHITAKER
a short daily service on
The Modern Woman's Philosophy
clever, amusing and interesting

The Los Angeles Times has used it for years

Alma Whitaker gets more letters than a movie star.

Ask for samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Thomas W. Briggs Company
General Offices
Memphis, Tenn.

We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

The Richest and Most Populous Market in the World

New York State

IN New York State there are 1,089,129 residents making income tax returns, of which 436,270, or 40.06 per cent, fall within the $1,000 to $2,000 a year class. Those reporting incomes of $2,000 to $3,000 a year are 366,016, or 33.16 per cent.

There are also 1,245 persons in New York State that had incomes of more than $100,000 a year.

New York State leads all other states with a total income of $9,074,859,000, more than one-eighth of the national income.

It heads all states in per capita incomes with $874, thereby exceeding the per capita income of the country by 39 per cent.

New York has many sources of wealth; it presents more attractions for manufacturers than can be found elsewhere.

Tell your story in the most congested community in America, in the state where there are more wage earners and more independently rich than can be found in any other part of the country.

The newspapers appearing on this page will localize your appeal and intensify your coverage of each market center.

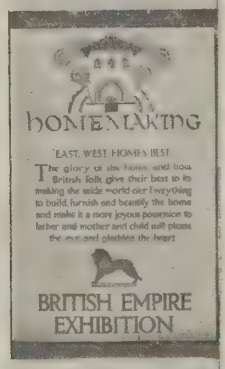
	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08
***Albany Knickerbocker Press (M)	30,537	.10	.10
***Albany Knickerbocker Press (S)	52,354	.13	.13
†††Auburn Citizen (E)	6,429	.04	.035
***Batavia Daily News (E)	8,728	.04	.04
***Brooklyn Daily Eagle (E)	66,079	.22	.22
***Brooklyn Daily Eagle (S)	76,284	.22	.22
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
***Buffalo Courier (S)	118,603	.25	.22
***Buffalo Evening News (E)	123,852	.25	.25
***Buffalo Evening Times (E)	94,043	.18	.18
***Buffalo Sunday Times (S)	96,618	.18	.18
†††Corning Evening Leader (E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11
**Geneva Daily Times (E)	5,537	.04	.04
***Glens Falls Post-Star (M)	9,065	.035	.035
***Gloversville Leader Republican (E)	6,877	.035	.035
***Gloversville Morning Herald (M)	5,927	.03	.03
***Ithaca Journal-News (E)	7,308	.04	.04
***Jamestown Morning Post (M)	10,515	.04	.035
***Middletown Times-Press (E)	6,434	.03	.03
***Mount Vernon Daily Argus (E)	9,490	.05	.05
†††Newburgh Daily News (E)	11,564	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
†††The Sun, New York (E)	260,026	.60	.54
†††New York Times (M)	345,149	.70	.686
†††New York Times (S)	576,321	.85	.833
**New York Tribune (M)	132,777	.40	.36
**New York Tribune (S)	135,846	.40	.36
†††New York World (M)	360,908	.595	.58
†††New York World (S)	575,672	.595	.58
†††New York Evening World (E)	271,114	.595	.58
†††Niagara Falls Gazette (E)	17,582	.055	.055
***Port Chester Item (E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Rochester Times-Union (E)	66,574	.20	.18
†††Syracuse Journal (E)	42,103	.14	.14
***Troy Record (M&E)	23,568	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

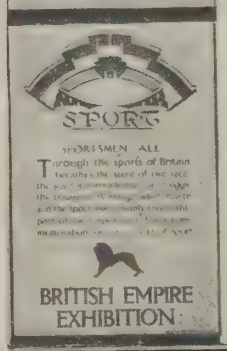
WALTER HILL & Co

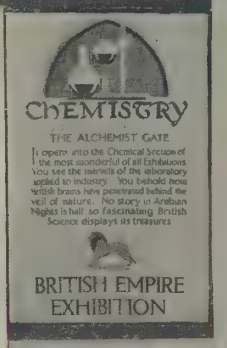


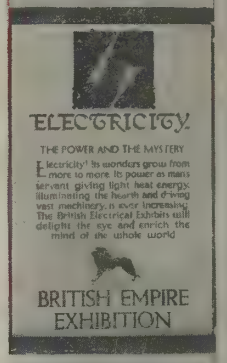
















Are You On to the On-To-Britain Proposition?

AS soon as you land in the old country you will realise that Billposting is a big element in British advertising and that Billposting in Britain sooner or later means Walter Hill & Co., Limited—"eventually, why not now?"

For instance, the British Empire Exhibition, that fair-sized city at Wembley, just outside London, where the Associated Advertising Clubs of the World holds its Convention, had to be advertised, and "advertised big." Of course, the appropriation included a nation-wide Poster Campaign. Equally, of course, Walter Hill & Co. Limited, handled the whole contract. Throughout the business part of the Exhibition — everywhere but in the Amusement Park—Walter Hill & Co. Limited are sole concessionaires for Poster Advertising.

Delegates will be welcome at the Headquarters of British Billposting.

LONDON, W. C.
WALTER HILL & Co limited

67 & 69, SOUTHAMPTON ROW,
LONDON, W. C. 1.

Telephone:
Museum 2443, 2444.

Telegrams:
"Tuxedo, Westcent, London."









THE TECHNICAL PRESS, NEW YORK

THIS ISSUE:—HOW NEWSPAPERS MAKE PUBLIC OPINION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

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Vol. 57. No. 5 NEW YORK, JUNE 28, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign 10c Per Copy

Leading the Advertising Advance in Chicago

Of cheering significance to *all* advertisers is the fact that in the first five months of 1924 "the world's greatest merchants"—the Chicago department stores—*increased* the volume of their advertising in Chicago newspapers by 442,018 agate lines over the same period of 1923.

The total volume of this advertising in the first five months of 1924 was 7,742,704 agate lines.

Of the aggregate gain by all Chicago Papers—442,018 lines—The Chicago Daily News gained more than 62 per cent—275,068 agate lines.

By the proportionate distribution of their advertising among Chicago newspapers the world's greatest merchants indorse the opinion of the majority of Chicago readers, and both adjudge

The Chicago Daily News

First In Chicago

OHIO FIRST

Ohio must be considered in any National Advertising Campaign whether of minor or major importance.

Ohio is **First** choice of many national advertisers who appreciate the value of intense cultivation of First grade territory.

Ohio leads all other states in the number of large centers, having five cities with a population of 200,000 or over. There are also 21 cities in Ohio with over 25,000 population, and each city has its own daily newspaper.

There are nearly six million people in all—five per cent of the population of the United States—more than 80 per cent of the population is native born white.

National Advertisers who start a campaign in Ohio are in Ohio to stay. There is a very evident understanding between the newspapers and their readers, which is appreciated by the National advertisers.

The newspapers are careful in barring objectionable advertising, and the readers, therefore, have a sales creating faith in advertisements that are published.

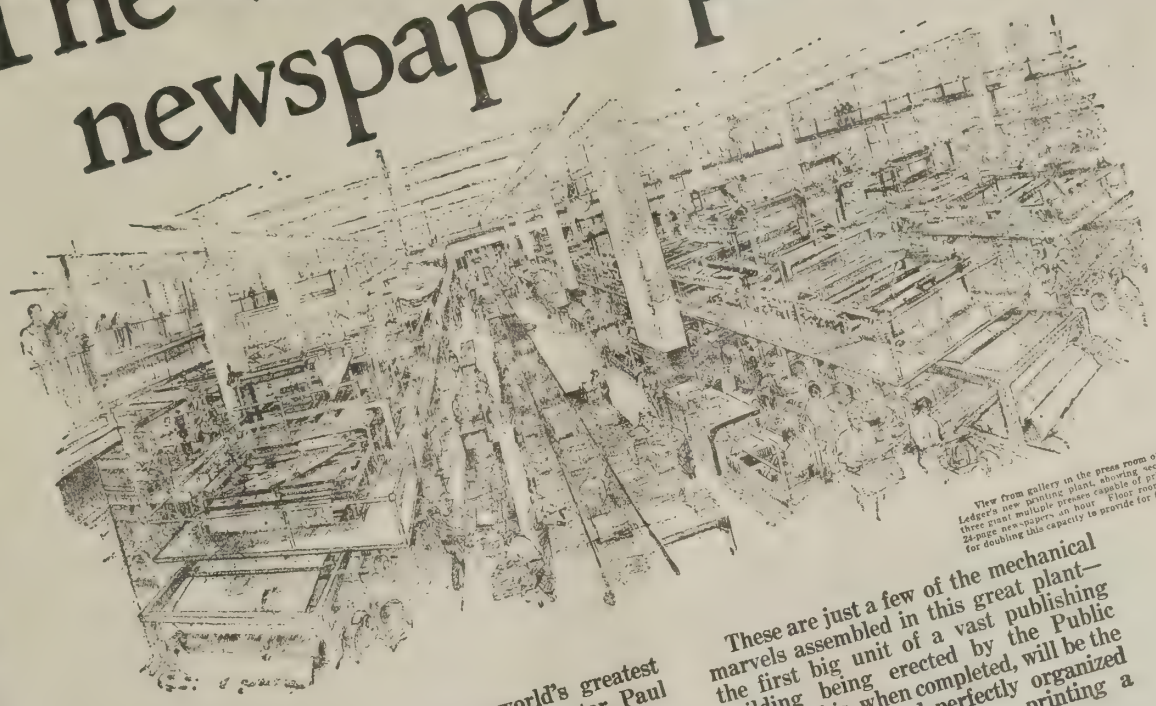
You are "in good company" when in an Ohio newspaper of this list. Try them.

	Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal .....(E)	40,558	.10	.10
***Akron Times .....(E)	24,499	.06	.06
***Akron Sunday Times .....(S)	24,468	.07	.07
†††Bellefontaine Examiner .....(E)	4,706	.02	.02
†††Cincinnati Enquirer .....(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal.....(M)	43,588	.12	.11
†††Columbus, O., State Journal.....(S)	43,588	.12	.11
†††Conneaut News Herald .....(E)	3,095	.0225	.0225
††Dover Daily Reporter.....(E)	5,046	.025	.025
††Ironton Irontonian .....(M)	3,400	.0179	.0179
Kenton Democrat .....(E)	2,500	.014	.014
***Lima Republican-Gazette .....(E&S)	11,742	.05	.05
Lorain Journal .....(E)	4,866	.025	.018
***Middletown Journal .....(E)	4,345	.025	.025
†††Newark American-Tribune .....(E)	7,893	.025	.025
New Philadelphia Times .....(E)	7,904	.025	.025
Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times .....(S)	13,112	.04	.04
***Springfield Sun .....(M)	13,272	.035	.035
***Toledo Blade .....(E)	109,123	.27	.25
***Youngstown Vindicator .....(E)	27,441	.07	.07
***Youngstown Vindicator .....(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

THE NEW YORK TIMES, THURSDAY, JUNE 5, 1924.

"The world's greatest newspaper plant"



View from gallery in the press room of the Public Ledger's new printing plant, showing sections of the three giant multiple presses capable of printing 360,000 24-page newspapers an hour. Floor room is available for doubling this capacity to provide for future growth.

"Have just seen the world's greatest newspaper plant," cabled Senator Paul M. Dupuy, the French publisher, to his Paris office, after visiting the mammoth new printing establishment of the Public Ledger in Philadelphia. "Discontinue work on our new plant until I return."

Three giant presses with a capacity of 360,000 24-page newspapers an hour. One 20-cylinder multiple-color press with a capacity of 20,000 32-page Sunday newspaper sections an hour. A battery of 57 new linotype machines—the largest single installation in history.

These are just a few of the mechanical marvels assembled in this great plant—the first big unit of a vast publishing building being erected by the Public Ledger. This, when completed, will be the most efficient and perfectly organized equipment ever built for printing a newspaper.

The Public Ledger is unique in Philadelphia. Its presses never "sleep." Thirteen regular editions—morning, noon and night—are printed daily, giving readers and advertisers alike a continuity and completeness of newspaper service without competition.

PUBLIC LEDGER

Evening Sunday

...DENCE SQUARE, PHILADELPHIA

...Curtis, Publisher

OFFICES—NEW YORK ... LOS ANGELES ... LONDON, S. W. ...

Uses G-E Equipment

General Electric Motor-drive and Control operate the 36 super-speed press units, and the 20 Cylinder multi-color press.

G-E Motors and Control operate machines in the composing room, stereotyping and other departments.

G-E distribution equipment is used throughout for the switching, metering, and protection of power and lighting circuits.

43B-900

General Electric engineering and manufacturing facilities provide for the complete electrification of any printing plant. Ask the nearest G-E sales office for complete information.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, N. Y., SALES OFFICES IN ALL LARGE CITIES

Port of Philadelphia

MAKING GREAT GAINS IN OCEAN COMMERCE

Philadelphia's Ocean Traffic Bureau reports that additional passenger and freight lines in the overseas and coastwise trades will operate out of America's second largest seaport, as follows:

International Freighting Corporation in conjunction with Consolidated Navigation Company have removed their headquarters from New York to Philadelphia and will navigate a line of steamers from Philadelphia to Irish ports, and Liverpool, Manchester, Glasgow and Avonmouth, Havre, Dunkirk, Bordeaux, St. Nazaire, and to South American ports including Santos, Rio Janeiro, Montevideo and Buenos Aires.

Cunard Line between Philadelphia and Londonderry.

White Star Line, increased passenger service between Philadelphia and London.

Holland-American Line between Philadelphia and Dutch ports.

United-American Line passenger service between Philadelphia and German ports.

North German Lloyd lines passenger service between Philadelphia and German ports.

U. S. Shipping Board passenger and freight lines between Philadelphia and Southampton and Cherbourg, London, Hull, Leith, Aberdeen and Dundee.

Garland Steamship Company are organizing other services to Mexico, Cuba and South American ports.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, SATURDAY, JUNE 28, 1924 | No. 5

Thousand Writers Swelter on Hard Chairs as Democrats Meet in New York

Record Gathering of Reporters Invades Historic Madison Square Garden—Waldorf Headquarters of Press Services—Newspaper Club Arranges Airplane Rides, Midnight Shows, Golf, Baseball for Visitors

NEARLY 1,000 newspaper men doffed coats and rolled up sleeves to cover the National Democratic Convention in sweltering Madison Square Garden this week.

From north, south, east and west they came to Manhattan visiting Jim Preston, superintendent of the Senate Press Galleries for tickets first, and then visiting the New York Newspaper Club and the club of the *New York World* and the *Baltimore Sun* in the Garden basement for hospitality.

As usual, the 4 days preceding the convention, which opened Tuesday, and the first few days thereafter, a large amount of repertorial work was done at various hotels where booms, delegates, and state committees were housed. Main activity centered around the Waldorf. There the United Press, the Associated Press, the Universal Service, and International News Service had installed offices with telegraph connections, keeping them in direct touch with client newspapers.

The *New York Times, World, Sun, Post, Herald Tribune,* the *Chicago Daily News,* the *Chicago Tribune,* and the *Philadelphia Public Ledger* also had offices at this hotel.

From this center the reporters at other hotels and boom headquarters were directed.

One of the best fitted offices installed by an individual out of town newspaper was that of the *Baltimore Sun* on the fifth floor of the Biltmore Hotel. Telephone connections direct by private wires to Baltimore had been installed as well as telegraph service. This newspaper was able to boast that the convention was covered by its own staff exclusively without the aid of any syndicate.

When business opened at the Garden Tuesday all press seats were taken. Press associations, of course, claimed seats nearest the speaker's platform which jutted out from the center of one side of the vast oblong hall. Chairs of rough pine had not been built for comfort. Set close together in rows ranging from 4 to 8, there was just about enough room for note taking on the bench table before each row of press seats.

On the first day when Senator Pat Harrison delivered his keynote speech, these seats were occupied by press association executives as well as working news writers. Advance copies of the speech had been received the day before the sessions opened.

Thus to the right of the speaker's rostrum, where the United Press space was located, the EDITOR & PUBLISHER representative noticed Karl Bickel, president of the United Press Associations seated beside Raymond Clapper, the United News political expert, while nearby was Fraser Edwards, writer for the United Press. In the second row of the United Press section sat Roy Howard.

The Associated Press held a corresponding position to the United Press on the left side of the rostrum. Behind the A. P. were seats of the International News Service and the Universal Service. I. N. S. news writers were directed by E. Barry Faris, associate editor. M. Koenigsberg, president, and George C. Shor, general manager, also attended some of the sessions.

The full staff for U. P., under the direction of Fred S. Ferguson, vice-president in charge of news, was as follows:

Robert J. Bender, Fraser Edwards, Paul Mallon, Percy B. Scott, Max Buckingham, Frank Getty, Dorothy Shumate, Senator Clarence C. Dill, Miles W. Vaughn, with Frederick Kuh representing the foreign department.

The United News Staff was headed by Raymond Clapper, with Ralph Turner, Maxine Davis, Westbrook Pegler, Senator Caraway, and Thomas L. Stokes assisting.

Covering for the Associated Press were L. C. Probert, J. L. West, P. F. Haupert, Kirk L. Simpson, S. T. Early, E. R. Bartly, John T. Suter, Byron Price, C. B. Jones, C. S. Brandebury and J. H. Reitinger.

Arthur Brisbane wrote daily reports of the convention for the *New York Journal* and the Universal Service.

Others representing Universal were Chester R. Hope, Norman Hapgood, M. R. Harris, Philip W. Orme, Earl L. Shumb, Kenneth C. Beaton, C. H. Wheeler, Winifred Van Duser, Miss Lucy Price, James A. Nourse, and John T. Lambert.

The following list of news writers at the convention for International News Service was announced: George R. Holmes, James L. Kilgallen, Kenneth Clark, William K. Hutchinson, Edward T. Mahoney, George T. Durno, Roland Krebs, Hubert P. Malkus, E. S. Roddan, Gladstone Williams, Chester T. Crowell, Earle C. Reeves, David M. Church, Miss Helen Fox, Ward Greene, William S. Parker, Raymond T. Borst, Henry Kohn, A. F. Baenzinger, Sherman R. Duffy, Miss Patricia Dougherty and Gus Hayward.

International News also had a feature staff for a special wire made up of Senator Burton K. Wheeler, Senator Medill McCormick, Jack Lait, O. O. McIntyre, and Miss Helen Rowland.



Booms bobbed on waves of hysteria all week, but were seldom taken as important by the bare-armed, hatless veterans of the press who sat and sweated, but kept cool heads while the June sun made Madison Square an oven. In the view of the newspaper section above, those who know them can find possessors of names as well known as Frank B. Noyes, Karl A. Bickel, Arthur Brisbane, M. Koenigsberg, Josephus Daniels, Jackson Elliott, Roy Howard, Frederick Roy Martin, and a host of others whose names appear on this and following pages.

New York newspapers, of course, had the largest staffs working on the convention.

Most of the New York and Brooklyn dailies also had offices in the basement of Madison Square Garden with direct telephone communication to their home city desks.

For out-of-town newspapers, Western Union and Postal Telegraph messengers carried copy to the telegraph operators below the convention floor.

New York newspapers were represented by the following men:

Times: R. V. Oulahan, Charles R. Michael, Rodney Bean, C. R. Michael, L. C. Speers, Elmer Davis.

Herald Tribune: Dwight Perrin, city editor, in charge; Ralph E. Renaud, Mark Sullivan, Carter Field, Grafton Wilcox, John Small, W. O. McGeehan, Jay N. Darling, Percy Hammond, Boyden Sparkes, Samuel G. Blythe, Frederick B. Edwards, Sanford Jarrell, H. D. Kingsburg, Charles T. White, Denis Tilden Lynch, Forrest Davis, Reginald B. Wilson, Charles Salomon, Emma Bugbee, Harry M. Propper, T. Paisner.

Telegram and Evening Mail: George D. Morris, Wellington Wright, James L. Durkin, Jane Dixon, James Craig, James E. Duffy, W. H. Stevens, and Zoe Beckley.

Telegraph: Karl Decker, James P. Sinnott, Frank J. Price, John Forbes, Charles Foster, Roy McArdell, Leo A. Marsh, Frank O'Connell.

World: Charles Michelson, Charles S. Hand, Frank L. Hopkins, A. T. C. Bryant, Arthur Krock, George Authier, J. J. Leary, Mable Abbott, George Wood, Heywood Broun, Frank Sullivan, Oliver H. P. Garrett, Fred D. Benham, Hugh O'Connor, Al Frueh, and Henry F. Pringle.

Sun: Maurice B. Judd, head of the Washington bureau; George Van Slyke, head of the Albany bureau; John Stuart, H. I. Phillips, Mark Ethridge, John Cohen, John Larkin, Al Pierce, James Bolger, Thomas Gammack, James Gwin, and P. A. Dolan, news editor.

Daily News: Joseph Cowan, Robert Scallan, Imogene Stanley, Reginald Marsh.

Brooklyn Times: John F. Geis, W. I. Hurley, Milton Harris, Miss Alice Cogan.

Bulletin: Donald McGregor, G. H. Boothby, James E. McElhone, Thomas Tommany.

Journal: Jack Hawthorne, W. E. Rogers, W. A. Warner, Beniamin Markowitz.

Consolidated Press: David Lawrence, Robert T. Small, Clarence G. Marshall, Roland Wood.

American: Arthur Brisbane, Edwin J. Clapp, Louis L. Lang, Francis J. Tietsort, John B. Pratt, Stephen Donlevy, William Lawby, Horace Wilkins, Miss Anne Dunlap, Henry Major, Wesley Hamer and Bruno Lessing.

Evening Post: Louis Siebold, Clinton W. Gilbert, Robert Barry, Ray T. Tucker, A. L. Smith, Jr., Hans J. Adamson, D. A. Nichols, Edward Churchill, George Dobson, Robert Smith and T. E. Healy.

Brooklyn Eagle: Henry Suydam, John Billings, Jr., Harold J. Blackford, Howard Shiebler, Mrs. Estha A. Goster, Edward V. Riis, Miss M. Dorman and William Woodford.

Brooklyn Standard-Union: Joseph J. Early, managing editor; Roy K. Weller, Clarence Worden, Joseph Schmalacher, R. Remnitz, James Reilly, Monroe Ehrman, Marshal Covert and Arthur Carson, general news editor.

Among other correspondents who registered at official press headquarters and in the club room of the *New York World* and *Baltimore Sun* were:

Abilene (Tex.) Reporter—Bernard Hawks.
Adrian (Mich.) Telegram—J. S. Gray.
Albany Knickerbocker Press and Evening News—Albert E. Dale, Earle Hotel; Bruce Ulsh, Jerry Costello.
Atlanta Constitution—Clark Howell, J. R. Holliday, Sam W. Small.
Atlanta Journal—Theodore Tiller, C. E. Gregory.
Attleboro (Mass.) Sun—T. E. CcCaffrey.
Auburn (N. Y.) Citizen—Charles D. Osborne, Hotel Belmont.
Augusta (Ga.) Chronicle—Mrs. T. J. Hamilton.
Australian Press Association—A. Rothman.
Baltimore Sun and Evening Sun—Paul Patterson, J. Fred Essary, Frank R. Kent, John W. Owens, John R. Crown, Theodore Teller, H. S. Sherwood, Henry M. Hyde, H. L. Mencken, Raymond S. Tomkins, George Dorsch, George P. Combs.
Baltimore News—James A. Newell.
Birmingham Age-Herald—Hugh Roberts, Virginia Price.
Bloomington Pantagraph—A. E. Stevenson.
Booth newspapers—Mark Foote, Fred Grimes.
Boston American—Henry Harmony.
Boston Christian Science Monitor—Willis J. Abbot, George T. Odell, J. T. Phillips, Cora Rigby, William Sturgis, Franklin Snow, Frederick Carr.
Boston Globe—James Morgan, M. E. Hennessy, C. S. Groves, A. Lawrence Wariship, Miss O. Peak.
Boston Herald and Traveler—Robert Lincoln O'Brien, Franklin Collier, R. B. Choate, Thomas Carens, W. G. Gavin.
Boston Post—Robert Norton, Norman Ritchie, Robert T. Brady.
Boston Telegram—Thomas F. Donovan.
Boston Transcript—James T. Williams, Jr., T. G. Joslin, Wendell S. Howie, T. P. Mandell, Forrest Hull.
Bridgeport Times—J. L. McGovern.
Bristol (Va.-Tenn.) Herald-Courier—W. R. Rogers.
Buenos Aires La Nacion—W. W. Davies, G. F. Fine.
Buffalo Courier & Enquirer—W. J. Conners, J. B. Ford, John J. Meegan, Thomas P. Hamilton.
Buffalo Express—J. W. Greene, Burrows Mathews.
Buffalo News—A. H. Kirchhofer, Marc A. Rose, Charles H. Armitage, Edward H. Butler, Byron R. Newton.
Cambridge Recorder—E. J. Sennott.
Camden Post-Telegram—F. A. Jamieson.
Camden Courier—John W. Brigham.
Central Press Association—W. E. Brown, W. M. Davy
Charleston News & Courier—Robert Lathan, K. Foster Murray.

(*Continued on page* 34)

WHILE THE PRESS SECTION RESTED 'TWEEN PARADES

Reminiscences, Greetings, Cool Bottles (Non-Alcoholic) in a Basement Clubroom and Ritzy Ballrooms Kept Ennui Away Even for Veterans

ONE of the busiest places Monday, before the National Democratic Convention opened was the Madison Square Hotel, where Jim Preston and his aide Jim Donaldson handed out seats to incoming newspaper men.

Hundreds of last minute requests were turned down.

"This isn't like Cleveland," Preston opined. "Everyone wants to come to New York."

Then the convention opened Tuesday afternoon, and the most popular place, by all odds, for newspaper men was the club room provided by the *New York World* and the *Baltimore Sun.* While Pat Harrison was keynoting, crowds of press workers gathered there, listening, sometimes to the speech relayed to the room by radio, and most of the time talking and drinking near-beer and eating hot dogs.

William Johnston of the *New York World* was in charge acting as host. Paul Patterson of the *Baltimore Sun,* in Palm Beach suit, was also doing his share of handshaking.

Patterson said the idea of the club originated with the Sun which newspaper had great success with a newspaper men's rodeo staged at the Disarmament Conference in Washington.

"We suggested it to Arthur Krock of the *New York World,*" he explained. "The World did all the work and we come in for half the glory."

The cool of the club room was relief after the circus heat in the Garden proper. Situated in the basement, and well ventilated, it was always comfortable though crowded. Easy chairs, refreshments, and reading matter were features.

"Hello Herb!"

"Hi, Herb old man!"

"Well if it isn't Herb!"

Yes it was Herbert Bayard Swope, executive editor of the *New York World.* slowly making his way across the club room floor between rows of extended hands.

Swope had left the convention platform to meet old newspaper friends. And he found them in plenty.

"Nine tenths garbage," reflected Henry L. Mencken of the *Baltimore Sun,* talking about the elaborate mechanical arrangements installed in the Garden to flash convention news to the world.

These "technical details" for speeding news transmission, radio, telegraph, cable and telephone, Mencken classed as "absolutely useless" in covering the Democratic sessions.

"Why, for a convention like this," he remarked, "these mechanical arrangements are in the class with fire escapes—useless except about every 8 years or so, and d—— useful then.

"I can write a much better story if I sit down to it, than I can blahing it over the telephone," he explained.

The only purpose of a convention as Mencken sees it, is that it affords a certain amount of fun.

"If men in their private capacity sat down and argued as these delegates are arguing now, you would call them idiots, wouldn't you?

"If Pat Harrison made a sensible speech, all the delegates would go home."

Mencken has been covering political conventions for 24 years. He missed a few, when he held positions of city editor and Sunday editor.

Meanwhile upstairs in the press seats, coats off, fans waving, some 600 news writers were chronicling convention proceedings.

Sam W. Small, 73 years old, displayed suspenders as he sat behind a pair of opera glasses. Small covered the Democratic convention in New York in 1868. He is with the *Atlanta Constitution.* He is also famous for being founder of the *Oklahoma City Oklahoman,* and the *Norfolk* (Va.) *Pilot,* and for being the father of Robert T. Small of the *Consolidated Press.*

Women were numerous in the press section this year, looking cool in summer frocks. One of the prettiest was Marguerite Ely, writing the "woman's angle" for the *St. Louis Globe-Democrat.* She has been in the profession 2 years. Women politicians are easy to interview she claims. They usually have something worthwhile to say and go right to the point.

Also of the *St. Louis Globe-Democrat* was Charles P. Keyser, who has attended conventions since 1900.

An old timer in the press section was James W. Green, editor of the *Buffalo Express.* He has covered every national convention since 1884, not merely looking on but writing stories for the Express.

Soft-voiced elderly women were selling convention extras of the *Christian Science Monitor* along Madison avenue. Certainly an innovation in New York. Some automobiles were decorated with signs of the same newspaper, urging the public to buy from newsstands or read in libraries.

New York Evening World and the *New York Evening Post* featured telegraph news from home towns for delegates. The World used mastheads of the following newspapers: *Little Rock Arkansas Gazette, Birmingham Age-Herald, Phoenix* (Ariz.) *Republican, San Francisco Chronicle, Denver Rocky Mountain News, St. Paul Pioneer Press, Baltimore Sun, Atlanta Journal, Des Moines Register, Boise Idaho Daily Statesman, Chicago Daily News, Indianapolis Star, Topeka Daily Capital, Louisville Courier-Journal, St. Louis Post-Dispatch, Boston Daily Globe, Detroit Free Press, Salt Lake Telegram, Richmond Times-Dispatch, Burlington* (Vt.) *Free Press, Dallas Morning News, Pittsburgh Post, Manchester* (N. H.) *Union, Reno Gazette, New Orleans States, Jackson Daily News, Omaha Daily News, Memphis Commercial Appeal, Columbia State, Albuquerque Herald, Oklahoma City Oklahoman, Raleigh* (N. C.) *News and Observer, Cleveland Times and Commercial, Portland Oregonian, Seattle Times,* and *Milwaukee Journal.*

Mr. and Mrs. William Randolph Hearst gave a ball in honor of visiting Democratic delegates at the Ritz-Carlton hotel Wednesday evening. More than 600 attended. Among those invited were George Hearst, the publisher's son, who works on the *New York Mirror,* and Mrs. George Hearst; Mr. and Mrs. Arthur Brisbane; Mr. and Mrs. Herbert Bayard Swope; Mr. and Mrs. Clark Howell; Mr. and Mrs. E. T. Meredith and Miss Meredith; Mr. and Mrs. Victor Hanson.

Delegate news was printed in daily newspapers issued separately by 23 of the visiting delegations: The Wyoming delegation's paper was called the *Powder River.* The *Florida Cracker* was issued by John Perry, president of the American Press Association and owner of the *Pensacola (Fla.) Journal.*

Mrs. James M. Thomson, daughter of Champ Clark, reported the convention for the *New Orleans Item,* her husband's newspaper.

"Sunlight arc" lamps, with a total o 60,000,000 candle power, aided newspape camera men and moving picture photog raphers in taking pictures of the conven tion.

Thomas M. Callahan, editor of th *Lafayette* (La.) *Advertiser,* stopped ove in New York to see the convention. H was in charge of a 44-piece boys' ban of the Rotary Club of Lafayette, La. which had been attending the Rotary convention in Toronto.

Keith Saunders, 13, son of W. O Saunders, editor of the *Elizabeth Cit* (N. C.) *Independent,* was wearing page badge at the convention, given hin by Norman E. Mack, publisher of th *Buffalo Times,* and national committee man. Without letters of introductio Keith interviewed William Jenning Bryan, W. G. McAdoo, Governor Smith Will Rogers, Josephus Daniels, Georg Gordon Battle, Irving Berlin and Senato Carter Glass.

Miss Esther Ogden, Lora Kelley, o the *Cleveland Plain Dealer,* and Cor Rigby and Marjorie Shuler of the *Chris tian Science Monitor,* made speeches a a reception given visiting newspape women at the New York Newspape Women's Club Sunday.

George Bailey of the *Houston Pos* was writing his humorous editorial para graphs from the convention press sectio

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George Harvey, Heywood Broun, Jac Lait, William Allen White, Jefferso Jones, *Minneapolis Journal,* and a lot o others who specialize in the humorou serious and political aspects of such gath erings, helped to fill some of the seat

---

Clinton W. Gilbert, who wrote an onymously "Mirrors of Washington, hob-nobs with Frederick William Wil who wrote a book about the Kaiser an never again went back to Germany Robert Barry of the *Philadelphia Ledge* who got his training under Col. Henr Watterson, compared the convention wit others he has seen, holding a discussio on the subject with Ulric Bell of th *Courier-Journal,* and George Akerso of the *Minneapolis Tribune.*

Not the least of the newspaper me present were members of the Nation Committee and other officials of the co vention and many of the delegates. Jimm Thompson, son-in-law of the late Cham Clark, who owns the *New Orleans Iter* was a delegate, as was Victor H. Ha son of the *Birmingham News.* Cart Glass, listed among the dark horses, on the ground, his two sons, Carter j and Major Powell, representing th *Lynchburg News* and *Daily Advance.*

E. T. Meredith, former Secretary Agriculture, was there as a delegate b he had the interests of his *Successf Farming* in mind. Urey Woodson of th *Owensboro Messenger,* where Irvin Cobb got his start, was back as a N tional Committeeman after an absence 12 years.

Gilbert M. Hitchcock, former Senato was on the ground politically bent, b he kept an eye toward the interests his *Omaha World-Herald.* Norman Mack would not pass up anything for h *Buffalo Times.* Clark Howell, owner the *Atlanta Constitution,* and the olde member in point of service on the Dem cratic National Committee, attends f his last time. He will be succeeded b John S. Cohen, owner of the *Atlan Journal.*

The entertainment program drawn by the New York Newspaper Club f

(*Continued on page* 34)

RING LARDNER GIVES THE "LOW DOWN" ON COVERING DEMOCRATIC POW-WOW

By RING LARDNER

Reprinted from *The Club Reporter,* Official Organ, New York Newspaper Club

THE writer has been ast to give a few hints in regards to "covering" the convention for the benefit of visiting out of town newspaper men. "Covering" is a slang expression I use sometimes and means about the same as reporting so when I say "covering" the convention I mean practally the same like I said "reporting" the convention.

I would advise visiting reporters the 1st. thing when they get to N. Y. is to find out where is the convention to be held and write it down vs: "Madison Square Garden" and memorize the location of same "Fourth ave. around 26th st." so as when you go back home and the madam says where was the convention held you can tell her it was held in Madison Square Garden, on Fourth ave. around 26th st. I learnt this lesson 4 yrs. ago when I got home from "covering" the convention in San Francisco and my Mrs. had to say something so she says where did they hold the convention and I was kind of staggered on acct. of not having no idear where had they held the convention so I says what did you say to give me time to think up something and she repeated the question and I said why they held it in the auditorium out near the presidio. This got by all right because in the 1st place she don't hardly know what state is San Francisco in and in the 2d. place she was not listening as she did not give a dam where it was held but some wifes is different.

Now I don't want nobody to think I have got anything against Madison Square Garden and in fact I am fond of same as it is the only place I know of in the east where a person can be sent to "cover" a fight and not get his skull fractured by a policeman when you show them your press ticket, but on the other hand I could name a whole lot of nicer places to spend the convention a specially as the Garden has been host all spring to Ringling's circus and certainly ain't had time to get aired out which you wouldn't know the difference any way after the delegates had been in there a couple hours.

The boys around the Newspaper Club can give you the names of these other places I refer to and you will find the most of them equipped with tables which you can write your stuff on after they been wiped off and at this junction I would like to caution the visiting brothers vs. over writing. 200 words a day is plenty for a democrat convention and most of the time it ain't necessary to do more than send your managing editor a telegram saying see A. P. for what come off today. "A. P." is the nickname I got up for the Associated Press. If you send your stuff by mail it is a good idear to use copy paper rather than the back of a menu card.

In the case the boys around the Newspaper Club refuses to give the desired information, why one of the best places I know of to work is the Rendezvous (pronounced Rendezvous) on 45th. st. the head quarters of Gilda Gray and if she had not of went to Europe you could of ast for Miss Gray and mentioned my name as I and her are just like that.

HOW PUBLIC OPINION IS MADE—DANIELS

Former Navy Secretary at Democratic Convention Tells Editor & Publisher Reporter 95 Per Cent of People Read, 5 Per Cent Listen—Clash of Minds in Press Best Substitute for Personal Contact

By PHILIP SCHUYLER

"APPEAL to reason to sway public opinion?

"Certainly not.

"Appeal to emotions, rather.

"As a North Carolina friend of mine once remarked, if you take the people in a state as individuals, they are a sensible lot. Take the same people collectively and they are a set of damn fools.

"We have hardly yet learned how to act collectively."

Josephus Daniels was talking; Daniels, who has been the butt of public opinion, as well as one of its creators, during life-long public service as newspaper publisher and politician.

The point in question was the Democratic National Convention, a gaudy cosmetic applied this week to the face of New York City.

Music of bands. Whispers. Loud talk. Cheers. Songs. Shouting. Oratory. Screaming newspaper headlines.

Public opinion was being moulded. What were the processes?

Mr. Daniels had been asked that question. And he had detached himself from the blare of the present, in which he himself is taking a part, as committeeman from North Carolina, to give philosophical reply as newspaper man, publisher of the *Raleigh (N. C.) News and Observer*.

He began conversation with a negative.

"Like everything great," he said, "the formation of public opinion follows no formula.

"The processes of public opinion are not made by man. They must merely be taken advantage of by a newspaper or a man who, at a psychological moment, knows how to play on the emotions of other men so as to make an impression.

"Like the secret of power the processes are unknowable.

"Why was Woodrow Wilson?" he asked.

"Why was Theodore Roosevelt?

"Who can explain the rise to power of these two men, as wide apart as the world?"

Mr. Daniels, although first giving the impression the questions could not be answered, made reply himself, leaning a little nearer to the writer.

"I have a feeling in my heart," he declared, "that when great crises arise in this world, a man is raised up of God to meet them."

My ear was not tuned to receive reference to the Deity in the interview. The reply had to be repeated.

"Providence isn't indifferent to this world of ours," Mr. Daniels continued after the repetition. "Without help of public opinion someone in time of need will emerge from the least expected corner to lead the public.

"He may come from a hut like Lincoln; from a college like Wilson. He may come from the ranks of labor like MacDonald, and he probably will.

"Men are not made famous by newspapers. Newspapers simply uncover and inform about great men."

The processes of public opinion, Mr. Daniels believes, begin with personal contact, interchange of opinion; at forums, where people can talk together, read, and discuss together. Clash of sentiment and reason starts public opinion.

"The best public opinion," he continued, "is made by people who have time to read, who have time to sit down and talk to each other.

"That is the trouble with big cities. Modern conditions deny opportunity to people to confer together.

"Then other processes of forming public opinion are newspapers and lecturers.

"Every now and then a man arises with a message. In a great city he must shout his message from the housetops. He has to be a little extreme or he won't be heard at all.

"In this connection, two men of New York come to my mind at the moment. They were able to bring their messages



Josephus Daniels

to the people living on Fifth avenue, the Greenwich Village intellectuals, the Bowery bums and sweat shop workers.

"I mean Roosevelt and Al Smith.

"Somehow, whether you like the men personally or not they were able to put themselves across to the public. One cannot explain their power.

"Nowadays, public opinion cannot be made without the newspapers. Ninety-five per cent of the population reads, while only five per cent listen.

"The clash of opinions in newspapers is the best substitute for personal contact.

"And, therefore, to my mind, reduction of the number of newspapers in cities of the United States is not a good thing.

"In a city like New York the Munsey consolidations have resulted in a positive loss to the community.

"If a newspaper has no mission or real purpose to serve the sooner it dies the better. But if it has mission and purpose, it is an essential moulder of public opinion, whether it is good opinion or bad.

"The *New York Herald*, following the long absentee ownership of James Gordon Bennett, had lost its freshness and vigor. When it was combined with the *Tribune*, I believe it had come to a point where it no longer had a gospel to preach.

"Mr. Munsey and the *New York Tribune* were printing the same old antiquated gospel. There wasn't need for both in the New York field.

"If the Tribune had been printing the vitalized truth as it was under Horace Greeley, it could not have gone to bed with the Herald.

"In the old days, when Greeley, alive and vigorous, ready to die for the truth, and Bennett, considering news more important than opinion, the two newspapers were wide apart. But both newspapers had been brought to a point where they said the same things in the same way.

"If a newspaper is run from its counting house, on the other hand, the sooner its death knell is rung the better."

SONGS OF THE CRAFT

(*Copyright* 1924 *by* Editor & Publisher)

By Henry Edward Warner

THE FIRE REPORTER

Now this is a story of Reginald Green,
As slick a reporter as ever was seen,
Who drifted one day from the grasses, and came
To the City of Cliffs and the Newspaper Game.

Deliciously raw, he accepted the laugh
From the Veriest Cub to the Pride of the Staff,
And took his degrees like the sport that he was
And ran the same gamut that everyone does.
They handed him lemons and quinces and limes,
But he kneeled to the leathers and stuck to The Times;
And hugging his hunch, went 'way out on the limb
Till the best of the fellows had nothing on him.

To skip all the details, rewriting, and stuff
That everyone draws when he runs in the rough,
This Reginald Green swung his wickedest arm
When he thrilled to the punch in a fire alarm!
There was something uncanny in Reginald's taste
For the elements laying a city in waste
And the way he could write it! . . . He rushed you along
To the yells of the linemen, the clang of the gong!

On duty or off, there never was a glare
From a blaze in the town but our Hero was there!
He slept in his clothes, and his dreams were the dreams
Of chemical vapors and catapult streams!
And let but a spark start aflame up the street,
A shower of sparks kicked from Reginald's feet
As off like a shot he left distance behind,
A thousand hot stories all hatched in his mind.

Then Reginald died; . . . even so go we all
When the General Alarm sends its clarion call!
And because he was good, he was wafted above
To the region of jasper walls, halos and love!
But I shall not think he is happy up there
With nothing but music and peace in the air;
Nay, happier far were his Heaven below
Where forever and ever the Fire Gongs go!

And that is the story of Reginald Green,
As slick a reporter as ever was seen;
Peace be to his ashes! . . . and may he rest well
Whose favorite heaven is other folks' hell.

ST. LOUIS, SCRANTON AD CLUBS WIN

Awarded London News and Star Free A. A. C. W. Trips for Progressive Work—Each Group to Name Representative

Advertising clubs of St. Louis and Scranton, Pa., have been awarded the two prizes offered by the *London News* and the *London Star*, for the greatest accomplishments made by clubs affiliated with A.A.C.W. during the year ending June 15, it was announced this week.

The committee of judges which made the selection was composed of Paul T. Cherington, chairman of the educational committee, Harry D. Robbins, chairman of the National Vigilance Committee, and Earle Pearson, educational director, A.A.C.W.

The prize in each case is a free trip to the London convention, July 13 to 18.

The man to make the trip will be selected by the advertising club on the basis of his contribution to the work which enabled his club to win the contest.

In making the awards the activities of the clubs entered in the contest were considered from a standpoint of effective advertising and selling, vigilance work, educating the public to the value of advertising, and community development.

The committee of judges made the following report: "Members of the Scranton club, which took first place among the small cities, took the lead in arranging a community chest fund of $605,000 and a fund for a Chamber of Commerce building of $405,000. They also succeeded in bringing to Scranton an extraordinary list of prominent speakers on advertising and business subjects and gained the co-operation of all of Scranton's newspapers in preserving Truth-in-Advertising. A paid publicity man was employed to keep the activities of the club before the public. They also raised $12,000 for the formation of a Better Business Bureau.

"The St. Louis advertisers in winning the large city contest have also to their credit a commendable list of achievements, among which was the maintenance of a school of advertising and merchandising, with an average attendance of more than 175 students, under the tutelage of 9 paid instructors.

"They conducted 4 departmentals—direct mail, better letters, advertising promotion and financial. Fifty luncheon meetings were held during the year with an average attendance of 285. They also secured for St. Louis the outstanding national direct mail convention of the year with a registration of 1,600 advertising men. They placed 161 men in positions connected with advertising and assisted 46 employers of advertising men to locate suitable people for positions open."

The president of the Advertising Club of St. Louis is Carl F. G. Meyer; the secretary is Fred E. Winsor.

Reservations are being held for the winners on the S. S. Republic, which will carry part of the American delegation to London, sailing July 2.

Buffalo News to Build

The *Buffalo Evening News* has purchased and is razing a 5-story building adjoining its press room and will erect a new building, 67 by 134 feet, for additional presses and paper storage.

TWO NEW DAILIES LAUNCHED IN NEW YORK

Hearst's Mirror, Morning Picture Tabloid, Aims at 90 Per Cent Entertainment, 10 Per Cent News—Enwright's Evening Bulletin Disclaims Any "Highbrow" Tendencies

THE common people of New York, unnumbered and with incalculable capacity for thrills, added to their store of goodies during the week the *Daily Mirror,* six-day morning, published in tabloid form by the Hearst organization, and the *New York Bulletin,* by the New York Examiner, Inc., of which Frederick W. Enwright is president and Frank B. Flaherty, secretary.



E. M. Alexander

Both newspapers appeared to get wide distribution over the metropolitan area, and entered the fight with zest.

The *Daily Mirror* was strikingly similar in its physical aspects to the *New York Daily News,* published by the Chicago Tribune organization, and five years old this week. The first number was 32 pages, heavily devoted to news picture and comics, and was entirely consistent with the editorial announcement which read:

"How do you do?

"Daily Mirror is pleased to meet you, hopes to know you for many a year, and to deserve your friendship.

"This newspaper will endeavor to render service to its readers, faithfully representing their interest.

"Daily Mirror's program will be 90 per cent entertainment, 10 per cent information—and the information without boring you.

"We ask readers to write and tell us what they do not like. Daily Mirror's motto will be 'short, quick, and make it snappy.'"

There was no evidence that Walter Howey, former managing editor of the *Chicago Herald-Examiner* and later *Boston American,* now in editorial command of the *Mirror,* strained in any way to get the ten per cent information quota into the first issue.

The appeal was frankly to the primitive cliff-dwellers of the great city, not in any way slighting the interests of the gentle sex.

A picture taken in Champion Jack Dempsey's training quarters shows him lifting the weights in the person of a gay little Broadway flapper loidy. Another displayed picture, in fact the largest picture in the first number, concerns the arduous duty of a man in a cop's uniform measuring the slender underpinning of "Mae McLaughlin" in bathing costume, the object being to determine the correct, meaning modest, expanse of nudity allowable on the beach.

There were a number of first-class legitimate news pictures.

There were two five-column serial sketches, to tell the stories of a murder near New York and violence in Italy. Several well-known Hearst features were used, including Fay King in a new strip. The continued story was, of course, "Flaming Youth," and the first daily short story was entitled "A Queen of Broadway."

The first number carried about 40 per cent advertising. The Daily Mirror sells for two cents.

Arthur Brisbane is the big force behind the new tabloid.

Barclay H. Warburton, Jr., who will be 26 years old this month, is president of the Public Press Corporation, publishers. Warburton's father was at one time owner of the Philadelphia Evening Telegraph, which was founded by Charles E. Warburton after the Civil War.

Mr. Warburton has held positions on the *Philadelphia Evening Telegraph* and the *Philadelphia Public Ledger.* He says he has worked in the press room, and composing room and has covered a district as reporter for the latter newspaper He left the Public Ledger recently and was doing magazine writing until named president of the Public Press Corporation on June 24.

E. M. Alexander is vice-president of the corporation and publisher of the Mirror. He was formerly advertising director of the *New York Evening Journal,* and before that advertising director of the *New York Herald.* In 1910 he was advertising manager of *Cosmopolitan Magazine* and *Harpers Bazar.*

The secretary-treasurer of the corporatino is George d'Utassy. When the *New York Daily News,* also a picture tabloid, was founded in June 1919, d'Utassy was its business manager. Formerly he had been general manager of the Hearst magazines. On April 1, 1920, he resigned from the News to become associated as part owner with Charles Dana Gibson of *Life.* He had since returned to the Hearst organization.

The plant of the new tabloid is situated at 55 Frankfort street, in the shadow of Brooklyn Bridge. Press rooms are located on the ground floor. The editorial department is on the second floor; the composing room on the third, and the business offices on the fourth.

In its first issue the *New York Bulletin* carried 24 pages, also selling for 2 cents, one cent less than any other Manhattan evening newspaper.

Enwright and his associates were plainly influenced in make-up by the *Boston Telegram.* The paper went in for eight-column banner lines, and broke the column rules at will to gain display effects. There was liberal advertising patronage. The news was intensely local. International News Service furnished telegraph and cable news. Three pages were given to sports. The back page was reserved for editorials and cartoons.

Enwright's bold-face editorial announcement, signed "owner and publisher," in part said:

"In this, the first issue of the *New York Bulletin,* I am going to make a plain, simple statement of policy so that you may know the kind of newspaper I am going to produce.

"The success of my publications in other cities has convinced me that a newspaper can find a field in any city if that newspaper loyally serves the plain people. There are too many organs of class, too many highbrow journals concerned only with the vagaries of the rich and there are too few newspapers telling of the hopes and fears, the joys and sorrows, of the plain people.

"New York, to the *Bulletin,* will not be a city composed of Wall Street, Fifth Avenue, the gilded palaces along the river, and the harbor choked with private yachts; it will be a city of millions of men and women who are toiling every day attempting to secure food and shelter, a city of little children who ask only for an opportunity to live and become men and women as good as their fathers and mothers are.



F. W. Enwright

"I have stated very plainly to my associates in this enterprise that always the doors of the *Bulletin* offices must open to every man and woman who knocks at them, that the poor and the humble must be shown as much courtesy as the millionaire who drops from his limousine, that the struggling and the oppressed must be assisted and helped and that, whenever any man or woman is harassed or abused, my newspaper must take up that fight and win that fight," the statement continues.

"And I have directed that in the office of the New York *Bulletin,* and in its columns, there must be no color line, no class line, no race line, no creed line. The *New York Bulletin* recognizes the fact, too long ignored, that New York is a city which has been built by the sons and daughters of the immigrant and that it was from Ellis Island and from old Castle William, not from Wall Street, that flowed the stream of honest, hard-working men and women who made this the world's greatest city.

"The men and women who will work with me building the *New York Bulletin* understand clearly that at the close of each day, when the last edition has been published, I would rather be told that the *New York Bulletin* had aided some mother of little children, had taken up the fight of some hard-working father, or had brought back the smile to the face of some child, than to be told that the *New York Bulletin* had won the favor and the plaudits of the richest man the metropolis can boast of."

The Madison Square Garden convention gave the Bulletin an opportunity to open its political guns and it revealed hot Democratic partisanship, with strong preference for Gov. Al. Smith and the Tammany organization. It jumped into a fight on the K.K.K. in its first days of operation which, for insensity, has not been exceeded by any newspaper coming to our notice.

The Bulletin soon gave evidence that it was not averse to a salacious story, and a first-page display concerning Harry Thaw and a Park Avenue woman, was raw and reminiscent of journalism of twenty years ago. The point of the story was that Harry was seen to leave the apartment at three A. M. In many respects the Bulletin seemed more like the journalism of the 80's than that of 1924.

The paper went after local news concerning all sorts of people and carried a liberal amount of magazine features. In its first issue it gave two pages to amusements, securing special display advertising.

Catlin Re-elected

Bridgeport (Conn.) Advertising Club has re-elected Hoyt Catlin, Bryant Electric Company, president. Miss Esther Lyman, D. M. Read Company, is vice-president, and Hollis Stevenson, Mitchell Dairy Company, secretary-treasurer and representative of the club at the London A. A. C. W. convention.

CANADIAN EDITORS CALL ON PRESIDENT COOLIDGE



A GROUP of Canadian editors, representing newspapers in Montreal, Ottawa and Quebec visited Washington last week on the occasion of the inauguration of the first through train between Montreal and Washington. In the course of their stay in the capital the editors called upon President Coolidge and later inspected the House and Senate press galleries where "Jim" Preston, superintendent of the galleries explained the manner in which the news of Congress and Washington was handled. Unfortunately Congress had adjourned and Mr. Preston was unable to furnish a graphic demonstration. Among the editors were: W. Hoadley, *Montreal Gazette;* C. L. Sibley, *Montreal Herald;* J. M. Perrault, *Montreal La Patrie;* J. Rene de Coteret, *Montreal Le Canada;* E. Tremblay, *Montreal La Presse;* M. Fortin, *Quebec Le Soleil;* E. J. Smith, *Quebec Telegraph;* Alfred Seward, *Quebec L'Evenement;* Arthur Penny, *Quebec Chronicle;* T. G. Lowery, *Ottawa Journal;* C. A. Bowinan, *Ottawa Citizen.*—Photographed for Editor & Publisher.

BRITISH WILL MAKE AMERICANS PLAY

Williams and Field Here to Accompany Delegations to A. A. C. W. London Meeting on Official Ships and Promise Continuous Entertainment at Sea and Before, After and During Wembley Convention

COMPLETE plans for entertainment of American delegates to the A. A. C. W. international convention were brought to this country this week by Eric Field, director, Erwoods Limited, international advertising agency, London, and A. H. Williams, sales and advertising manager of Selfridges.

These two British advertising men are in this country to act as liaison officers, straightening out program tangles and making final entertainment arrangements.

Field will leave with American delegates on the official ship *Republic*, July 2, while Williams will go on the second official ship, *Lancastria*, which sails from New York July 3. Both will list the 2,000 delegates for the various entertainment functions, and deliver lectures, detailing plans made for the Americans during their stay in England, while aboard ship.

As it now stands, the program of the social and entertainment committee consists of an almost continuous round of gayety from the moment both boats arrive in England until July 26, when a group of 500 will be entertained in Paris, by French advertising men.

While care has been taken not to interfere with business sessions of the conclave, Field points out, the entertainment as finally arranged now proves one of the biggest features of the convention.

As previously announced in EDITOR & PUBLISHER, there will be a reception on arrival July 12 of the two official boats by the Rt. Hon. G. H. Roberts and Edgcumber Brighton, representing the social and entertainment committee, followed by a civic reception by the Mayor, Aldermen, and councellors of Southampton, supported by the Southampton Chamber of Commerce.

Then delegates will take special trains to London, for the grand reception and ball to be held at Royal Albert Hall, starting at 8.30 Saturday evening, July 12.

In the receiving line at the reception will be the Rt. Hon. Lord Mayor of London, Rt. Hon. Viscount Burnham, and Rt. Hon. Viscount Leverhulme. At the ball the lord mayors of all large British cities will have boxes.

For the first time in history, with the exception of occasions of royal funerals or weddings, more than 1,000 seats have been reserved in Westminster Abbey for a service starting at 10.15 Sunday morning, at which the Lord Bishop of Durham will be preacher. For Catholics there will be a special mass at Westminster Cathedral at 12 o'clock.

At 12.30 Sunday a reception will be given by the Women's Advertising Clubs of London to the American business women at the Savoy Hotel. Program following the luncheon will continue past 4 o'clock, when tea will be served.

Fred B. Smith, who attracted considerable attention by his address at the 1923 A. A. C. W. convention, will speak this year on "The New Force in International Relationship" at an inspirational meeting, which, according to the revised program, will be held at the Central Hall Westminster, Sunday afternoon.

For 7.30 Sunday evening, the Federation of Master Process Engravers of England have arranged an informal dinner of welcome to engravers from America at the Hotel Cecil.

One thousand delegates, to be selected under Fields' and Williams' direction, will attend a reception at 8.30 Sunday evening at Lansdowne House, given by Gordon Selfridge. This reception will continue until 11 o'clock.

The feature of the entertainment planned for Monday, July 14, will be the dinner at the Savoy Hotel for 500 delegates, who will be guests of the British Empire Exhibition. Officials of the Exhibition are the Prince of Wales, who is president, the Duke of Devonshire, Lord Stevenson and Major General Sir Travers Clarke



A. H. Williams and Eric Field—They'll go back to England next week as Britain's supercargo over the 2,000 Wembley-bound Americans.

Following the dinner, all Americans are invited to a sightseeing trip to the Exhibition at Wembley.

Another function Monday evening will be a dinner arranged by the British Association of Display Men to be held at Frascati's, London.

During Monday afternoon, wives of delegates will be taken on tours of Old London planned and directed by the British Ladies Entertainment Committee.

The morning and afternoon of Tuesday, July 15, will be given over to entertainment of women who are accompanying their husbands to the convention. After the convention sessions open, at 10.30, more tours of London will be made. At 1 o'clock a lunch has been arranged by the ladies' entertainment committee for American women at the Criterion, followed by a visit to the Royal Academy, returning in time for a dress parade or fashion show at the Piccadilly Hotel.

Great care has been taken to make this fashion show as perfect as possible. Airplanes will rush latest models from Paris. All the leading exclusive fashion houses of London will be represented, and models will be shown which have never before been made public.

Besides the lunch for accompanying women, four other group luncheons have been provided for Tuesday. At 11 o'clock some of the overseas delegates will be guests of the directors of Harrods Limited. Sir R. Woodman Burbridge, president of the Incorporated Association of Retail Distributors and chairman of Harrods Limited, is in charge.

The Special Press Representatives Section will lunch at the Marylebone room of the Great Central Hotel at 1.30. At the same hour, the Association of National Advertisers and the Screen Advertising Section will lunch at the Princes Restaurant.

The big official dinner of Tuesday will be that of the club presidents to be held in the Georgian room of the Piccadilly Hotel, preceded by a reception starting at 6.45.

Five other banquets are on the program for Tuesday.

They are: the banquet to overseas engravers at the Victoria Hotel, arranged by the Federation of Master Process Engravers of England; the banquet at Guildhall, the seat of London city government, by permission of the Lord Mayor of London and the Corporation, arranged by the Advertising Agents Section; another at the Kings Hall, Holborn Restaurant, arranged by the Incorporated Sales Managers' Association of the United Kingdom; a fourth at the Connaught rooms arranged by the Association of National Advertisers; and a fifth at Princes Restaurant, arranged by the Screen Advertisers Section.

One hundred American delegates will be entertained Tuesday evening, July 15, by the Publicity Club of London at the Winter Garden Theatre to witness a performance of "Tonight's the Night," followed by a buffet supper, dance and cabaret show in the Victoria Hall of the Hotel Cecil.

Eight different luncheons are on the program for Wednesday to provide for all of the 2,000 Americans. Of special interest to newspaper men delegates will be that held in Stationers Hall, Ludgate Hill, and at which the newspaper executives of London headed by Viscount Burnham and the Rt. Hon. Lord Riddell will be hosts.

Other Wednesday lunches are: at the Lucullus Restaurant, British Empire Exhibition, Wembley, arranged by the Graphic Arts Section; at Libertys, Regent street, arranged by the Ladies' Entertainment Committee; at Grand Hall, Hotel Cecil, as guests of the American Chamber of Commerce; another as guests of the Association of National Advertisers; as guests of the Retail Advertisers Section; and as guests of the Screen Advertisers Association.

Mrs. Hylton Phillipson, M. P., formerly Miss Mable Russle, American actress, has arranged to give 50 American women delegates tea on the Terrace of the House of Commons, open only to Members of Parliament and their guests.

The *London Daily Chronicle* has taken the whole of His Majesty's Theatre, and all delegates will be entertained Wednesday evening at a gala opera performance by the British National Opera Company. Sir Howard Spicer is largely responsible for this feature of the program.

The grand ball of the convention will be held at Olympia Hall Thursday evening. During the day, Lord Waring will entertain guests at lunch in the Lucullus Restaurant of the British Empire Exhibition, Wembley, and there will be a dinner to French-speaking delegates in the Georgian room of the Piccadilly Hotel.

With delegates freed from convention business, golf is scheduled to enter the program on Friday, July 18. One hundred delegates will be guests of Lord Riddell at Walton Heath. They will be carried to the golf course by automobiles, leaving the Hotel Victoria at 8.30 in the morning.

The following trophies will be open for competition:

The $1,500 gold challenge trophy, presented by the *London News of the World*.

Trophy presented by Lord Riddell.

Trophy presented by the *Strand Magazine*.

Trophy presented by *London Opinion*.

A four-ball foursome bogey round will be held for prizes presented by C. Arthur Pearson, Limited, the *London Illustrated News*, the *London Star and Daily News*, the *London Daily Mail*, and the Allied Newspapers, Limited.

The Federation of Master Process Engravers has also arranged for golf at Moor Park.

For the same day, Major the Hon. J. J. Astor, M. P., has invited 1,000 delegates to Hever Castle, Kent. The party will leave London by special train at 11.30 a. m.

Lord Ashfield and the directors of the London Underground Railway have invited 600 delegates to visit Hampton Court Palace between 2 and 7 o'clock Friday. Those in this party will leave Northumberland avenue at 2 o'clock in motor coaches.

Five hundred retail advertisers will be guests at a ball given Friday evening at Lansdowne House by Gordon Selfridge, starting at 9 o'clock in the evening.

On Saturday, July 19, overseas advertising agents will be taken by automobile to Windsor, Leaving at 10 o'clock and arriving at 11.15. After being shown over the castle by the Dean of Windsor, luncheon will be served in Windsor Great Park by permission of the Chief Ranger.

After this date the provincial tours, as detailed recently in EDITOR & PUBLISHER, will be held. A few changes in the provincial tour program were announced by Mr. Field. In the first place, all the tours have been so changed as to allow delegates to return to London July 25 in time to leave on the trip to Paris the following day.

Then on Tuesday, July 22, a day trip to Oxford and Stratford-on-Avon has been added to the schedule. The tour to the Midlands has been cancelled and included with the trip to Lancaster and Nottingham.

The cathedral town tour, originally planned as a single excursion to historic edifices, has been divided into 2 short tours in order to make certain return to London by July 25.

VAST FARM WEALTH AND POPULATION NEGLECTED BY LARGER DAILIES

Ignorance of Agricultural Needs Barring Newspapers from Rich Field, Says Prominent Farm Page Editor—Enormous Rural Buying Power Shown

By FRED W. LEU

"MANURE SPREADER," "Apple duster," "Cow Valet" and "Hen Nurse" are a few of the appelatives that were employed in addressing the writer, 7 years ago, when he made bold to establish probably the first effort of its kind—a daily form page in a newspaper with 100,000 circulation.

The superlative, in description, is generally employed when one essays to deviate from the beaten path. The boys meant nothing serious. I smiled, although I would have had a comeback, had I known, at the time, that the wealth of this country is represented by $78,000,000,000 invested in agriculture and but $44,000,000,000 invested in industry. It should have been an easy matter to ask them to laugh that off.

Still, while I have had the pleasure of seeing literally hundreds of agriculture departments established in newspapers, during those years, too few of the large daily newspapers recognize the fact that by far the great majority of population of this country is influenced by the appeal of the country. The census tells us that 73,500,000 of the 110,000,000 people of the country live in towns of 50,000 on down, and on farms.

They go ahead making newspapers for the butcher, the baker, the candlestick maker, the cook and the preacher, who invariably spend every nickel they make, as fast as it comes in, to the exclusion of the farmer who when he does spend, makes it worth the while of the man from whom he buys. Take 200 city people of all classes and determine their average holdings. An average investment of 200 such farmers in Henry county, Ohio, totals $23,330. I leave it with you which circulation will mean the most to the advertiser.

According to the United States Department of Commerce, in 1921 wages in all concerns, with an annual output of $5,000 per year, was $4,000,000,000 less than the value of the crops and livestock on U. S. farms for that year. Annually, farmers in this country, produce more than $12,000,000,000 of new wealth.

If every farm family in the United States was to spend $100 during the year for clothing, the manufacturers would be called upon to manufacture $650,000,000 worth of goods, to supply the demand.

If only one out of every 6½ farm families were to build a small chicken coop the wire manufacturers could expect $5,000,000 new business.

Farmers own 30.2 per cent of all of the autos in the United States.

In 1920 the value of the farm implements, on U. S. farms, totaled $470,000,000.

People in the United States who live on farms, or in unincorporated villages total 43,000,000.

Of the 110,000,000 in the United States 73,500,000 live in towns of from 50,000 on down, or on farms, and are greatly influenced by the farm viewpoint.

This would leave but 36,500,000 people for whom, seemingly, the daily newspaper is intended.

The idea that the farmer is an overall-clad creature, of inferior mentality, a consumer of only the product of his hand that he cannot sell, originated in a diseased mind from an unconscious attitude that physical labor is beneath the man that nurtures the thought.

The annual production of apples, oranges and peaches is equal to one year's production of iron ore, plus $200,000,000.

The annual output of poultry, eggs and honey, equals the entire yearly production of oil in America, plus $250,000,000.

The annual livestock production equals the entire yearly production of oil in America, plus $250,000,000.

The annual livestock production equals the annual production of autos and farm implements, plus $350,000,000.

Value of corn and wheat equals total yearly earnings plus $750,000,000.

Some 1921 *Statistics*

	Value of Production
Agriculture	$12,402,000,000
Food and kindred products	7,850,000,000
Textiles and products	6,961,000,000
Iron, steel and products	5,601,000,000
Lumber and products	2,430,000,000
Leather and products	1,544,000,000
Paper and printing	3,149,000,000
Liquors and beverages	292,000,000
Chemical, allied products	4,537,000,000
Stone, clay, glass products	1,019,000,000
Metals and metal products	1,575,000,000
Tobacco manufactures	1,048,000,000
Vehicles	1,267,000,000
Miscellaneous industries	3,872,000,000

But in spite of these facts, makers of newspapers tread down the beaten path of time, totally oblivious to the fact that there is a potential field of circulation that could be developed, if they only would.

There is a reason for all this. Chancing the indignance of the great staff of worthy souls who build newspapers in this country, I would diagnose the disease as ignorance and no inclination to learn. True this is not 100 per cent true, for, as heretofore mentioned, I have seen scores of agricultural departments established, in both weeklies and dailies.

VERGIL ON ADVERTISING

PEPSODENT mazda nabisco
Kodak clupeco ipana
Socony victrola pyralin
Kilowatt kumapart sunkist.

Japalac amho lux stacomb
Sozodont musterole sterno
Linoleum djer-kiss v-basin
Aspirin resinol jello.

Valspar nujol cuticura
Bon ami unmco wheatena
Alemite yuban fatima
Rotarex welsbach rit karo.

Kolynos herpicide westclox
Duz halitosis zip klaxon
Cadillac mah jongg mum delco
Nujol exide mentholatum.
—Lord Jeff.

Agricultural publication editors recognize the fact that newspapers head the list of those publications offering the greatest number of circulation, per dollar invested, and I say that just in-so-far as there would be no fraternal institutions, if the churches were alive to their possibilities, so would there be no agricultural publications were the newspapers alive to their biggest circulation possibility.

Why do the agricultural leaders cry that the one outstanding need of the United States; the one thing that would save agriculture from the ruin it is now facing, is a better understanding of the needs of the country, by the folk who live in the cities? And the blame for this condition, may even though reluctantly, be shouldered by the men who make the big newspapers of the country.

Aside from any moral responsibility, the business side of the question is my mission. Folks called Frank M. Heller foolhardy, when, as managing editor of the *Toledo (O.) News-Bee,* he designated the writer as the Farm Editor of his publication. Probably it was the enthusiasm of the desire to help promote farm production to help win the war, that was the cause of this move; surely it was not foolish sentiment, for men who have served long and useful careers in newspaper work are made of sterner stuff. My guess is that Frank M. Heller, born on a farm, realized the need of pulling the tiller of the soil out of the sloth of his self-imposed existence, by the boot-straps of the daily farm page. He realized also, that the road would not be a smooth one, but rather a slow process. Whether he was right in his assumption, may be attested by the fact that today, Frank M. Heller is editor-in-chief of the same publication.

Whether agriculture is fundamental to business success may be gleaned from these figures from the U. S. Department of Agriculture, and the Bureau of Commerce and Labor.

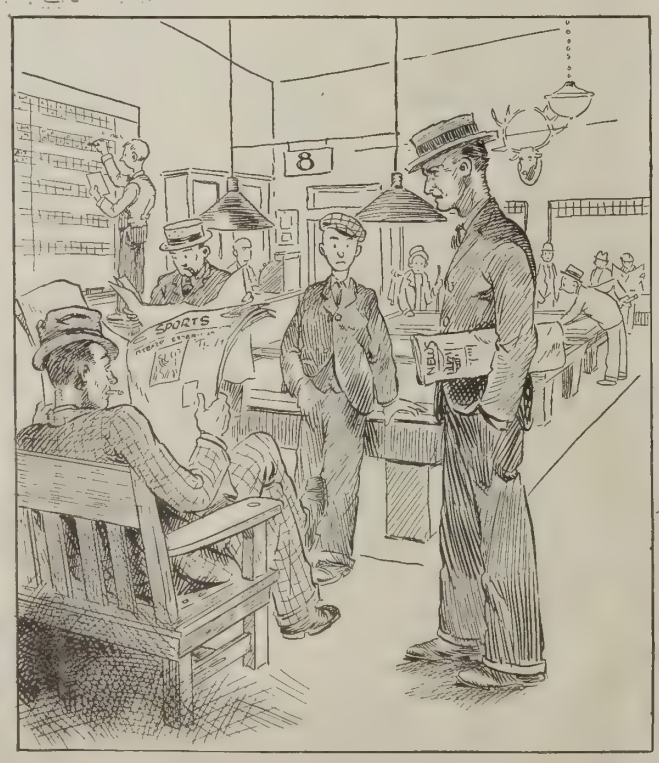
In 1870, with 175,000,000 acres of improved land, there were 425,000 business enterprises in the country; in 1880, with 275,000,000 acres under cultivation, there were 746,000 business concerns; in 1890, with 375,000,000 acres under the plow, that number had increased to 1,500,000 and in 1920, with the acreage increased to 500,000,000 business enterprises increased to 1,800,000.

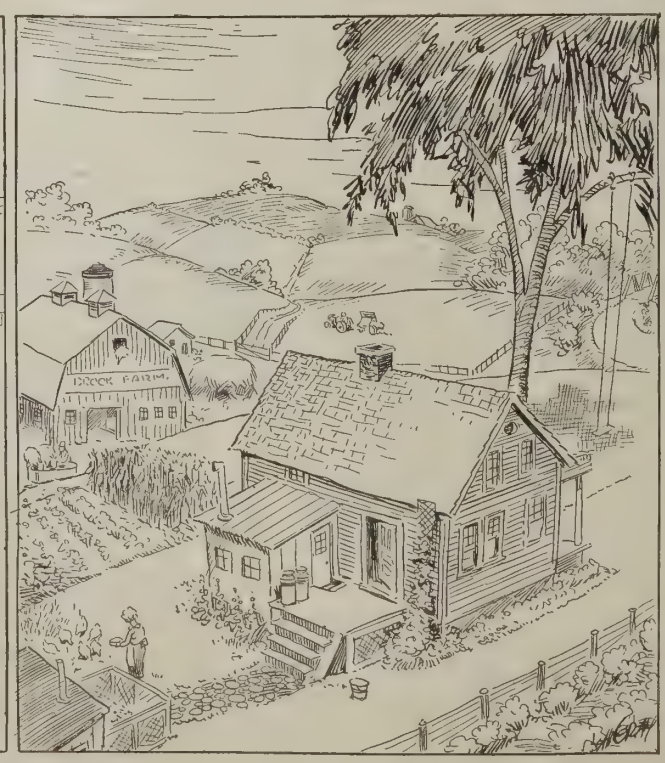
Another way of looking at the matter: In 1866 the average annual return per improved acre was $14. Failures in business per 100,000 numbered annually 95. From 1868 to 1871 crop returns per acre increased to $16 and failures per 10,000 business institutions decreased to 60. From 1874 to 1877 there was a decline in acreage returns and a consequent increase in the number of business failures.

Does the farm problem touch the hem of your garment? More than 200,000,000 bushels of wheat were lost to this country in one year, because of the prevalence of wheat rust. This could have been saved to the country, with a consequent reduction in wheat food prices, had proper attention been given the elimination of the barberry, the harbor of this disease, through the medium of daily and weekly newspapers. This could be followed with an educational campaign against the cattle tick of the South, the boll weevil, hoof-and-mouth disease, Hessian Fly, European corn borer and many other such, all of equal interest to the city and country.

Why am I so persistent in my quest for recognition of the largest element of people? It is this: Long experience in the country newspaper field, and present continued association with the man who plods the soil, has taught me that his primary interest in a publication is *markets.* If there is one outstanding reason for his taking a daily paper, it is the markets. In this field the daily newspaper has first call over any type of farm publication. If the farmer can get his farm news in a daily paper, there is no reason why he should burden himself with a half dozen publications, because he is not a great reader, nor inclined to spend money for anything he is convinced is not a necessity. Further than that the best reason for the daily paper taking up the quest for rural circulation is the fact that of the 3 outstanding farm publications in the United States the men in charge of the editorial departments are former newspaper men who brought to their new work all of the ideas they acquired in newspaper work and applied effectively every one of them. When someone outside the staff attempts a farm magazine feature he generally gets the material back with a request for more human interest stuff.

Jazz orgies and wild entertainment, generally begin and end in the city. People of the small town and farm live closer to earth. They exemplify realities and their habits, therefore, are stable. They are the bone and sinew of these United States.





WHICH?

S. N. P. A. PREPARES FOR RECORD CONVENTION

200 Reservations Made for Asheville Meet, July 3-4-5—Program Contains Many Entertainment Features—Johnson Backed for Presidency

GROVE PARK INN, Asheville, N. C., will be putting out the Standing Room Only sign during the latter part of next week, when the Southern Newspaper Publishers' Association holds its 22d and what is likely to be its greatest convention to date, at its old headquarters. More than 200 members, friends, and guests have been registered by the hotel and the association committee and probably most of the illustrious members of the group will approach Asheville from the North.



A. G. NEWMYER
President S. N. P. A.

All trains are sold out solid up to Wednesday from New York to Asheville. Having helped to nominate the Democratic Presidential slate, or having told their clientele how it was done, the leaders of Southern journalism will move on Ashville and Dixie will again move South of the Potomac.

And again, they will face the problem of naming the right man.

Walter C. Johnson, general manager of the *Chattanooga News,* has told his fellow officers and directors that he can no longer serve them as secretary and treasurer, as he has done for 8 years, because of the responsibilities that have devolved upon him since the recent death of George F. Milton, editor of the News.

Whereupon, aforesaid officers and directors are understood to have agreed that Mr. Johnson should be elected president of the S. N. P. A. as a fitting token that the association appericates the great services he has rendered to it during the past 8 years. And Mr. Johnson, like many other good citizens, prefers the pleasures of life untrammeled by official duties.

But politics aside, the meeting promises plenty of interest—mornings from 9 o'clock till luncheon devoted to business; afternoons to golf and recreation; evenings to dancing, motion pictures, receptions, and other informal amusements. No fast rules are in force governing dress, though light fabrics and golf togs are the most popular garb.

The first meeting will be held on the morning of July 3. President A. G. Newmyer, *New Orleans Item* will preside.

The second day will be given over to business office affairs. This meeting will be presided over by Edgar M. Foster, *Nashville Banner,* chairman of the special committee having this matter in charge. This being July 4, a program appropriate to the day has been arranged.

Saturday will be given over to editorial affairs. Maj. John S. Cohen, of the *Atlanta Journal,* chairman of this committee, will have charge of this session. The principal speaker will be J. Fred Essary, vice-president of the Gridiron Club, Washington, D. C.

Election of officers will take place the second day.

A special feature of the gathering and one which is to be tried out for the first time at the request of a number of members in a series of group meetings made up of representatives from different papers of varied circulation. Each gathering will have chairman, vice-chairman, and secretary.

These are the high spots of the business sessions. A golf tournament for both the men and women is being arranged for which eight or ten trophies will be awarded. Teas, bridge, and mah jong parties and other entertainment will be given in honor of the women visitors. Included in the list will be a tea at the Baltimore country club. A number of automobile rides have also been arranged.

The ladies' entertainment committee is composed of the following women: Mrs. Walter C. Johnson, chairman; Mrs. Alfred Sanford, Mrs. E. O. Susong, Mrs. George Kohn, and Mrs. Victor H. Hanson.

Among the entertainment features scheduled for the evenings will be an organ recital at Grove Park Inn; special moving pictures, and a ball at Kenilworth Inn on the night of July 4. The convention will close July 4 with a week-end trip to Blowing Rock which is complimentary to the members of the S. N. P. A. and their families upon the invitation extended by W. L. Alexander owner of Mayview Pork.

A series of civic club luncheons will be tendered the visitors during their stay in Asheville.

President Newmyer appointed Charles A. Webb, of the Asheville Citizen a committee to arrange the golf tournaments. In turn Mr. Webb has appointed Clark Howell, Jr., and Walter H. Savory, of the Mergenthaler Linotype Company to assist him. Eighteen holes will be played, members will arrange their own matches, either foursomes of twosomes, and turn in score cards to the committee signed by at least two of the contestants, immediately after finishing play.

Following is a list of the reservations made thus far:

Mr. and Mrs. George B. David and daughter, New York.
Norman Dodge and F. C. Grumman, Mergenthaler Linotype Company, New York.
Henry R. Dwire and Rufus A. Shore, Winston-Salem, N. C.
Mr. and Mrs. F. W. Bott, Mergenthaler Linotype Company, New Orleans.
Mr. and Mrs. M. E. Foster and daughter, Houston.
Mr. and Mrs. Victor H. Hanson, Birmingham News.
R. C. Siegling and Robert Lathan, Charleston, S. C.
Mr. and Mrs. R. C. Wright, Columbia Record.
F. C. Withers, Columbia State.
J. A. Clifford, General Electric Company, Philadelphia.
Mr. and Mrs. E. M. Foster, Nashville Banner.
Mr. and Mrs. J. G. Ham, Centaur Co., New York.
D. A. Nicholson, Kimberly-Clark Company, Neenah, Wis.
John M. Branham and, Elmer E. Clarke, Little Rock, Arkansas, Democrat.
L. K. Nicholson, New Orleans Times-Picayune.
Mr. and Mrs. F. G. Bell, Savannah Morning News.
Mr. and Mrs. Carter Glass, Jr., M. K. Duerson and Major Powell Glass, Lynchburg News & The Advance.
W. A. Elliott, Jacksonville, Fla., Times-Union.
Mr. and Mrs. J. T. Fain, Spartanburg Citizen.
H. Giovannoli, Lexington Leader.
Mr. and Mrs. James C. Harrison, Augusta Herald.
Mr. and Mrs. M. D. Hunton, Cone, Hunton & Woodman, Inc., New York.
F. A. Hill and J. F. Babington, Intertype Corporation, Memphis.
Mr. and Mrs. W. C. Johnson and children, Chattanooga News.
Mr. and Mrs. Marion Rosenberg, Atlanta, Ga.
George M. Kohn, George M. Kohn, Inc., Atlanta, Ga.
George R. Koester, Greenville Piedmont.
Mr. and Mrs. A. R. Keator, George B. David Co., Chicago.
Mr. and Mrs. Wiley L. Morgan, Knoxville Sentinel.
Mr. and Mrs. W. E. Mansfield and son, International Paper Company, Atlanta, Ga.
Mr. and Mrs. J. Blondell, Baltimore Evening Sun.
Mr. and Mrs. W. T. Anderson, Macon Telegraph.
J. M. Marshall, Great Northern Paper Company, New York.
R. S. Manigault, Charleston Evening Post.
A. B. Meyer and E. C. Duffin, Bowater Paper Co., New York.
Mr. and Mrs. A. G. Newmyer, New Orleans Item.
G. J. Palmer, Houston Post.
J. S. Parks, Fort Smith Times-Record.
Allen Potts, Richmond News-Leader.
Harry D. Reynolds and John T. Fitzgerald, Benjamin & Kentnor Company, New York.
W. B. Smith, Danville News.
Mr. and Mrs. A. F. Sanford, Knoxville Journal and Tribune.
C. H. Sage and Raymond Kelly, Kimberly-Clark Company, New York.
Earle R. Wheatley, H. Reeve Angel Company, New Orleans.
G. C. Willings, Intertype Corporation, Brooklyn.
Mrs. Tom Brabson and son, Greeneville Democrat-Sun.
Mr. and Mrs. H. Galt Braxton, Kinston Daily Free Press.
Robert J. Breckinridge, Lexington Herald.
George L. Baker, Newspaper Insurance Service Company, Dayton, Ohio.
John A. Brice and Major John S. Cohen, Atlanta Journal.
W. M. Clemens, Knoxville Journal & Tribune.
A. E. Cristoffers and guest, Bryant, Griffith & Brunson, Atlanta.
Mr. and Mrs. J. A. Davis, Albany Herald, Albany, Ga.
D. A. Grant, and Mr. Holliday, Cone, Hunton & Woodman, Inc., Atlanta.
Charles P. Eddy, and J. P. Fishburn, Chas. H. Eddy Company, New York.
Benjamin Gottesman and guest, New York.
James F. Finlay.
Col. and Mrs. Robert Ewing, New Orleans States.
W. W. Holland, guest, and Miss Gladys Jordan (niece), Spartanburg Herald & Journal, Spartanburg.
Mr. and Mrs. Clark Howell, Sr., Mr. and Mrs. Clark Howell, Jr., Atlanta Constitution.
Mr. and Mrs. Joel C. Harris, Jr., S. C. Beckwith Special Agency, Atlanta.
Saul Kest and guest, Hudson Trading Company, New York.
A. E. Kane, M. Gottesman & Co., Inc., New York.
Mr. and Mrs. J. B. Keough, Atlanta.
Mr. and Mrs. T. Frank Morgan, Robert Brown and Mr. White, and G. Walter Lieb, Lanston Monotype Machine Company, Birmingham.
Mr. and Mrs. David B. Lindsay, St. Petersburg Times.
M. P. Martin, Atlanta.
H. S. Petterson and C. A. Dresser, Cline Electric Company, New York.
Mr. and Mrs. B. H. Peace and daughter, Greenville (S. C.) News.
W. C. Dowd and guest, Charlotte News.
Ossian Ray, Perkins-Goodwin Company, New York.
Mr. and Mrs. M. H. Raiford, Selma Times-Journal.
Arthur T. Robb, Jr., J. Grant Tanner, EDITOR & PUBLISHER, New York.
G. F. Steele, New York.
W. W. Stouffer, Louisville Herald-Post.
Major and Mrs. E. B. Stahlman, Nashville Banner.
T. S. Whitfield and two guests, Savannah Press.
S. L. Slover and guest, Norfolk Ledger-Dispatch.
Wilbe R. Wilson, Fralick & Bates, Inc., Atlanta, Ga.
W. E. Yelverton, Current News Features, Washington, D. C.
Stanley Clague, Audit Bureau of Circulations, Chicago.
Mr. and Mrs. E. E. Pelot, Mergenthaler Linotype Co., New York.
Two Representatives of the Cutler-Hammer Mfg. Co., New York.
Three Representatives of the Imperial Type Metal Co., Philadelphia, Pa.

COMPLETE PROGRAM, ASHEVILLE MEETING, S. N. P. A., JULY 3, 4 AND 5

THURSDAY, JULY 3

1. Address of Welcome—Col. J. Hyde Pratt. Response for the S. N. P. A.—Past President Frank G. Bell.
2. Roll Call.
3. Introduction of Guests.
4. Report of the President.
5. Report of Secretary-Treasurer.
6. Election of New Members.
7. Appointment of Special Committees: Nominations, Resolutions, Memorials, Auditing.
8. Report of Standing Committees: Agency Relations (Chairman of Board, Victor H. Hanson, reporting); Advertising, Labor and Business Office Affairs (Chairman, Edgar M. Foster); Advertising Audit Plan (Chairman, Maj. J. S. Cohen); By-Laws (Chairman, W. C. Johnson); Printers' School (Chairman, Harry Giovannoli); Postage and Legislation (Chairman, Col. Robert Ewing); Editorial Affairs (Chairman, John S. Cohen); Traffic Affairs (Chairman, W. C. Johnson); Washington-Lee School of Journalism (Chairman, John S. Cohen).

FRIDAY, JULY 4

BUSINESS OFFICE AFFAIRS: Edgar M. Foster, Chairman, presiding.

1. Greeting from the Audit Bureau of Circulations, Marco Morrow, *Topeka (Kan.) Capital.*
2. Greetings from the Inland Daily Press Association, George D. Lindsay, president.
3. Greetings from the North Carolina Press Association, H. Galt Braxton, president.
4. Address: "Salute to the Flag," Hon. Josephus Daniels, Ex-Secretary of the Navy.
5. Address: Major Clark Howell.
6. Address: Morton Caldwell, Chairman Southern Council A.A.A.A.
7. Topics: (a) Joint Advertising Campaign. (b) "Restoring the Confidence of the Farmer." Discussion led by John A. Davis.
8. Report of Committee on Nominations.
9. Election.
10. Announcements.

SATURDAY, JULY 5

1. EDITORIAL AFFAIRS: Major John S. Cohen, chairman, presiding.
2. Address: "Washington News," by J. Fred Essary, vice-president Gridiron Club, Washington, D. C.
3. Topics: (a) Press rates on long distance phone calls. Discussion led by Wiley L. Morgan. (b) Code of Ethics. Discussion led by W. M. Clements.
4. Report of Special Committees: Resolutions, Memorials, Auditing.
5. Naming of 1924-25 meeting place.

Convention Calendar

WEDNESDAY, JULY 2ND

Registration—Get-together meetings—Recreation — Directors and Committee meeting—Reception to Visitors and Convention Guests.

THURSDAY, JULY 3RD

(Eastern Standard Time)

8:00 A. M.—Breakfast, officers and directors.
9:00 A. M.—Convention called to order.
1:30 P. M.—Adjournment.
10:30 A. M.—Ladies' Entertainment.
3:00 P. M.—Group Meetings.
3:30 P. M.—Golf Tournament.
8:30 P. M.—Reception.
9:00 P. M.—Organ Recital, Mr. Harry Edward Mueller.

FRIDAY, JULY 4TH

9:00 A. M.—Convention called to order.
10:30 A. M.—Ladies' Entertainment.
1:30 P. M.—Adjournment.
1:30 P. M.—Convention Photograph.
2:00 P. M.—Civic Club Luncheons.
3:00 P. M.—Group Meetings.
3:30 P. M.—Recreation—Golf
8:30 P. M.—Moving Pictures.
8:30 P. M.—Committee Meetings.
9:30 P. M.—Ball—Kenilworth Inn.

SATURAY, JULY 5TH

9:00 A. M.—Convention called to order.
10:30 A. M.—Ladies' Entertainment.
1:30 P. M.—Adjournment sine die.
2:00 P. M.—Lunch.
2:45 P. M.—Meeting Officers and Directors 1924-1925.
3:30 P. M.—Recreation—Golf
7:30 P. M.—Dinner.
8:30 P. M.—Farewell Meeting.

SUNDAY, JULY 6TH

10:00 A. M.—Leave for Blowing Rock.
10:45 A. M.—Leave Ashville Station.
1:05 P. M.—Arrive Morganton.
3:30 P. M.—Arrive Mayview Manor.
7:00 P. M.—Dinner.

MONDAY, JULY 7TH

8:00 A. M.—Breakfast.
9:00 P. M.—Inspection and sightseeing.
1:00 P. M.—Lunch.
4:30 P. M.—Leave Fairview Park.
7:00 P. M.—Arrive Morganton.
7:30 P. M.—Dinner en route
9:45 P. M.—Arrive Asheville.

NEWSPAPER TYPOGRAPHY AND MAKE-UP

"Want-Ads" vs. *Classified* Advertising—Utilizing Good Typography and Make-up to Re-vitalize the Classified Pages—How to Put in the Wallop that Tells and Sells

By H. FRANK SMITH

Article XV

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items—such as headings, advertisements, editorial pages, features, etc.—will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, WORLD BUILDING, NEW YORK.

Replies Cannot Be Made by Mail

SOME newspapers look upon the so-called "want-ads" as a lot of miscellaneous and bothersome items to be used as "fillers" on any page just to get rid of this kind of copy. Other publishers recognize the "want-ad" as an unequalled opportunity to render a very special service to their readers and community, and they also appreciate the news value and profit possibilities of *Classified* Advertising.

The first publisher is *mis*-represented by the paper that scatters its "want-ads" in any old hit-or-miss way on any page in which there happens to be a small "hole" left and where a "filler" is needed to justify a column. The second publisher is represented by the paper in which the many different kinds of "want-ads" are thoughtfully sorted and carefully assembled into a directory of opportunities alphabetically arranged in an orderly, easy-to-find—*and read*—manner, from beginning to end.

The first paper is overlooking the dollar-diamonds in its own territory to chase penny-rainbows in foreign fields; while the second paper is netting big profits from its *Classified* Advertising, and at the same time is building prestige and good will by rendering a very valuable service to its readers, its display advertisers, and its entire territory.

The first publisher probably is guessing in terms of "cent-a-word want-ads" while the second publisher is planning and working in terms of newsy, serviceable and profitable *Classified* Advertising.

Classified Advertising Creates New Readers, Better Readers —and More of Them

THE *Classified* Advertising (not the "want-ads") creates new readers, better readers, and more of them by reason of the fact that if the patrons of the *Classified* Advertising do not find exactly what they are looking for they will be encouraged to read more of the display advertising, and in reading the display pages they become much better acquainted with the editorial, news, sport and feature pages.

It is not at all unusual for readers of *Classified* Advertising to buy space themselves, without any solicitation whatever on the part of the newspaper—because if the readers of *classified* cannot find just what they want, they will advertise for it; *voluntarily.*

This is especially true of those papers which are continually selling and reselling the reader on the value, convenience and economy of *Classified* Advertising by using liberal amounts of display advertising to advertise *Classified* Advertising.

Again, the transient reader of *Classified* Advertising becoming more familiar with the news, editorial, and feature pages will often develop from a casual reader into a subscriber or daily newsstand buyer.

Classified Advertising Should Be the Newspaper's "Red Book"

THE *Classified* Advertising should be the "Red Book" of the newspaper—segregating these thousand-and-one opportunities from everything else in the paper into a quick-to-find and easy-to-read indexed classification similar to the manner in which the telephone red book separates the business phones from the residence phones.

This means classifying into groups with each group carrying a major title and subheads (perhaps numbered)—all of which should be worked into an index; the major heads and sub-heads arranged alphabetically, or if the sub-heads are numbered they should follow in numerical order, of course.

The make-up merely follows the index with the result that we have a perfectly organized catalog of all kinds of opportunities—a complete index for quick and ready reference file to serve the whole territory.

The result is that when the patron of *Classified* Advertising is looking for, let's say, Farm Land he merely refers to the index for "Real Estate for Sale," reads down the numbered sub-heads and finds "27-Farms and Land for Sale;" then just turns to sub-head "27" in the column and immediately becomes acquainted with a number of the kind of offerings in which he is particularly interested.

The whole arrangement is simpler than "A-B-C," or "1-2-3," by which combination of letters and figures the most successful (and profitable) system of this kind is known.

Typography and Make-up Important Link in *Classified* Advertising

NEXT to properly indexing and cataloging the ads, the typography and make-up is perhaps the most important consideration. Despite the fact that *Classified* Advertising is just ordinary "straight matter" (so far as the actual composition is concerned), nevertheless many classified columns and pages are very hard to read—in fact, repelling instead of attracting the reader. With a little thought and effort we can readily develop a style of typography and make-up with enough "guts" in it to put a "wallop" even in the classified pages.

Let's look at a couple of specimens. Take *Fig.* 1, for instance, a "want-ad" page (from the *Detroit News*) which is as dead as the proverbial door-nail!

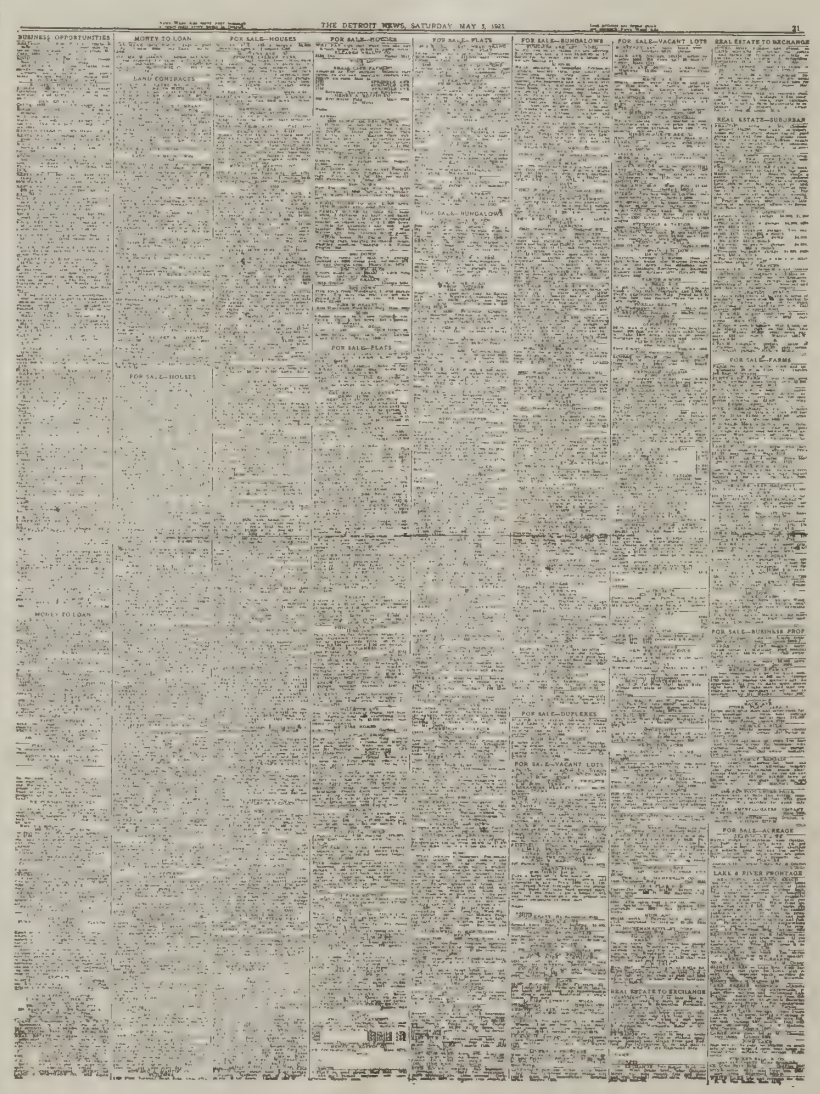


Fig. 1—A "want-ad" page as dead as the proverbial door-nail. Dull, drabby and unattractive because of careless typography.

Here we have the classified set solid in a light-face 5-pt. type carrying an 8-pt. semi-bold (antique) major head with hair-line cut-off rules throughout—printed with an ink that is more gray than black. Then squeezed into the running head are two dinky little 2-line "readers" intended to advertise (?) the advantages of *"News Want Ads."* The whole page is less inviting to the reader than a desert would be to a vacationist.

Certainly, there must be something radically wrong when a big successful daily like the Detroit News continues this crude and distracting style of typography and make-up for its "want-ads"—especially when it is so easy to put some life, pep and *inspiration* in these particular pages; in other words, to develop a splendid and wonderful section of real *Classified* Advertising.

Referring to *Fig.* 2 we find a very similar page which is made much more attractive and inviting merely by doing only four sensible and simple things: (1) using a slightly larger and bolder group head, (2) incorporating sub-heads wherever possible to help the reader quickly find what he is looking for, (3) using a heavy-and-light rule above, and a little extra white space around, each major head; to enable the reader to see where one classification ends and another begins, (4) using the space at the ends of the running head in which to print the classification, which gives the reader a quick index reference of what is on the page.

Just a brief examination of these two pages proves how easy it is to brighten up the classified page by paying only a little attention to the typography and make-up—not with the idea of putting a "wallop" in the page, but merely to relieve the page of the heavy, dull and repellant monotony resulting from setting the matter solid without any spots of color in the form of sufficiently bold heads, cut-off rules, white space, etc.

Surely, we can agree that *Fig.* 2 would be more apt to attract the reader than *Fig.* 1, and that the reader is entitled to have the *Classified* Advertising presented in a way that it can be read with reasonable compfort.

Putting in the "Wallop" That Makes 'Em Stop, Look, and Read

AMONG my notes I find an item reading: "If a paper is worth anything as an advertising medium it should carry the advertising of the paper itself." It seems to me that this statement applies particularly to *Classified* Advertising, because I believe the better way to sell readers on *Classified* Advertising—and *keep them sold*—is to use the newspaper's own space; *and especially on the classified pages.*

Hardly anyone relishes the idea of having to wade through column after column of small type, so if there is anything we can do to attract attention and to encourage a more careful reading of the classified pages we ought to do it—because it would appear to be good business—and profitable.

Take, for instance, *Fig.* 3—a page from the *New York American.* There's as much difference between *Fig.* 3 and *Fig.* 1 as there is between the stage-coach and the airplane—so far as rapid reading is concerned; getting where you want to go in a hurry; finding what you are after quickly, easily, *and comfortably.*

Analyzing this page (*Fig.* 3) for a moment we find six things well worth studying in considering our classified pages: (1) a running head (*The Great Meeting Place of Men and Opportunities*) that inspires confidence, (2) a streamer that attracts attention and encourages reading, (3) an inspiring ad that stimulates the lagging reader, (4)


BUSINESS PROPERTIES. THE NEW YORK TIMES, THURSDAY, JUNE 19, 1924. APARTMENTS

Fig. 2—Note how much more interesting this page of *Classified* Advertising is made by attractive typography and make-up.



Fig. 3—*Classified* Advertising with a "wallop" that *tells* and *sells*; and, incidentally, makes 'em stop, look and read.

bold boxed heads that guide the reader to the classification he is looking for, (5) sub-heads numerically indexed to help the reader find exactly what he wants and (6) in all, a page with a "wallop" in it that attracts attention, encourages reading, stimulates action, and gets results (for the advertiser as well as the publisher).

How Does Your Classified Look and What Are You Doing to Improve It?

JUST as a matter of information compare your classified pages with these specimens. If they are not all that they should be, start improving them today. Keep improving your classified until it has as much news and pep in it as you want and put into any of your other pages. Do this, and note how your classified lineage will grow, *and grow*, AND GROW.

Mechanically, it is easy—because once under way it is practically "straight matter." Mentally, it is a little more difficult—because it requires a *plan*, and newspaper folks do not seem to have enough time for plans; at least typographic and make-up plans. However, here are eight things which any compositor can do, if you will put him in charge of the typography and make-up of the *Classified* Advertising and tell him to go ahead:

(1) Set the major or group heads in *bold*-face type at least two sizes (not points) larger than the ads. Ten-point bold would make a good group head for 6-pt. body type.

(2) Set the sub-head in *bold*-face caps-and-lower-case two points larger than ads—that is, an 8-point face would make a good sub-head for 6-pt. body type.

(3) If a numerical index is used, select a good, plain, legible figure one or two sizes larger than the type used for the sub-head.

(4) Use a different and heavier rule for separating the groups, or classifications, than the hair-line rule used between the ads.

(5) Put at least a 2-point lead above and below each major head to get a bit of white space around it.

(6) Arrange the Group Headings alphabetically, and if sub-heads are used arrange these numerically.

(7) Make-up the *Classified* Advertising in a compact group. If it doesn't fill the page, or a half page, or even a column—*don't pad it to fill.* Padding makes it look cheap and unreliable.

(8) Even if there is only about a column of classified—*make it up double column;* put a good head on it (not "Cent-A-Word" or "Want-Ads"); and give it an *island position* (don't bury it among the display advertising). No matter how little classified there is—make it look like a million dollars; make it say something; *make it Sell and it will Sell!*

Comment and Criticism

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

By H. FRANK SMITH

Daily Mirror, New York—At first thought one would naturally assume that there are enough capable folks in and about the Hearst organization to easily have created a typogrphic dress for the *Daily Mirror* that would be entirely different and, perhaps, more attractive than the *Daily News* (New York's other daily picture tabloid), but apparently such is not the case for the *Mirror* is practically a typographic facsimile of the *News*. It's a safe bet that many hurrying morning readers thought they were buying the *Daily News* last Tuesday morning only to discover later that it was the *Daily Mirror* they purchased. If "imitation is the sincerest flattery," the *Mirror* certainly went the limit in following the dress of the *News*.

Paul Dodge, News, Tucumcari, N. M.—The *News* is neatly made up and very clearly printed, but you are using to much light-face italic for heads. I don't have to tell you this; you know it. Why don't you put a real newspaper head on your news matter, and make the *News* even more attractive than it is?

John D. Lawson, Standard, Westport, Conn.—Don't ever let any one kid you again into using that stud-horse Gothic type that titled Shilepsky's ad page two June 19. Another thing, you used too many solid 6-point rules for borders in this issue. Somebody's mussing up the usual attractive typography of the *Standard*. Stop 'em now (once and for all) before they go too far.

W. Lee Tuller, Reporter, White Plains, N. Y.—I haven't time to carefully examine the weeks's batch of Reporters you sent, but a brief glance over most of the pages indicates that someone very familiar with good typography and make-up is right on the job. The only thing I see that really needs attention is the way you set all your heads—they are too solid, and ought to be opened up with 2-point leads. You might also consider these suggestions: Set the quotation sometimes run at head of editorials in italic; use one size larger type for editorial heads; since the paper is made up so solid it might be advisable to set classified, legals, and maybe radio news in 6-point to gain a column or more of extra space in each issue; replace that asterisk border used on boxed items with something better. I think your first pages could be improved if they were not made up so solid. However, the *Reporter* is very well taken care of typographically, and whoever is on the job knows what to do, and is undoubtedly making the refinements mentioned above as time permits

Bulletin, New York—While New York's new evening daily has revived world-wartime typography for its front pages, the further we get into each new issue the more sensible the type dress and make-up becomes—except for the unnecessarily extravagant use of one of the blackest and most ugly funeral Gothics ever designed. The whole typographic dress is so forced and strained that sooner or later something must bust—and it probably will be circulation, because a healthy permanent circulation (the kind that advertisers want to buy and we are willing to pay for) cannot be built and maintained by the false note carried in the Bulletin's present style of misleading typography.

Have You a Problem in Typography or Make-up?

PUBLISHERS may have the benefit of Mr. Smith's suggestions by merely sending to EDITOR & PUBLISHER a copy of their paper—or better still, write Mr. Smith direct about any problem of typography or make-up that might be bothering you. The suggestions will be made with reasonable promptness and frankly—and in a spirit of helpfulness. What's on your mind now—typographically?

Ask Definite Questions, and Address Letter and Papers (in one package) to

H. FRANK SMITH,
EDITOR & PUBLISHER,
World Building, New York.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

Mr. Bennett was the first editor to give much space to religious news. The printing of sermons delivered by clergymen on Sunday, in the Monday morning Herald was regarded as a startling innovation in 1839. For years Mr. Bennett struggled against a prejudice in some quarters against having affairs in religion reported and discussed in the secular press. There was one clergyman in New York who demanded that a Herald reporter who was present to report his sermon, leave the church, as he declared that his discourse was intended solely for the edification of his own congregation!

In the 'forties, religious anniversaries lasting for a week were customary in New York, and the period came to be known as "Holy Week," the Herald reporting the proceedings in full, and on May 12, 1841, Mr. Bennett thus jocosely referred to it:

"The sinners and rascals who patronize the Herald will get to day a deep dose of religion and piety. Let them swallow it. No harm can come of it."

In June, 1841, he made new arrangements for the distribution of the Herald in New York City, saying:

"I have organized my own corps of carriers and no carrier who touches the Sun or any Wall Street paper will be permitted for a moment to serve the Herald."

The New York Herald Offered For Sale

On October 26, 1842, Mr. Bennett offered the Herald for sale in the following self-explanatory statement:

"The undersigned offers for sale the whole of the New York Herald newspaper establishment, including all its appurtenances as now organized, and of which he is sole proprietor.

"The intention of the undersigned in retiring from the Herald, is to proceed to London as soon as practicable, and to establish in that capital a daily and weekly newspaper, for the purpose of defending, explaining and exhibiting to Europe the institutions, laws, morals, resources, movements and tendencies of the United States, which are now subject—from imperfect knowledge and strong prejudices, to misrepresentation and falsehoods of all kinds and from all quarters. He also intends to establish a branch newspaper in French and English in Paris.

"The Herald is now completely organized in every point as follows:

"Materials for printing, consisting of ten presses, types, news boats, etc., costing $25,000.

"Herald Building, having granite columns and brick walls; six stories high, costing $30,000.

"Aggregate average circulation of the Herald, 30,000.

"Aggregate annual cash receipts of the Herald, New York Lancet, and other publications as per cash book, $130,000.

"Annual profits of the whole establishment, according to the industry, genius, and enterprise in its management, $15,000 to $25,000.

"Applications for further information are directed to be made to the proprietor,

"JAMES GORDON BENNETT."

The offer was not taken seriously by the public, and on Nov. 2, Mr. Bennett withdrew his establishment from sale, placing upon it a valuation of $200,000.

He intimated however, that while continuing the proprietorship of the Herald, he had made arrangements "to establish a branch newspaper in London and Paris, in the course of next spring or summer, for the purpose of carrying out his original plan of advancing the civilization and brightening the light of the age. New York will be the centre of his operations, as it is now the grand centre of the originality, talent, improvement, wit, science and soul of the age."

Mr. Bennett was rapidly achieving national celebrity, and in August, 1842, referred in his light and breezy way to the honors conferred upon him:

"RISING IN THE WORLD.—We are rising very rapidly in this sinful world. A short time ago, the Corporation of Nauvoo, Ill., conferred upon us the freedom of the city. The next step was to raise us to the dignity of LL.D., a regular Doctor of Laws, by the University of Nauvoo, an honor which we highly prize. * * * *

"Yesterday, blessed be the day, we received by a special messenger from Illinois, an enclosure which contained the parchment, conferring the high military rank upon us of Brigadier General of the Militia of the State of Illinois, and commissioning us as Aid-de-camp to the Major General of the Nauvoo Legion of the Militia."

The document was issued by Thomas Carlin, Governor of Illinois, and Mr. Bennett went on to say:

"There's honor—there distinction—there's salt and greens for a modest, simple, calm, patient, industrious editor. We now take legitimate rank above Col. Webb, Major Noah, Col. Stone, Gen. George P. Morris, and all the military editors of the country. * * * * Hereafter, I am James Gordon Bennett, Freeman of the Holy City of Nauvoo; LL.D. of the University of Nauvoo, and Aid-de-camp to the Major General of the Nauvoo Legion, and also its Brigadier General, with a fair prospect of being a prophet soon, and a saint in Heaven hereafter. Volcanoes and asparagus! What next?"

The joke of it was, that all of these "honors" were instigated by Joe Smith as "Major General," in hopes to gain the support of a powerful eastern newspaper for the tottering Mormon community in Illinois.

CHAPTER THIRTEEN

Development of the Bitter Newspaper War Described—Some Amusing Features of the Conflict—Bennett's Baby Son Joins in the Fray

THAT there were too many newspapers in New York seemed very evident to Mr. Bennett in 1842. Under the heading of "A Newspaper Glut" he wrote the following:

"Another two cent cash newspaper is announced, called the 'Morning Post,' to be conducted by Mr. Godwin, for several years the working editor of the 'Evening Post.' This indicates that the 'Evening Post' is rapidly reaching the 'sere and yellow leaf,' a victim to the empty pride and emptier pretensions of the beggarly respectability of the Wall Street six-penny system. Godwin, we hear is a man of some talents, experience and character. * * * *

"It is said other papers are expected. Very well—come on. There is plenty of room to erect new establishments and lose lots of money. Since we started the Herald, we have seen nearly 30 newspapers start and probably $200,000 lost in fruitless efforts. The 'New Era' sunk nearly $50,000 in the first year of its existence. There is yet room to spend $500,000 in good money in starting newspapers."

A newspaper named the "Union," run by Beach and Noah ceased publication on December 31, 1842, and Mr. Bennett referred to Noah in the following facetious vein:

"What Noah is to be engaged about, is uncertain. The 'Union' is the fifth or sixth newspaper that Noah has caused to kick the bucket. He is utterly unfit for any newspaper. We really know not what to do with him. He had better set up an old clothes shop at once; we will loan him $50 on the security of the Synagogue to begin. What say, old fellow?"

Next day Mr. Bennett discussed Beach's profitable business of a money changer and shaver of notes, which he referred to as "Beach leaves."

A few days later Beach retorted in a long editorial headed, "Going, Going—Almost Gone," saying:

"The graceless knave who publishes the Herald has but a few steps more to take before he reaches the goal to which he has been speeding ever since he began his infamous career among us. Pecuniary and moral ruin now irretrievably involve him. The Grand Jury has found a true bill of indictment against him for publishing in his obscene print a false and garbled report of the assets of Anthony Dey, Esq. Other indictments will follow on the complaints of other respectable citizens whose business misfortunes have been seized upon by this alien vagabond, as a pretext and excuse for making them the butt of his ribaldry, to tickle the fancy of the depraved into the purchase of his worthless Herald of profanity, blasphemy, obscenity and desecration of character."

To this abusive tirade, Mr. Bennett replied, justifying his handling of the Dey report, and gibbetted Beach in the following paragraph:

"This Beach, one of the most arrant and consummate blockheads ever placed at the head of a newspaper.* * * * The poor devil will have to end his life as he began it, by wielding the jack plane and mending old chairs and tables."

A few days later he again editorially replied to Beach, terming him "the most excruciating blockhead we ever saw!"

(*Continued next week*)

***A Thought for Today*—When tempted to view with alarm modern newspaper mortality tables, count ten and think of Bennett in 1842 watching the bubbles rise from the hulks of 30 newspapers sunk in six years.**

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.



Tell It to SWEENEY!

—and tap human nature

CLOSE by where Broadway begins, is the office of a mild little middle-aged man who is one of New York's least known millionaires. Senior head of a huge brokerage house, he sits for five hours a day manoeuvring with some millions of dollars, making money for other people and himself. He lives out in the suburbs; belongs to a score of expensive clubs; and supports anonymously a dozen scholarships that keep young men in college. His wife's monthly allowance is more than the annual income of most New York families. At one time he seriously considered building a winter home down in Miami because his small son caught colds so easily.

By every conceivable material standard, this man is a Stuyvesant—affluent and getting more so.

But he isn't. He smokes cigarettes that cost less than Fatimas. He wouldn't stir for a polo match, but he will motor twenty miles to the Polo Grounds on a scorching midsummer Sunday to see a ball game. Opera makes him restless, but he will sit still all evening listening to a barber shop baritone sing old Irish songs. His original ambition in life was to be a fireman. And he has had a standing five-dollar bet with an elevator man in his office building that Mrs. Blossom is not the mother of Skeezix.

Skeezix, it might here be explained, is the baby character of a comic strip called "Gasoline Alley" which runs every day in the NEW YORK NEWS.

* * *

THERE is another middle-aged millionaire in this town whose family is known all over the world. Besides engaging in his own business, he is also an indefatigable worker, director and committeeman in various civic, philanthropic and social organizations in New York. But time after time when our staff cameramen cover the activities of these many organizations, whether the place is the top deck of the Berengaria in the rain or a parlor in the Plaza, this man somehow finds his way into the focus and appears in the film among those reading from left to right. His photographic frequency in THE NEWS is eclipsed only by the President of these United States, Mayor Hylan, and possibly a few of the better known movie stars. . . . We have it on good authority, as the Washington staff men say, that he is one of our most constant Constant Readers.

* * *

IT IS extremely illogical—from an advertising standpoint—for such men to act that way. There are scores of exclusive publications which presumably should claim their interests, and in which the advertiser supposedly should have positive contact with their suggestion nerve centers. And yet, dawgonnit, they will read a mass paper like THE NEWS along with 800,000 other more or less common people—the Sweeneys—who buy it every day. The moral seems to be that millionaires like the tabloid size, the larger text, the brief presentation of news, the news pictures, the comic strips and human interest features of THE NEWS as well as other lesser people—and are inclined to pick their newspaper according to their likes rather than their incomes.

This inconsiderate inconsistency on the part of the moneyed classes is so extreme that in the Gold and Purple districts of Manhattan, where family expenditures average from $7,500 to beyond $12,000 a year, THE NEWS *has just as many readers per thousand population as it has in many districts where some Sweeneys average less than fifty per.* (The figures are available. Write for them.)

* * *

TELL It to Sweeney—the average man, the average woman, the average family—and tap the basic levels of human nature which respond alike in peoples of all incomes and all classes. Tell It in THE NEWS, a really great medium, which is bought by almost half of all the morning newspaper buyers in New York City; which presents every advertising message more effectively on the small size page—at lowest cost. Get the facts!

TELL IT TO SWEENEY has been issued in folder form. The series is sent on request. Write on your business letterhead.

THE NEWS

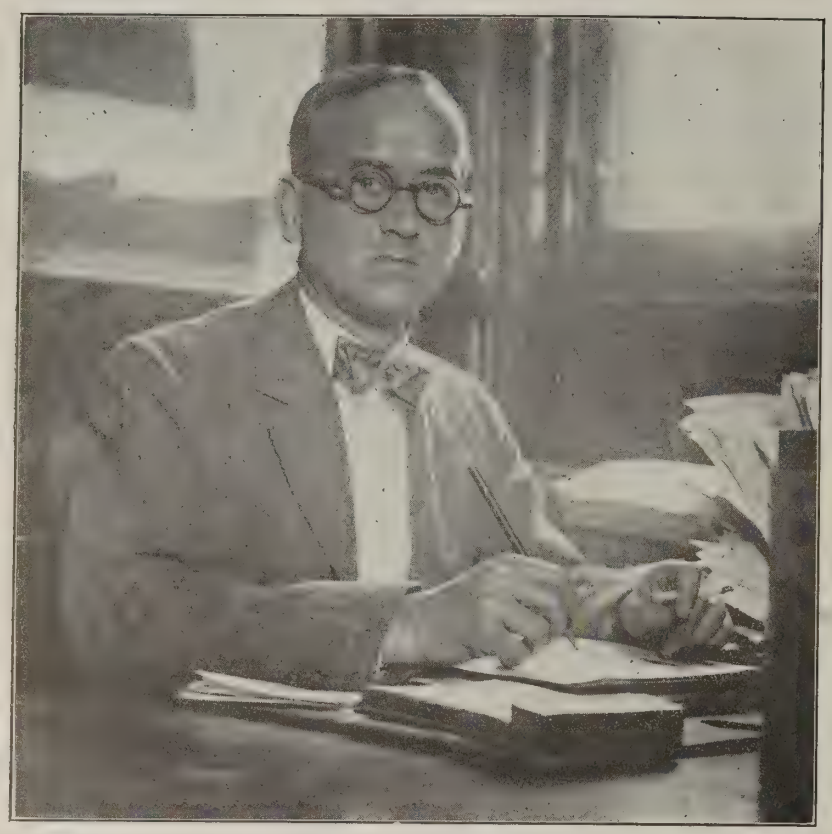
New York's Picture Newspaper

25 PARK PLACE, NEW YORK
7 S. DEARBORN ST., CHICAGO

The Largest Daily Circulation in America—*now in excess of* **800,000** copies net paid each weekday

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



WILLIAM P. BEAZELL—A Seeker After Facts

"NEWS boils down to two things.

"First: things you, the reader, hope will happen to you.

"Secondly: things you hope will never happen to you."

This somewhat dogmatic definition of that strange, sought after, hunted, slaved for idol was given me during conversation this week by William Preston Beazell, assistant managing editor of the *New York World*.

Beazell in calm, deep, well-modulated bass can talk pleasantly for hours. A product of Pittsburgh, where he boxed the newspaper compass even to owning his own publication, he came to New York and worked as a reporter 21 years before appointment to his present position 3 years ago by Herbert Bayard Swope.

"When you read of someone receiving an unexpected inheritance, you know you are interested, hoping or wishing you yourself may some day receive such a gift," Beazell continued, enlarging upon his definition.

"On the other hand, the account of a disaster attracts you, the reader, and the frightened thought crosses your mind 'what if I had been there.'"

But the philosophical newspaper maker was not content with limited definition. Harking back to his Pulitzer training, he resumed conversation.

"One of the chief functions of every newspaper," he declared, "is to go out and see, hear, and experience things for people unable to go out themselves.

"Joseph Pulitzer was the first American journalist to realize this. It is what made him great.

"The furnishing of information to people is the first function of the press. Both opinion and entertainment are secondary.

"I think, of course, that the editorial page is highly important. Certainly there ought to be expressions of opinion and differences of opinion.

"But the highest crime in journalism is to allow opinion to creep into the news columns.

"Newspapers are losing their editorial influence, yes; but they are building up an information service infinitely more helpful than the old editorial system. They are going out and getting the facts on which opinions are based and are giving those facts to the people."

For 27 years Beazell has been searching out facts for people, seeing and experiencing things for them and studying newspapering as a profession.

Son of a clergyman, his whole family has long followed a professional bent, being professors, physicians, lawyers or clergymen. In his boyhood days, Beazell had no thought of becoming a newspaper man. Literally, the nearest he ever came to a newspaper office while a boy was to set up his name in type in a country weekly newspaper office outside of Pittsburgh, his home town.

But, somehow, when he entered the University of Pittsburgh his mind was definitely made up that his profession would be newspapering. At the university, where he spent two years, he was a leading figure in reviving the *Courant*, the college paper, which had been out of existence about 8 or 10 years. Transferring to Alleghany College he there also took part in college journalism on the *Alleghany Campus*.

Graduated from Alleghany with the Class of 1897 on his 20th birthday, Beazell got his first newspaper job as reporter on the *Chautauqua Assembly Daily Herald*, which runs yearly during assembly season, July and August.

In September of the same year, he went back to Pittsburgh and became reporter on the *Leader* of that city. After 2 years, he transfered to the then *Pittsburgh Commercial Gazette*, forebear of the present *Gazette*, where he worked upward to the position of night city editor, when he resigned to write politics on the *Pittsburgh Times*. In 1906 he went to the *Pittsburgh Post* as night editor.

Beazell was with the Post not quite a year when he became seriously ill with typhoid fevor, and was in bed for 16 weeks. Recovering he took over the *Pittsburgh Index*, a society weekly, and later acquired the *Pittsburgh Bulletin*, a similar publication.

From 1908 to 1910 he owned and edited these two newspapers, and then decided he had had enough of newspaper work. He came to New York in February of the latter year and attained considerable success as a magazine and free lance writer.

Regular newspaper work, however, is hard to give up without struggle, and inside of a few months, Beazell went down to the office of the *New York World*, where W. A. Johnston, at present the World's suggestion editor, who had tutored him in Greek during college days, gave him work as a reporter. This was March 21, 1910, and Beazell, from inclination, stayed on the street until he was made assistant managing editor; experiencing and informing.

In 1909, the World began to take interest in aviation. That year this newspaper was responsible for the Glenn Curtis flight from Albany to New York. Beazell became one of the first of the World's famous "aviation men." He followed the pioneer flying days carefully, and in 1918 was assigned to cover the army air camps in this country. A series of stories he wrote for the World at this time on "How the United States Is Making an Air Service" won him official commendation from the air service.

Next spring he went to Newfoundland to report the start of the N.C. boats' flight across the Atlantic. He literally helped Alcock and Brown get away on their epoch making non-stop flight to England, working like a navvy. He also reported the Hadley-Page attempt. In all he was in Newfoundland from March until July, 1919.

Another story in which Beazell was on the inside was the Crippen case, a crime story, when wireless was first used in capturing a fugitive from justice. Beazell was the first man to make a survey of traffic conditions in New York.

This was in 1912 and 1913. His series of stories were later published in book form.

"Amadclub" London Cable Address

The general cable address for all members of the A. A. C. W. American Delegation in attendance at the London convention is "Amadclub, London," it has been announced. Such cables will be received at the headquarters of the American Express Company in London. Special messenger service will promptly re-distribute cables to the individuals according to their hotel addresses on file. It has been suggested that friends and relatives of delegates use this address exclusively when sending cablegrams.

May, 1924

DURING the month of May the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,938

For the four Sundays in May the average paid circulation of The Sunday Sun was **177,767.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Who's Who in the CONSOLIDATED PRESS



ROWLAND WOOD

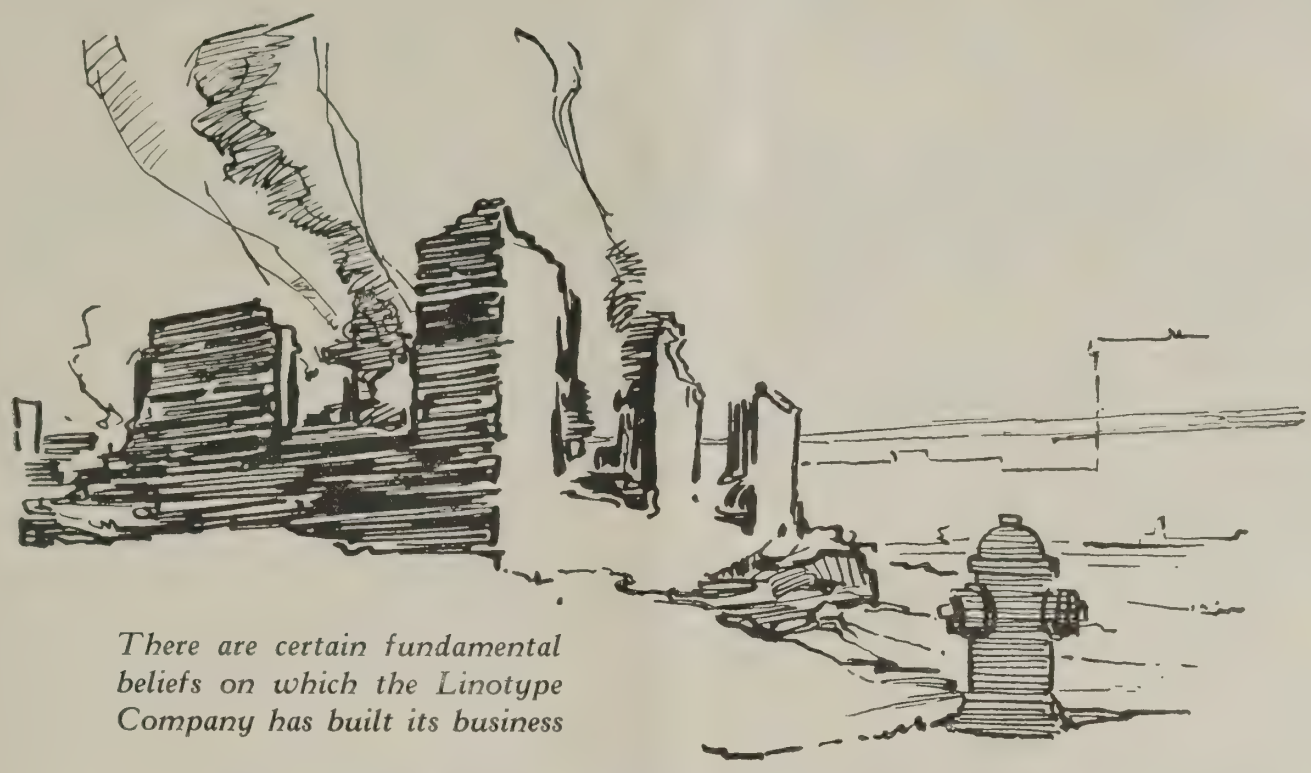
ROWLAND WOOD, staff writer of the Consolidated Press, is a reporter of marked ability and great skill in descriptive writing. For five years he worked on the Cleveland papers. For five more years he was special staff man for the Associated Press, with headquarters in New York. For nearly a year he has been a member of the Special Staff Service of the Consolidated Press.

Since joining the staff of the C. P. A., Rowland Wood has written a notable series of dispatches on the Butlerization of Philadelphia. He also wrote the intense human interest story of the convicts at Sing Sing giving their annual musical comedy production as a prelude to the electrocution of two condemned murderers. His stories on the Frank Tinney case have been featured from coast to coast.

Drama, pathos, humor in the news—they're all grist to the mill of Rowland Wood, reporter.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.



There are certain fundamental beliefs on which the Linotype Company has built its business

ANTICIPATING THE UNEXPECTED

Interruption of business is the great intangible hazard which every publisher faces daily. We protect him against that danger by maintaining at strategic locations emergency stocks of machines and essential equipment, ready for shipment on a few hours' notice. In every great disaster within its history, the Linotype Company has met the emergency.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520 24 41 A

Composed entirely on the LINOTYPE *in the Benedictine Series*

DAILIES URGED TO LIMIT MERCHANDISING CO-OPERATION GIVEN ADVERTISERS

Stress Circulation, Not Surveys, New York Special Advises—Former Creates Buyers, Latter Merely Puts Goods on Shelves

By M. D. HUNTON
Cone, Hunton & Woodman

A QUESTION of increasing importance with newspaper publishers is "How far shall we go in extending co-operation to national advertisers?" It is a matter of interest to advertisers also, for it has a kick-back to them.



M. D. HUNTON

From the newspaper standpoint a certain amount of co-operation is desirable. It gives the national advertiser something which no other medium can offer, and it adds an interest in the newspaper columns to local merchants who may increase their space somewhat by tie-up copy. But co-operation has been and is an increasing expense, and since the milline rate in newspapers has advanced only slightly and not at all comparably to production costs, co-operation means doing business with the advertiser on a reduced margin of profit. It is therefore necessary for the newspaper to limit the expense of co-operation to a point where the margin of profit does not entirely disappear.

Competition between newspapers has been so strong that many of them have emphasized their "Merchandising Departments" (a misnomer, by the way, for a newspaper is not a merchant and should not be a personal solicitor of orders) rather than their circulations. Of course the advertiser is keen to get all he can for his money and frequently plays the promises of co-operation by one newspaper against those of another newspaper losing sight of circulation. In this kind of a contest the weaker newspaper in its anxiety for business may promise more than its stronger contemporary (which promise it often cannot fulfill) and get away with the bacon. When it does the advertiser has bought co-operation instead of circulation, and the unsatisfactory returns that usually follow react against both the weaker newspaper and advertising in general.

There are a number of kinds of legitimate co-operation being given newspapers: (1) A preliminary survey and report of the market for the advertisers' goods, showing relative sales of competing articles and opportunity for the advertiser. (2) Putting the advertiser in touch with or introducing his representatives to distributors. (3) Conferring with the advertiser's salesmen as to the retail houses and furnishing them route-lists. (4) Advising retailers in the trade area of the size and character of the impending advertising campaign, the cost of printed matter and postage being borne by the advertiser. (5) Arranging for the distribution of posters, cards, etc. in retail stores, the expense of which should be borne by the advertiser. (6) Securing counter and window displays by dealers. (7) Giving the advertising publicity in a house organ or trade paper, if one is issued by the newspaper. (8) Securing dealer tie-up advertising. (9) Reporting a check-up on sales of goods during and after the campaign. In all conscience, these are enough helps at existing rates. It would be an excellent thing if co-operation could be standardized by newspapers generally. It is probably impracticable to do this throughout the country but it is feasible for the newspapers in each city to get together and agree on the extent of the co-operation which any of them will give.

From the advertiser's standpoint circulation should be the main consideration in selecting a medium and co-operation an afterthought. It is a big mistake to lose sight of the fundamental basis of advertising value, which is the amount and character of circulation and cost per thousand readers reached. No amount of co-operation, and it might be added no character of good copy, can compensate for this lack. The best co-operation in the world is only an aid to putting goods on the dealers' shelves. Creating the desire in the consumer's mind to buy those goods can be accomplished only through the publicity the newspaper columns give.

To ask increasing or unusual co-operation from newspapers means additional expense to them, and if persisted in will finally find expression in increased cost in what is now one of the relatively cheapest thing in the commercial world—newspapers' milline rates.

From the standpoint of both newspaper and advertisers it is therefore desirable to put a limit on co-operation.

It is up to the newspapers to begin doing so.

Hundreds stand in line in Philadelphia to buy the Sunday Transcript. This is not true as to any other publication on earth. Seventy-five years without soliciting an advertisement.

LENT HEADS NEW JERSEY PRESS

Passaic News General Manager Honored at 68th Annual Convention

R. E. Lent, general manager of the *Passaic* (N. J.) *News,* was elected president of the New Jersey Press Association at its 68th annual meeting just closed at South Mountain Manor, Wernersville, Pa.

Mr. Lent served last year as vice-president. The out-going president is John E. Clarey, of the *Madison Eagle.* The new vice-president is F. A. Robertson, of the *Washington Star.* The association's two veteran officers, W. B. R. Mason of the *Bound Brook Chronicle* and John W. Clift of the *Summit Herald,* were re-elected treasurer and secretary respectively. The new executive committee consists of William B. Bryant, *Paterson Press-Guardian;* Edmund W. Carpenter, *Woodbury Democrat;* Charles H. Frost, *Plainfield Courier-News;* E. V. Savidge, *Hopewell Herald;* George C. Ladd, *Vineland Journal;* and W. A. Haffert, *Cape May Times.*

After minor amendment, a code of ethics for the newspaper profession in New Jersey, proposed at the winter conference in Trenton, was adopted as follows:

To consider first the interests of the public.

To maintain secrecy as to the source of news or news information given in good faith when requested or understood by the informant.

Never deliberately misrepresent or pervert facts.

To eliminate, insofar as possible, personal opinions from news columns, but be leaders of thought in editorial columns and make criticisms constructive.

To strive constantly to eliminate free reading notices and to keep reading columns independent of advertising consideration.

To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.

To solicit subscriptions and advertising solely upon the merits of the newspaper.

To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements.

To give proper credit for articles taken from other newspapers or publications, and to avoid unfair practices in competition with them.

To make prompt and complete correction of serious mistakes of fact or opinion whatever their origin.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

STAMFORD SENTINEL SOLD

Connecticut Daily Passes to Van Horn, General Manager

The *Stamford* (*Conn.*) *Sentinel,* established March 1, 1923, by the Sentinel Publishing Company of South Norwalk, Conn., has been purchased by Silas VanHorn, of Stamford. VanHorn managed the paper for 8 months prior to the purchase.

The Stamford Sentinel was published in the South Norwalk Sentinel plant. VanHorn plans to establish the paper in Stamford soon.

The Sentinel Publishing Company was formed by Leigh Danenberg, president and W. P. Milligan, treasurer, upon purchase of the paper established by the lates James Golden 50 years ago.

International Closes Paper Mill

International Paper Company announced June 25, it would close its plant at Franklin, N. H., a week commencing June 29. Lack of orders was given as the reason.

Press and Welfare Work

"The enormous service rendered by daily newspapers in promoting welfare work of various kinds is beyond the comprehension of the average person, even those who are directly engaged in such work. There is no doubt that the value of this service throughout the country could be counted by millions of dollars annually.—Charles Stelzle, before Biennial Nursing Convention.

SMALL WANT AD BILLS NO LONGER WORRY

Mathews, Business Manager of Santa Barbara Press, Solves Problem of Collection by Brief and Pointed Letter

Found: the means of collecting small and scattered want ad charges economically.

So, at least, claims W. R. Mathews, business manager of the *Santa Barbara* (*Cal.*) *Morning Press,* who submits to EDITOR & PUBLISHER as proof a letter which he claims has been used with remarkable success.

"In so many cases the charges are so small that many people overlook them altogether," Mathews writes. "Here, we have tried several different methods of collecting these charges. We have tried sending collectors with them to each house, but that did not prove satisfactory because a great many people do not like to be bothered with collectors, especially when the charge is small; too, often the party called upon is not at home; and as a result the cost of collecting these charges with a collector is very expensive.

"We have tried mailing out ordinary 'duns' with a balance due marked on them and, of course, this brought in a few. Last month we hit upon a scheme that has surprised us beyond all measure with results and we believe it is good enough for you to pass on to other papers who have a similar problem to solve.

"When a phoned-in want ad is run we mail out the bill the next day and in about 20 per cent of the cases the people will send the money for these first bills. If the money does not come in from that bill on the fifteenth of the following month, we send out the following letter:

"DEAR FRIEND:

No doubt you have overlooked sending us a check for the small bill noted below. The matter of ——— is of small moment to most people; it is probably to you, but when several thousand small amounts similar to it are outstanding it becomes a hard problem to solve.

Won't you please, right now, write us a check and mail it at once?

Thank you.

CLASSIFIED AD DEPT.,
The Morning Press."

"One of the best things about this particular letter is that we have not had one complaint from anybody about it being a 'dun' or 'don't you think our credit is good,' 'What's the matter—do you need the money that badly' and all the other various well-known complaints that usually come from collection letters," Mathews concludes.

The Ludlow gives us a wonderful supply of type

Writes Mason City (Ia.) Globe-Gazette.

"AFTER nearly five years of service our Ludlow continues to give wonderful results. This machine is considered an indispensable part of our composing room equipment.

"It gives us a wonderful supply of type and much larger variety than we could keep in the same amount of space. In other words we are perfectly satisfied with the Ludlow."

The Ludlow is a rapid system for producing type in slug lines from matrices set by hand.

Ludlow Typograph Company

San Francisco Hearst Bldg. — **2032 Clybourn Avenue CHICAGO** — New York World Bldg.

LUDLOW QUALITY COMPOSITION

Industries Growing in the

SOUTHERN STATES

The South's rapid strides in the development of her manufactures is a story of an expanding manufacturing industry at home to utilize locally produced raw materials.

During the past twenty years the geographic center of cotton manufacturing has shifted from New England to the South.

Southern mills are now consuming nearly 60 per cent of all cotton used in American plants. The number of spindles in its cotton mills has increased from 4,500,000 to nearly 15,700,000.

The swift development as shown in the cotton spinning industry, is also true of what is taking place in other lines of trade.

This great South has also turned to the manufacturing of her metals, the refining of her petroleum, making of coke, and utilizing her own timber in her own shipbuilding plants.

The total value of manufactured products in the South, as stated by the Census, is in excess of $9,800,000,000.

The South, rich in tradition, rich in natural resources, rich in industries, is now developing faster, and progressing more rapidly than any other part of our land.

The market is here, the money is here. These Southern newspapers, realizing that through the expansion of their own communities they increase their own scope, invite National Advertisers to come South with their goods.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
***Montgomery Journal (E)	18,054	.06	.06
FLORIDA			
***Florida Times-Union, Jacksonville..(M&S)	39,226	.09(.10S)	.09(.10S)
***Pensacola News (E)	5,372	.03	.03
†††St. Petersburg Independent (E)	7,236	.03	.03
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,878	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M) 19,882..(S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY			
***Lexington Leader (E)	18,432	.05	.05
***Lexington Leader (S)	18,538	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
††Asheville Times (E)	8,969	.04	.04
**Asheville Citizen (M)	11,760	.055	.055
**Asheville Citizen (S)	12,421	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
***Raleigh News and Observer (M)	27,984	.06	.06
***Raleigh News and Observer (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,218	.06	.06
SOUTH CAROLINA			
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
Greenwood Index Journal (E&S)	4,367	.025	.025
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald ....(M) 6,014....(S)	8,023		
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
†††Nashville Banner (E)	58,892	.10	.10
†††Nashville Banner (S)	56,989	.11	.11
VIRGINIA			
*Alexandria Gazette	3,900	.025	.025
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660	.05	.05
***Newport News Daily Press (S&M)	5,725		
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
***Staunton News-Leader (M), Leader...(E)	6,588	.035	.035

* A. B. C. Statement, April 1, 1923.
** A. B. C. Statement, Sept. 30, 1923.
†† Government, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

WASHINGTON STAR INAUGURATES NEW SAVINGS PLAN FOR STAFF

Daily Proposed to Add 50 Per Cent to Amount of Employes Deposits — Plan Outlined by Publisher Frank B. Noyes

WASHINGTON, D. C., June 24.—The *Washington Evening Star*, a newspaper that spends approximately $175,000 annually in employes' pensions, disability and death benefits, holiday bonuses and visiting nurses for its workers, has announced the establishment of a Staff Savings Fund, by which the newspaper proposes to add 50 per cent. to the amount of its employes' savings, providing the regulations of the fund are carried out. In a recent announcement of the fund, Frank B. Noyes publisher of the Star said:



FRANK B. NOYES

"The plan is patterned largely on that of the Metropolitan Life Insurance Company which has been in extraordinarily successful operation nearly 25 years. It is designed to encourage persistence in savings and persistence in employment in the company's service."

The main features of the plan as outlined by Mr. Noyes are: Each employe (with certain exceptions) is allowed to deposit with the Evening Star Staff Savings Fund each year an amount not exceeding 5 per cent of his annual salary, the total deposits as nearly as practicable, being invested in interest bearing securities selected by the trustees of the fund.

Provision is made so that the entire savings with the accumulated earnings may be drawn out on notice by the depositor but a penalty is exacted if the account is reopened. Partial withdrawals are not permitted. A depositor thus, is able to withdraw what he has put in, with larger interest than if deposited in a savings bank, but he does not receive the 50 per cent contribution of the Star Company offered for persistence in savings and employment.

For those who persist in the savings and in employment on the Star the company adds 50 per cent of the amount of the savings, which with interest on these additions will be paid to depositors or their legal representatives, on the death of the depositor; in the event of permanent incapacity of a depositor; on the honorable retirement from the company's employ after a service of 20 years, and within the discretion of the trustees in certain contingencies.

"An interesting phase of the plan," said Mr. Noyes, "is that the company's contributions made on account of depositors who prematurely withdraw their savings are with certain exceptions credited to the accounts of those who persist in saving and employment.

"Under the present conditions the trustees of this fund should be able to invest safely the deposits so that a return of from 5 to 6 per cent interest can be obtained. If a depositor save $10 monthly the following table shows the magic of compound interest at both 5 and 6 per cent:

	5%	6%	Principal Paid
Balance end 5 years	$681.97	$699.84	$600.00
Balance end 10 years	1,554.95	1,640.27	1,200.00
Balance end 15 years	2,672.45	2,904.05	1,800.00
Balance end 20 years	4,102.93	4,602.63	2,400.00
Balance end 25 years	5,934.07	6,885.38	3,000.00
Balance end 30 years	8,278.08	9,953.20	3,600.00
Balance end 35 years	11,278.61	14,076.03	4,200.00
Balance end 40 years	15,119.55	19,046.12	4,800.00
Balance end 45 years	20,036.28	27,063.11	5,400.00

"Half as much (50 per cent) is to be added by reason of the company's contribution, thus it will be seen that through these two sources if 5 per cent is earned the $10 monthly saving will amount in 25 years to more than $7,800 of which the depositor has contributed $3,000. In 45 years—and that is not an uncommon term of employment by the Star—the credit would amount to over $30,000 of which the depositor would have contributed $5,400. If six per cent is earned throughout the credit in 25 years would be more than $10,300 and 45 years $40,500."

In his letter to the employes of the Star announcing the plan Mr. Noyes speaking as fellow member of the Star family said he would like to say a few words concerning the Company they all served.

"Familiar as I am," continued Mr. Noyes, "with the different beneficial activities authorized by the Company, I am free to say that I did not realize the aggregate to which these benefits amount, until I recently added them up.

"The Pension System, Disability Benefits, Death Benefits, Holiday Bonus, Vacations, Visiting Nurse and the new Savings Fund if fully availed of require an annual contribution by the Company of approximately $175,000 in addition to the regular payroll.

"This amount does not take into consideration the rental valu eof the space used for the Club Room and the Dental Clinic nor the clerical work incident to the savings and other plans. The Company also has aided 52 employes to purchase homes by making loans to them at low interest rates.

Spokane Ad Manager Honored

Two hundred and fifty *Spokane Chronicle* employes attended a surprise party given G. W. Roche, advertising manager, before he left for London to attend the A. A. C. W. convention. A pair of binoculars was presented to him by his staff. Toasts were responded to by Henry Rising, president, Spokane Chronicle company and editor; Arthur Hooker, secretary-treasurer, and Mr. Roche. R. A. Bankson, city editor, was toastmaster.

Visit Southern Journalism School

Dr. Lyman P. Powell, of the Educational Department of the *Cosmopolitan Magazine*, William F. Bigelow, editor of *Good Housekeeping*, and James Melvin Lee, Director of the Department of Journalism at New York University, were members of a party which made a visit to the new Robert E. Lee School of Journalism at Washington and Lee University, Lexington, Va.

Connecticut Daily to Move

The *Bridgeport (Conn.) Star* will move into its own home, the former Seaside club, July 4, recently purchased by George B. Clark, publisher, for $50,000. The building is being remodeled to accommodate the newspaper.

JORDAN HEADS ALABAMA PRESS

Association Votes Permanent Summer Camp at Annual Session

W. R. Jordan of the *Huntsville Star* was elected president of the Alabama Press Association, at the annual convention held in Florence, Ala., June 13 and 14. Other officers for the coming year are: J. S. Benson, *Scottsboro Progressive Age*, first vice-president; J. Z. McLendon, *Luverne Journal*, second vice-president; M. B. Darnell, *Florence Herald*, third vice-president; S. W. Stanley, *Greenville Editor*, secretary-treasurer.

The outstanding feature of the meeting was the vote to establish a permanent summer camp on the Gulf Coast to serve as a place of meeting for the convention every summer. A committe composed of M. V. Nunnallee, R. B. Vail, and W. D. Gather was appointed to investigate the availability of suitable property.

Frank Willis Barnett, *Birmingham News*, spoke on the history of newspapers. A round table discussion of "How to Get and Hold Subscriptions" was led by M. Darnell of the *Florence Herald*.

A trip to Wilson Dam and the Government developments at Muscle Shoals on the Tennessee River was an entertainment feature of the meet.

More than 100 editors attended the sessions.

Ad Staff to Meet

Semi-annual conference of the advertising department of the *Chicago Tribune*, including the men in the eastern office, will be held at the Tribune offce Tuesday and Wednesday, July 1 and 2. The annual field day of the department is to be held at the farm of Col. Robert R. McCormick, co-publisher of the Tribune, near Wheaton, Ill., on June 30.

Printers Accept Present Scale

Union printers of Portland, Ore., recently signed a 5 year contract on the basis of their present wage which calls for $8 for day work and $8.50 for night.

Chicago American Fetes Newsboys

Thousands of Chicago newsboys were guests at the annual newsboys' night of the *Chicago Evening American* at White City, June 23.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles. Noozie.
The International Syndicate, BALTIMORE.

Dog Cartoons

"Would Make a Dog Laugh!"
ROBERT L. DICKEY'S
All-Dog Cartoons—Once a Week.
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Fiction

LET US BUILD YOUR CIRCULATION.
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

Radio

RADIO NEWS AND FEATURES
Two volumes weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Weekly Humor

"LAUGH WITH LEACOCK"
Weekly Humorous Article.
Illustrated by Kessler.
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

THE LAST SHALL BE—

First!

TRADE MARK

The last word in Classified Advertising promotion for smaller newspapers appears every week in the release of First Features.

Here is the last word in publicity—illustrated features that build reader-interest and patronage on proven principles.

Here is the last word in development—plans and methods for promoting a medium on scientific, sensible lines that mean sure leadership.

Don't be the last to see these First Features—write for the catalogue and a sample week's release today!

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By HERB ROTH

His Hobby is Collecting Howard Pyle Illustrations



"On a Friday Afternoon"

HERE'S a tip which may make you rich.

If you know a bird who possesses a book containing a Howard Pyle illustration, just sneak up to him and say, offhand like, "What'll you take for it?" He'll probably reply, unless he is in on this secret, "Oh, it's an old book—I'll sell it for six bits."



HERB ROTH

You make the trade and then fetch it to the Pulitzer Building, New York, and stroll into the Sunday art department and ask for Herb Roth. That gentleman will seize the copy like a Maine pickerel goes after a shiner

Herb Roth, cartoon genius of the New York Sunday World, creator of a thousand drolleries in pen and ink sketch, has the world's finest collection of Howard Pyle's illustrations. We happen to know that he paid $250 for a complete de luxe edition of Hawthorne just to get one book which contained a Howard Pyle picture.

Herb Roth hails from San Francisco. He was born there in 1887. His father was a sculptor. Young Roth was educated at the San Francisco Polytechnic, the same school which graduated Hype Igoe of the World, "Tad" of the *New York Journal*, Paul Terry and other newspaper cartoonists.

In the capacity of office boy for the *San Francisco Bulletin*, Roth had his first glimpse of newspaper work. This close-up picture of reporters at work convinced him he ought to be a cartoonist, and in 5 years his work was appearing on the Bulletin editorial page.

Roth lost his job temporarily during the earthquake and fire of 1906, but was reinstated when an inquisitive reporter found him philosophically viewing the ruins of the city from a refugee tent.

In 1910, he came to New York and joined the World's Sunday department. Roth likes to work for a certain period, then knocks off for several months and travel. He has made sketching tours in all parts of the world.

Now's the Time to Subscribe to

JOHN HELD, JR.

Gene A. Howe, owner of the Amarillo, Texas, Globe and Atchison, Kansas, Globe, says:

"'Oh! Margy!' is going great. There is a kick and a punch to it."



Margy says a man in a full dress suit is either selfconscious or unconscious.

(1 Col. Daily, ½ Page Sunday)

UNITED FEATURE SYNDICATE

World Building New York City

N. A. Huse, Gen'l Mgr.

Dont Pig Metal!

YOUR remelting furnace is an unnecessary cancer, eating into your profits, costing you excessive metal depreciation, gas, labor and trouble. Eliminate that expense.

Don't Melt Your Metal Twice To Use It Once!

MONOMELT SLUG FEEDER

The MonoMelt Single Melting System has replaced the remelting furnace in hundreds of newspaper and printing plants. It is saving metal, labor, money, and trouble for them. It can do the same for you. The MonoMelt is the perfect metal feeder. Guaranteed to produce better slugs. No typecasting machine can be fully efficient without the MonoMelt.

Every MonoMelt Single Melting System is Sold on a Definite Money-Back Guarantee

Write for our trial offer.

PRINTERS' MANUFACTURING CO.

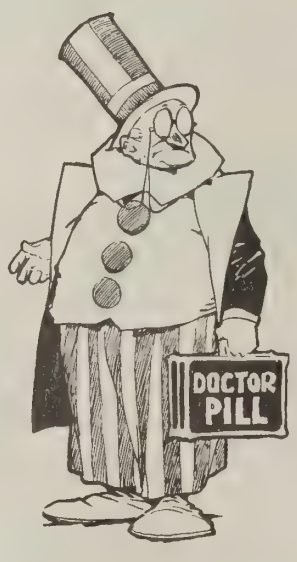
709-719 Palace Bldg., Minneapolis, Minn.

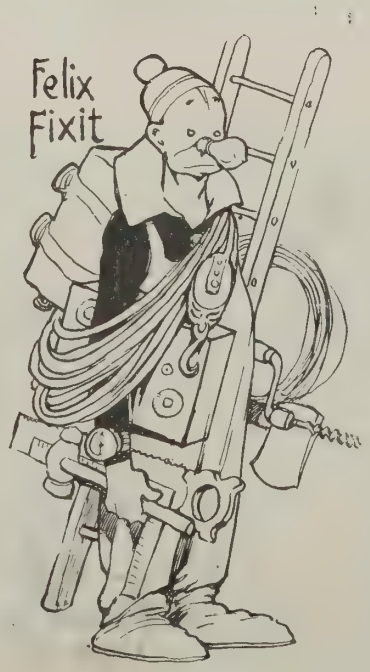












Winsor McCay, Cre
Joins The New York H

For many years American publishers have
the creator of "Little Nemo," until now, w
our proposal.

On Sunday, Augus
commence a long ar
in the leading S

No "comic" page has ever had a greater appeal
imagination, whimsical in its humor, clean in its const
take first place in American newspapers.

The Princess, Little Nemo, the inimitable Flip, goo
all the rest will help Mr. McCay in entertaining the pub

SUNDAY, A

Wire now for exclusive use. One paper in each city

THE NEW YORK HERA
219-225 WEST 40th STREET ::







or of "Little Nemo,"
rald Tribune Syndicate

requesting a page like "Little Nemo," but
t free to answer "Yes" to their request and

"Little Nemo" will
popular engagement
day Newspapers.

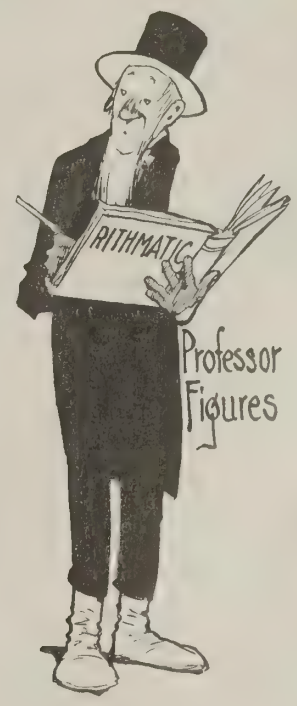
ldren and adults alike than "Little Nemo." Rich in
n, and admirable for its art, "Little Nemo" will again

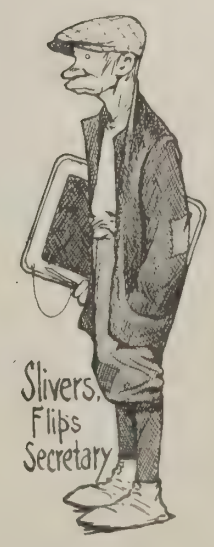
Dr. Pill, Impie the merry mischief-maker, Slivers and
ch week beginning

UST 3, 1924

ntracts will be negotiated up to five years. *WIRE NOW.*

TRIBUNE SYNDICATE
:: :: NEW YORK CITY





EDITORIAL



VALUABLE SERVICE

A NOTABLE achievement has been gained for the press in general through the determined attitude of *Boston Evening Transcript* in resisting the legal proposition of the state that a newspaper must accept and publish advertisements.

The full bench of the Supreme Court, as previously reported in EDITOR & PUBLISHER, has sustained the exceptions of the Transcript in connection with the criminal charge of failing to comply with a request of the Minimum Wage Commission to publish, at its regular rates, a notice rendered by it. This concerned a store where, it was alleged, women employes were unfairly paid. The Transcript declined the matter.

The court ruled that the following sections of the general laws were invalid, in that they compel a publisher to print matter which to him seems libelous:

"Section 12—Any newspaper refusing or neglecting to publish the findings, decrees or notices of the commission at its regular rates for the space shall be punished by a fine of not less than $100."

"Section 13—No member of the commission, and no newspaper publisher, proprietor or editor or employe thereof, shall be liable for damages for publishing the name of any employer as provided for in this chapter, unless such publication contains some wilful misrepresentation."

Chief Justice Rugg said that the only question to be decided was whether the mandatory terms of the statute violates the rights secured to the defendants by the Constitution:

He pointed out: "The effect of the statute is to compel the publisher of any newspaper, selected by the public board established by the statute, to print the matter offered by that board in accordance with the statute, at the rate specified in the statute. He cannot negotiate as to the rate he will charge. * * *

"It may not be for his business advantage so to print it. He may not want to print it at any price. His preferences, desires or financial advantage or detriment are entitled to no consideration under the statute. * * * Its fair market value, regarded as space occupied, may be much greater than the price commonly charged for business advertisements of the usual character. * * *

"The protection afforded to the publisher against liability for libelous publications made pursuant to the statute is of uncertain nature. The constitutional power of the Legislature to deprive one altogether of his right of action against the publisher of a libel may well be open to doubt. The right of speedy remedy for injuries or wrongs to character is established on the same footing as injuries or wrongs to persons and property."

That rasping sound you hear in the distance is caused by the press agents of the several political machines dredging up from the bottom of plausability reasons for party preference.

YE EDITOR'S VACATION

WHEN Cornelius Vanderbilt, Jr., left recently for his summer vacation, he saluted the readers of his tabloid newspapers at San Francisco and Los Angeles in these terms: "This is vacation time and this evening your publisher begins his vacation. Our first stop will be Seattle. Five years ago, your publisher was a cub reporter on an evening paper there. Today the man for whom he worked is working for him as business manager of the *San Francisco Illustrated Daily Herald.*"

All of which moved R. F. Paine, the veteran hard-hitting editor of the Scripps-Howard organization, to poetry, as follows:

"Time at last sets all things even,
And, if we do but watch the hour,
There never yet was human power
Which could evade, if unforgiven,
The patient search and vigil long
Of him who treasures up a cub reporter's wrong."

A frequent caller is the young woman journalist who immediately expresses scorn of "society columns" and "women's pages" and wants a job as a "regular reporter." But the great work that women have to do in newspaper offices is to expertly cater to the interests of women.

CORINTHIANS

CHAPTER XIII. 1

Though I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal.

Write as considerately of strangers as you would of personal friends and libel lawyers will lack clients.

STAR FAMILY UNITY

YOU see in another column the latest beneficent enterprise of the *Washington Evening Star* in behalf of the employes of that great newspaper. We do not know of another newspaper in America which is more solicitous of the welfare of the men who make the paper, day by day. Frank B. Noyes and his associates practise these methods because of elements of heart and soul. Star family ties are strong and enduring. It is a matter worthy of the highest commendation. Those who "let live," themselves live best in this best of possible worlds.

The Hearst idea in newspapering sweeps on, every week witnessing a new development, or a complete new unit in that huge journalistic enterprise.

RELATIVE PRIDE

THERE may be other sports and forms of angling comparable to fly-fishing for trout, but if so, I have never indulged in them or met one who has," says O. W. Smith, Wisconsin philosopher.

Have you ever cast a net for an exclusive interview with the leading character in the day's biggest news plot? No speckled trout ever laid on the mossy bottom of an angler's basket can compare for beauty and pride to the angler with the "important interview" when it is safely in print.

A competent advertising man not only knows advertising is his own paper, but advertising in general. He is an expert in advertising methods and values. The day is gone for the advertising man who only knows he wants some copy.

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EDITOR & PUBLISHER
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Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10, Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

DOG-DAY READING

MEET the new master. No longer does the banker or the big retail merchant snap the blacksnake thong round the newspaper publisher's calves. They are as out of date as the Simon Legree of Mrs. Stowe. The new Imperial Wizard is the press agent. Take that from Roy McCardell, known to thousands as a newspaper humorist, now a gun-pointer in the magazines' battery of propaganda to discredit the newspaper as an information agency worthy of public confidence.

Mr. McCardell is more subtle than his fellow-author for the *Saturday Evening Post,* Mr. Turner, who frankly uses fiction to picture the press agent's place in modern journalism. Mr. McCardell arms his projectiles with statistics and writes of "the facts." He gives the "more than two and a quarter million" the real "lowdown" on journalism. Reporters—there "ain't no sech animile." Country weeklies—likewise extinct. Individual ownership and control—no hope—all of the 2,036 daily and Sunday papers—Mr. McCardell's figures—are either controlled by one of the 105 chain ownerships or buy from them all their news, opinions and entertainment. New York has only eleven regular daily newspapers—or had when Mr. McCardell wrote his piece 60 or 90 days before it appeared. He couldn't know, of course, that its appearance would be simultaneous with that of two New York dailies and that two more were on the ways.

It's hardly worth while to refute seriatim these curious pronouncements, nor to quarrel with Mr. Will Irwin's suggestion in *Collier's* that we are coming to a national journalism like that of Europe, nor with the oracular, if hastily formed, conclusions of writers for the *Atlantic Monthly* and the *American Mercury.*

From the sidelines, they all evidence a market created by green-eyed jealousy of the present prosperity of newspapers, not a little of which has been transferred from magazine cash-drawers by advertisers who burned their fingers at the magazines' torch.

The newspapers can't be undermined that way, but it is interesting to watch the progress of the campaign. The yarns make good hot-weather reading, their proceeds buy new cars for the newspaper men who know a good market for a few hours' work and EDITOR & PUBLISHER gets an occasional editorial hunch for a week of dull news. Let the parade go on!

It's what you don't know that hurts you.

FRUITS OF CENSORSHIP

THE inevitable has happened in Italy. We know, if we know anything from experience, that when press despatches are labeled "delayed," "deleted," "passed by censor," "Rome via Paris, delayed," etc., that some ruthless dictator is getting in his bloody work for some minority against some majority.

We knew, when we learned that Mussolini, who gained his autocratic power in the uniform of an altruist, had muzzled the press of his country through insolent laws wholly in defiance of the principle of free press and public understanding of public business, that such unnatural protection of individuals in power would lead to license. Behold, it brings forth one of the most atrocious murders of a public official in modern history and revolution and wholesale slaughter of the innocents is, perhaps, only narrowly averted.

Mussolini muzzled the press of his country because he couldn't stand the truth. It is the first act of a dictator, always from the same cause. His program is one of brutal control. His power is through prejudice and fear and exists because the public is uninformed.

There appears to be persistent general faith in the principle that a new publication should walk into public favor on the legs of a burlesque queen. Each new publishing venture coming to our desk in recent weeks has presented a fresh array of more or less threadbare feminine pulchritude.

PERSONAL

CYRUS H. K. CURTIS, publisher of the *Philadelphia Public Ledger, New York Evening Post,* the *Saturday Evening Post* and other publications, was awarded an honorary degree of Doctor of Laws by the University of Pennsylvania, June 18.

Cornelius Vanderbilt, Jr., publisher of the *San Francisco Illustrated Daily Herald* and *Los Angeles News* was recently appointed "envoy extraordinary" by Mayor Rolph of San Francisco to extend the greetings of the city to the British fleet when it arrives at Vancouver, B. C.

J. Emmett Olmstead, editor of the *Petaluma (Cal.) Argus,* has been appointed a member of the California state industrial commission by Governor Friend W. Richardson.

Philip L. Jackson, associate publisher of the *Portland Oregon Journal,* has been appointed by Governor Walter M. Pierce as a member of the board of regents of the University of Oregon. He fills the vacancy created by the recent death of Charles Fisher, publisher of the *Eugene Guard.*

E. E. Brodie, publisher of the *Oregon City (Ore.) Enterprise,* has sailed with his family for the Orient to resume his duties as minister to Siam.

E. B. Dunn, President of the New York Press Club and a member of the staff of the *New York Sun* for 31 years has been appointed superintendent of the Broad Street Hospital, New York.

John C. Shaffer, publisher of the *Chicago Evening Post,* has lent to Northwestern University fifteen masterpieces of English, French and Dutch art he recently purchased.

George D. Lindsay, editor and publisher of the *Marion (Ind.) Chronicle,* has gone to Florida on vacation. He will return July 15.

Millard M. Martin, editor and publisher of the *Allen (Neb.) News,* has been named postmaster at Allen.

William C. Reich, who retired as president of the *New York Journal of Commerce and Commerical Bulletin* last October, is reported seriously ill at his home in Red Bank, N. J.

Ed P. Greer, owner of the *Winfield (Kan.) Courier,* recently celebrated his 50th anniversary with the paper.

Frederick Roy Martin, general manager of the Associated Press was the receipient of two honors last week. He was elected an Overseer of Harvard by vote of the alumni on Commencement Day and made an officer of the Legion of Honor by the French Government.

Gilbert M. Hitchcock, publisher *Omaha World-Herald,* recently received the degree of Doctor of Laws from Creighton University, Omaha.

IN THE EDITORIAL ROOMS

ARTHUR SEARS HENNING, chief of the Washington bureau of the *Chicago Tribune,* celebrates this month his 25th year with the Tribune.

Henry J. Richmond, editorial and special writer for the *Detroit News,* is now London correspondent for his paper.

S. W. McClure is now managing editor of the *Bastrop (Tex.) Advertiser,* succeeding R. A. Franklin, who recently purchased the *Holland (Tex.) Progress.*

Henry W. Yelvington, former city editor, *Austin (Tex.) American,* has gone into the bond business at Wichita Falls, Tex.

Edward J. Beck has returned to the *Detroit News* after a two-year leave of absence which he spent free-lancing in Europe.

Wilbur E. Snypp has joined the sports staff, *Ohio State Journal.*

Meyer Levin, reporter, *Chicago Daily News,* sailed last week for a 3 months' tour of Europe.

Harold Clark has returned as reporter the *Bridgeport (Conn.) Telegram.*

A. J. Weller has returned to the news staff of the *Fresno (Cal.) Bee.*

Miss Emma Jean Drimiller, "Loop" city editor of the *Chicago Tribune,* is spending a three months' leave of absence cruising in a houseboat on the Mississippi river.

William F. Bogart, financial manager of the *San Francisco Examiner* returned June 17, with his wife from a three-months' vacation in the Orient.

Earl Berkeley formerly copy reader on the staffs of several New York newspapers has gone to Las Vegas, N. M., where he will publish a weekly newspaper.

Miss Elizabeth C. Sanger, of "Table Talk" in the *Boston Sunday Globe,* is soon to leave for a trip through the Canadian Rockies to the Arctic Circle.

Ray Garrison, baseball writer for the *Chicago Daily News,* has resigned. He is succeeded by John C. Hoffman.

Maurice S. Porter, managing editor, *Mount Vernon (N. Y.) Argus* has been seriously ill for the past 6 weeks.

L. L. Engelking is now sports editor of the *Port Arthur (Tex.) News.*

Julian Seamon, telegraph editor, *Bridgeport (Conn.) Telegram,* has resigned.

Jacob A. Goldberg, courthouse reporter for the *Worcester (Mass.) Telegram* for 15 years, has opened a law office in Worcester.

Earl M. Reed, editorial staff, *Reading (Pa.) Eagle,* and Mrs. Reed are parents of a daughter.

Mrs. Julia A. Jenks is now household editor, *Detroit News,* succeeding Miss Mary I. Oleson, who was recently married.

O. Q. Millar, telegraph editor, *Fresno (Cal.) Bee,* announes the 'third ad'—a son, born May 27.

Ross D. McMichael has joined the staff of the *Bellefontaine (O.) Index-Republican.*

Henry A. Pierce, woman's page editor, *Spokane Chronicle,* has been appointed chairman of the local Shrine hospital committee. He was recently elected president of Spokane Rotary club.

Earl R. Goodwin, sports writer for the *Portland (Ore.) Journal,* has gone to Paris to cover the Olympic games.

David L. Kirk, formerly editorial writer, *Spokane Chronicle,* will teach in a local high school next year.

George Ashley DeWitt, returned to the *Chicago Herald Examiner* last week after a year's absence spent on Pacific Coast papers.

George R. Becker of the *Rockford (Ill.) Register-Gazette* staff has resigned to enlist in the army. He was assigned to the radio school, Fort Benning, Ga.

Anne Pierce, for the past 8 years director of the New York Herald-Tribune Institute, has resigned to act as consultant and special writer on the merchandising of foods and household appliances, with office at 30 Fifth avenue.

Jossef Schmidt, assistant state editor, *Cleveland Plain Dealer,* is recovering from an operation.

J. Kenneth Mullin has joined the *San Antonio Light* copy desk.

Albert M. Slade, of the *Lancaster (Pa.) New Era* staff recently celebrated his 40th anniversary with the paper. His associates presented him with a chime clock.

Vance Griffith has resigned as reporter for the *San Antonio Evening News.*

Ernest H. Smith, city editor of the *Morristown (N. J.) Jerseyman,* has been made editor succeeding Wood Vance, resigned. Robert L. Gilbert goes to the city desk from the Dover office of the paper.

Franklin Johnson, has rejoined the *San Antonio Evening News* street staff.

C. H. Stauffer has succeeded Rex Collier as assistant city editor of the *Washington Star,* Collier being switched to the writing staff.

Wayne Weishaar, assistant city editor, *Des Moines (Ia.) Tribune,* is in New York on a 3 months' leave of absence.

FOLKS WORTH KNOWING

FOR 34 years, Walter C. Johnson, general manager of the *Chattanooga (Tenn.) News,* has seen continuous service with daily newspapers.



W. C. JOHNSON

From newsboy on Macon, Atlanta, Ga., and Knoxville, Tenn., newspapers, Johnson graduated into the printers' devil class on the *Knoxville Sentinel.* With that newspaper he advanced through all the various business office departments finally becoming book-keeper and cashier. Afterwards he served in the same capacity on the old *Knoxville Tribune* under its joint ownership with the Sentinel.

In 1902, Johnson began collecting more imposing titles, being appointed in that year secretary-treasurer of the *Memphis Morning News.* He held this office for 4 years, when, shortly after the consolidation of the News and the *Memphis Evening Scimitar,* he was made business manager of the combined daily, the *News-Scimitar.*

For 5 years he remained at this position, and then, in 1907, he was induced by J. B. Pound, publisher of the *Chattanooga News* to come to Chattanooga and be general manager of that newspaper.

Two years later, he became associated with George F. Milton and C. B. Johnson in the purchase of the *Chattanooga News,* becoming vice-president and general manager of that newspaper.

Johnson has been very active in the work of the Southern Newspaper Publishers' Association. He was elected vice-president and served for two terms, and in 1916 was elected secretary-treasurer, having been re-elected to the latter office every year since.

HOLDING NEW POSTS

EDWARD J. HERWIG, from assistant state editor, *Detroit New,* to managing editor, *Lansing (Mich.) Capital News.*

P. Barrett, from news editor *Houston Dispatch,* to Sunday editor, *San Antonio Light.*

H. G. Stilwell, from *Austin (Tex.) Statesman* staff, to staff *San Antonio News.*

W. Evart White, from *Austin (Tex.) American* to courthouse man, *San Antonio News.*

Mrs. Nina Lewis, from staff, *Marion (O.) Star,* to society editor, *Bellefontaine (O.) Index-Republican.*

Otway B. Shearer, from reportial staff, *Springfield (O.) Sun,* to business manager, *Marysville (O.) Tribune.*

Kenneth McCalla, from staff, *San Antonio Evening News,* to reportorial staff, *San Antonio Light.*

John W. Yates, from *Birmingham Age-Herald,* to staff, *San Antonio Express.*

George Harris, from *Houston Dispatch,* to assistant city editor, *San Antonio Express.*

Charles H. Boyd, from make-up man, *Austin (Tex.) American* composing room to foreman, *Mexia News* plant.

H. R. Palmer, from managing editor, *Lansing (Mich.) Capital News,* to editorial department, *Lansing State Journal.*

L. A. Hoskins, from *Houston Post,* to news editor, *San Antonio Light.*

Fred T. Turner, from city editor, *Buffalo Commercial,* to day city editor, *Buffalo Courier.*

Newton Noyes, from make-up editor, *Buffalo Commercial,* to city editor.

Thomas McKiernan, from reportorial staff, *Holyoke (Mass.) Telegram,* to *Lawrence, (Mass.) Sunday Sun.*

George Hahn, from rewrite staff, *Boston Telegram,* to staff, *New Britain (Conn.) Herald.*

IN THE BUSINESS OFFICE

W. K. NOTTINGHAM, business manager, and Roger H. Ferger, advertising manager, of the *Cincinnati Enquirer,* are sailing on the Lancastria July 3, to attend the A. A. C. W. convention at London. From there they will go to Paris returning on the S. S. Aquitania sailing from Cherbourg, July 26.

Rufina Gonzalez, formerly of Leo Aarons Advertising Artists, and Elsa Lang, of the *New York Evening Post,* have joined the promotion department of the *New York Herald Tribune.*

Marie R. Langbein Crosby, for years identified with the *New York Herald* of Bennett days, has resigned as secretary to F. A. Walker, general manager, *New York Telegram and Evening Mail* to become secretary to Frank B. Flaherty, general manager of the *New York Evening Bulletin.*



The Haskin Service now occupies the entire first floor and basement of this magnificent new building at 21st and C Streets, N. W., Washington, D. C.

L. W. Jacobsen, formerly of the *Modern Grocer,* has joined the advertising force of *The Co-Operator,* the *Chicago Tribune's* publication for retail grocers.

W. D. Parsons, circulation manager of the *Minneapolis Star,* has resigned, effective July 1.

Edgar M. Lazarus is now circulation manager of the *Morristown (N. J.) Jerseyman* succeeding John W. Walker, resigned.

F. B. Moore, advertising department, *Columbus, Ohio, State Journal* has been appointed publicity director for the American Honey Producers' League. Moore is also president of the Ohio Beekeepers' Association.

MARRIED

W. H. WHEELER, owner and editor of the *Halsey (Ore.) Enterprise,* to Mrs. Martha Kayser recently.

A. A. Cobb, editor, *Brocton (N. Y.) Mirror,* to Mrs. Belie F. Cottor of Elgin, Ill.

Harry V. Wade, editorial writer, *Detroit News,* to Mary I. Oleson, household editor of the *News.*

Melvin C. Carlson, advertising solicitor, *Chicago Tribune,* to Miss Margaret Timms.

Herbert Dean Rugg, religious editor, *Cleveland Plain Dealer,* to Miss Marguerite Duscomb, of Twinsburg, O., June 16, at Oberlin.

Robert B. Moore, assistant editor, *Sheldon (Ill.) Journal,* to Miss Pauline DuCharme of Kankakee, Ill., in Watseka, Ill., recently.

Karl Melvin Frost of the Frost Advertising Agency, of Boston and Lynn, Mass., to Marion Oakes Brown, June 16.

Donald J. McGowan, rewrite man, *Detroit News,* to Irene Okurewski, of the News want-ad department.

Philip Henry Sheridan, formerly of the reportorial staff, *Worcester (Mass.) Telegram,* to Miss Bertha Brown.

Charles Henry Mason, formerly of the *Boston Transcript* staff to Miss Helen Justine Hobbs, of Boston.

Albert S. Brown, associate director, extension division, A. A. C. W., with headquarters in New York, to Miss Nell Sansom of Plainview, Tex., in Plainview, June 12.

Stanley J. Harvey, local display advertising department, *Chicago Tribune,* to Miss Grace Kenealy of Oak Park, June 14.

Miss Maud Sturtevant Hinman, daughter of George Wheeler Hinman of the *Chicago Herald and Examiner* and sister of George Wheeler Hinman, Jr., of International New Service, to William H. Colburn of San Francisco, June 14, at Milwaukee.

S. Andrew Stauffer, son of S. M. Stauffer, editor and publisher of the *Sac City (Ia.) Sun,* to Miss Ruth McBurney recently at Onawa, Ia.

J. M. Cousins of the *Birmingham Age-Herald* staff, to Miss Eva Owens, June 8.

Ross D. McMichael, reporter, *Bellefontaine (O.) Index-Republican,* to Miss Kathern Van Tilburgh, Germantown, O., at Constantine, Mich., June 12.

William Dilba, formerly of the *Westwood (N. J.) Chronicle,* to Miss Emma Stelling, June 7.

Frank Adams of the *Chicago Tribune* stereotype room to Miss Marie Hartnett recently.

Roland S. Tofflemire, managing editor, *Ames, (Ia.) Tribune,* to Miss Leona Sellers, last week at Alexandria, Minn.

Harry G. Deison, advertising department, *Clarksburg (W. Va.) Exponent,* to Miss Dolores E. Boyer, June 22.

WITH THE ADVERTISERS

DEVOE & RAYNOLDS Company, Inc., paint manufacturers, recently began publication of a house organ *Devoe News,* under the direction of Theodore E. Damm, advertising manager.

Sidney Hartman has resigned as advertising manager of the Union House Furnishing Company, St. Louis, to engage in service work on his own account, with offices at 1063 Arcade Building.

A. L. Fuller, for many years with the Muscatine, Ia., Gas Company, has been made sales and advertising department member by the Peoples Light Company.

Guy Bolte has resigned as advertising manager of Cheney Brothers, silk manufacturers, New York. He has not announced his plans.

Kenilworth H. Mathus, formerly with the *Providence Journal,* has become publicity manager for the United Life & Accident Insurance Company, Concord, N. H.

Homer Fry has become merchandise manager of the Toledo (Ohio) Better Business Commission, succeeding Berlin Boyd, now manager of the Scranton (Pa.) Better Business Commission.

Robert E. Mercer has been promoted from assistant advertising manager to advertising manager of the Lowe Brothers Company, Dayton, O., and is succeeded by B. B. Bains, formerly publicity manager of the Dayton Engineering Laboratories Company.

Miss Anna L. Mahoney, former president of the Boston Advertising Club and director of women's advertising for William Filene's Sons Company, Boston, sailed for abroad on the S. S. America June 16. She will attend the advertising convention in London the week of July 13.

IN THE AGENCY FIELD

KARL A. FREDERICK, copy department, United States Advertising Corporation, Toledo, has joined the copy staff of the Campbell-Ewald Company, Detroit.

Clarence Visscher, of the Morneau & Powers Printing Company staff, Detroit, has been appointed manager of the detail department, Campbell-Ewald Company, Detroit.

Reed Parker, formerly of McKinney, Marsh & Cushing, Detroit, is now with Homer McKee Company, Indianapolis.

H. M. Carroll, advertising manager, Remy Electric Company, Anderson, Ind., has been appointed manager of the Dayton, Ohio, office of the Campbell-Ewald Company.

G. C. Jefferson, formerly with Dorrance, Sullivan & Co., South Bend, Ind., has been added to the Detroit staff of the Campbell-Ewald Company.

H. E. Pritchard has become president of the George W. Reese Advertising Agency, New Orleans, succeding George W. Reese, resigned on account of ill-health. Kenneth B. Thompson succeeds Mr. Pritchard as vice-president, sharing this office with W. S. Pleasants. J. H. Judge is secretary-treasurer.

E. E. Willis has joined the Chicago staff of the Bellamy-Neff Company, and H. C. Fell, for seven years with Frank Kiernan & Co., is a new member of the New York organization. Mr. Willis was formerly with the H. C. Winchell Advertising Agency, Chicago.

William R. Francis, for several years with the *New York World,* has joined the Lewis Advertising Corporation, New York, as general manager and account executive.

Fairall and Battenfield, Inc., Des Moines, Ia., advertising agency, last week was accorded national recognition by the A. N. P. A.

Thomas R. Shipp has been appointed managing director of the Southeast division of the Wm. H. Rankin Advertising Agency.

Alabama Press Elects

Alabama Press Association elected W. R. Jordan, *Huntsville Star,* president; L. S. Benson, *Scottsboro Progressive Age,* first vice-president; J. C. McLendon, *Luverne Journal,* second vice-president; Marcy B. Darnall, *Florence Herald,* third vice-president; and F. W. Stanley, *Greenville Advocate,* secretary-treasurer.

"Toronto" Kelley Honored

Topeka Press Club recently gave a farewell party for E. E. "Toronto" Kelley, assistant state printer, and columnist on the *Topeka Capital* who has purchased the *Garden City Herald.*

FAMED TRAVEL WRITER DIES IN SHANGHAI

Frank Carpenter, Newspaper Man, "Made Geography Interesting"—Called Father of Syndicate Writing—45 Years in Field

Frank G. Carpenter, "the newspaper man who made geography interesting," has covered his last travel assignment. Death overtook Carpenter in Shanghai, June 18, while he was making another extensive tour of the Orient to interest readers the world over with his informing and graphic stories of strange and far off places.

Although his death came as a shock to those who knew him and knew that he expected to go on for several years more writing the kind of news feature sketches that made him famous. In Washington, where Carpenter had served as correspondent before he took up the writing of travels, his passing caused genuine sorrow.

Carpenter, who was 69, has been called the father of the American news syndicate. He has been writing steadily for 45 years and for nearly half that time articles have appeared daily in a group of the largest American newspapers. His death caught him on his third trip around the world with particular attention to the Philippines, China, Japan and Korea for the final volumes of the complete story of his journeys published under the title of "Carpenter's World Travels." Ten volumes, or half the series already have been published.

He was born in Manfield, Ohio, May 8, 1855 and was graduated from Wooster University in 1877, engaging immediately in newspaper work. In 1879 he was made Columbus correspondent for the *Cleveland Leader* and later came to Washington for that paper. His dispatches signed "Carp" written in an intimate style formed something new in American journalism and he was widely quoted. He started on his travels when young as the result of a warning from his physician that he had only a short time to live. Reasoning that he might as well see something before the end came he made a trip to Egypt, and in defiance of the doctor's prediction continued to travel and write for nearly a half century.

Frank Carpenter always considered Washington his home and he had summer residence at Bluemont, Va., not far from the capital. While in Washington he occupied a suite of rooms that once was the home of Mark Hanna. He was a member of the original Gridiron Club, a life member of the National Geographic Society and a fellow of the Royal Geographic Society.

Obituary

GORDON WOODBURY, one time publisher of the *Manchester (N. H.) Union,* died June 17. He was a prominent Democrat and was appointed assistant secretary of the Navy in 1920, succeeding Franklin D. Roosevelt.

CHARLES W. TERRY, former publisher, *Randolph (N. Y.) Register,* died recently at his home in Salamanca.

GOODLOE H. THOMAS, 48, editor and owner of the *Monessen (Pa.) Friday Evening Call,* died at his home, June 13.

MRS. AGNES POLLAND HALE, 28, circulation department, *Spokane Spokesman-Review,* died following an hour's illness, June 9.

J. FRANK WARREN, 41, formerly Maine correspondent for the *Boston Herald,* died last week at Kennebunk, Me.

FRED H. STEVENS, 50, editor and manager of the *Hartland Observer, Grand Falls Observer* and *Centreville Observer,* 3 weeklies published from one office in Hartland, New Brunswick, died suddenly June 18.

ANNA G. MAGNER, 42, wife of Joseph H. Masterson, managing editor *Bridgeport (Conn.) Star,* died June 17.

BENJAMIN KARFUNKLE, 34, telegraph editor and chief political writer for the *Yonkers (N. Y.) Daily Herald,* died suddenly June 20. He had been employed on the Herald for the last 17 years.

BURD SHIPPEN PATTERSON, civic worker and newspaper editor of Pittsburgh died June 19. He was born at Pottsville, Pa., June 21, 1857. In 1889 he became an editorial writer on the *Pittsburgh Times* and 6 years later went to the *Pittsburgh Post* in the same capacity. He served with the *Post* for a period of 4 years.

MRS. ANNIE M. STEVENS, wife of Burr E. Stevens, one of the publishers of the *Middletown (Conn.) Press,* died June 15.

JOHN C. BRAGDON, 69, one of the founders of the International Association of Photo Engravers which later became the American Association of Photo Engravers, died June 21 at Keown Station, a suburb of Pittsburgh.

FRANK A. PHILBRICK, 37, legislative correspondent for the *Columbus (O.) Dispatch,* died at his home in Columbus, June 22.

GEORGE M. GIFFORD, former managing editor of the *Brockton (Mass.) Times* died at Laconia, N. H., June 25. He had been connected with the Times 15 years.

ARTHUR S. WALKER, 53, advertising manager of the Russell & Erwin Manufacturing Company, New Britain, Conn., died there recently.

JOHN ROBERT MORRISON, 84, father of the wife of C. B. Travis, traveling representative of the King Features Syndicate of New York, and O. K. Morrison of the *Kansas City Journal-Post* staff, died at his home in Kansas City, Mo., early this week following a long illness.

WITH THE SPECIALS

PAYNE, BURNS & SMITH and the G. Logan Payne Company have been appointed foreign advertising representatives of the *Baltimore News.*

Janesville (Wis.) Gazette has appointed the Weaver-Stewart Company, New York and Chicago, to represent it in the Eastern and Western advertising fields, effective July 1.

SPECIAL EDITIONS

INDIANAPOLIS STAR, 24-page Vacation and Travel section, June 4.

Marion (Ind.) Chronicle a Boy Scouts section, June 11.

Goshen (Ind.) Democrat, 22-page Own Your Home edition.

Rogers (Ark.) Daily Post, a 48-page Apple Blossom Festival edition.

Washington (Ia.) Democrat, a 32-page Farm Bureau edition.

Louisville (Ky.) Courier-Journal, 82-page Kentucky Home-coming edition, June 17.

Palm Beach (Fla.) Times, Own Your Home section, June 15.

Town of Union (N. J.) Daily Hudson Dispatch, 44-page Real Estate edition, June 16.

PRESS ASSOCIATION NOTES

JAY R. VESSELS has been shifted from A. P. correspondent at Duluth to correspondent and state mail editor, Minneapolis. W. W. Hankins, of the St. Paul and Minneapolis bureaus, succeeded Vessell, at Duluth.

Gus Oehm, formerly Berlin correspondent for the United Press, is now agricultural editor of the University of Arkansas, Fayetteville, Ark.

W. J. Hurst of the San Francisco office of the Associated Press has joined the A. P. Washington Bureau to cover news of interest to the Pacific Coast.

John Spencer of the Washington Bureau of the Associated Press has become news eidtor of the *Norfolk Virginian-Pilot.*

Six Point League Meets

Six Point League, New York, held the first meeting of the new officers and executive committee Tuesday, June 24. New members elected were: Wilbur A. Arthur, *Chicago Herald-Examiner;* G. A. Reichard, Allied Newspapers, Inc; Robt. S. Farley; Gerald A. Carew-Story, Brooks & Finley, Inc.



Do you remember way back when Lilly's Undertaking Parlors occupied a small store room on Sixth Avenue? This notable institution has kept pace with progress and faith with the public.

Today Lilly's beautiful funeral home is the result of Lilly Service. It is the greatest institution of its kind in Iowa.

An undertaking establishment would seem to be among the few that really are "different." As the facts below show, however, the same treatment that brings buyers for other services or commodities has proved effective in this field.

Getting Results for a "Different" Business

Lilly Brothers, who conduct a fine funeral home in Des Moines, Iowa, decided that their business was not adapted to advertising. As an experiment however, they consented to try rotogravure in the belief that pictures would tell the story. That was over a year ago, and they have continued to use space regularly in rotogravure ever since. They definitely state that rotogravure has given them more high-grade publicity in a short two years than they could have secured through ordinary channels in ten years, and that they will adopt the use of rotogravure as a part of their business policy hereafter. They use about four thousand lines a year.

Advertisers or advertising agencies with a "different" business will find interesting material in the 68-page book, "Rotogravure, How and When to Use It." Sent free on request to Kimberly-Clark Company, Neenah, Wisconsin.

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER
Albany, N. Y.	Knickerbocker Press
Asheville, N. C.	Citizen
Atlanta, Ga.	Constitution
Atlanta, Ga.	Journal
Baltimore, Md.	Sun
Birmingham, Ala.	News
Boston, Mass.	Herald
Boston, Mass.	Traveler
Brooklyn, N. Y.	Standard-Union
Buffalo, N. Y.	Courier
Buffalo, N. Y.	Express
Buffalo, N. Y.	Times
Chicago, Ill.	Daily News
Cincinnati, Ohio	Commercial-Tribune
Cincinnati, Ohio	Enquirer
Cleveland, Ohio	News-Leader
Cleveland, Ohio	Plain Dealer
Denver, Colo.	Rocky Mountain News
Des Moines, Iowa	Register
Detroit, Mich.	Free Press
Detroit, Mich.	News
Erie, Pa.	Dispatch-Herald
Fort Wayne, Ind.	News-Sentinel
Hartford, Conn.	Courant
Havana, Cuba	Diario De La Marina
Houston, Texas	Chronicle
Indianapolis, Ind.	Indianapolis Star
Kansas City, Mo.	Journal-Post
Los Angeles, Calif.	Times
Louisville, Ky.	Courier-Journal
Louisville, Ky.	Herald
Memphis, Tenn.	Commercial Appeal
Mexico City, Mex.	El Universal
Milwaukee, Wis.	Journal
Minneapolis, Minn.	Journal
Minneapolis, Minn.	Tribune
Nashville, Tenn.	Banner
New Orleans, La.	Times-Picayune
Newark, N. J.	Call
New York, N. Y.	Corriere D'America
New York, N. Y.	Evening Post
New York, N. Y.	Forward
New York, N. Y.	Herald
New York, N. Y.	Il Progresso
New York, N. Y.	Times
New York, N. Y.	Tribune
New York, N. Y.	World
Omaha, Neb.	Bee
Omaha, Neb.	News
Peoria, Ill.	Journal-Transcript
Philadelphia, Pa.	Public Ledger
Providence, R. I.	Journal
Rochester, N. Y.	Democrat-Chronicle
St. Louis, Mo.	Globe-Democrat
St. Louis, Mo.	Post-Dispatch
St. Paul, Minn.	Pioneer Press-Dispatch
St. Paul, Minn.	Daily News
San Francisco, Calif.	Chronicle
Seattle, Wash.	Times
South Bend, Ind.	News-Times
Springfield, Mass.	Republican
Syracuse, N. Y.	Herald
Syracuse, N. Y.	Post-Standard
Washington, D. C.	Post
Washington, D. C.	Star
Waterbury, Conn.	Republican
Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, rotogravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872

Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 810 W. Sixth St.

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

WHAT'S WHAT IN THE FEATURE FIELD

WINSOR McCAY has resigned from the Hearst organization to accept a position with the New York Herald Tribune Syndicate, reviving in weekly full page color his famous "Little Nemo" comic originally appearing in the *New York Herald*. The first is scheduled to appear Aug. 3.



WINSOR McCAY

McCay has been with the Hearst newspapers since 1911, drawing political and editorial cartoons.

Thousands of people had written him asking that he revive Little Nemo and McCay himself had long been anxious to return to that work. Until the merger of the *New York Herald* and *Tribune* this was impossible, the Herald holding the copyright and refusing to let it be used elsewhere.

Before going to the Hearst organization, McCay had been 8 years with the *Herald*. Before that he was with the *Cincinnati Enquirer* and previously with the *Cincinnati Commercial Tribune*.

"Little Nemo," McCay's best known feature, grew out of an earlier comic of his called the "Dreams of a Rarebit Fiend." Other of his better known creations are "Poor Jake," "Dull Care," "Hungry Henrietta," "Sammy Sneeze," and "Tales of the Jungle Imps."

Before becoming a newspaper comic artist, McCay was a pictorial sign painter.

"SO long as a newspaper syndicate creates and develops new and worth while talent, just so long it is useful and helpful to the newspaper world. But its reason for being surely stops there."



H. H. McCLURE

This is the opinion of H. H. McClure, general manager of the Associated Newspapers, New York, who in a recent statement to clients takes up the discussion of syndicate methods by the American Society of Newspaper Editors as contained in EDITOR & PUBLISHER.

McClure in this statement expresses himself in accord with the A. S. N. E. findings that "the present day newspaper syndicates, while being of much service, are to be blamed for many evils."

"Everyone knows," he declares, "that the original idea and purpose of the newspaper syndicate was to furnish reading and picture material to newspapers in non-conflicting territory at a lower cost than such material would be for one paper alone, or even for a small group of papers.

"And everyone in the newspaper business knows that this is no longer done.

"Worth while features now cost the newspapers in such cities as New York, Chicago, Philadelphia, Boston, etc., more than they should cost the entire syndicate list. Proportionately the evil extends to every newspaper buying features," he maintains.

McClure blames the newspapers mainly for this condition for "permitting the syndicate Frankensteins to create their monsters."

"There is no doubt but that the feature business would be much improved if some of the 'oriental price-jackers' were eliminated," he says.

"When a syndicate operates only on the plan of taking established talent away from another organization and making the publisher pay steadily increasing prices for this talent, then it becomes a menace.

"There are now several syndicates which have not discovered or created a single feature which they are placing—everyone has been 'bid' away from some one else, and the newspaper publishers have held the bag. I am not saying that a feature may not be better placed and handled by one organization than another, but I do claim that the so-called better organization ought to do some creative work, in order to acquire merit in the eyes of the publishers."

Harry King Tootle, associate editor, King Features Syndicate has been transferred to the post of promotion manager, succeeding the late C. M. Sheridan. Floyd McGriff, manager of Cosmopolitan News Service until its absorption by International News Service recently, succeeds Tootle as associate editor of King Features. McGriff has been in newspaper work for 12 years. He reorganized International News Service in Ohio during 1917, was London correspondent for that organization 1918-1920, was one of its political reporters in 1920 attached to Harding headquarters during the presidential campaign.

Frank H. Beck, cartoonist, who draws "Gas Buggies," a comic strip, and "Down the Road," a weekly automobile cartoon for the Metropolitan Newspaper Service, New York, surprised friends last week by announcing that he was quietly married May 19, to Miss Marian E. Schwarz of New York. Miss Schwarz was formerly private secretary to Richard Washburn Child, former Ambassador to Italy. Mr. and Mrs. Beck are spending the summer at Canaan, Conn.

Estelle Lawton is now writing her "Log of the Good Ship Life" for the Readers' Syndicate, Inc., New York.

Herbert S. Kamsler, with the Herald-Sun Syndicate, New York, prior to its sale to the *New York Tribune*, and more recently associated with the Washington bureau of the Consolidated Press Association, has resigned to engage in feature syndicate work in New York.

Science Service, Washington, announces a new sort of feature. "Cartoon-o-graphs," illustrated statistics, vitalizing official data upon manufacturing, agriculture, business, education, health and other important topics.

Hermine Neustadtl, familar to newspaper readers as Jean Newton, author of the woman's page feature "Through A Woman's Eyes," has just signed a two year contract with the Bell Syndicate, New York.



HERMINE NEUSTADTL

The arrangement also includes control of "How It Started," written originally for the *New York Evening World*, and later, under the title "It Happened Thus" for the *New York Sun*.

Miss Neustadtl has been with the *Review of Reviews*, was at one time fiction editor of Harper's Bazaar, and more recently was managing editor of the Quality Newspaper Feature Service.

North American Newspaper Alliance, New York, claims its working agreement with the American Medical Association, represents the first group action to improve newspaper medical stories that has been taken by the American press.

Hazel Deyo Batchelor has written a new serial, "The Second Mrs. Strong" for the Ledger Syndicate, Philadelphia. Mrs. Batchelor is author also of "The Married Life" which ran continuously for 4 years in the *New York Journal*. For the past 5 years she has written exclusively for the *Philadelphia Evening Public Ledger* and the Ledger Syndicate..

Robert Sidney Smith, son of the creator of the Gump cartoons, is showing ability writing serious and comic verse. Selections from his pen appear in the June issue of Trib, the *Chicago Tribune* office paper.

THE WEEK'S PRESS FLASHES

Perfected telephone connection between Great Britain and the United States may make ambassadors superfluous. Etiquette will decide, however, if a Secretary of State must don a pair of silk knee breeches before calling up the Court of St. James's.—*New York Herald Tribune.*

If a man can lift his eyebrows and say, "Well, well," he can carry on an animated conversation with his wife.—*Louisville Courier Journal.*

What is so rare as the money for the income tax payment in June?—*Miami (Okla.) News Record.*

A pessimist is a man who has endorsed his friends' notes.—*Columbia (S. C.) Record.*

What the country needs is an opaque pants leg that will let the breeze through.—*Dallas News.*

The wets don't need a platform; what they want is a raft.—*New Orleans Times-Picayune.*

A diplomat is a man who can use complimentary adjectives when cuss words are struggling for utterance.—*Detroit Free Press.*

In a few more years the only way you will be able to see the country is by peeping over a billboard.—*Miami (Okla.) News-Record.*

When a check comes back marked "No Account" it is talking about the man who wrote it.—*Columbia (S. C.) Record.*

Caller—Your daughter is an equestrienne, isn't she?

Proud Mother—Either that or a valedictorian. These class affairs are so confusing, don't you know.—*Boston Transcript.*

Platform planks can be used after the convention to rebuild political fences.—*New York Herald Tribune.*

The modern maiden, like the lily, toils not, but she spins much—in an automobile.—*New York American.*

These are the good old days we will be longing for a few years from now.—*Harrisburg Patriot.*

The Dawes plan is like the Plan of Salvation. Everybody wants to put off accepting it until the last minute.—*Columbia (S. C.) Record.*

The desire of the moth for the star is as nothing to his love for overcoats.—*Don Marquis, New York Herald Tribune.*

A town named Harold, in South Dakota, has elected women for all its city offices. Now let's hear from towns named Percy, Reginald, and Marmaduke.—*Cleveland Plain Dealer.*

A fork in the road is often used for a spoon.—*Morristown (Pa.) Times Herald.*

It appears to us that the scientists who have discovered "white savages" in South America might have saved a lot of traveling expenses.—*Columbia (S. C.) Record.*

Pat Harrison's keynote call for a Paul Revere should bring forth a lot of eager volunteers. Most "dark horses" undoubtedly prefer to ride than be ridden.—*New York World.*

Conventions teach us every boy has a chance to grow up and almost be nominated for Vice President.—*Norristown (Pa.) Times Herald.*

One hundred thousand Fascisti rally in Bologna to renew their vows. Regular summer sausage event.—*New York World.*

MACFADDEN TABLOID TO APPEAR IN FALL

Evening Daily Will Feature True Story and Physical Culture Material—Gauvreau, Hartford Courant, Managing Editor

Bernarr Macfadden's New York daily tabloid newspaper will definitely make its appearance this fall, EDITOR & PUBLISHER was informed this week.

As reported previously in this paper, the tabloid will be an illustrated evening publication.

The physical culturist refuses to discuss detailed plans. He declines to announce the name of the tabloid.

It is known, however, that Emile Gauvreau, managing editor of the *Hartford Courant*, has been appointed to take that position on the Macfadden tabloid, and is now engaging a staff. Mr. Macfadden himself will probably be editor of the paper, while it is understood that Fulton Oursler, now supervising editor of the Macfadden publications will be executive editor.

Macfadden, according to an EDITOR & PUBLISHER informant, has purchased the plant of the old *New York Evening Mail* for use in publishing the tabloid, his first venture in the daily field.

It is understood the new journal will not strive to compete with other New York newspapers in the presentation of news. The Macfadden plans are said to call for an entirely new angle in newspapering, featuring material along the lines now followed in *Physical Culture* and *True Stories*, two Macfadden publications. It will probably run 32 pages.

Coincident with information regarding the proposed daily newspaper, definite announcement was made that Macfadden Publications, Inc., will start publication of *Radio Stories*, a monthly, commencing with the October issue.

This new magazine, the tenth in the Macfadden chain, will cover the radio field from the human interest angle, according to the publisher. It will include articles, interviews, and photographs of radio stars and personalities. The page size will have 3 columns of 143 lines each.

Walter Hanlon is advertising manager. He has been with the Macfadden Publications, Inc., on the staff of *True Story*. The other Macfadden publications are *Physical Culture, True Stories, Metropolitan, True Romances, Dream World, Movie Weekly, Dance Lovers, True Detective Mysteries* and *Muscle Builder*.

Especially Valuable

New York, June 21, 1924.

To EDITOR & PUBLISHER: I want to congratulate you on your splendid issue of June 5th, "On-to-Britain" number. In typography and general make-up I think it exceeds anything you have ever done. The large amount of information it contains makes it especially valuable.

Very truly yours,
WILLIAM J. MORTON

Missouri Editors to Meet

Northeast Missouri Press Association has selected July 25, as the date for the summer meeting, which will be held in Paris, Mo. Twenty-one counties will be represented.

CRESSEY QUITS HEARST

Leaves General Management, New York to Establish Own Business

Kendall B. Cressey has resigned from the general management of the Hearst Newspapers, New York, effective June 28. He has been in charge of labor matters in the New York office since Feb. 1, coming from Boston where he was publisher of the *Boston Advertiser,* daily and Sunday, and organizer and both corporation and operating executive of the Boston Production Company.



K. B. Cressey

Mr. Cressey plans to take a vacation for 3 months at Southfield Point Hall, Stamford, Conn., before entering business for himself, the details of which he is not yet ready to announce.

His resignation this week marks the close of Mr. Cressey's second connection with the Hearst organization. In 1917 Mr. Cressey left the *New York Herald* where he had been general manager of both the Herald and the *New York Evening Telegram* and went to the *Chicago Examiner* as publication manager. After this he purchased the *Austin (Tex.) American,* which he sold in the fall of 1921.

At one time, Mr. Cressey was news editor and business manager of the *Philadelphia Record.*

SALE RUMORS DENIED

Philadelphia North American Steam Rollers Circulated Reports

The *Philadelphia North American* in a 4-column box announcement on the front page June 26, denied the newspaper was for sale.

Addressed to the public, the announcement follows:

"For some time past rumors have been in circulation that this newspaper was about to be sold or was in the market for sale. We assure our readers and advertisers that these reports are untrue. The North American has not been sold, is not for sale, and never has been in the market for sale. Its publication will continue under the same ownership and management that have conducted it for a quarter of a century, with increased devotion to the ideals and journalistic purposes that have always animated it during that time."

Plan New Niles, O., Daily

The *Niles Daily Times* has been selected as the name of the new daily newspaper to be launched in Niles, O., as soon as a location can be found, backers of the project have announced. A part of the equipment of the defunct *Niles Register* is to be used. Three papers have suspended in Niles within the last 18 months, the *Independent, Daily News* and *Evening Register.*

Hale's Last Request Granted

In accordance with his expressed wish the ashes of the late William Bayard Hale, editor and author, will repose in the Church of Our Saviour, Middleboro, Mass., of which he was rector from 1892 to 1899. He founded that parish and built the church.

New Church Post for Smith

Herbert E. Smith, for the past five years assistant publicity manager for the Presbyterian Church in the United States, has become publicity director of the Presbyterian Board of Christian Education.

Liberal Daily Launched in Vancouver

The *Vancouver (B.C.) Star* a new Liberal daily, made its appearance recently. Charles E. Campbell is publisher. The company is known as The Vancouver Star, Limited, and has a capital of $250,000.

CARROLL NAMES SPEAKERS

Five U. S. Ad Men on Press Representation London List

Dan A. Carroll has announced the list of speakers for the Press Representation Session of the Departmental Section scheduled for Tuesday afternoon, July 15, at 2.45 p. m., at the A.A.C.W. convention, London.

The list follows: For newspapers: W. F. Rogers, chairman, Bureau of Advertising, A.N.P.A., "Outline of Our Plan of Work"; F. St. John Richards, Eastern representative, *St. Louis Globe Democrat,* "Selling Newspaper Advertising Space."

For magazines: James O'Shaughnessy, secretary, American Association of Advertising Agencies, "Magazine Advertising in America"; George French, "Some Sidelights on Magazine Advertising."

For newspapers and magazines: Paul Block, "The Advertising Salesman."

The meeting is a joint one with the Fleet Street Club of London which will act as hosts at luncheon preceding the session.

Sydney D. Nicholls, advertising manager *Sunday Pictorial,* and president of the Fleet Street Club, will preside at the luncheon, and welcome overseas delegates. Mr. Carroll will act as chairman for the American speakers.

Celebrates 57th Year

The *Humboldt (Ia.) Independent* recently celebrated its 57th anniversary. A. E. Minion, its editor, has been associated with the newspaper for 42 years.

To Sell More Hardwood

Hardwood Manufacturers Institute are meeting at Memphis, Tenn., to consider plans for advertising and trade extension.

"Hearty Congratulations"

Chicago, June 24, 1924.

To Editor & Publisher: Hearty congratulations on your "On to Britain" number. You are entitled to the appreciation of the entire advertising and publishing fraternity.

Justin F. Barbour.

ASSOCIATIONS

Junior Advertising Club of New York recently elected Harry Ehrman president; J. W. Linahan, vice-president; Jack Graff, treasurer; S. M. Ferrer, financial secretary, and F. A. Natterer, corresponding secretary.

Association of Puget Sound Editors recently elected Harry M. Leslie, editor, *Auburn* (Wash.) *Globe-Republican,* president, and Rupert Hamilton, editor, *West Seattle* (Wash.) *Herald,* secretary.

Portland (Ore.) Advertising Men's Association has named the following directors: Ralph E. Morrison, Joseph A. Davidson, Joseph R. Gerber, H. L. Geary, Amie V. Brunn, W. D. McWaters, William B. Bryan, M. M. Manley and A. G. Ramsay.

Spokane Advertising Club recently elected Charles E. Frederick, secretary-treasurer of the Palace Store Company, president at a meeting of the trustees. Joseph Bailey, vice-president, Fidelity National Bank, was chosen secretary and Frank Zeorlin was reappointed manager.

Jamestown (N. Y.) Advertising Club has been formed, with Hugh W. Patterson, president; William S. Bailey, vice-president; Warner Morse, secretary; and Fred W. Hyde, treasurer.

Conneaut Lake Newspaper Association elected James B. Borland, managing editor, *Franklin* (Pa.) *News Herald,* president at its annual meeting at Conneaut Lake recently. H. S. Phillips, Meadville, is vice-president and M. E. Barton, Conneautville, secretary and treasurer.

Association of Sales and Advertising Counselors of Chicago recently held its annual meeting at the Hamilton Club. Officers elected were: Frank B. White, Agricultural Advertisers' Service, president; Noble T. Praigg, Praigg, Kiser & Co., vice-president; Lucien M. Brouillette, Advertising Service, secretary-treasurer.

Washington (Ia.) Advertising Club recently elected the following officers: President, J. W. Enslin; vice-president, C. W. Davis; treasurer, L. E. Dunlap; secretary, Donald O. Ross.

A Few Facts Re—

The Newfoundland Power & Paper Co., Ltd.

The Mill is situated at Corner Brook on the west coast of Newfoundland. The distance from the Mill to the St. Lawrence Gulf is twenty miles.

The Company have timber rights over 1,750,000 acres containing a wood reserve in excess of fifty years' supply.

The Mill will produce 400 tons of Newsprint per day. Production will commence early in 1925.

The Company will operate its own vessels and will carry stocks at Atlantic and Gulf ports to insure regularity of delivery.

THE BOWATER PAPER COMPANY, Inc.

342 Madison Avenue **New York, N. Y.**

(Sole distributors for The Newfoundland Power & Paper Co.)

Consider This Tremendous Purchasing Power

Pennsylvania ranking 32d in area, is second in population, second in income, manufactures, wealth and nearly every other attribute.

Pennsylvania leads all states in combined mineral and industrial production. Latest reports show anthracite coal output at 86,200,000 tons, bituminous output at 145,000,000 tons, worth together, about $900,000,000.

Pennsylvania has more than 27,000 industrial establishments, employing 1,324,121 workers, paying $1,406,463,000 in wages, $334,763,000 in salaries, using $6,177,729,000 of capital and producing over $7,300,000,000 of manufactured products.

Added to these enormous figures in Pennsylvania's wealth, is an investment of more than $2,250,000,000 represented in her farms, producing more than $500,000,000 in crops. Production is varied in all parts of the state. The crops are spread evenly through the whole list, with large diversification and consequent steadiness of prosperity.

Prosperity is permanently planted in Pennsylvania.

Consider this tremendous purchasing power. Pennsylvania is a profitable advertising center for National Advertisers.

		Circulation	2,500 lines	10,000 lines
***Allentown Call	(M)	30,627	.09	.09
***Allentown Call	(S)	19,595	.09	.09
†††Beaver Falls Tribune	(E)	5,702	.025	.025
†††Bloomsburg Press	(M)	7,130	.029	.029
††Carbondale Leader	(E)	5,682	.025	.025
***Chester Times	(E)	15,547	.055	.055
††Coatesville Record	(E)	6,097	.035	.03
***Connellsville Courier	(E)	6,302	.02	.02
†††Easton Express	(E)	21,270	.07	.07
††Easton Free Press	(E)	12,711	.05	.05
***Erie Times	(E)	26,820	.08	.08
**Harrisburg Telegraph	(E)	39,537	.095	.095
***Oil City Derrick	(M)	6,765	.035	.035
***Pottsville Republican and Morning Paper	(E&M)	15,354	.08	.07
†††Scranton Republican	(M)	28,492	.12	.10
†††Scranton Times	(E)	41,544	.12	.11
***Sharon Herald	(E)	6,287	.0285	.0285
***Sunbury Daily Item	(E)	4,416	.025	.021
***Warren Times-Mirror	(E&M)	9,090	.036	.036
***Washington Observer and Reporter	(M&E)	17,042	.06	.06
***West Chester Local News	(E)	11,090	.04	.04
***Wilkes-Barre Times-Leader	(E)	23,690	.08	.05
***Williamsport Sun	(E)	19,561	.07	.07
†††York Dispatch	(E)	18,317	.05	.05
†††York Gazette and Daily	(M)	17,435	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

DAVENPORT (IA.) DEMOCRAT NOW HOUSED IN NEW $250,000 HOME



THE *Davenport (Ia.) Democrat,* celebrated its 69th anniversary June 14, by moving into its new $250,000 building. Frank D. Throop, editor and publisher, invited newspaper publishers of the middle west to visit the building. Mr. Throop started with the Democrat twenty-two years ago as a printers' devil.

The new plant is housed in a building containing 2 stories and a mezzanine floor, constructed of reinforced concrete, structural steel, brick, stone, gypsum, and terra cotta.

Architects Clausen & Kruse designed the building with sufficient ornamentation to preclude an Egyptian simplicity, yet without enough to detract from the massive lines. The front is of Bedford stone with polished granite base and terra cotta cornices, and rises to a height of 46 feet above the street level.

Business offices are located on the main floor in a large lobby with U-shaped marble-topped mahogany counter. Walls are treated in stone-kote cement plaster marked into blocks in the natural color, with ornamental plaster ceiling. Floors are of half-inch cork.

On the first floor are also the offices of the publisher and circulation manager, with the press and mailing rooms in the rear. A Goss high speed straightline three-deck sextuple press is used.

Advertising offices, women's rest room, and a consultation room occupy the mezzanine floor.

Editorial rooms with private offices for the managing editor, city, society and telegraph editors occupy the front part of the second floor. Reporters have desks in a room 24 by 32 feet in size.

The most modern type of mechanical equipment is used in the composing room, opening from the editorial department, which contains partitioned offices for the foreman and proof readers. There are 8 linotype machines with space for 8 additional machines; 32 turtles; and a complete steel equipment. The roof is of a saw-tooth construction, of gypsum tile, affording the maximum of light and ventilation. The Democrat building is the only newspaper plant in Iowa with light and ventilation on 3 sides.

The stereotype room occupies a space 24 by 44 feet in the rear end of the second floor, separated from the composing room by wash rooms and store room,

The floor of the composing room is of blocks-on-end construction; that of the stereo room of one-quarter inch steel plates. A circular staircase leads from the stereo room to the press room.

The Democrat was founded in 1855 by Richardson, Hildreth & West, and for 55 consecutive years has occupied quarters at 218 Main street. It is the oldest paper in Davenport and one of the oldest in Iowa.

N. Y. Times to Coast by Plane

When Lt. Russell Maughan made his spectacular dawn-to-dusk flight from Atlantic to Pacific he carried with him a copy of the *New York Times* addressed to Mayor Rolph of San Francisco. It was the first time a New York newspaper was delivered in San Francisco on the day on which it was issued.

Radio Photo Printed in Paris

The *Paris Matin,* June 20, printed the first photograph ever transmitted by radio. It was sent by the process of Edouard Belin, inventor. Belin said he was sure trans-Atlantic transmission was practical. Exclusive American rights to the Belin inventions are held by the *New York World.*

Canadian Journalists Visiting France

The 100 Canadian journalists who are touring the Continent arrived in Lille, France, June 25 to inspect the devastated regions and industries. They were guests at a luncheon and later visited factories at Roubaix and Tourcoing.

Koslow Leaves Riverview Press

M. A. Koslow has resigned as president and secretary of the Riverview Press. He is ill at his home in New York.

OHIO UNIONS ORGANIZE

Stereotypers and Electrotypers Form Permanent State Conference

A permanent organization of the stereotypers' and electrotypers' unions of Ohio, with Joseph R. Jones, Columbus, as president, was formed last week in Columbus, known as the Ohio Co-operative Conference of Stereotypers and Electrotypers.

Twenty delegates representing 600 union members favored a comparative wage scale throughout the state. It was voted to hold the next meeting of the conference at Springfield, O., in September.

Other officers are: Charles K. Noeth and Henry Van Wynen, Springfield, vice-presidents; Lewis Mitchell, Dayton, secretary-treasurer; and William Saunders, Dayton, sergeant-at-arms.

Daily Opens "Radio Parlor"

McKeesport (Pa.) Daily News, made a good first page story of the fact it had rented a former saloon in the center of the city and had opened it as a "radio parlor," where free entertainment was given during the political conventions.

Gautier Feted by Staff

Louis F. Gautier, circulation manager of the *New York Commercial,* was guest of honor at an informal luncheon at the Newspaper Club, New York, celebrating the first anniversary of his connection with the Commercial. The affair was arranged by his office associates and friends.

Pantagraph Issues Market Survey

Marking its first venture of the kind, the *Bloomington (Ill.) Pantagraph,* has just issued a survey of the central Illinois market under the title "Every Year 100 Added Buying Days." The booklet in addition to statistical information, gives the high lights of the Pantagraph's history and policy.

German Publisher Returns Home

Karl Bauer, head of a chain of German newspapers, who has been studying American newspaper methods returned to Germany this week on the S. S. *Berengaria.* With him were George Gravenstein and Goesta Franckel.

Dr. T. J. Brennan, Journalist, Dead

Dr. Thomas J. Brennan, 71, who died at his home in Flushing, N. Y., last Thursday was editor of the *Philadelphia Sunday Leader* in 1877 and in 1881 was traveling correspondent for the *Cincinnati Enquirer.*

Baker Host to Plain Dealer Staff

More than 2,000 persons attended the annual outing and picnic of the *Cleveland Plain Dealer* "family" at Euclid Beach, June 17. E. H. Baker, president of the Plain Dealer Publishing Company, and Mrs. Baker were hosts.

Saturday Night Editions Revived

Sunday newspapers were issued last Saturday night by the *St. Louis Globe-Democrat* and *St. Louis Post-Dispatch,* reviving a custom abandoned several years ago. The papers were on sale about 8 o'clock.

Minneapolis Publisher Marries

Paul D. Murphy, one of the owners of the *Minneapolis Tribune,* was married at Vancouver, Wash., recently to Miss Ruth Rodgers of Portland.

A Magnificent Achievement

JUNE 23, 1924.

TO EDITOR & PUBLISHER: Your achievement in producing the "On to Britain" number of EDITOR & PUBLISHER under date of June 21, 1924, is magnificent. It is monumental.

I compliment you with deep admiration for what you have done.

I congratulate you because I know that everybody in publishing and advertising on both sides of the water will appreciate the service you have rendered.

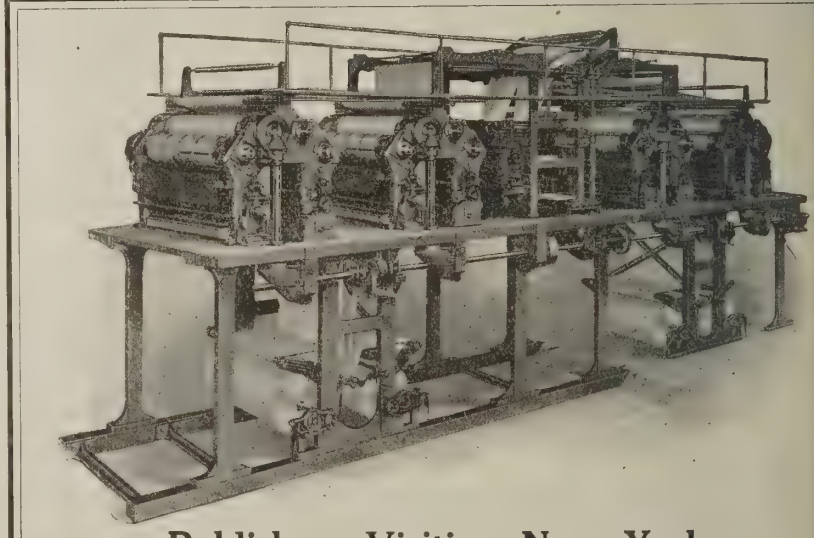
JAMES O'SHAUGHNESSY.

A Triumph of Trade Journalism

TO EDITOR & PUBLISHER: My sincere congratulations on your "On to Britain" number. It is certainly a triumph in high class trade journalism.

You have paid a high tribute to the advertising and publishing business in this splendid edition.

C. L. PANCOAST,
Manager Eastern Advertising Department,
THE COLOROTO CORPORATION.



Publishers Visiting New York

interested in newspaper printing machinery should take advantage of the opportunity of inspecting the battery of Scott "Straight Unit" and "Multi Unit" Presses that can be seen in operation any afternoon in the week printing New Jersey's Leading Newspaper,

THE NEWARK EVENING NEWS

It will certainly pay any Progressive Publisher or Mechanical Superintendent to inspect this machinery for the rapid production of newspapers.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

WHAT THEY ARE SAYING

NEWSPAPERS MUST BE SALABLE

"THE first requisite of a newspaper is that it be salable. It may be superfine from every ethical, intellectual and educative standpoint, but if it is not salable it is without value. For whatever the purpose of its production, however high the motives that prompt its creation, that purpose cannot be accomplished unless it has readers, and it will not have readers unless it continuously supplies news that interests them and that sufficiently induces them to buy."—Casper S. Yost, Editor of the Editorial Page, St. Louis Globe-Democrat.

* * *

WHO IS TO BLAME?

"WHO is to blame for the bad newspapers, the press or the people? To make money, the newspaper owners give the people the bad papers they think they want and they seem to want them. Both are to blame. The solution is not in turning out all the editors or in requiring people by law to read good newspapers. The only answer is better education for the people so that they will demand and insist upon getting better ones. When the people arise in their might and fight for good journalism it will be provided."—Bruce Bliven, of the New Republic, former managing editor, New York Globe.

* * *

WHO PAYS FOR ADVERTISING?

"WHO pays for advertising? I'll tell you. The one who pays the factory rent; the one who pays for the machinery used in the factory; the one who pays for packing the goods; the one who pays distribution costs; the one who pays the salesman's commissions and expenses; the one who pays the profits of manufacturer, jobber, retailer; the one who pays the uncollected accounts of all three; the one who pays all the cost of every kind connected with production, distribution and selling, makes up business losses, pays business profits and complains more about the cost of advertising than all the other overhead items combined. The consumer. But it is his investment and it brings him rich returns."—Walter Sammis, Business Department, New York Times, before advertising department of New York State Publishers' Association, Gloversville, N. Y.

* * *

"BUNK" ADVERTISING A BOOMERANG

"ADVERTISING that aims to 'bunk' the public always proves a boomerang to the advertised article. Barnum got famous by stating that the public liked to be humbugged, yet there was not one Barnum & Bailey circus that did not give value tenfold to the entertainment-seeker for the price of admission. Advertising can change public opinion, make a corporation saintly to the public which once thought it despicable, as witness the case of the packers of Chicago. Some persons actually believe they don't read advertisements in the newspapers. They assert that advertising doesn't influence their buying. Yet it is most likely nearly every article of clothing they wear is a widely advertised one and from morning till night they are eating, employing or otherwise using advertised articles."—Emil Brisacher, San Francisco.

* * *

ADVERTISING NOT AN EXTRA COST

"IN some minds the idea prevails that advertising is an extra cost added to the expense of the product. Were that theory right, the whole scheme of advertising would vanish like mist before the blazing sun. Advertising would never have existed. If we build an expensive plant, installing proper machinery, and manufacture only 50 tires per day, what would be the cost of those tires? The price would be prohibitive. On the other hand, if we create a demand that enables us to manufacture thousands of tires and tubes daily, we are then able to price those tires in direct inverse ratio to quantity. Advertising invariably lowers the cost of goods if they are dependable goods."—Harvey S. Firestone.

* * *

SHORTHAND IN REPORTING

"A KNOWLEDGE of shorthand," says EDITOR & PUBLISHER, "is one of the most valuable accomplishments of a reporter, all statements to the contrary notwithstanding. It is important to quote people correctly and the shorthand reporter, not ashamed to use his book and pencil, usually turns out the best story." A few newspapers, it may be noted, already are paying bonuses to reporters who learn shorthand, and the day is not far distant when shorthand will be as much a necessity in this country as it is in England. Absolute accuracy is the ideal of every newspaper. But we are a long way from that ideal. Use of shorthand by every reporter will be a step toward it.—The Washington Newspaper.

MILLER PRESIDENT

Heads South Bend Tribune, Succeeding Late Elmer Crockett

Stockholders of the *South Bend (Ind.) Tribune* at a recent meeting elected F. A. Miller president to succeed the late Elmer Crockett.

Charles E. Crockett was re-elected secretary-treasurer. Mr. Miller had been vice-president since the death of his father, Alfred B. Miller, in December, 1892. Mr. Crockett was president from that time until his death after a long illness June 3.

Mr. Miller is the third president the Tribune has had since it was founded March 9, 1872, by his father and Mr. Crockett.

He joined the staff July 3, 1887. As vice-president of the company for the last 31 years he has been active in the affairs of the organization and he and Mr. Crockett, Jr., have managed the daily during the three and a half years' illness of the late president.

CARROLL APPOINTS COMMITTEE

Burbach, Shuman, Pattison, Named A. N. A. E. Nat. Commissioners

Members of the National Commission representing the Association of Newspaper Advertising Executives for the year 1924-1925 recently appointed by Frank T. Carroll, president, are George M. Burbach, *St. Louis Post Dispatch*, A. L. Shuman, *Fort Worth Star-Telegram* and W. J. Pattison, general manager, *Scranton Republican*. Mr. Pattison takes the place of Frank D. Webb, resigned.

Members of the Advisory Council, Committee on Agency Relations, Speakers Bureau and Vice-Presidents for the various states and districts will be announced at a later date.

Norwegian Newsprint

Prompt shipments *Inquiries solicited*

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street New York City

Telephone Penn. 7443

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

Boston	Baltimore	Buffalo	Detroit	St. Louis	Denver	Portland
New York	Richmond	Pittsburgh	Chicago	Minneapolis	Los Angeles	Spokane
Philadelphia	Atlanta	Cleveland	Cincinnati	Kansas City	San Francisco	Winnipeg

More Circulation

Get It and Hold It

NEWSPAPER TO HAVE HMCo TO HOLD CIRCULATION

We have proved through scores of signal successes that the best plan of building and holding circulation is the simplest, most business-like and dignified—one that clinches circulation by covering the subscriber with a liberal accident insurance policy.

In some of the territories we have open there is a second or third newspaper we can put in first place at an insignificant cost—does that interest YOU?

We serve only one paper in a territory, but we serve that one seriously and successfully. If more information is desired, wire.

HICKEY-MITCHELL CO., INC.

Pierce Bldg. Builds and Holds Circulation St. Louis, Mo.

TEXAS PRESS ELECTS LUKER PRESIDENT

Association to Handle Its Own Advertising Hereafter—Country Weekly League Formed—Wells Heads Panhandle Group

AMARILLO, Tex., June 20.—The Texas Press Association, in its annual session here, June 18-20, by unanimous vote decided to organize within its membership a Texas Country Weekly Press League to handle the national and other advertising of the league members and to conduct an extensive publicity campaign to acquaint advertisers more thoroughly with Texas as a field for the profitable advertising of nationally marketed products.

A committee of 5 will be appointed by the incoming president to study and formulate plans of organization and management.

A. H. Luker, of the *Grapeland Messenger* was elected president; Will A. Smith, *San Saba News*, vice-president; Sam P. Harben, *Richardson Echo*, secretary; Fred H. Lehman, San Antonio, treasurer.

Except for routine business and addresses on technical subjects, most of the session was devoted to discussions of the problems of obtaining national advertising on a profitable basis without paying exorbitant commissions.

Emmett Finley, secretary and general manager of the American Press Association, in an address stated that the American Press Association began its work as the representative of weekly newspapers when advertising rates were less than 10 cents per thousand circulation while they have been increased within 14 years to 20 cents per thousand circulation. The business placed by the American Press Association, he said, was about $10,000, the first year. This year its billings to advertisers would run to $2,500,000.

Many questions were asked Mr. Finley, most of them indicating that the questioners regarded 30 per cent commission as too high, and that the increase in rates has been proportionate to the general increase in prices throughout the country, and that the volume of business now received is merely in line with the increase in advertising volume in all publications.

Ole Buck, field secretary, Nebraska Press Association, explained in detail how its affairs are being handled, and stating that although the Nebraska Association handles only state advertising, it is contemplating pooling with several other adjoining states to handle its national advertising.

Following his address, the Texas Association decided to formulate plans to handle its own advertising. A subscription fund of $1,000 which will be increased to $2,500, was immediately subscribed to pay the initial expense of the organization.

The Belo cup for the best all round weekly newspaper, was won by the *Troup Banner*.

J. Claude Wells, of the *Wellington* (Tex.) *Leader*, was elected president of the Panhandle Press Association, succeeding L. P. Loomis, who has moved to Torrington, Wyo. J. G. Graves, of Portales, N. M., was elected vice-president; Clyde Warwick of Canyon, Tex., secretary-treasurer. No program was rendered, the members meeting with the Texas Press Association in its annual session. Amarillo was selected as the meeting place in 1925.

TEXAS DAILY ELECTS OFFICERS

Howard Named President Wichita Falls Times—Allison a Vice-President

Ed Howard, for the past eight years postmaster at Witchita Falls, Tex., was recently elected president and general manager of the *Witchita Falls Times* succeeding B. D. Donnell, resigned. Donnell becomes vice-president.

James H. Allison, who has been with the company for the past year as director of advertising and circulation and who was elected director at the annual meeting of the stockholders in January, was made a vice-president.

Before coming to the Times, Mr. Allison was publisher of the *Fort Worth Record* and before that general manager of the *Nashville Tennessean*. He is a former president of the Southern Newspaper Publishers' Association.

Rhea Howard, who has been secretary and treasurer and business manager for the company, was re-elected to those positions.

These officers, with R. E. Huff, J. A. Kemp, G. D. Anderson, Wylie Robertson of Witchita Falls and T. C. Thatcher of Oklahoma City, constitute the board of directors of the company.

Mr. Howard, in becoming president and general manager of the company, returns to an office he relinquished when he became postmaster.

UNFAIR PRACTICES CHARGED

Five Furniture Firms Cited in U. S. Trade Commission Complaints

Four New York furniture concerns and one in Philadelphia have been charged with unfair advertising in complaints issued this week by the Federal Trade Commission. They were: Kritzer, Inc., Grand Rapids Sales Company, M. H. Powers Company, Inc., and Nathan Tannebaum trading as the Capitol Furniture Company, all of New York and the Furniture Manufacturers' Show Rooms, Inc., of Philadelphia.

The complaints allege that the companies cited make a practice of advertising as representatives of manufacturers so as to create the impression that purchasers are buying from them and saving the profits of middlemen.

In the case of the Philadelphia concern it is charged that a slogan "Direct from the Factory" is used in advertisements, and that certain advertisements have appeared describing furniture as "mahogany" when the furniture so advertised is made of other wood.

MOORE BACK FROM FLORIDA

A. N. P. A. Official Prophesies Larger Citrus Ad Appropriation

An enlarged advertising appropriation from the Florida Citrus Exchange may be expected this year, according to Thomas H. Moore, associate director of the Bureau of Advertising, A. N. P. A., who returned to New York this week after a canvassing trip among Exchange directors at Tampa.



T. H. MOORE

The advertising fund of the Exchange is based on tonnage, and Moore reports that the volume of the business this year will be a record breaker and will probably equal 60 per cent of the entire citrus crop of the state.

In advance of the Exchange meeting strenuous competition developed between one or two of the mediums to be used for advertising purposes, and directors voted to postpone settlement of advertising questions until July 18. At that time it is expected that the allotment for newspaper space will be larger than usual, Moore reports.

Moore also reported that the Thomas Advertising Service of Jacksonville and Tampa will continue to place the business, but stated it was probable the directors would elect an advertising manager.

STAFF HONORS EMERY

Fall River Man Completes 25 Year Service With Paper

In recognition of service covering 25 years on the *Fall River* (Mass.) *News*, William M. Emery, city editor, was the guest of honor at a dinner when past and present members of the staff of the paper assembled. Thomas Rice, also of the News and the dean of newspapermen of Fall River, toastmaster, presented Mr. Emery with a gold watch.

John D. Milne, managing editor and a part owner of the News, paid tribute to Emery's long service. In a letter regretting his inability to be present, Edward Page Mitchell, for more than two score years editor of the *New York Sun*, sent congratulations to Mr. Emery.

W. A. PAIRSON RESIGNS

City Editor of Hoboken Jersey Observer Given Farewell Party

William A. Pairson, city editor of the *Hoboken Jersey Observer*, has resigned that position and leaves this week to make his home in California.

On June 14, he was given a send-off party by Hudson County, N. J., newspaper men, and presented with $200 in gold by his employers and $150 by his newspaper friends. William W. Baxter, editor of the Jersey Observer, presided. John P. McCormick, managing editor of the same newspaper, made the presentation. Haddon Ivins, managing editor of the *Hoboken Hudson Dispatch*, was one of the speakers.

There is no unemployment in
PORTSMOUTH, OHIO
and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio like the dew.
National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York — 5 So. Wabash Ave. Chicago

The Deseret News
SALT LAKE CITY, UTAH
Our merchandising and research department is at the service of all national advertisers or agencies at all times.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York — Chicago — Detroit
Kansas City — St. Louis — Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles — San Francisco

In New Orleans it's THE ITEM

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Cleveland Plain Dealer *regularly* carries as much National advertising lineage as ALL other Cleveland newspapers COMBINED.
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
John B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

REMEMBER
Texas is the Largest State in the Union.
It requires
The Beaumont ENTERPRISE
and
The Beaumont JOURNAL
to help cover it thoroughly. Ask Beckwith—he can tell you!

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1923, *119,754 total net paid
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 126,768
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. — Lytton Bldg., Chicago, Ill.

"The Largest Business of its kind in America."
Hotaling's News Agency
DISTRIBUTORS
Out-of-Town Newspapers Exclusively
If we don't handle your paper in New York we both lose money.
308 WEST 40th STREET
NEW YORK CITY



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

Convention Plans Practically Complete:—The last moment additions to the Convention program are of a character that show it to be all but complete.

Lord Beaverbrook (proprietor of the *London Daily Express, Evening Standard* and *Sunday Express*) is a new speaker at the General Sessions.

In Sir Charles Higham's paper on "The Future of Advertising" to be delivered at the Convention, I understand he will devote himself to proving the supremacy of the newspaper in advertising.

Our American visitors will find the British arrangements for their reception and comfort complete and all-embracing. Their baggage will be taken care of right up to their rooms in their London hotels. Their Entertainment programmes will await them at their hotels and will furnish full details of social plans. The Convention programs will be distributed with the A. A. C. W. badges in exchange for the Registration Card at Bush House, Strand, at which centre will also be an information booth.

C. K. Woodbridge, of the New York Advertising Club, has arrived in London.

Thomas McDougall is back after a successful trip to your side.

Houston's Little Dinner:—The Advertising Club of Houston has planned to give a dinner in London on Sunday, July 13, to leading publishers and members of the Thirty Club of London.

Herbert Hoover Tells London:—A letter received by Andrew Milne in London from Herbert Hoover, Secretary of the U. S. Department of Commerce, is being widely quoted here. Mr. Hoover says the London Convention "marks a further step in the elevation of the fundamental elements of business and a distinct advance in the world's fight for truth in advertising."

British Empire Exhibition Banquet:—The announcement of a banquet to delegates by the board of the British Empire Exhibition on Monday, July 14, sets the official seal of recognition upon the Convention. Lord Stevenson, who will preside, in addition to being Chairman of the Exhibition Board, is Chairman of Crosse & Blackwell, Ltd. and of John Walker & Son Ltd. ("Johnnie Walker").

Registrations Flow In:—Applications for registration are flowing steadily in and it is quite evident that there will not be the slightest difficulty in filling the Convention Halls at Wembley.

Hulton Ad-Manager Retires:—Fleet street feels a little pang of regret at the retirement of Mr. J. Dodds, for many years the advertisement director of Messrs. E. Hulton & Co., Ltd., in charge of both London and Manchester publications. A lunch was given in his honor on June 10, and an illuminated address presented to him. Mr. Dodds did a great work and is a popular figure in advertising circles.

J. Murray Allison, at one time advertisement manager of the *London Times* and director of the Field and Queen, has been appointed advertisement director of these and other newspapers now owned by Allied Newspapers, Ltd., (the Berry group).

Advertising Agents Guildhall Banquet:—British sectional interests are vying with each other to pay honor to our visitors. Up to now, the Association of British Advertising Agents seems to score with the announcement just made of a banquet to overseas agents to be held at the City of London Guildhall, the civic headquarters of London's Corporation. It is fixed for Tuesday, July 15. On Saturday, July 19, the Association will convey its guests to Windsor Castle, with lunch in the Great Park, and a river trip to follow.

Delegates and Pilgrim Fathers:—When the delegates visit Hull, Yorkshire, it is hoped that they may be present at the unveiling of a memorial to the Pilgrim Fathers who left Immingham in 1608. The topmost piece of stone in the memorial came from Plymouth Rock, Massachusetts, where the Pilgrims first landed. The Hull ranch of the Anglo-American Society are responsible for the arrangements.

Tourist Campaign Successful

Michigan Tourist and Resort Association reports that the results of their newspaper advertising campaign were three times greater this year than last. A list of Sunday newspapers in the south were used to open the campaign. The amount of space taken was but little greater than that for the early part of 1923. The entire campaign has been placed in newspapers, with the exception of a half-page in a national magazine.

Beitler Succeeds Smith

Brooks H. Beitler, for several years city editor, *Chicago Daily News,* has been appointed news editor to succeed Henry Justin Smith who has become assistant to the President of the University of Chicago. John Craig goes from assistant city editor to city editor, Lewis W. Hunt from rewrite desk to assistant city editor.

SCHOOLS OFFER AD COURSES

113 Institutions Give Instruction in Advertising, Cherington Finds

Advertising is now taught by professional teachers and practical business men in 113 schools in the United States, according to a complete survey of the advertising training facilities of this country announced this week by Paul Cherington, chairman of the educational committee, A. A. C. W.



PAUL T. CHERINGTON

The survey, made under Cherington's direction, covers practically all the outstanding colleges, universities, correspondence schools, advertising club schools and classes, and Y. M. C. A. and Y. W. C. A. schools.

Most of the colleges and universities were found to have professors in charge of advertising classes, while the advertising clubs, Y. M. C. A. and Y. W. C. A. schools are taught by advertising experts from business life.

The courses include instruction such as the psychology of ad advertising, marketing, merchandising, accounting, copy writing, typography, the application of art, and the mechanics of advertising.

Cherington was for several years professor in charge of advertising courses in the Harvard University School of Business Administration.

Best News Stories Reprinted

"Thirteen Bell-ringers of 1923" is the newest publication issued by the Business Survey Department of the Chicago Tribune, containing the 13 best news stories of the year. Among them is Robert M. Lee's classic on the Ku Klux Klan in Louisiana and Genevieve Forbe's story on the trial of Mrs. Klimek and Mrs. Koulik, the "arsenic cousins."

Correction

In a recent EDITOR & PUBLISHER news story relating to the new *Sioux City (Ia.) Register,* it was stated that there were two other dailies in Sioux City, the *Tribune,* morning except Sunday and the *Journal* evening and Sunday. It should have stated that both the Tribune and the Journal publish both morning and evening editions, the Tribune being regarded as the evening paper, and the Journal the morning publication.

B. B. B. Files 283 Complaints

Better Business Bureau of the Spokane Ad Club investigated 283 complaints against merchants for alleged misleading statements in advertisements during the past year, according to the annual report of the bureau.

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

The Washington Herald
Largest Sunday Circulation
Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

Unexcelled as a Food Medium.
4 to 6 food pages every Thursday.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

The Greatest Force in British Advertising is
The Times
London, England

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

The highest-priced newspaper in Dallas—for the best of all reasons.
The Dallas Morning News
Supreme in Texas

WHILE THE PRESS SECTION RESTED

(*Continued from page* 4)

visiting newspaper men included the following features:

Sunday, June 22: 3 p. m.—big league baseball games.

Monday, June 23: All day golf match at Briarcliffe Lodge; 11 a. m.—Visit to New York Stock Exchange; 12:30—Luncheon at the Famous Players Studio; 10.30 p. m.—Supper at the Club; 11:45 p. m.—Special performance of "Abie's Irish Rose."

Tuesday: special midnight performance at B. F. Keith's Hippodrome for visiting newspaper men.

Wednesday: 11 a. m.—Visit to New York Stock Exchange; 10:30 p. m.—Supper at the Newspaper Club and special entertainment program.

Thursday: 10:30 p. m.—Supper at the Club. Midnight performance of "Hollywood Follies."

Saturday: Yachting trip to National Guard air races at Miller Field.

Sunday: 10:30 a. m.—Trip on the Hudson River to West Point; 12.00—Baseball game between team of the New York Newspaper Club and visiting newspaper men, for "Newspaper Championship of the World."

Miss Ruby Leach, editor of the *Cocoa (Fla.) Tribune* came to New York to write about the convention, but had no place to sleep. When Williams Jennings Bryan was informed of the fact, he gave up his room at the Madison Square Hotel and meandered up to the Waldorf in search of a place to park his baggage.

Each out-of-town newspaper man registering at the Newspaper Club received a baseball pass, a guest card and a fountain pen with a gold band. The pen was inscribed "Press, Democratic National Convention, New York, June, 1924." The pens were the gift of Frank D. Waterman, president of the L. E. Waterman Company.

THOUSAND WRITERS AT CONVENTION

(*Continued from page* 3)

Charleston (W. Va.) Gazette—Herbert Pfahler.
Chattanooga Times—H. C. Adler.
Chicago American—William H. Stuart.
Chicago Herald & Examiner—C. N. Wheeler, W. B. McCormick, J. Weber Tinn, Mary Lynon, Peggy Doyle, Betty Walker.
Chicago Journal—Preston F. Glass.
Chicago Daily News—Brooks H. Butler, Junius B. Wood, LeRoy T. Vernon, Paul Leech, H. B. Gauss, George C. Briggs, Warren Phinney, Mrs. Margaret Mann Crolius.
Chicago Evening Post—C. A. Segner.
Chicago Tribune—E. S. Beck, Arthur S. Henning, Walter E. Roderick, Parke Brown, Robert M. Lee, Philip Kinsley, James O'Donnell Bennett, Mrs. Carolyne Kirkland, W. V. Lawson, Sam Fuson.
Chicago Daily Worker—Jay Lovestone.
Cincinnati Commercial Tribune—Nain Grute, Harold W. Coates.
Cincinnati Enquirer—Edwin W. Gableman, H. R. Mengert.
Cincinnati Post—Alfred Segal.
Cincinnati Times-Star—Gus J. Karger, Eddie Steinbaum, J. M. Allison.
Clarksburg (W. Va.) Telegram—V. L. Highland.
Cleveland News—John T. Burke, Allen Slayton, Carl D. Ruth.
Cleveland Plain Dealer—Erie C. Hopwood, Walker S. Buell, James L. Wright, W. C. Howells, J. H. Donahey.
Cleveland Press—H. B. R. Briggs, Louis B. Seltzer, Max B. Cook, Manuel Rosenberg, Leo Sack, C. M. Steiglitz.
Cleveland Times and Commercial—William E. Ashbolt, O. K. Shimansky.
Colorado Dailies—Alva A. Swain.
Columbia (S. C.) Record—August Kohn.
Columbia State—W. E. Gonzales.
Columbus Dispatch—H. Galbraith.
Columbus Ohio State Journal—Charles Mylander, Michael Fanning, Harry Westerman.
Consolidated Press Association—David Lawrence, Robert T. Small.
Dallas Dispatch—Glenn Pricer.
Dallas Journal—J. W. Mahan.
Dallas News—Mark Goodwin.
Dallas Times-Herald—Allen Merriam.
Davenport Democrat & Leader—Ralph W. Cram.
Davenport Times—R. J. Leysen.
Denver Rocky Mountain News and Times—Lee T. Casey.
Des Moines Register-Tribune—Gardner Cowles, John Cowles, W. M. Weishaar, J. N. Darling.
Detroit Free Press—C. S. Shier, H. M. George, Clifford Prevost, C. B. Nicholson.
Detroit News—Jay G. Hayden, L. L. Stevenson, W. R. Kelsey, Percy Monteith, Russell Barnes.
Detroit Times—John M. Francis, Henry A. Montgomery
Douglas (Ariz.) International—B. W. Packard.
Dubuque Telegraph-Herald—F. W. Woodward.
Duluth News-Tribune—J. E. Rice.
Elizabeth (N. J.) Times—R. F. Erhard.
Emporia Gazette—William Allen White.
Erie Dispatch-Herald—Tom Sterrett.
Erie Times—August Witheran.
Fairmont Times—Ned Smith.
Far Rockaway (N. Y.) Journal—M. Beegle, J. L. McShane.
Federated Press—Ludwell Debby.
Fort Worth Star-Telegram—Silliman Evans.
Galveston News—W. L. Moody.
Greensboro News—W. A. Hildebrand.
Greenville (S. C.) News—Roger C. Peace.
Guthrie (Okla.) Leader—L. G. Niblach.
Hannibal (Mo.) Courier-Post—J. B. Jeffries.
Harrisburg (Pa.) Patriot and News—Walter D. Ross, H. E. Moyer, Charles G. Miller.
Harrisburg Telegraph—A. Boyd Hamilton.
Hartford Courant—Theodore C. Wallen.
Havas Agency—Robert Remy.
Houston Dispatch—George M. Bailey.
Houston Chronicle—C. W. Mitchell, M. E. Foster.
Huntington Advertiser—J. H. Long.
Huntington Herald-Dispatch—W. Smith.
Independence (Mo.) Examiner—C. F. Marqua.
Indianapolis News—J. P. Hornaday, Mark Thistlewaite, Kin Hubbard, Harold C. Feightner, R. T. Buchanan, Marie Chornel.
Indianapolis Star—E. C. Watkins, Maurice Early, B. Patton, James A. Stuart.
Jackson (Miss.) News—Frederick Sullens.
Jersey City Journal—C. D. Russell.
Johnstown Democrat—H. G. Andrews.
Johnstown Tribune—J. H. Walters.
Kansas City Labor News—E. F. Stannas.
Kansas City Journal-Post—Dick Smith, W. G. Chigston, R. E. Holloway, Miss Vina Lindsay.
Kansas City Star—Roy A. Roberts, Fred Trigg, T. C. Alford, H. J. Haskell, R. E. Stout.
Kingston (N. Y.) Leader—T. J. Comerford.
Knoxville Sentinel—James H. Moore.
Lancaster (Pa.) New Era & Examiner—O. S. Keller.
Lanning News Bureau—Leo J. Lanning.
Lima (Ohio) News—E. W. Dun.
Lincoln (Neb.) State Journal—Will Owen Jones.
Livonia (N. Y.) Gazette—T. H. Alvord.
London Express—J. W. T. Mason.
London Daily Mail—W. F. Bullock.
London Morning Post—Sir A. Maurice Low.
London Times—Wilmot H. Lewis.
London Daily Telegraph—Percy S. Bullen.
London Westminster Gazette—L. D. Williams.
Los Angeles Herald—Frank Barham, William Parker.
Los Angeles Illustrated News—John Gleason O'Brien.
Los Angeles Times—K. D. Pyle.
Louisville Courier-Journal and Times—Ulric Bell, Brainerd Platt, Paul Plaschke, J. Howard Henderson, Tom Wallace Lorenzo Martin.
Lynchburg (Va.) Advance—Powell Glass.
Macon Telegraph—W. T. Anderson.
Marion Star—Louis H. Brush.
Minneapolis Journal—H. C. Stevens, Charles B. Chency, Jefferson Jones.
Minneapolis Tribune—George E. Akerson, Charles C. Hart.
Memphis Commercial Appeal—R. M. Gates, F. D. Beneke, Hugh Mooney.
Memphis News-Scimitar—George Morris.
Milwaukee Journal—J. C. Ralston, Donald Ferguson, Phil Stitt.
Milwaukee Sentinel—E. T. Kaveny.
Mobile Register—Hugh Roberts, Frederick I. Thompson.
Moundsville Echo—John J. Shepperd.
Muncie Star—F. E. Harrold.
McNaught Syndicate—Samuel G. Blythe, Rube Goldberg, Will Rogers.
Nashville Banner—J. G. Stahlman, M. B. Mortan.
Nashville Tennessean—Charles B. Forbes, John D. Erwin, Luke Lea.
NEA Service—Harry B. Hunt, Hortense Saunders, Al Herman, E. R. Higgins.
Newark Ledger—Warren McAllen, Bill Steinke, Julia Shewell.
Newark News—Arthur J. Sinnott, George Weiner.
Newark Star-Eagle—J. P. Coakley, Lawrence J. Keefe, W. E. Bowman, Donald B. Milkern.
Newark (Ohio) Advocate—C. H. Spencer.
News League of Ohio—Charles Morris, James M. Cox, John W. Fisher, D. J. Mahoney, Robert S. Hays.
New Bedford Standard—George A. Hough, Jr.
New Britain Herald—J. Vance.
New Haven Times-Leader—A. S. Lynch.
New Haven Journal-Courier—A. J. Sloane.
New Haven Union—Philip Troup.
New Orleans States—L. Goldman.
New Orleans Times-Picayune—L. K. Nicholson.
Newport News Press and Times-Herald—W. S. Copeland.
Norfolk Virginian-Pilot—K. Foster Murray.
Oklahoma City Oklahoman & Times—W. W. Mills.
Omaha Daily News—Fred Carey.
Omaha World-Herald—Leo J. Ryan.
Oshkosh Northwestern—George Hilton.
Ottumwa Courier—W. H. Powell.
Paris Petit Parisien—G. Chrinard.
Paris Le Matin—H. S. Solon.
Peoria Journal-Transcript—Fred A. Stowe.
Philadelphia Bulletin—Allen Davis, Fred Fuller Shedd, J. Bart Campbell, M. Long.
Philadelphia Inquirer—Charles H. Heustis, Edward C. Easton, George E. Brennan, Richard J. Beamish, Charles E. Bell.
Philadelphia North American—E. A. Van Valkenburg, Angus McSween, Walter Darlington, Paul M. Gottlieb, James Isaminger.
Philadelphia Public Ledger—Robert Barry, Clinton Gilbert, Louis Seibold, David E. Smiley, R. B. Smith, Thomas F. Healy, Ray Tucker, George Nox McCain, C. M. Morrison, Jay E. House.

Farming in Iowa is Big Business

Lying between the two great rivers, the Mississippi and the Missouri, Iowa is 95% farm lands, and leads her sister states with **Billion** dollar crops.

Iowa is situated in the very heart of the corn belt and is **first** in total production with a tremendous yield of over 420,000,000 bushels. Iowa has the best corn growing land in the world. Every acre is amazingly rich.

One-tenth of all the food products in the United States come from the

STATE OF IOWA

Every farm is on a road to market and the "big city" that brings the daily paper, the news of the world, and the things to buy.

Of all the states in the Union, Iowa enjoys the highest per capita of wealth and the lowest percentage of illiteracy.

Iowa people have money to spend. They are live, active, progressive people. Their home life is of the highest type and they are exceptional prospects for advertised goods.

These newspapers can give you quick contact with this huge market:

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
***Cedar Rapids Gazette .....(E)	22,671	.07
***Council Bluffs Nonpareil.....(E&S)	16,132	.05
***Davenport Democrat & Leader.....(E)	14,485	.06
***Davenport Democrat & Leader.....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital.....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.03
†††Mason City Globe Gazette.....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .....(E)	13,375	.05
***Waterloo Evening Courier.....(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

Philadelphia Record—H. P. Wilson, J. M. Cummings, Ben Kearns, C. E. Magner.
Pittsfield (Mass.) Eagle—Joseph Hollister.
Pittsburgh Chronicle-Telegraph & Gazette-Times—R. M. Ginter, Walter J. Christy, Albert C. Farr, Harvey Smith, W. A. Gruendish, Col. Henry Hall.
Pittsburgh Post and Sun—T. A. Huntley, John Ball, William T. Martin, Louis K. Manley, John Thomas, Charles F. Lewis, Frank K. Boal, Cy Hungerford, W. H. Barr, Paul J. Quinn.
Portland Oregonian—Charles C. Hart.
Portland Oregon Journal—Carl Smith, Wallace S. Wheaton.
Poughkeepsie Star—Miss M. C. Comerford.
Providence Journal—Sevellon Brown, D. Johnson.
Providence News—Ralph E. Bailey.
Providence Tribune—David Barry.
Raleigh News & Observer—Josephus Daniels, B. McNeill, E. E. Britton.
Reading Tribune—Herbert D. Brauff.
Richmond News-Leader, John Stewart Bryan.
Rochester Herald—Joseph R. Malone, M. B. Potter.
Rochester Times-Union—George B. Snell.
Rockford Register-Gazette—Fred E. Sterling.
Sacramento Bee—C. K. McClatchy.
St. Louis Globe-Democrat—Charles O. Keyser, A. Hutson, A. Russell, E. Lansing Ray.
St. Louis Post-Dispatch—Charles G. Ross, Curtis Belts, Vincent Carroll, Marguerite Martyn, Clark McAdams, D. R. Fitzpatrick.
St. Louis Star—Frank P. Glass, L. E. Reed.
St. Paul Pioneer Press—Edgar Markham.
Salt Lake City Tribune—Harry J. Brown.
San Francisco Examiner—W. H. Jordan.
San Francisco Illustrated Herald—John Gleason O'Brien.
Savannah News—K. Foster Murray.
Scranton Republican—Harold Myers.
Scranton Times—W. R. Lynett.
Scripps-Howard Dailies of Ohio—Louis B. Seltzer.
Seattle Times—W. W. Jermane, W. H. Curry.
Shanghai News—E. K. Moy.
Shreveport Journal—A. H. Meadows.
South Bend News-Times—Boyd Gurley.
Springfield Illinois State Journal—S. Leigh Call.
Springfield Republican—Richard Hooker, Waldo L. Cook, Sherman H. Bowles.
Syracuse Herald—Fred Belts.
Syracuse Journal—Henry J. Connors.
Syracuse Post-Standard—W. P. Baker.
Syracuse Telegram—James G. Colligan.
Tacoma News-Tribune—Charles B. Welch.
Terre Haute Star—Munson H. Black.
Trenton State Gazette—Raymond A. Schroth.
Trenton Times—J. M. Kerney, Frederick M. Pearse.
Toledo Blade—Grove Patterson.
Toledo Times—John D. Dun.
Topeka Capital—Chester Leasure.
Topeka State Journal—A. L. Schulz.
Troy Record—Ed. McDonald.
Troy Times—John M. Francis.
Tulsa Tribune—Richard Lloyd Jones.
Tulsa World—Thomas A. Latta.
Union Hill Hudson Dispatch—M. W. Higgins.
Utica Press—Paul B. Williams.
Washington Post—John J. Spurgeon, Harry N. Price, Albert W. Fox, Frank J. Whitehead.
Washington Star—N. E. Messenger, G. Gould Lincoln.
Washington (Pa.) Observer & Reporter—Lem Day
Waterbury American and Republican—Joseph T. St. Louis.
Waterbury Democrat—T. J. Monarky.
Western Newspaper Union—E. W. Rickard, P. W. McLean, Wright A. Patterson.
Wheeling Intelligencer & News—Robert Permar.
Wheeling Telegraph—George L. Laughlin.
Wheeling Register—Camden S. Taney.
Wichita Eagle—T. G. Reed.
Wilkes-Barre News—Charles B. Strowe.
Worcester Telegram-Gazette—Capt. Roland Andrews, James Guilfoyle, John O'Brien.
York-Gazette—Chauncey T. Kling.
Youngstown Vindicator—E. M. Nemenge.
Zanesville Recorder—C. W. Gibson.

Newsprint Production Up

News print production, U. S. and Canada for first 5 months of 1924 was 5 per cent more than for these 5 months of 1923 and 21 per cent more than for same period of 1922. Imports of news print into the U. S. for the first 4 months of 1924 were 6 per cent more than for the first 4 months of 1923 and 39 per cent more than for same period of 1922. Exports of news print from the U. S. amounted to 5,995 tons for the first 4 months of 1924, 5,722 tons for the first 4 months of 1923, and 9,509 tons for same period of 1922.

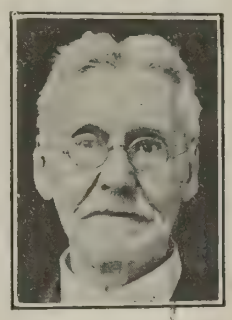
The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

DEAN OF EDITOR & PUBLISHER WRITERS RECALLS LONG ASSOCIATION

BY JOHN TALMAN

Newspaper Librarian, Minnesota Historical Society

NO reader, I venture to say, was more interested in a non-business way than myself in the recent article in EDITOR & PUBLISHER on the twelfth anniversary of the present ownership of that paper. I have been called the dean of St. Paul newspaper men. Possibly I am also the dean, or near dean, of contributors to EDITOR & PUBLISHER and the JOURNALIST.



JOHN TALMAN

Thirty years or more ago the JOURNALIST, then under the editorship of Allan Forman, published the full text of "Hackneyed Expressions," a paper written by me for use in Thomas B. Mosier's school of journalism in Kansas City, one of the first concerns of the kind, I believe, that ever existed. The paper in question ridiculed a large number of stereotyped and superfluous phrases in common use by newspapers from time immemorial. It was pointed out, for example, that men were never building a fence, but were "engaged in" building it. None of the 12 months could be mentioned simply by its name. It must always be "the month of." No suicides ever took poison, but there were numerous instances of their taking "a quantity of" poison.

Ever since that event of a long generation ago I have written frequently for the JOURNALIST and its successor, EDITOR & PUBLISHER, the newspaper man's paper which may have had contemporaries, but never had a rival. The range of my subjects has been rather wide, both prose and verse being employed. In the latter form my chief contributions were jingles describing yellow journalism at the time it first began to flourish and depicting the awful nightmares that tortured the historical society newspaper librarian who in his dreams was back in the newspaper office trying, single-handed and alone, to get the paper to press amid the most staggering and perplexing of unheard-of difficulties and complications.

Of all the prose contributions to EDITOR & PUBLISHER which have flowed from this pen, the one which carried perhaps the most of heart and soul was an appreciation of the value of that periodical as an aid in keeping track of old friends, finding lost ones and chronicling the fortunes of both new and old intimates and acquaintances. As you become full of years you find, or should find, some of your most precious joys in old existing friendships and memories of choice companionships ended long ago by the Grim Reaper.

To my mind, the best story I ever furnished EDITOR & PUBLISHER, which was printed several years ago, was an account of the memorable June night in 1876, when I was telegraph editor of the old *Albany Argus* and we scooped our morning contemporary unmercifully with the announcement of the defeat and massacre of Gen. Custer and his command by the Sioux Indians under Sitting Bull.

Now for the capsheaf of my connection with EDITOR & PUBLISHER. For the past eight years I have been its regular news correspondent at St. Paul and as such have received such thumping monthly checks that I have been terribly embarrassed to decide what to do with so much money.

In the Circulation Department

The Multi-Mailer System is considered indispensable by users.
It puts the mail list under the control of the Circulation Manager.
It lessens errors and eliminates subscriber complaints.
May we tell you more about it?

The Speedaumatic Company
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD.
CHICAGO

TWO NEW CAMPAIGNS

Missouri and Cincinnati to Advertise Their Merits to Nation

The Missouri Association has voted to raise $75,000 to finance its work this year in setting forth the advantages of the state as a home and business centre. Otto C. Botz, president of the Hugh Stephens Printing & Stationery Company, Jefferson City, is president of the association, and Alfred A. Spear, president of the First National Bank of Jefferson City, is treasurer.

Another bidder for public favor is Cincinnati, whose Chamber of Commerce is campaigning to raise $165,000 for a three-year effort. It is planned to spend $50,000 annually in newspaper and magazine advertising. J. Stacy Hill is chairman of the committee in charge.

Bon Voyage Dinner for Delegates

A bon voyage dinner and party for the A.A.C.W. delegates to the London convention was given by the directors of the Advertising Club of New York at the club house, Thursday, June 26. President H. H. Charles presided. Speakers scheduled to appear were: Sir Harry Armstrong, British consul; E. T. Meredith; Hector Fuller and Herman G. Halstead.

Jewish Daily for Boston

The *Boston Jewish Leader*, weekly, on June 20, changed to a daily publication. Simon Shamroth of Lynn, Mass., is publisher, and Samuel Caplan editor.

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

Remember!
IT REQUIRES the use of only *one* medium — at one *low* advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—
The Milwaukee JOURNAL
FIRST - by Merit

Detroit
Fourth
Largest
City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

THE LEADER
THE New York Times leads all New York newspapers in total volume of advertising. In five months this year The Times published 11,042,944 agate lines of advertising, a gain over the corresponding period of last year of 458,878 lines, and an excess over the second New York newspaper of 4,011,038 lines.

Five Months of 1924

Classification	The New York Times	Second New York Morning Newspaper
	Agate Lines	
National	2,620,922	1,871,106
Dry Goods	1,819,034	1,421,152
Real Estate	1,617,120	858,744
Financial	1,059,910	811,718
Automobiles	617,618	503,650
Specialty Shops	548,786	248,428
Men's Furnishings	461,104	378,992
Books and Periodicals	396,580	122,730

The circulation of the Sunday edition of The New York Times is in excess of 575,000 copies; of which more than 400,000 copies are distributed in the metropolitan district and in the area within 150 miles of New York.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

WHAT OUR READERS SAY

Trade-Marked Reporters

San Diego, Cal.

To Editor & Publisher: The status of the real newspaper man seems to have been lost with the passage of time in attempts to cover him up with the camouflage of calling his successors journalists.

If it be "journalists" it is time to remind that once in awhile even the journalistic worm may turn, if only in self-defense; the present turning being occasioned by the season's output of fiction, which again includes a bumper crop of newspaper yarns.

The trouble with these effusions is that they are all alike. Either they are written around the precocious and exuberant cub, or they reflect the glamour and sparkle that hangs like a halo over the star reporter's bulging brow. But always there is a city editor—the same one. Universally he is lean, cadaverous, fierce. He swallows cigars whole and stabs folks with his scissors. He alternately gnaws his mustache or the necks of those who come to consult him. He eats litle copy boys and has a profane vocabulary consisting of 3,000 new and original blasphemies. He is a journalistic firecracker, pinwheel and skyrocket combined, and is likely to explode at any time with a loud report. Apparently he sleeps in the office; if he ever left it he would be lynched by a horde of enemies. All this in fiction.

As a matter of fact, the city editor is a rather likable person. He has a load of worries and bears them bravely. He "sasses" nobody, for he is too busy to fight and he knows he would be whipped anyway. He smokes an ancient pipe and borrows his tobacco and matches from the reporters—which proves he has real friends working with him in peace and without baiting or battle.

There is no star reporter—outside of fiction. Any man or woman who posed as one would be promptly sent to cover the morgue until he or she cooled off. As for the cub, he exists only in the fictionist's elastic fancy. There may be some of tender years connected with the paper to pursue pictures or answer the phone, but this youth has no more chance to dig up a world-quaking scoop than he has to get the managing editor's job tomorrow.

It is all rather wearisome and brings the thought that the writers of newspaper romances ought to put a day or night working in a metropolitan office. There would be one good result certainly. They would emerge too tired to perpetuate any more of the stuff for a time at least.

Then there is the idea of placing journalism under a state regulation by the imposition of examinations on journalists as they do upon lawyers and doctors before they may practice their professions.

Brilliant idea. What? If it does not accomplish any more for journalism than it seems sometimes to have accomplished for law and medicine, the world will not be turned upside down by the reformation in journalistic circles.

The average reporter is above the average in intelligence. He has to be, or he couldn't be a reporter, and stay one, very long. The reporter who hasn't common sense is not a reporter at all.

It takes more energy, more determination, more honesty of purpose and more knowledge of human nature to find out just why little Katie Smith ran away dinary suit at law.

There's Katie's mother's story and the story of Katie's sister and the story Katie's father knows and won't tell and the story the Smith family neighbors do not know and insist upon telling, and the story of the policeman on the beat who got his job through the Smith influence, and the story of the man from the front office whose brother-in-law has a grudge against Smith the elder—and everyone of the stories absolutely different in every important detail.

And not one of the people who please themselves by repeating this ancient phrase, "Do unto others as you would have them do unto you," would have taken one half the pains to get at the actual truth than the reporter these people want to "regulate" took as a matter of course.

Who's going to do the regulating and how? Some graduate of the so-called schools of journalism or the professors of those schools?

The real reporter is not a graduate of a school for journalism. He has a "nose for news," and is not guided by set rules of practice and procedure of a lawyer. He must make his own rules as the occasion warrants. He is not controlled by the results of a clinic, of analogy or a post mortem, as is the physician. He must furnish his own remedy without a precedent to work upon.

Real reporters, like geniuses, are born not made.

Frank W. Mulock.

Invaluable to Journalism Teachers

May 22, 1924.

To Editor & Publisher: I would not be without Editor & Publisher. It keeps me in touch with things.

As a teacher of journalism, I need your publication. It has often been said that a teacher of journalism should have a wide experience to draw on to illustrate the points presented in theory. In addition, I believe, he needs Editor & Publisher to keep him in contact with the developements in the newspaper business. I have found many valuable lessons illustrating the application of theory and the attitude of newspaper men concerning certain practices, which I have thought of sufficient importance to pass on to my class either in whole or in part. This material has taken up several class periods and has given the class a better idea of "what it is all about" than anything else could, except practical experience.

John E. Stempel,
Instructor in Journalism,
Lafayette College.

A Thing of Beauty

New York, June 21, 1924.

To Editor & Publisher: Pray accept my heartiest congratulations on your superb "On-to-Britain" number of the Editor & Publisher.

Mechanically, it is a thing of beauty, and a cursory glance through its pages here at the office shows me that I am going to spent considerable time at home. perusing the splendid articles it contains. Such a publication I am sure will make a decided impression at the convention, and I do hope the returns will be commensurate with the large amount of labor that has been spent upon its production.

Geo. W. Gale, Vice-President,
New Netherland Bank.

Tribune's Church Advertising

To Editor & Publisher: Subject: Your issue of May 24, page 44, column 3, regarding church advertising in *Baltimore News.*

Sorry to take issue but the *Oakland (Cal.) Tribune* runs as a regular Saturday feature a 4-page section consisting of 2½ pages of church advertising and news and 1½ pages of fraternal advertising and news. This is supplemented at Christmas and Easter by special sections, the cover page in color, ranging from 6 to 8 pages exclusively of church advertising. The Oakland Tribune bases its claim to first place in church advertising in the country on these figures. The church advertising department is under the direction of Miss Evelyn Thompson, and is a sub-division of the Classified Advertising Department.

Tribune Publishing Company,
Morton J. C. McDonald.

"Monumental"

June 23, 1924.

To Editor & Publisher: Please accept my congratulations on the monumental "On-to-Britain" issue of Editor & Publisher. It is a credit to your ability, energy and enterprise and is a brilliant specimen of newspaper work.

Louis Wiley

The "Newspaper Man's Tonic"

To Editor & Publisher: May I express my verimost appreciation of Editor & Publisher—"the newspaperman's tonic," as we refer to your publication in and about our office, and by wishing you continued and even greater success.

Truman B. Handy,
San Francisco Examiner.

A "Humdinger!"

To Editor & Publisher: That "On-to-Britain" number is a humdinger. Sure enough! Congratulations!

Associated Advertising Clubs
Carl Hunt,
Manager



98,136

This was the daily average net paid circulation of The Columbus Dispatch for the month of May, 1924.

Advertising Leadership

For the first five months of 1924 The Dispatch exceeded the other Columbus newspapers combined by 1,501,361 lines, making a gain of 93,383 lines over any corresponding five months in The Dispatch history.

DISPATCH .....9,042,563 lines
OTHER PAPERS COMBINED 7,541,202

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Readers Demand Constructive News

Investigation by officers of the United Press, as reported at a recent meeting of the American Society of Newspaper Editors, indicates that there is a decided demand for a high grade of constructive news. The cash value of crime news is dropping.

This means that the readers of your paper, Mr. Publisher, are becoming increasingly interested in those events in your community and in the nation which tend to make for a higher type of citizenship. The people who go to church in your town want news of a solid constructive type. It is well worth your while to stimulate this class of reader interest.

Copy furnished by this Department to be used in display space suggests reasons each week why a man should go to church and support the best things of the community. Put your paper on the side of the constructive element by using copy of this sort.

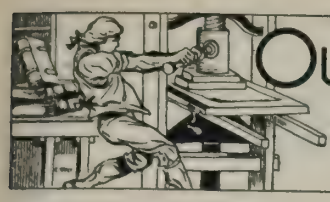
Proofs of ads available to all papers can be obtained from E. H. Harris, Richmond, Ind. Proofs of ads which relate to the religious interest in current themes, such as the high school commencement, Fourth of July, etc., can be obtained by one paper in a town for an extremely moderate price. Address Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City



Our Own World of Letters

By JAMES MELVIN LEE

JOURNALISM is undergoing a radical change in Russia—a fact emphasized by the *Nation* in its issue for June 25, in an article entitled "The Press in the Soviet Republics." This article is based upon information taken from the Moscow monthly *Journalist*—the organ of the Section of Press Workers of Union of Educational Workers.

Throughout the Soviet Union the fifth of May is observed as the Annual Press Day. The May issue of the *Journalist* printed a detailed review of the developments and achievements during the year. The following resume is made by the *Nation*:

> During this period the daily circulation of all newspapers in the Soviet Union increased from 1,950,000 copies on April 1, 1923, to 2,520,000 copies on March 1, 1924. The number of newspapers during the same period decreased from 560 to 498. Thus by March 1 the circulation of the Soviet press nearly touched the pre-war level of the whole Russian press. The total circulation of the latter in 1914 amounted to a little over 2,700,000 copies daily. By the end of May, according to later reports in the Soviet press, this figure had already been passed, and the Soviet press is well on its way to reach the goal set for the current year: a daily circulation of 5,000,000 copies by the end of 1924.

A paper taken for special illustration is the *Pravda* of Moscow, which on January 1, 1924 had a circulation a little more than 100,000, and which had by the end of May almost 300,000. For the first time the Soviet Press has made money, even though the subscription price has, in most cases, been reduced. The *Izvestia* of Moscow netted a profit during the year of over 800,000 gold rubles ($400,000). During the last quarter of 1923 and the first quarter of 1924 something like $75,000 was spent in subsidies for newspapers unable to meet expenses. A special effort is being made to increase the number of peasant readers by increasing the distribution of newspapers in the rural villages. The immediate goal, according to the *Nation*, is to reach a circulation of 2,000,000 copies for the peasant press.

* * *

ON every desk in the city room a copy of "The Best News Stories of 1923" might well be placed. In the preparation of this annual of American newspaper writing invitations were sent to some 400 newspapers to rush from 3 to 15 of their best stories for consideration. In addition, a request for material was put on the news wires. From the thousands of stories critically examined, the best examples of straight reporting, feature writing, foreign correspondence, interviews, accounts of sports, and human interest stories were selected for publication in the volume. One cannot glance through the volume without being impressed by the fact that some of the finest things in contemporary literature are to be found in the daily press.

The book opens with "The Wreck of the Twentieth Century Limited" by Robert M. Lee, city editor of the *Chicago Tribune*, and closes with "From Stick-up Man to Squire" by George P. Stone, reporter on the *Chicago Daily News*. I would not want to give the impression that Chicago newspapers are overplayed in the volume, for they are not. One striking thing about the book is the geographical distribution of these news stories—a fact that shows that good reporting is not confined to any one city, much less to any one newspaper. In fact, a few of the best stories are those put on the wire by news-gathering organizations. Personally, I am convinced of the truth of the assertion that neither the reputation of the writer nor the importance of the newspaper was taken into consideration in the selection of material.

The sins of commission in the volume will be hard to find. In spite of sympathy with the work as a whole, I am a little surprised at some of the sins of omission. But not all of us think alike. If we did there would be no interest in a horse race. Then too, this volume is the first of what will probably be an annual affair.

However much opinions may differ about stories omitted one criticism is justified: the introduction by the editor, Joseph Anthony, is too brief. I am inclined to differ from his opinion that the principles of good news writing are not essentially different from those that apply to a well-written novel or short story. The aim of the novel is to interpret life as it is, and that of the short story to portray an incident. It is a chapter out of a life story. Now the thing that gives great value to a news story is the element of the unusual—life out of the ordinary. At the New York Newspaper Club the other day Irvin S. Cobb related to me the most thrilling and extraordinary tale I had ever heard. But he remarked, "I can't sell it to the magazines because the story is true." Yet if the story were printed I agree with Cobb that readers would remark, "This thing simply couldn't have happened." Yet it did happen, and Cobb would prove it if put on the witness stand. But that is another story—as Kipling would say.

The issues raised are minor. For the working press the volume is, to use the slang of the street, "a whale of a book." For the average reporter it shows how to get away from the stereotyped mode of treatment in the handling of news, and offers numerous suggestions for a mode of treatment in news writing that is different. It is published by Small, Maynard and Company of Boston.

* * *

A BETTER book than "Speaking of Operations—And Other Humor" by Irvin S. Cobb (George H. Doran Company) would be hard to find to slip into the pocket for use on the vacation trip.

In this volume, which is beautifully bound and shows that bookmaking is not a lost art in America, the reader will find some of Cobb's best copy in 6 takes, of which the first is the one mentioned in the title. For many the second take, "Eating in Two or Three Languages," is possibly the fattest from the view point of humor. Those who want a little pathos and romance should turn to "A Plea for Old Cap Collier"—the gentleman who made the nickel famous in our boyhood days. Other good takes are "One Third Off" and "The Young Nuts of America."

A good reporter like Cobb can always turn out good copy. In this case as I have remarked, the copy comes to the reader in a container that is a delight to the eye.

* * *

SPACE on the reference shelf of the newspaper library should be found for "Musical America's Guide," compiled by John C. Freund, editor of *Musical America* and *The Musical Trades*, and published by the Musical America Company, 501 Fifth avenue, New York City. A descriptive headline for an extended review of this book would be "a digest of the musical resources, not only of the United States, but also of Canada."

The editorial writer should read the chapter, "How to Develop Your City Musically." Certainly the provincial press is not doing what it should to interpret music to its community. The "bone-yard" editor should note the chapter on "Music Conventions in 1924" and "Festivals and Music Weeks." The advertising manager should have his attention directed to the chapter, "Business Methods in the Music Studio" which says that there is no teacher, however high or however humble, who cannot be helped to larger prosperity by adequate advertising of the right kind, and which suggests that a fixed percentage of every musician's income should be devoted to advertising.

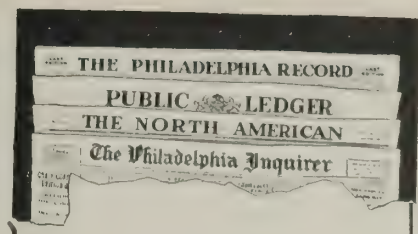
Incidentally, the book is a practical gazeteer, which gives the important cities of the United States along with a lot of useful information about them. In listing the newspapers in the cities the names of the music editors are given.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Ahead on its Merits
Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of
The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star
Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

DETROIT TIMES
Over 200,000 DAILY
Over 250,000 SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

In New Orleans Consult the Latest A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday CITY CIRCULATION
Specials: East Beckwith
West Branham



And in Philadelphia—

where printing is as old as the city itself and where generations ago Franklin found it necessary to make matrices of clay and found letters of lead—today the Ledger, Record, American and Inquirer carry almost hourly reports on all human endeavors to millions of readers.

Together with a feeling of gratification we have a sense of responsibility to the publishers who, knowing the importance of the time factor in publishing, selected Imperial Metal.

Not alone in Philadelphia, but in many of the largest cities of the country as well as smaller cities and villages, newspaper publishers find Imperial Metal and the Imperial Metal Plan are the means of preventing metal troubles and assuring maximum metal service.

Investigate!

We feel sure that you will agree that any stable metal plan that is economical and that results in the avoidance of costly metal troubles, adding years of life to your metal is wortly of investigation. We will be glad to send you the complete details on the Imperial Type Metal Plan. Write today!

Our representatives will be glad to meet you at the S. N. P. A. at Asheville, N. C., July 3rd, 4th, and 5th.

Imperial METAL
LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE
"Best by Acid Test"
Imperial Type Metal Co.
Philadelphia—Cleveland—Detroit

TIPS FOR AD MANAGERS

Aitkin-Kynett Company, 1516 Chestnut street, Philadelphia. Placing 16-time orders with newspapers in various sections for the G. H. P. Cigar Company, "El Producto" cigars, Philadelphia.

Ambro Advertising Company, Cedar Rapids, Iowa. Sending out copy to a few papers in the Northwest on Liquid Malted Milk Company.

Alfred Austin Advertising Agency, 116 West 32nd street, New York. Placing account of the Smartsilk Hosiery Company, New York.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making 1500 1-time contracts with some Pacific Coast newspapers for the H. O. Cereal Company, Buffalo.

Blackett-Sample-McFarland, Inc., 58 East Washington street, Chicago. Expected to send out some additional copy the latter part of this month on Van Ess Laboratories, Chicago.

Blackman Company, 120 West 42d street, New York. Placing schedules with newspapers in selected sections for Procter & Gamble Company, "Chipso," Cincinnati.

Thomas M. Bowers Advertising Agency, 25 East Jackson boulevard, Chicago. Now handling account of the "All-American" radio products, made by the Rauland Manufacturing Company, Chicago.

Brandt Advertising Company, 7 South Dearborn street, Chicago. To place account of Blue Flag Crab Meat; nothing before fall.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Using a number of papers in the State of Indiana on Lauber & Lauber Company, Chicago, Ill. (Toilet articles). Also sending out contracts on the LeMarr Chemical Company.

Burns-Hall Advertising Agency, Merrill Building, Milwaukee. Will place account of the F. Mayer Boot & Shoe Company, Milwaukee, manufacturers of Martha Washington shoes.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Sending out contracts to general list of papers on A. H. Lewis Medicine Co., St. Louis, Mo.

Collins-Kirk, Inc., 750 North Michigan avenue, Chicago. Placing account of the Kerney Manufacturing Company, Chicago, manufacturers of table pads. Sending out orders to general list of papers on James S. Kirk Company, Chicago.

Cruttenden & Eger, 6 North Michigan avenue, Chicago. Sending copy to some southwestern papers on Modern Distributing Company (radio), Chicago.

Dunlap-Ward Advertising Company, B. F. Keith Bldg., Cleveland, Ohio. Placing additional copy on the Chandler Motor Car Company.

Erickson Company, 381 4th avenue, New York. Placing account of the Dictaphone Sales Corporation, New York, manufacturers of the "Dictaphone."

Erwin, Wasey & Co., 844 Rush street, Chicago. Again renewing some newspaper contracts for the Goodyear Tire & Rubber Company, Akron.

Greve Advertising Agency, 616-617 Hamm Building, St. Paul. Placing account of the Seeger Refrigerator Company, manufacturers of refrigerators.

Hanser Agency, 12 East 44th street, New York. Now handling account of the H. Clay Glover Company, hair remedies, New York.

Harland Advertising Company, Des Moines, Iowa. Preparing copy for Colfax Bottling Company of Colfax, Iowa, manufacturers of "Blue Border Gingerale," to be used in a few newspapers in the Northwest territory.

Harrison, Phelps, Inc., Detroit, Mich. Preparing list of newspapers on the Racine Rubber Company, Racine, Wis. Papers in the southwestern territory are being used.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Preparing list of newspapers on Pierce Arrow Motor Car Company.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Now placing account of Maurice Rentner, couturier, New York. Again placing orders with newspapers in various sections for the Ayvard Manufacturing Company, "Ayvard's Water Wings," Hoboken, N. J.

H. B. Humphrey Company, 581 Boylston street, Boston. Reported placing account of Whittemore Bros. Corporation, shoe polish, Cambridge, Mass.

William A. Ingoldsby Company, 130 South Broadway, Los Angeles. Placing orders with some Ohio newspapers for the Normandy Products Company, "Glo-Co" hair tonic, Los Angeles.

Johnson-Dallis Company, Greenfield Bldg., Atlanta, Ga. Sending out copy to a small group of Middle West Metropolitan newspapers on Georgia Fruit Growers Exchange (Georgia Peaches).

Wylie B. Jones Advertising Agency, Binghamton, N. Y. Placing orders with newspapers in selected sections for the Elberon Hotel, Atlantic City.

H. W. Kastor & Sons Company, 14 East Jackson Boulevard, Chicago. Contracts on M. J. Breitenbach Co. "Gude's Pepto-Mangan" being sent to newspapers in south and southwest. Copy to start in the fall.

Lord & Thomas, 400 North Michigan avenue, Chicago. To use 150 towns on advertising of "Kleen Heat"—only towns where there is a dealer already. Adding few towns on Dr. West's Tooth Brush. Preparing small list of towns on Holeproof Hosiery Company. (Men's hose only).

Miller Advertising Company, 2144 Madison avenue, Toledo. Placing orders with some Pacific Coast newspapers for Toledo Rex Spray Company, insecticides, Toledo.

Osten Advertising Corporation, 25 East Jackson Boulevard, Chicago. Issuing some small schedules on Atlantic Hotel, Chicago, to southwestern papers.

Peck Advertising Agency, 6 East 39th street, New York. Placing orders with some Pennsylvania newspapers for the Partola Company, medical, New York.

Potts-Turnbull Advertising Company, 6 North Michigan avenue, Chicago. Reported placing account of the Sun Ray Products Company, pancake flour, Kansas City, Mo.

Joseph Richards Company, 247 Park avenue, New York. Now handling account of the Ground Gripper Company, shoes, Boston.

Ruthrauff & Ryan, 404 4th avenue, New York. Making 2500 1-time contracts with some Pennsylvania newspapers for the Minox Company, medical, New York.

Sackheim & Scherman, 218 West 40th street, New York. Handling account of Curtis & Cameron, Boston.

Russell M. Seeds Company, Inc., Consolidated Building, Indianapolis. Handling account of the Diamond Chain and Manufacturing Company, Indianapolis.

Calvin Stanford Advertising Agency, Atlanta, Ga. Now handling the following accounts; the Appalachian Marble Company, Knoxville; A. E. Hill Manufacturing Company, Atlanta, manufacturers of Hilco radio apparatus and Hilco automobile reflectors and the Scripto Manufacturing Company, Atlanta, manufacturers of Scripto multi-lead pencils.

Sweeney & James Company, Inc., 1632 Euclid avenue, Cleveland. Placing account of the H. K. Ferguson Company, Cleveland, manufacturers of factory buildings.

Thresher Service, Inc., 136 Liberty street, New York. Again placing copy with newspapers in various sections for Colgate & Co., "F. A. B." soap, New York.

Trades Advertising Agency, 665 5th avenue, New York. Placing orders with newspapers in selected sections for the Seaboard By-Products Coke Company, "Koppers Coke," Jersey City.

Vanderhoof & Co., 167 East Ontario street, Chicago. Using a number of towns in the state of Illinois on Sampson Electric Company (Atwater Kent Company).

C. C. Winningham Agency, 10 West Peterboro street, Detroit. Now handling account of The R. C. Mahon Company, Detroit, manufacturers of metal specialties and fireproof doors.

TO CHICAGO IN OCTOBER

A. B. C. and A. A. A. A. Announce Preliminary Convention Plans

Preliminary plans for the annual conventions of the Audit Bureau of Circulations and the American Association of Advertising Agencies to be held in Chicago, Oct. 16 and 17 are already being broadcast.

Featuring the meetings will be a dinner to be given jointly by the A.A.A.A. and the A.B.C. The A.A.A.A. is also planning a "get-together luncheon" with advertisers and publishers as guests.

The A.B.C. announces that in addition to the program of the advertising agents, programs are being arranged for the advertiser, newspaper, magazine, farm paper, and business publication sections.

These branches of the A.B.C. will hold sectional meetings at Hotel La Salle, Oct. 16, and the result of their deliberations will be reported at the annual meeting next day.

The meeting of the executive board of the A.A.A.A. which always precedes the annual meeting will be held Oct. 15. The headquarters hotel, in which the executive board sessions and the annual meeting will be held, is the Drake Hotel.

The two conventions are being heralded as "the largest assemblage of advertising interests ever held in this country."

Cisco, Tex., Papers Consolidate

The *Cisco (Tex.) Daily News* and the *Cisco American* have consolidated. A. B. O'Flaherty, who has been manager of the American will be manager of the consolidated paper. The new paper will be known as the News, while the weekly edition will be the American. Boyce House will be editor of the combined papers and W. H. Larogue advertising manager.

583,342 Motor Cars Registered In Indiana

113,403 Numerical Increase, 24% Growth Over 1922

The wealth of the state is well divided, as is indicated in automobile ownership, there being more than 583,000 licensed machines.

In rank of total distribution, Indiana is eighth, although in population the state is eleventh. There are five persons per motor vehicle or 192 cars to every 1000 persons.

The number of trucks and commercial cars rank Indiana in the same relative position, eighth, but she is in a position to surpass two or three states quickly. The reason, no doubt, lies in the fact that the farmers of Indiana are large owners of commercial cars.

Probably nothing so well indicates the class of citizenship and the demand for better in life than good roads. Indiana takes first rank in improved highways and has nearly double the mileage of New York.

With the fact in mind that Indiana people and cities are prosperous, an intensive cultivation will win distribution and popularize your merchandise.

THESE INDIANA NEWSPAPERS BLANKET THE STATE

		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718 (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

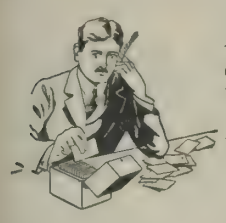
***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



PARASOLS!

Get your readers under shade these hot summer days: and chase advertisements for

Shade hats
Awnings
Tents

New York Jewelers are already advertising "Fall Costume Jewelry." How about your local stores?

Remind them special attention is being given to necklaces, where pearls dominate. Sapphires are also being used. Also there's a good deal of talk about brooches—brooches that match necklaces and bracelets.

New York Jewelers at the moment are also advertising choker necklaces of large silver beads, thought especially effective with summer frocks.

It's hot!

No fun standing over steaming wash tubs these days.

How about talking to your local laundries about co-operating in a big display advertising campaign? Boom some slogan like this; "Send Laundry Outside—Keep Cool Inside." Home is no place for steaming tubs. Also:

Electric washing machines
Electric irons.

DO you ever get any advertising out of the billiard parlors?

Make a page layout for some attractive small ads, good heading across the top, like "Billiards, the Gentlemen's Game," or "Billiards, a Gentlemen's Recreation," and give a little historical write-up, also the view of some of your prominent business men on billiards, then get your leading parlors to use some clean arguments. Boost their ventilation and coolness. Help them stimulate the business for their dull summer months and you'll make advertisers of them and elevate their business, as well as boosting it in the eyes of the public. Be sure and get a prominent doctor who plays billiards to give you an interview on the "health-help" end of the game.—Ehu Ghbert, Chicago.

Coal dealers of Manchester, N. H., have decided to stimulate business during the dull months of summer by offering a special reduced price of $1 per ton for cash purchases of coal during April; 75 cents a ton during May; 50 cents during June and 25 cents during July. The result has been a series of ads which are repeated at intervals and mean considerable revenue to local papers. A little persuasion by a clever advertising man might win your dealers to the same plan. —Fred E. Beane, *Manchester (N. H.) Union-Leader.*

Once a week one of the leading Washington dailies runs a large co-operative ad of the fish, oyster and sea food companies. This ad shows the value of fish as a nutritious food. Each week some important but little known fact concerning "fats in fish" or other specific qualities furnishes the "lead" under which is run the names of a string of fish merchants.—C. M. Littlejohn, Washington, D. C.

The importance of local women in business enterprises of various sorts filled a full page of advertising for a middle west paper recently. The page was headed "(Name of City) Women Conducting Successful Business Firms." Fifteen places of business, from the movie theatre to the chiropractor were included. Looks good because there are a great many women who conduct individual establishments. Present a page of this kind and say: "Just the Women Advertisers Get On This Page."—George C. Marcley, *Ogdensburg (N. Y.) Republican-Journal.*

We are publishing a four-page advertising sheet, the same size as our paper. Since our circulation is largely country, we find this a good way to give our advertisers "town coverage" as we distribute the bill (which we call the Junior Democrat) to every home in Washington, Ia. We use the same ads as appear in our weekly paper and charge 5 cents an inch for space in the Junior Democrat. The revenue from the sheet just pays for the expense, but it means additional advertising for our columns and it is effective advertising for the merchants.—Donald O. Ross, *Washington (Ia.) Democrat.*

Co-operative advertising on the part of certain groups has been found beneficial by the members of the group itself and, incidentally to the advertising medium selected for the publicity. The first requisite to such advertising is a spirit of co-operation on the part of the group members, and such a spirit is not always present among competitors. The advertising solicitor may be able to assist in bringing it about, while in other cases it may come from the group tself, or perhaps from an outsider. In Lawrence, Kan., this kind of advertising is being used effectively by the clothing dealers, the insurance men and the realtors. In addition to the general advertising of the group, which is either unsigned or signed by the names of all the members, the individual members frequently tie up with it by taking space in the same issue of the paper. — Paul C. Rankin, *Lawrence (Kan.) Journal-World.*

With "build with brick" as its head, one of the Washington, D. C., papers has grouped in a large weekly display ad, a host of contractors and companies interested in this type of dwelling and business construction.—C. M. Littlejohn, Washington, D. C.

Horse-back riding is coming back with a boom. People of all ages are taking it up again. The *Boston Herald* has been obtaining extra advertising from dealers in harness, riding equipment, riding stables, etc., and has published this advertising along with feature stories on the subject.—James M. Mosely, Boston, Mass.

What furnishing goods stores are open after 6 o'clock in your city? It would be interesting to the men of the city to learn about these stores. Would they take a page under an appropriate heading?—Frank H. Williams, Fort Wayne, Ind.

In cities where there are car lines there are generally one or more principal transfer points where people wait for cars. And, of course, at such transfer points the business of the stores is particularly good. Such business could, undoubtedly, be made even better by advertising. If all the stores at some especially congested transfer point would go together in an advertisement bidding for the business of the people boarding the cars at the point, it would help them greatly in getting more business.—Frank H. Williams, Fort Wayne, Ind.

"Week-end Specials." Under this large caption of ribbon may be included special copy each Friday or Saturday that may be obtained from merchants dealing in camping outfits for the week-end tourists, confectionery, tobacco and cigarettes, etc. —C. M. Littlejohn, Washington, D. C.

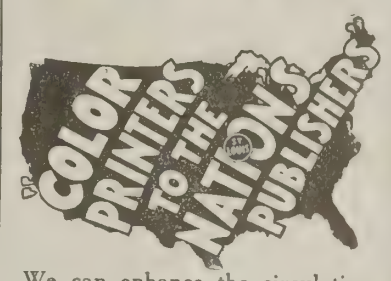
The shoe merchants of South Bend, Ind., last year joined together in a "Walk and Be Healthy" week. Each dealer played up this in his window and all retail shoe advertising was kept together on a two-page spread in the local papers. Last June the merchants officially opened the white shoe season by displaying whites and nothing else in their windows. Other merchants in other cities can capitalize this.—James M. Mosely, Boston, Mass.

Now when it is only about half a year until Christmas it would be a good stunt for the financial institutions who are conducting Christmas savings clubs to run ads urging people to take out half year clubs which will give them money for Christmas use. The paper should be able to get such ads without any great trouble. —Frank H. Williams, Santa Ana, Cal.

N. C. Weekly Wins Loving Cup

The *Ahoskie* (N. C.) *Hertford County Herald* was awarded the Savory loving cup for the best weekly newspaper at the recent meeting of the North Carolina Press Association. The cup was donated by Walter H. Savory of the Mergenthaler Linotype Company. The Herald recently published a 24-page 15th birthday edition on magazine stock.

COMICS



We can enhance the circulation pulling-power of your comic page classics with unexcelled color printing.

Write for proofs and low prices.

The World Color Printing Co.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

CIRCULATION BUILDING SUPREMACY

Proven time and time again by the many thousands of NEW, paid-in-advance subscribers we gain for newspapers in all parts of the country

Wire or Write Care of Rochester Herald

HOLLISTER'S
CIRCULATION ORGANIZATION
300 Merritt Building - Los Angeles, Cal.

Our Features:
Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

FIRST IN PUBLIC SERVICE

The Evening World.

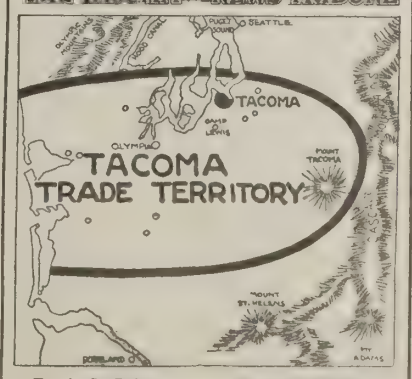
The World and the Evening World have a combined circulation daily, of 650.000 for $1.20 per agate line gross, subject to contract discounts. They carry more high class dry goods advertising; are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

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PUBLIC LOSING FAITH IN PULITZER AWARDS

McNaught's Magazine Criticizes Columbia's Method of Picking Winners—Becoming Laughing Stock, is Claim

Columbia University's present method of picking the Pulitzer prize winners each year is making of the awards a public laughing stock, it is claimed in a recent unsigned article on "The Pulitzer Prizes" appearing in *McNaught's Magazine*, published by V. V. McNitt of the McNaught Syndicate, New York.

The article follows:

"Some excitement has been aroused in those quarters which get excited about such matters because a committee appointed to recommend an American play for the Pulitzer prize selected The Show-Off, and their recommendation was not accepted by the final powers at Columbia University, who awarded the prize to Hell Bent fer Heaven, which was written by a Columbia English instructor. The committee thus "turned down" was composed of Prof. Phelps, Owen Johnson and Clayton Hamilton. Mr. Hamilton, to be sure, was a minority favoring Hell Bent fer Heaven.

"The final power of award, for all the Pulitzer prizes, resides in Columbia University, and its school of Journalism founded by Mr. Pulitzer. The jury, or trustees, are not at all bound to follow the recommendations of those committees they select to aid them. Their committees are often selected from practical workers in the arts. But they themselves are teachers, with the academic point of view. Moreover, the committees usually ignore the terms of Mr. Pulitzer's gift and try to select the best play or novel or what not of the year.

"The trustees at Columbia are uncomfortably aware that the prize was not willed for the best play, or the best novel, or the best history, at all. It was willed for the one that did the most to improve American morals, or manners, or patriotism. Mr. Pulitzer's idea of art and history was quaint. But as plays or novels which set out to improve us are usually quite awful, the trustees, reluctantly, generally let the prizes go to a moderately good play or book, lest the whole affair become absurd.

"Now, The Show-Off cannot possibly be said directly to improve our manners or morals. Neither, for that matter, can Hell Bent fer Heaven. But the latter play is written in an idiom farther removed from the realistic patter of our middle class speech, and is probably less disturbing to the academic mind, though considerably less vital to the bulk of American theatre goers. Personally, I like The Show-Off better, but I like Hell Bent fer Heaven, too; and I am bound to admit that no prizes are needed to encourage authors to write like the former, while immediate popularity seldom comes to encourage authors of works like the latter. I advise Messrs. Phelps and Johnson to keep their shirts on.

"What we need, in regard to the Pulitzer prizes, is not a Show-Off, but a show-down. Either the terms of the Pulitzer gift should be followed strictly, in which case the awards would have little or nothing to do with artistic merit, or else these terms should be quite ignored, competent juries of award appointed, and their selections adhered to, with the object of winning public confidence and establishing a high and genuine artistic standard—which, incidentally, would do as much for morals and manners as anything else.

"At present the public—and rightly—distrusts awards coming out of Columbia. It has seen too many good professors come out of there, ejected from behind.

"I was once on a committee to recommend a cartoon for the Pulitzer prize, and we selected one by Rollin Kirby showing France before a mirror, laying aside her liberty cap and trying on a steel helmet. It was so simple and so eloquent that it topped all other candidates. What was our surprise—or mine, at any rate—to see the prize given to another cartoon by Mr. Kirby, a commonplace one taking a crack at the Bolshevists in Russia. It wouldn't do to offend France. And possibly some Columbia professor was looking for an exchange job at the Sorbonne. But what either consideration has to do with the best American cartoon, God and Nicholas Murray Butler alone know.

"If the trustees of the Pulitzer fund really want to win the confidence of the public, they will seek the advice of outside experts, and then they will follow this advice to the letter. Their present course is making of the awards a public laughing stock."

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mic-artist. Young man, 28,
sition in studio or as assistan
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learn. Will send samples of
ss Box B-538, Editor & Publish

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wspaper cartoonist. Also experi
to retouching, layouts and adverti
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ful economical conservative upbuilding.
ss Box B-531, Editor & Publisher.

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The men whose ads you see in these columns are eager to serve you as they have served other publishers. They have brought the profits in for others; why not let them prove their value to you? When you need a good man, answer their ads, and they'll do the rest.

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SUMMER COPY PAYS IN NEW ENGLAND

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.08	.08
***New Bedford Sunday Standard	(S)	27,334	.08	.08
***North Adams Transcript	(E)	9,604	.0375	.03
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	83,086	.24	.21
***Worcester Sunday Telegram	(S)	48,127	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,391	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
***Bridgeport Post	(S)	20,565	.09	.09
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

Thousands and thousands of vacationists are preparing to visit New England and her numerous summer resorts.

This will give the New England Market, already of a stupendous aggregate buying, an increased impetus. Her families are spending millions of dollars today. They will spend millions more tomorrow. Her tourists and vacationists will spend millions every day from now until the early Fall.

These people will be buyers of practically every necessity and most of the luxuries. Think of the weight, even a small percentage, these purchasers will have on the trade.

Are you, National Advertisers, going to secure your full share of New England's new summer millions?

An advertising campaign concentrated in these daily New England newspapers will prove the most effective and economical way of securing distribution and sales.

The result-getting power of these dailies has been proven time and time again. These papers are at your service, to assist you to open up this great summer market for your merchandise.

Use the dailies intensively and you will get your goods called for by name all over New England.

OVER 200000

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Eastern Representative
DAN A. CARROLL
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Tower Building
Chicago

THIS ISSUE:—WILLIAM ALLEN WHITE ON SMALL CITY JOURNALISM

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Ever y Saturday

Vol. 57. No. 6 **NEW YORK, JULY 5, 1924** By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign **10c Per Copy**

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

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First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt.*

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8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
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By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
By Gelett Burgess

W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROS OF THE WEEK
Half Page by Sals Bostwick.

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper Medical Writers.

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
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By McCullough

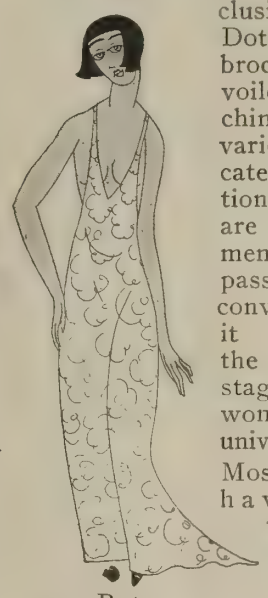
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Roy L. Smith
Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

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PACIFIC & ATLANTIC
Photos
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Blue Ribbon FASHIONS

EVERY normal American woman is interested in clothes. It is the one subject exclusively feminine.

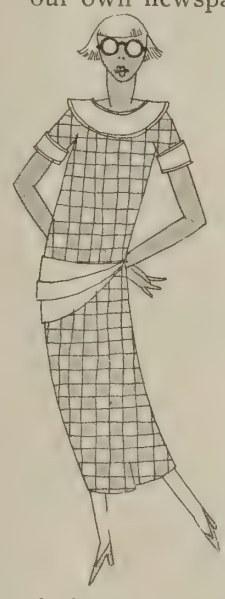


Dotted Swiss, brocaded satin, voile, crepe de chine, and all the varied and complicated combinations of materials are only names to men who usually pass out of the conversation when it gets beyond the red flannel stage. But to women it is the universal language.

Most newspapers have recognized this great, specialized interest of women. But many, we think, have not given it enough concentrated attention. They have not given their women friends the best material available.

A good selection of fashion features means more favor with women — more readers among women; and that means increased power to sell the innumerable advertised articles which women buy. Poor fashion articles do not fool women—more than once. To make your fashion features bring you the greatest possible return, they must be authoritative, well written, well illustrated, and as fresh and up-to-date as modern communications and newspaper speed can make them.

Such qualifications exist in the fashion articles of The Chicago Tribune, a pioneer in the field of features for women, the first great newspaper to have a woman as Sunday editor, and to have women exclusively handling women's features. The fashion articles we offer you are only those used by The Chicago Tribune and The News of New York. Only such features are offered for sale by The Chicago Tribune Newspaper Syndicate as are considered beneficial in building up our own newspapers.



The Last Word in Paris Fashions

(Weekly)

The five excellent fashion articles of The Tribune may be bought separately or in combination. In a weekly letter from Paris our special correspondents describe and sketch the latest and best costumes created by the famous French designers and worn by the best dressed women of Paris. These articles, beautifully illustrated, not only show definite creations but give authoritative information on the trend of Paris styles.

What American Women Are Wearing

By Corinne Lowe
(Daily and Weekly)

America's best known writer on fashions is Corinne Lowe, whose articles on what is in vogue appear daily and Sunday in The Tribune. Miss Lowe writes from New York, where she is able to keep in touch with the latest fashion developments. The weekly article, with its fine, large illustration, makes an ideal front page for a woman's section. The daily article, also illustrated, will add women readers to your regular daily editions.

The Well Dressed Man

By A. T. Gallico
(Daily and Weekly)

To many newspapers, a men's fashion article will be an entirely new feature. The Tribune has tried out this feature and has found a genuine response. The articles are written in New York by A. T. Gallico, and give news and information about correct dress for men. They are watched closely by stores for men's furnishings. The daily articles run about 100 agate lines, with a small illustration. The weekly articles are longer—about a column of copy with a three or four column illustration. Buy The Tribune fashion features and advertise them well in your territory. We do not believe better fashion material is available. Write or wire for rates and proofs.



Chester Gump in Australia

Uncle Bim, who owns most of Australia, has sent for his little favorite, and Sidney Smith is doing the rest. The children will be wild about Chester's adventures. If your territory is open, don't miss this chance to start the Gumps Sunday page—the great colored comic page for children.

THE CHICAGO TRIBUNE
***Newspapers* SYNDICATE**
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"Say, Did You Read About"—

¶ At the time this was written, men in Baltimore were asking each other,—"Say, did you read Mencken on the Democratic Convention?"

¶ A few weeks before, the town was convulsed on account of the Preakness story of Raymond Tompkins.

¶ G. E. K. and other initials—important to theatre goers.

¶ Q. E. D.—High Priest of Movieland.

¶ Turbyville has thousands of followers of his "Sports."

¶ Local flavor has had a lot to do with Baltimore saying "SUNpaper" instead of "Newspaper."

June Average Net Paid Circulation

Daily (M. & E.) . .	**246,999**
Sunday	**177,571**

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"



THE CITY HALL
PHILADELPHIA

Area 4½ Acres
Height of tower 547 ft.

Philadelphia's City Hall would be buried under the breakfast food of the Bulletin Reader

"In Philadelphia nearly everybody reads The Bulletin"

Who is the biggest buyer of breakfast foods in Philadelphia?

Answer—The Bulletin reader.

For the Bulletin goes into practically all of the 400,000 separate homes of the city and 100,000 more outside the city limits.

Here is a huge market of nearly three million consumers instantly available through one newspaper, at one cost.

With over half a million copies daily the Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

512,445

Average Daily Circulation for Six Months Ending March 31, 1294

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SATURDAY, JULY 5, 1924 No. 6

William Allen White Tells What Small Cities Want in Newspapers

Strong Local Editorials First, Then Live "Home Town" News, Kansas Editor Says—Cares Little for Shrieking Sensations and Prolix Foreign Affairs—Bull Pen for Cripple Wits

By WILLIAM ALLEN WHITE

Written for and copyrighted 1924, *by* EDITOR & PUBLISHER

THE important editorial field of the small city newspaper is the local editorial. It is the weak spot of the country newspaper in the United States, and the one spot in which it has no competition.

The average local reader of a small town of under 100,000 population wants, above everything else, guidance on local matters, such as, say, milk inspection, city bonds, public utility problems, parks, schools, local amusements, and all the other thousand and one things concerning their daily life.

They are not touched, appreciably at least, or not consciously by the plots of Turkey nor, in knowing whether Mussolini has complicated his politics with an assassination, nor in the crimes against Ireland. And those who are interested in such things can find them more intelligently expressed in the larger city dailies or the weekly organs of opinion like the *New Republic*, the *Nation*, the *World Today*, and journals of that type, not to mention the *Literary Digest*, which supplies completely all the needs required for the moulding of public opinion on world doings.

A few editorials a month on national subjects will save the small city editor's face as a national editorial writer, and the rest of the editorial space may well be given to things nearer home. And the nearer the editorials are to the home-town people, the more they will be read and the more deeply the editor himself will be respected.

In addition to the regular editorial page, it seems to me that a first-page editorial put in the middle of the second or third column, double-leaded, with an 18-point head, always devoted to some local question, which is pending or as nearly at the crisis as local questions ever get, is the most profitable form of editorial.

It should be as hot as the news. It should comment on stories which break after 10 o'clock in the morning, if it is an evening newspaper, or after 6 o'clock in the evening, if it is for a morning newspaper.

It should not be in every day, or it will get stale. Twice a week ought to be the limit. But it is really a first-class medium for editorial expression; always provided that it concerns the people of the town or community in their local politics, business, or community action.

This front page editorial should never be more than 300 words long. It should not wobble. It should be a left-hand punch to the jaw, definite and certain.

No editorial at all is better than a wobbly editorial that takes both sides, holds a judicial viewpoint, or strikes a mushy blow. If you are going to hit, jab with short punches; otherwise cut it out.

The local editorial in the small city newspaper affords the editor his only entrance to the home without a partisan ticket on him. He can talk to Democrats as well as Republicans and get the respect of both; and, if the local editorial is free and unbiased by the public utilities, by the clearing house, or by the country club, he will command a respect in local utterances, which ultimately will give his views on broader matters entrance into his readers' hearts.



EMPORIA GAZETTE EDITOR AT HIS DESK

Now about circulation. I have been running a country newspaper nearly 30 years in one town. I have been stung by piano contests, automobile prizes and premiums, and fancy high-paid canvassers with systems and all sorts of fakirs and humbugs who blow into the small city editorial office.

I have found there is just one way to get circulation and that is to deserve it and to pay for it in the good old-fashioned way.

The way to pay for it is not to go and hire a fast-thinking organization to inflame the readers of your loathed but esteemed contemporary. That gets nowhere permanently.

The way to pay for your subscribers is to buy the best local news. Hire good reporters. Print the best newspaper in your town. Keep publishing the best newspaper in your town. Take the loss of printing that best paper in town for a month, 6 months, a year. Virtue is its own reward. Sooner or later readers will come to you, if you keep printing a better newspaper than the other fellow.

Don't be afraid of piano contests, auto gifts, nor any of those funny stunts used by your opposition. Those things cost more than they are worth and always leave a bad impression on the public. The people know the other fellow is scared as soon as he begins to put on parades and go outside of the news room to get circulation. It is better to spend your dollar on the payroll, than to throw it on the street to pay for shoe leather for high-priced canvassers.

This sage advice is, of course, directed towards editors of small city newspapers. In these small cities of under 100,000 you can presume as a business proposition that you are addressing people who have had at least an average of 2 years in high school for education. You can take it for granted that a majority of them are born Americans of at least one generation of American parentage; that a majority of them are living on something above $75 a month; that they take at least one outside magazine, either a movie magazine, a religious magazine, or a trade journal of some sort; that probably a good fourth belongs to some lodge or lunch club or union, where they meet and discuss local problems with their fellows from what might be called an American angle.

Ninety per cent of the people in a small town of under 100,000, if they take a newspaper at all, choose it fairly intelligently. The other 10 per cent are fooled by the fakir's, "hyped" by big heads, duped by the comic strip, gulled by the sob squad stuff brought from feature peddlers.

Spend your money on this sob squad stuff if you want the 10 per cent and charge it off your income tax. But remember that 90 per cent of your folks want the good old 8-point news set solid, and aren't fooled when you break it into paragraphs and clutter it over with sensational heads.

To stop this nonsense will cost you some readers at first. But after all fools follow the wise, and if you attract wise readers, sooner or later the fools by mere process of imitation will come in, too.

If this dose is too drastic, keep a segregated district in your newspaper a sort of red light bull pen, where you can put the comics, the confessions of a wife, and the other foolish features that are intended to fool the lame brains and the cripple wits in your community.

But don't forget this: the people who have money for the advertisers, the people who make your circulation worth while, are the folks who pretty generally scorn your sensational stuff.

Remember Elbert Hubbard

As the S. S. Republic of the American Line rounds the southern tip of Ireland and passes the Old Head of Kinsale enroute to Southampton and the London Convention, a quiet but impressive ceremony will take place. Sometime during the day or night of July 11th the Republic will pass near to the spot where the ill-fated Lusitania was torpedoed with a loss of more than a thousand lives. Among the lost was Elbert Hubbard. The unpretentious but touching ceremony is intended as an expression of respect from President, H. H. Charles, who was one of Elbert Hubbard's close friends. "Elbert Hubbard and I were close friends for a good many years," said President Charles. "The day before he sailed on the Lusitania he was in my office and made a remark something like this—'If those damn Germans get me, I want you and Bert to be good friends.' You know the rest."

$35,000 Newspaper Fire

MONMOUTH, Ill., June 28.—Press and composing rooms of the Monmouth Daily Atlas were destroyed by fire this week. The loss was $35,000. The Atlas is being printed on the Review press.

NEWMYER TELLS OF JOHNSON'S PLAN TO RESIGN S. N. P. A. POST

Deep Regret That Chattanooga Executive Cannot Continue Work—Democratic Convention Slows Up 22nd Annual Newspaper Gathering

By ARTHUR T. ROBB, Jr.

(*By Telegraph to* EDITOR & PUBLISHER)

GROVE Park Inn, Asheville, N. C., July 3.—The twenty-second annual convention of the Southern Newspaper Publishers' Association got under way today, receiving the annual report of its President, Arthur G. Newmyer, of *New Orleans Item.*



ARTHUR G. NEWMYER

To the intense regret of every one present announcement was made of the determination of Walter C. Johnson of *Chattanooga News,* to resign as secretary and treasurer of the association, owing to the pressure of his private affairs.

A glowing tribute was paid to him by Mr. Newmyer in his report.

The convention, scheduled to run through the balance of the week, got under way slowly due to the absence of members attending the deadlocked convention of the Democratic party at New York. Purveyors to journalism turned out in force in the early part of the week, but only a corporal's guard of publishers arrived up to the opening day.

Interest turned to the golf links, with lively speculation on the result of the big contest in New York.

There was also considerable talk concerning S. N. P. A. presidential succession.

Arthur Newmyer was favored for re-election, his presidential activity gaining general approval. Secretary Johnson, whose candidacy has been advanced by many friends, definitely declined the honor.

Golf tournaments scheduled for both men and women by Walter Savory, Mergenthaler Linotype Company, and Charles D. Webb, *Asheville Citizen,* gave abundant opportunity for winning one of the following:

Traveling clock, offered by Mergenthaler Linotype; silver cigar box and ash receiver, Blatchford Company; golf bag, Imperial Type Metal Company; traveling bag, International Paper Company; sweater, Miller Saw Trimmer Company; percolator, Cline Electric Manufacturing Company; golf case, Cutler Hammer Manufacturing Company; golf bag, EDITOR & PUBLISHER, and a prize offered by President Newmyer for the best net score. The tournament was scheduled for Thursday at the Asheville Country Club.

Among the early arrivals were Mr. and Mrs. Clark Howell, Sr., and Mr. and Mrs. Clark Howell, Jr., *Atlanta Constitution;* Mr. and Mrs. F. G. Bell, *Savannah News;* Major and Mrs. E. B. Stahlman, and Edgar M. Foster, *Nashville Banner;* Charles D. Webb, *Asheville Citizen;* P. H. Burdette, *Asheville Times;* Mr. and Mrs. George B. David, New York; Mr. and Mrs. J. G. Ham, New York; Mr. and Mrs. Fred W. Bott, New Orleans; Walter Savory, New York; Fred Hill, Memphis Tenn.; F. W. Schnell and Frank Barnecott, New York.

A new feature of the program was a series of group meetings, made up of the representatives of papers of varying circulation. A chairman and vice-chairman were appointed to handle each group.

The convention sessions are being confined to the morning hours starting promptly at 9.30 a. m., and closing at 1.30 p. m. This is the first time the association has confined its meetings to morning sessions and it was hoped that it would meet the approval of the golfers.

Following is President Newmyer's report:

Members of the Southern Newspaper Publishers' Association:

We meet again after a year's singularly blessed by the absence of any great need for Association action against destructive forces, yet following a period presenting sizeable opportunity for constructive allied activity.

Your Association has, time and again during the current year, demonstrated very definitely its cash-box value to every paper in the membership, but it is because there have been occasions when our members did not seem to appreciate the full scope and significance of our performance that I deem it well to detail tersely the Association's general activities in this annual report:

To Chairman Edgar M. Foster and his committee on Business Office Affairs, the newspapers of the South owe profound thanks for the patience and perseverance that has resulted in the re-establishment of the group advertising movement; the largest, and, I sincerely believe, the most intelligent and intensive combination campaign in the history of American newspapers. From others you will hear details, but I want to go on official record with the statement that each and every newspaper contributing to this campaign has received in white space, in advertising and in merchandising service, more for his money than was ever delivered to any advertiser before. Emphatically believing this to be a fact, I unhesitatingly recommend that campaigns of a kindred character be constantly scheduled, and urge the entire membership, irrespective of operating locations, to team-up with the movement for the common good. Every newspaper gets full 100 per cent individual value for its investment, and at the same time aids materially in a fundamental movement, meaning much to the upbuilding of Southern newspapers. This committee and your secretary have likewise given long hours to research and study that they might intelligently answer inquiries relating to the income tax, to libel and lottery laws, and to employment; all this along with a concerted and consistent effort to build bigger and better public utility advertising for your columns. Theirs has indeed been a year of outstanding service.

The present administration inherited the very serious problem of adjusting the Macon Printers' School situation in a manner fair to all; to the Messrs. Anderson, to the American Newspaper Publishers' Association, to the machinery companies and especially to our membership. I can not adequately express the depth of my appreciation for the conspicuous services in this intricate and troublesome matter rendered by Chairman Giovannoli, Major Potts and the other members of the Printers' School committee. You will hear the result of their months of most minute, careful and considerate study of all phases of this subject, and I urge your unanimous acceptance of their findings.

The Association's traffic and postal interests are chiefly founded upon legislation. These matters have, therefore, naturally been referred to Colonel Robert Ewing and his committee. However, because of the technical and continuing character of our traffic investigations, Colonel Ewing wisely depended upon Secretary Johnson to practically alone handle this important subject. Let me emphasize this point, and it is a matter of written record at headquarters, that Secretary Johnson, in traffic matters alone, has saved certain of our members many, many times the amount of their annual Association dues—saved that during this year and, of course, these economies will multiply during the years to come. Considered from another viewpoint, Secretary Johnson's traffic activities will be reflected in the operations of the entire membership, for now the railroads realize we are in intimate touch with traffic manipulations; ready and willing to fight for our rights.

I had hoped we were coming through the year without legislative trouble. Suddenly we were informed that, at the request of the Interstate Commerce Commission, Section 28 of the Marine Act was about to be enforced. Chairman Ewing went immediately into action. Through our congressional delegations, through fellow-member Commissioner Frederick I. Thompson, and with the cooperation of established traffic bureaus, I believe it not immodest to state that we effectually aided in securing the postponement of this enforcement for a year.

About this same time we were advised by the National Publishers' Association and American Publishers' Conference that an attempt was being made to increase newspaper second-class rates about 75 per cent in the first and second zones. Colonel Ewing, Colonel Woodson, the entire legislative committee and your officers went again immediately into action. We had made conspicuous progress toward the development of opposition to this movement when the American Newspaper Publishers' Association requested that we join them in a concerted prograc—calling for the insertion of "the McKinley amendment" into the Revenue Act. This amendment provided that the war-time increases in second-class rates should be reduced 50 per cent. After several days in Washington we succeeded in aligning practically the solid Southern senatorial delegation behind this program, and I want to record in this connection the very conspicuous and forceful service rendered us by Senators Pat Harrison of Mississippi and Joseph E. Ransdell of Louisiana. Largely due to their leadership the amendment passed the Senate. It was killed in conference, and while we are disappointed over this action, at the same time we win a definite victory by demonstrating that the Senate favors a decrease in rates and will not yield to the Postmaster-General's suggestion for a 75 per cent increase in the first and second zones at the present time. Colonel Ewing will outline the work ahead.

Consideration has been given a plan proposing that newspaper advertising audits be standardized and safeguarded similarly as are newspaper circulation operations unified through the A. B. C. Major J. S. Cosen, of Atlanta, as chairman of a special committee investigating this subject, has given it considerable time and thought and you will hear his findings, and probably desire discussion of the general idea.

Major Cohen is likewise chairman of the editorial affairs committee. It has been relatively inactive simply because, for some unexplained reasons, editorial matters are not referred to the Association for discussion or handling. We certainly must have editorial problems of a common character, and I do urge that during coming years we utilize the collective strength of the Association for "upstairs" affairs just as fully and freely as we now discuss business office matters for the mutual good.

During the year your Association has become an incorporated body. By-laws for its conduct have also been prepared. Secretary Johnson, with Messrs, Hanson, Giovannoli and Potts, of your Board, and with fine co-operation from the Secretaries and Managers of similar organizations, have served you well in this regard, and I urge the adoption of their report.

Our Agency Relations Committee always remains anonymous. Its activities this year have gone along unceasingly and uninterruptedly, and with efficiency and dispatch. The basis of the committee's activities has been the report adopted at your last convention. The fact that the year has been free from quarrel and contention, I may immodestly state, is somewhat of a tribute to the thoroughness of our previous actions. To these "workers in the dark" I know you will privilege me extending your warm appreciation and thanks.

* * * * * *

From all the foregoing, it is obvious that your President has been peculiarly and particularly favored with marvelously competent committeemen. The chairman of your Board, Past-President Victor H. Hanson, has time and again aided magnificently with his wisdom and his work, and each and every one of your directors have responded faithfully and fully to every request for cooperation and coordination. The Board met several times during the year. We have had our little "family" disagreements and discussions, but I am well within the truth in reporting that from the viewpoint of the greatest good for the greatest number your Board has been most faithful to its trust. To each and all of them I express my profound personal thanks, as well as, those of the body general.

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W. C. JOHNSON

I have purposely delayed for the final portion of this report reference to my dear friend, Walter C. Johnson, secretary-treasurer of our Association. Although this is being dictated weeks ahead of convention time, in the quiet of my own office, I fail for words with which to adequately express the breadth and depth of my appreciation of Mr. Johnson's great service and sacrifice for the newspapers of the South.

I have been affiliated with many organizations, commercial and fraternal, but never have I seen anyone give so freely and fully, so efficiently and energetically of himself for the good of others as has Walter Johnson.

It is therefore with profound regret, and yet with a sense of fairness to his own private affairs, that I am forced to announce his determination to retire from the active duties of manager and secretary-treasurer of the S. N. P. A.

We have had Mr. Johnson in harness for eight years. Certainly it would ill become us to register our appreciation of his wonderful contribution to the common good by attempting to force him to continue in office at a sacrifice of the best interest of his family and private affairs.

The time has come, therefore, when we must employ, at a proper salary, to be determined by your incoming officers and Board, a paid Manager for this Association. If this is agreeable, Mr. Johnson has been persuaded to retain the title Secretary-Treasurer during the coming year, and will accept responsibility for the thorough training of a new Manager for the Association.

* * * * * *

It has been a great privilege; a great pleasure, and a great honor to have served you during the year. A good bit of work and a good bit of worry goes along with the distinction, but the fun of fellowship and the satisfaction of service 'way overbalance all else.

I thank you.

ARTHUR G. NEWMYER,
President.

New York Critic's Wife Injured

Mrs. Frank Warren, wife of Frank Warren, musical critic of the *New York Evening World,* suffered a concussion of the brain when the light truck in which she and Mr. Warren were riding collided with a touring car driven by Fire Chief Jaynes of Rochester, at Canadaigua, N. Y., June 28.

Logeman for A. A. C. W.

The Chicago Advertising Council has indorsed John H. Logeman, secretary, and one of the principal owners of the Chicago Poster Advertising company, for president of the Associated Advertising Clubs of the World. Mr. Logeman is at present in London in charge of exhibits at Wembley.

It is said that EDITOR & PUBLISHER is the most thoroughly read trade paper in America—costs $4.00 per year.

BIG ADVERTISING DELEGATION OFF TO WEMBLEY

Republic First to Sail and Occasion is Made Bright by Unusual Features—Large Passenger List on Lancastria—Fun Aboard Ship

SEVEN liners sailed from different ports in the United States and the Dominion of Canada this week, carrying 1,800 American and Canadian delegates to the 20th international convention of the Associated Advertising Clubs of the World, to be held in London, England, July 13 to 18.

At about the same time, the movement to Britain was underway in all parts of the world.

From India, Hawaii, South Africa, New Zealand, Australia, Belgium, France, Norway, Holland, Sweden, Italy, and Czechoslovakia, representatives of the advertising fraternity turned towards England to confer on the latest developments in their profession, to lay plans for the future, and to hear opinions of the world's successful business men and advertising experts.

Officials, sailing from New York, estimated the total attendance would be well over 7,000.

Delegates from the United States and Canada embarked at New York, Houston, Tex., Boston, and Montreal.

Greatest excitement in this country centered in New York, from which city the S. S. Republic sailed Wednesday and the S. S. Lancastria Thursday. These are the two official boats charted by the A. A. C. W. for exclusive use of convention delegates. Five hundred and twenty-five were aboard the first ship sailing, and 500 were on the Lancastria. Crowds lined the piers to wave farewell.

A "bon voyage" of unique character was wished on the advertising men and women sailing on these two liners.

The *London Daily Mail* arranged to have a sky-writer circle the boats as they sailed down the bay, inscribing in smoke "Daily Mail" in the sky.

Representatives of New England advertising clubs and newspapers numbering 275, left from Boston on the S. S. Samaria, while a Texas delegation of 150, sailed from Houston on the S. S. LaSalle; and 250 delegates from the middle west and Canada chose Montreal as their embarkation point, and the S. S. Montcalm as their ship. The remaining 100 delegates were to sail on the S. S. Leviathan and George Washington.

Lou Holland, A. A. C. W. president, was a passenger on the S. S. Republic. On this ship, as on the Lancastria, because they are the official boats, elaborate plans were made for entertainment of the delegates during the passage, which will end with a typical British "Royal Welcome" at Southampton, July 12.

Rowe Stewart, business manager of the *Philadelphia Record,* is in charge of entertainment on board the Republic, while Rollin C. Ayres, San Francisco advertising man, arranged the program for the Lancastria.

No detailed plans of entertainment were announced before sailing, and, although the American delegates will be on the water July 4, no special celebration was on the program.

Care has been taken by the program makers not to bore passengers by over entertainment. Different advertising clubs will take charge each day.

Radio concerts will be sent to the ship daily by the Wanamaker broadcasting station, Philadelphia, special receiving apparatus having been installed. A club paper will be published each day during the voyage.

To make last minute plans for entertainment during and after the convention in England, Eric Field, director of Erwoods Limited, London, and A. H. Williams, sales and advertising manager of Selfridges, were passengers on the Republic and Lancastria respectively. Williams must have his little joke, and announced just before sailing, that he had arranged to have 600 corkscrews given to passengers on the Republic, bearing the following tag:



Huge Liner Republic Leaving Her Hoboken Dock with Advertising Host Lining Decks

"Deepest sympathy from the Lancastria bunch—Ha! Ha!"

That women will have an important place in the convention is demonstrated by the fact that of the total of 1,800, 40 per cent are women. Of the 40 per cent, 50 per cent are business women, and the remainder wives of the delegates.

First of her sex to represent in Europe the women's advertising clubs of the United States, is Miss Katherine H. Mahool, of Baltimore, who sailed on the Lancastria. She is the only member of the executive board of the international organization. This is considered the highest honor that can be conferred upon a woman in the advertising field, since it is awarded by the vote of all affiliated women's clubs.

Miss Mahool has risen rapidly in her profession. Her first job consisted of addressing envelopes in the office of a belting company at $6 a week.

So in 1920, with experience in several agencies, in a department store and with a manufacturer, she decided she knew enough of the game to paddle her own canoe. From the beginning she was successful.

Three years ago she was elected president of the Women's Advertising Club of Baltimore. She was reelected a second year. Two years ago she was chosen for the post on the executive board of the Associated Advertising Clubs of the World, and was reelected last year.

The passenger list of the Republic includes a number of the most prominent people in the advertising field. Among them are:

E. J. Barklow, of the Gerlach-Barklow Company; Wm. J. Betting of Redfield, Fisher and Wallace; Mrs. Bernice Blackwood, executive secretary of the Advertising Specialty Association; W. J. Boardman, of George Batton Company; Homer J. Buckley of Buckley, Dement & Co.; George M. Burlach of the *St. Louis Post-Dispatch;* Bennett Chapple, advertising manager of the American Rolling Mills Company; Paul T. Cherington, marketing expert of the J. Walter Thompson Company.

John R. Demarest of the Wilson H. Lee Company; C. Roy Dickinson of *Printers' Ink;* Fred M. Feiker, formerly vice-president of the McGraw-Hill Company; Judge E. Allen Frost of Chicago; Theodore R. Gerlach of the Gerlach-Barklow Company; Lou E. Holland, president of the Associated Advertising Clubs of the World; E. W. Houser, president of the American Photo-Engravers' Association; Carl Hunt, manager of the Associated Advertising Clubs of the World; Miss Elizabeth V. Maguire of Philadelphia; J. M. Mallory of Savannah, Georgia, secretary of the Community Advertising Department.

Richard R. Mamlok of Paul Block, Inc.; James S. Martin of the Remington Typewriter Company; Miss Jane Martin of Carpenter & Company; E. T. Meredith, publisher of *Successful Farming*; Malcolm Muir, vice-president of the McGraw-Hill Company; A. W. Neally, chairman of District No. 5, of the Associated Advertising Clubs of the World; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; John Clyde Oswald, publisher of the *American Printer;* William S. Patton of Houston, Texas; H. S. Richardson of the Vick Chemical Company; M. C. Robbins, publisher of *Advertising Fortnightly;* Charles Rosenthal of Chattanooga, Tennessee; Miss Minna Hall Simmons, president of the New York League of Advertising Women; Fred B. Smith of the Federal Council of Churches; Carroll H. Sudler of Chicago, Illinois.

John Sullivan, secretary of the Association of National Advertisers; P. L. Thomson, president of the Association of National Advertisers; Miss Helen Waldo of the New York League of Advertising Women; J. Wisotzkey of the Maple Press of York, Pa.; Jarvis A. Wood, president of the Poor Richard Club of Philadelphia.

Prominent delegates aboard the Lancastria were:

Jesse H. Neal, executive secretary of the Associated Business Papers; James W. Brown, proprietor of EDITOR & PUBLISHER; Ray W. Finer, secretary of the Advertising Club of Cleveland; Charles R. Stuart, head of the Los Angeles delegation; Oscar Holcombe, Mayor of Houston, Texas; O. C. Harn of the National Lead Company; Fritz J. Frank, of the Iron Age Publishing Company; Tim Thrift of the American Multigraph Sales Company; R. R. Updegraff, special writer for the *Saturday Evening Post.*

Will S. Weitzel, publisher of the *Chattanooga Times;* Miss Julia Coburn, advertising manager of LaSalle & Koch, Toledo; Frank L. Blanchard of the Henry L. Doherty Co., formerly editorial writer for *Printers' Ink;* Daniel A. Carroll, formerly treasurer of the Advertising Club of New York; Clarence B. Lovell, of the Poster Advertising Company.

Maxwell Lakeman and George French, who won the free trips offered by Paul Block for essays on the benefits to be derived from the convention; Mrs. Hazel Adler, color expert; Miss Hazel Boxley, of the International Educational Committee; Professor George B. Hotchkiss, author of numerous books on advertising; Bernard Lichtenberg, staff secretary of the Alexander Hamilton Institute; Theodore G. Morgan, director of the department store of Henry Morgan & Company, Montreal, and president of the Associated Retail Advertisers.

S. F. Areson, secretary of the publishing house of Thomas F. Nelson & Co.; Harry C. Brearley, of the Brearley Service Organization; F. St. John Richards, New York representative of the *St. Louis Globe-Democrat*; Sanford Hurd, general manager of the Wright Company; Louis R. Smith, Class Journal Company; Dr. Frank J. Stein, Denver Chemical Company; H. H. Pennock, manager of the Equitable Life Innurance Company; Elon G. Pratt, Modern Eloquence Corp.

O. Fred Rost, general manager, Newark Electrical Supply Co.; A. D. Shoppach, advertising manager for Daggett & Ramsdell; Geo. W. Stearns, manager of *College Humor;* Edward Everett Pidgeon, dramatic editor of the New York *Journal of Commerce;* O. R. Hardwell

(*Continued on page* 35)

HOW NEWSPAPERS COVERED LORAIN DISASTER IN DARKNESS

Reporters and Photographers Battle to Get Facts from Destroyed City—Artist Donahey Makes Sketch and Carries It to Cleveland in Automobile

By J. H. WEBB

CLEVELAND, June 30.—Disaster—swift, sudden and unexpected—rode across northern Ohio on the wings of a twisting, snarling tornado Saturday afternoon, June 28. It ripped a jagged patch out of the heart of Sandusky, took a 25-mile jump along the southern Lake Erie shore to beat Lorain to a mass of ruins, lashed out of Cleveland and Akron in passing and went swirling off to the east, striking at Youngstown, Erie and Pittsburgh before it streamed off to the Alleghenies.

In its wake the tornado left nearly 100 dead, 300 persons injured and property loss valued at $30,000,000.

Covering the storm swept zone was about the toughest newspaper job Cleveland and other northern Ohio newspaper men have encountered in many years.

Most of the death toll, injured and property loss was in Lorain, a city of 30,000.

News of the storm trickling into Cleveland did not give newspapers any idea of the magnitude of the disaster until nearly 7 o'clock Saturday evening. All wires from the storm-swept zone were cut off. No power and lights were available in Lorain, Sandusky and other points. It was a case of "get the news" the best way possible and get it quick.

The first Cleveland newspaper man to get a detailed story about Lorain's disaster was John W. Love, industrial editor of the *Cleveland Plain Dealer*. He got into Lorain with his auto before the rush of the curious and found a telephone connection with Cleveland at Dover, O., about 10 p. m.

Staff photographers, reporters and sketch artists were rushed to the swept zone by the score Saturday night, but all work had to be carried on in darkness. Making pictures, which were carried by Cleveland's Sunday morning newspapers, was a heroic feat in some instances. Flash lights were used. Sketch artists and cartoonists worked by auto spot lights, hand flash lights and other limited means of illumination.

But the big story was covered completely for the Sunday papers.

The *Cleveland Plain Dealer* Sunday set up a "working shop" in the Lorain telephone exchange building, got typewriters and began "shooting" copy into Cleveland by wire.

All news printed in the Sunday morning early editions of the *Sunday News-Leader, Plain Dealer,* and special editions of *Cleveland Press* and *News* before midnight Saturday night were either telephoned from outside the wind-swept zone or the writers of the stories returned by automobile to their Cleveland offices.

The *Sandusky Star-Journal* got out two Sunday afternoon extras which covered the disaster well.

The *Lorain Journal* and *Times-Herald,* were without power to operate their presses. One of them got out its first extra from a printing office in Elyria.

One newspaper man was injured. Robert J. Snadjr, special feature writer for the Plain Dealer Sunday magazine, was caught in the tornado zone. A tree was blown down on his machine and he was taken to an Elyria hospital. His injuries are painful, but not serious.

Signed stories for the Plain Dealer were written by Fred Charles, John W. Love, Philip W. Porter, J. H. Doanahey. cartoonist, Ralph J. Donaldson, and others.

John Lewis Shissler and Marshall R Hall wrote leaders for the Times and Commercial.

Jack Heil, Len Schneider and others wrote special stories for the Press and some mighty good photograph work was done by Edward Dork and Clarence Stieglitz, Press staff photographers, the latter making some good shots from an airplane.

Andrew Kraffert and Bert L. Williams, staff photographers for the Plain Dealer, did some fine photographic work.



Drawing Showing Lorain (O.) Disaster

More newspaper "art" was used in Cleveland papers Monday than perhaps before in the history of modern newspaper photography and quick reproduction. The Press got out a Sunday extra. The "seven o'clock" editions of the Plain Dealer and Sunday Leader-News fairly bristled with photographs taken under remarkable conditions.

Byron Filkins, staff photographer for the News and News-Leader, did some quick, good work. The News carried four pages of photographs of the wrecked zone Monday noon. Similar space was given pictures in the Press.

Nearly every Ohio newspaper had special representatives in the storm zone.

Ed L. Ways, Sandusky correspondent for the Plain Dealer, being unable to get any wire to his paper Saturday night, caught a train and rushed to the newspaper office 60 miles away and wrote a "complete cover" of the situation at Cedar Point, Ohio's famous summer and convention resort. The "Point" escaped with slight damage.

J. H. Donahey, cartoonist for the Cleveland Plain Dealer, and brother of governor A. V. Donahey, of Ohio, made one of the first pictures of the wrecked business section of Lorain published in an Ohio newspaper.

Lorain was in darkness, save for lights flickering from auto, fire engine, and ambulance headlights, torches, and hand flash lights.

Photographers on the scene got doubtful results. Some of the reporters were "lost" as it were, and the Plain Dealer, before going to press on last editions was clamoring for art.

Cartonist Donahey followed a fire truck into the heart of Lorain. He drove his car behind the fire truck, which was sent to the stricken city.

But he found no lights which would enable him to do any drawing. Finally, kneeling by the side of an ambulance which was being filled with dead and injured victims of the storm, he sketched on white paper, by the lights of the ambulance, a rough draft.

Later by wandering about the heart of the city he got his outline for the buildings and sky line in Broadway, the city's main thoroughfare. The sketch showed the street looking northward, a few hours after the storm. Hurrying to Cleveland in his car with rough pencil drawings, he worked out a complete picture. The result was "A Vivid Picture of Stricken Lorain."

Seek Best Editorials

To encourage effective editorial writing *The Washington Newspaper,* published by the School of Journalism, University of Washington, now runs a column called "Worth While Editorials," which is a reprint of the best editorials to be found in newspapers during the month. Newspapers thus honored in the last issue of that publication were: *Yakima Herald, Christian Science Monitor, Wenatchee World* and *Cle Elum Miner-Echo.*

Macfadden Leases Plant

The lease of the twelve-story printing building and the adjoining one-story building, formerly the home of the *New York Evening Mail,* is reported to have been sold by Henry L. Stoddard as president of the Mail and Express Company to Bernarr Macfadden. The publication of a new daily newspaper this fall is contemplated by Mr. Macfadden. The lease held by the Mail and Express Company calls for a rental of $25,000 a year until Dec. 1, 1927. The property is owned by the City of New York.

PLANS COMPLETE FOR GEORGIA MEETING

Gen. Bingham of Louisville to Speak at Annual Gathering, Which Will Be Replete With Discussions and Stunts

WRIGHTSVILLE, Ga., July 1.—Charles D. Rountree, Editor *Wrightsville Headlight* and President Georgia Press Association has completed the program for the annual meeting of the Association at Waycross July 21st, to 23rd.



R. W. BINGHAM

The first evening's session is to be held at Central Baptist Tabernacle. Harry D. Reed of Waycross is to deliver the address of welcome followed with a response by Miss Emily Woodward, Editor of *Vienna News* and Vice President of the Association. Major Fonville McWhorter Vice President of the Citizens and Southern Bank, is to deliver an address on the opening night.

Tuesday morning the first business session will be held at the High School Auditorium. P. T. McCutcheon, Editor the *Franklin News and Banner,* one of the charter members of the Association and one of its earliest Presidents is to speak. E. H. Wynn, *Cairo Messenger,* is to speak on "The Successful Daily" and J. W. McWhorter, *Winder News,* is down for a talk on "My Newspaper and My Community," E. A. Caldwell, editor *Walton News* at Monroe, will talk on "Unanswered Mail."

The annual address of the President will be delivered Tuesday afternoon and Robert W. Bingham, *Louisville Courier Journal* is then scheduled to speak. There is keen interest in the coming of Gen. Bingham to Georgia at this time. Following some musical selections automobiles will be taken to Blackshear for a reception during which Dan G. Bickers, Associated Editor of the *Savannah Morning News* will deliver an address on "Co-operation between Daily and Weekly Newspapers."

Thursday night there is to be a reception at the Waycross Y. M. C. A. when Keaton Arnett of *New Orleans Press,* representative of the National Boll Weevil Control Association, will be heard as will C. B. Hardeman of Atlanta, treasurer of the Georgia Forestry Association.

A unique feature for Wednesday will be a visit to Okenfenokee Swamp, a large and unchartered acreage which is one of the wonders of South Georgia. Dinner will be served at a lumber camp in the swamp and a business session held there in the afternoon.

U. L. McCall of Atlanta, superintendent of the Southern Division of the Associated Press, is to talk on the work of that organization and Dr. M. L. Brittain, president Georgia School of Technology is to speak on the Relationship between the Georgia School of Technology and the Newspapers of Georgia.

Wednesday night is to be "stunt night" which is a feature of all Georgia Press Association meetings. It is to be staged on the public streets of Waycross upon an improvised platform and there will be street dancing as a diversion. During the stunt night program the "Sutlive Trophy" presented to the Association by W. G. Sutlive, a past president, will be bestowed upon the Georgia newspaper having done the greatest public service during the year.

The week will conclude with a trip to Brunswick and St. Simons Island on Thursday and Friday with boat rides and bathing and Saturday many will go to Fernandina, Fla., to be entertained by the Chamber of Commerce of that city.

MENCKEN SEES "RICH AND DECENT" PRESS

Caustic Critic of Newspapers Freely Expresses Opinion, Saying "Purity Pays"—News Writers Need Self-Respect — Skeptical of Schools and Regards Clubs as Insult

By WARREN BASSETT

One of the most out-spoken, at times bitter, critics of the American newspaper as today conducted is Henry L. Mencken, of the *Baltimore Sun* and *American Mercury*. EDITOR & PUBLISHER this week requested this brilliant, caustic, fretful, abusive, fault-finder to grant an interview and "shoot the wad," as it were, without reservation.—EDITOR.

"NEWSPAPERS are getting rich, and for that reason they are getting respectable."

Doctor Mencken—Henry L., of the *Baltimore Sun* and the *American Mercury*, had completed the dissection of American journalism for a class of one, and after viewing the remains pronounced the above verdict. But like most doctors he did not wish to alarm the relatives. The entire truth about newspapers he said, was unprintable.

"For the most part they are quacks and charlatans.

"But in all seriousness they are improving, and for a curious reason—they are getting rich. When a man gets rich he refuses to be bought. He can afford to be virtuous. So it is with the newspapers of today.

"The joker is, that having got rich they have got pure—and they are surprised to find that it pays!"

The scene of the dissection was the club room in the basement of Madison Square Garden provided by the *New York World* and *Baltimore Sun* for newspaper men covering the national Democratic convention. It was crowded with news writers representing the best talent in the country. Some slouched in wicker chairs reading. Others stood in close groups discussing the latest absurdity which had occurred on the convention floor. The lunch counter was lined three deep. A *chevaux de frise* of outstretched arms reached for free sandwiches and beer. Voices boomed. Papers rustled. And vibrating raucously from the black radio horn came the powerful voice of some unknown, unheeded Democratic Demosthenes imitating Tennyson's brook on the convention platform.

Mencken had come down for a sandwich and a cup of coffee. He was not doctor then, but raconteur. At every step he stopped either to tell or to listen to some convention drollery . . . . a little, compact man, with a roundish face shaded by a round white panama with a round turned up brim. A dark suit. No insignia of any kind in the lapel. Naturally.

The impression was one of brisk energy, both mental and physical.

For the information of Main Street there was no visible halo of devils about his head. The most vitriolic of America's critics was in affable mood.

The convention was a fantastic mob spectacle for the amusement of the sophisticated.

A man in a white jacket gave Mencken coffee and a sandwich which he disposed of while giving EDITOR & PUBLISHER his views on the American newspaper of today.

Presented with a subject Mencken's manner becomes that of a surgeon. He is a fast, deft worker. With the first question he had figuratively rolled up sleeves, donned operating room garb, pulled the sheet from the subject and began the lecture.

And it was more lecture than interview for Mencken is a crisp, direct speaker. He does not fumble for words. His talk is like writing. It is easy to visualize even the punctuation. Steely phrases turn flip-flops on a mat of paragraphs. Most of them are corroded with disillusion.

But one learned early that Doctor Mencken was demonstrating not in the clinic but in the dissecting room, for in the clinic it is usually thought best to let the patient survive.

It is through the rich proprietors, he declared, that improvement has come to American newspapers.



This curious picture of Henry L. Mencken was made a short time ago, when the brilliantly sarcastic writer was dubbed "Boss of Baltimore." It is not a good portrait, but for reasons of his own, Menken highly esteems this picture

"Most of the bellowing against the wealthy publishers is being done by people who don't remember the old days 25 years ago," he said.

"When I started, 85 per cent of the newspapers were for sale to anyone who had the cash to buy them.

"The first paper I worked on was a public blackmailer and criminal. It invented fakes to hold up people. Today this situation is exceedingly rare. Newspapers were poor then. Like a poor man they could not afford to be squeamish.

"Until a newspaper is beyond the bread and butter stage it is no better than a street-walker.

"Modern dailies are not so picturesque as those of the old days. They are duller, but infinitely better. Even party passion is disappearing. But newspaper men as a class have not risen to the dignity of their bosses.

"Today they are professionally on a par with dentists. They have not yet reached the level of judges. As I think of it, they seem more comparable to paying tellers in a bank. There are certain things they will not do, but they will almost always do what they are ordered to.

"What newspaper men need is such a body of self respect and doctrine that it will be impossible for shyster newspapers to operate. Papers then would be in the same position as hospitals. If they were run by quacks and frauds methods would be used to make them so publically notorious that no one would work for them."

According to Mencken, ignorance and lack of dignity pervades the newspaper profession today. And he holds that this is more dangerous than actual corruption. Coupled with this is the lack of a true professional spirit.

"What the newspaper profession needs most is better men—men with a sense of dignity and a true professional spirit," he declared. "To get them seems to be the hardest problem.

"Will they come from the journalism schools which have sprung up so abundantly in the past few years? They may, but I doubt it. The greatest problem of the journalism schools is to get competent men to teach. If men like the late Frank I. Cobb, or Herbert Bayard Swope would consent to become instructors it would accomplish something. But such men never do. That is why I am skeptical of the schools.

"Even the best teachers never teach. They just stand around and let their pupils watch them. In all higher education the true relation is not that of teacher and pupil, but that of master and apprentice."

If city and managing editors realized this they could better the newspaper profession, according to Mencken. They should definitely train reporters in the work of getting and recording the day's news.

They should tell them out of their own experience what to do when certain situations arise—what is professional and what unprofessional.

"There is too little of this done," Mencken asserted. "These executives will tell you they are too busy to train 'cubs.' This is untrue. They spend too much time answering telephone calls from idiots.

"Another objection heard is that once you have trained a man he immediately steps out and gets a better job. This only demonstrates the lack of professional spirit in journalism. When a medical student is graduated he enters a hospital as an interne. Older surgeons give him the benefit of their experience and skill although they know that within a year or two he is going out to set up in business for himself. Lawyers, too, aid each other.

"It is imperative that we get a professional spirit into this work. The union scheme will not apply for it puts news men on a lower level instead of a higher.

"The union idea is wrong because it demands protection for incompetents and puts them on the same level as competent workmen."

To illustrate poignantly how city editors can influence the ethical standards of reporters, Mencken declared that as city editor of the *Baltimore Herald* in his early days he once fired a man for getting a scoop by reprehensible methods. He believes reporters should be taught that it is better to miss a story than get it dishonestly. When this idea becomes prevalent, and when reporters are given definite training, journalism will have taken a long stride ahead.

Although editorial ethics have improved slightly in the past 25 years, it is the business department which has purged itself, Mencken asserted. The ad takers have outstripped their city room co-workers. It is hard to find a business manager who will go upstairs and ask the editor to print free publicity, he said, but it is still harder to find the editor who would make any protest to such a request were it made.

Perhaps in his mind Mencken associated the existence of press clubs with the low professional spirit of reporters and editors, for he reserved his most prodigious sniff for these organizations.

"Press clubs are an insult to decent men," he said. "They are supported by bootleggers, cheap politicians, press agents, and other riff-raff who expect to be paid in publicity for their contact with newspaper men. Press clubs are founded on the idea that journalism is for sale for a drink of liquor.

"There is absolutely no reason why news men should have a club if they can't pay for it. And there is no more reason why laymen should belong to a newspaper men's club than to the County Medical Association. Newspaper men ought not to associate with politicians any more than judges should associate with pickpockets."

Despite the barely concealed note of cynicism in his attitude toward newspaper men, Mencken is convinced their product is getting better. Incorruptible dailies exist today, which no amount of money or influence can buy. Shyster papers may spring up occasionally, he said, but they never get very far.

He strongly doubts that newspaper men will ever lose their horror of the uplift. Whatever improvement has occurred already in journalism has come about independently and without their assistance, he stated. A few outstanding personalities helped, but the profession in general was inert. His own critical diatribes, which he has been writing for years, have amounted to an elegantly formed zero, he is certain. He has played Simon Legree to modern journalism. But Uncle Tom will neither die nor reform.

Mencken has spent all of his working years in journalism. He has been through the newspaper mill from cub reporter to editor. He began on the *Baltimore Morning Herald* in 1899 at the age of 19. In 1903 he was made city editor. In 1905 he was named editor of the *Evening Herald*. He joined the *Baltimore Sun* in 1906 and has been connected with that daily ever since. At present he devotes the greater part of his time to editing the *American Mercury* with George Jean Nathan, his position on the Sun being that of a member of the Council. From 1914 until the fall of the year he was co-editor with Nathan of the *Smart Set*.

WEST TENNESSEE ORGANIZED

Editors and Publishers Perfect an Association with Second Section Due in September

Twenty-five editors and publishers of Tennessee papers met at Jackson, June 20, and reorganized the West Tennessee Press Association. The officers were: A. J. Sander, Martin, president, and Allison Simonton, Covington, secretary-treasurer.

The meeting was called to order in the supreme court room by Harris Brown, editor *Jackson Sun*, who welcomed the newspaper men to the city. Mayor John R. Rison, Jr., of the *Parisian* (Paris), responded to the address of welcome following his selection as chairman.

Permanent organization was then effected and a round table discussion of country newspaper problems. Several speakers pointed out that the weekly press is losing much of its prestige on account of the lack of editorial enterprise.

It was further suggested that the business side of the country press was over emphasized and much of community development was being lost.

Jackson will be the next meeting place. The association will convene again Friday, September 12. An auto ride was given the visitors following the adjournment.

$3.50 NEWSPRINT NOW RUMORED AND DENIED

Persistent Reports That Further Price Reduction is Due Are Not Admitted by Trade Authorities

FURTHER reduction in newsprint prices loomed as a possibility this week, despite the fact that two leading paper manufacturers promptly denied a report that contracts were being quietly made at $3.50 per cwt.

A reliable EDITOR & PUBLISHER informant had stated that $3.50 was to be the price in some quarters effective July 1.

International Paper Company was emphatic in its denial. A. R. Graustein, recently elected president, issued the following brief statement:

"When the rumor that there was to be a further reduction in the price of newsprint was called to the attention of officers of the International Paper Company, it was stated emphatically that they had no knowledge whatever of any impending reduction."

International recently announced to clients a cut of $2 a ton, the reduction being specifically from $3.75 per cwt. to $3.65 per cwt. Pejepscot had been one of the first newsprint concerns to bolt from the $3.75 price.

The Great Northern Paper Company has not made any change from the $3.75 price as contracted the first of this year. It was understood that this price was definitely established for 1924 and would not fluctuate.

Despite the firm price policy held by the larger and stronger paper makers, the lesser concerns, authorities agree, are very apt to drop their prices to lower levels. In some instances foreign newsprint has sold this year at a price as much as 25 cents per cwt. lower than American manufacturers.

It is known that William Randolph Hearst has long been clamoring for the $3.50 figure. That he may succeed in obtaining his objective is conceded a possibility by certain authorities. One report is that he has closed at that price, effective July 10.

Production, which to a certain extent sets prices, was high during the past year, and now a curtailment of newsprint making is under way.

In this regard, Mr. Graustein had the following to say:

"We have stopped manufacturing newsprint at Glens Falls, Fort Edward, Glen and Wilder mills for the time being, and plan to shut down practically all the mills during the week of July 4.

"We do this with great reluctance, and only because we have been forced to do it. We had to do it because there are more than enough newsprint machines on the continent to produce all the newsprint, which the newspapers will buy, to say nothing of the fact that there is a substantial amount of newsprint being brought in from Europe.

"As a result we are forced to cut down our production to what we can sell. We have been producing a little more than we are selling, but we cannot keep on doing that. We are confident, however, that we shall not be forced to any more drastic curtailment than that now contemplated.

"We do not know just how soon we shall be able to resume full production. We do know that the history of the business shows that more and more paper is being used, and we hope it will not be very long before we can again start these machines."

Extend Copyright Treaty

A reciprocal copyright arrangement has been concluded between the United States and the Union of South Africa, effective July 1, 1924.

The arrangement was brought about by a Presidential proclamation signed June 26, and a proclamation by the Governor General of the Union of South Africa, published in that Government's official gazette, June 13.

Theft of "Gold Bear Trophy" Attempted

(*By Telegraph to* EDITOR & PUBLISHER)

LONDON, July 2.—A daring attempt was made yesterday to steal the A. A. C. W. convention "Gold Bear Trophy," which was on display in the window of the Cunard Line offices on Cockspur.

Police arrested a seaman, who gave the name of Hunt. He was taken to the Bow street court, where he was charged with theft and window breakage.

"If I had another 5 minutes I should have got away with it," Hunt told police. He said he had planned to sell the trophy for £1,800.

The man was committed for trial in a higher court and the trophy returned undamaged.

The "Gold Bear Trophy" was sent to England April 2, on board the S. S. "Berengaria." The gift of G. Herb Palin, a prominent America advertising man and is presented each year to the convention city.

CHENERY RESIGNS

Leaves Editorship of New York Telegram and Evening Mail

William L. Chenery this week resigned the editorship of the *New York Telegram* and *Evening Mail,* which he has held since the merger of the two newspapers by Frank Munsey. No successor has been appointed.

Prior to his position on the *Telegram* and *Evening Mail,* Chenery was managing editor of the *New York Sun and Globe,* and associate editor and acting editor of the old *New York Globe.* He had been with the Munsey organization only since the publisher's purchase of the Globe. He has no plans for the future.

Chenery started newspaper work in 1910 on the *Chicago Evening Post* as special writer and reporter. He has also been connected with the *Denver Rocky Mountain News,* and the *Chicago Herald.*

Ellis Alleges Patent Infringement

Theodore T. Ellis, publisher of the *Worcester Telegram* and the *Worcester Evening Gazette,* was a witness before Judge Lowell in the federal court at Boston, June 26, in a patent suit brought by Ellis and his brother, Frank E. Ellis, against Frank G. Paige and the Tingue Brown Company of New Yoork, for alleged infringement. The suit, which seeks injunctions against the defendant, centres around alleged infringement on a printers' blanket patent, owned by the plaintiffs. The evidence in the case was highly technical, and a section of a newspaper press was taken into court to illustrate the use of the printers' blanket in question.

Newspaper Air Service in Operation

Daily airplane service between New York and Dixville Notch, N. H., for newspaper distribution purposes, was inaugurated this week by the J. J. Lannin Company, owners of The Balsams, a hotel at the New Hampshire resort. By this airplane method newspapers reach Dixville about 9 A. M. of the morning they are published instead of late afternoon the day following. Three aviators and three planes constitute the service corps.

New Air Mail Service

This week marked the opening by the government of a coast to coast air mail service. On July 1, aviators left San Francisco and New York expecting to span the continent in 35 hours. The first letter deposited in San Francisco was addressed to President Coolidge. It was mailed by M. H. DeYoung, publisher of the *San Francisco Chronicle,* and thanked the executive for inaugurating a means of bringing the Government closer to the Western public.

MILWAUKEE JOURNAL COLLECTS $8,000 RAIN INSURANCE ON ADS

Dismal Downpour Brings No Gloom to Daily or Advertisers —System Builds Linage But Is Costly, Gwaltney Says—Describes Plan

By HARRY GWALTNEY

Classified Advertising Manager, Milwaukee Journal

THE *Milwaukee Journal* has just collected $8,000 on a rain insurance policy covering a real estate special edition. This was the first edition ever insured by a newspaper, according to Green Brothers and Hanson, underwriters. A brief account was carried by Associated Press and since then inquires from other publishers have been pouring in. To answer the many questions asked and many more that have not been sent to us, we offer the following facts on our insured real estate edition:

Rain insurance on its real estate edition was taken out by the Milwaukee Journal not as a circus sales talk proposition nor as a wild gamble to increase lineage, but as a sound step in business to protect its advertisers from a loss of normal returns on their advertising.

In other years uncertain weather did not delay the official opening of Milwaukee's real estate market. Real estate operators spent thousands of dollars in their efforts to win early trade and to break the slump of winter. We had published full page after full page and on several occasions rain ruined the opportunity real estate men otherwise would have had of cashing in on their advertising. Unlike retail stores, which often win trade when crowds run for shelter in a shower, these men lost a large share of their advertising investment.

Realizing that the growth of the city, the whole building industry and the stimulus such activity gives all business the Journal seriously wanted to see its advertisers get as much from their advertising as they possibly could. Insurance against rain seemed our only method.

The question universally asked by interested publishers who have heard of our insurance is what did it mean to the paper? We can answer that briefly.

This insurance along with improved methods enabled us to increase our lineage 60 per cent over the 1923 record. It made possible a cut in cost of production estimated at nearly $200. And further it won good will that could not be obtained in any other way.

In other years real estate men had been holding copy until the last hour and then it was released not for the space they really wanted to use—but in the least possible space. They did not want to risk too much on uncertain weather.

This year the story was different. Copy was received from 3 days to 3 weeks before closing dates. Advertisers who had been using half page advertisements in other editions felt free to use larger copy because the Journal had assumed their risk. Lineage jumped from 30,000 to 49,000. The entire increase, however, was not attributed solely to the insurance feature, although it did serve as a stimulant to salesmen and as an assurance of results for advertisers. From the cost angle, an even more interesting situation occurred. The last minute rush of copy which had been the rule in former years was practically done away with. Overtime charges for composition showed a drop from $510 to $342.

This economy considered along with the increase in lineage actually reduced the cost of obtaining advertising. The fact that it did rain and the policy was collectible made the cost figure lower than on any special ever published by the Journal.

The most important result of the insurance was the good will won by protecting advertisers. It is easy to imagine the advertiser who had spent $500 to introduce a new sub-division as he looked out Sunday afternoon and saw the rain. In other years he realized that people could not wade through his muddy paths and appreciate the value of the land. His time and effort and money were practically wasted. This year he saw the rain, but knew that his money was not spent. He was to receive a second insertion of the advertisement at the expense of the insurance company and he was to have the advantage of his property explained to people not once, but twice.

There are other advantages both to advertiser and to publisher which might be cited—but no publisher should forget that the rain insurance is costly, it is liable to increase the cost of doing business, and that it is not applicable to every special edition. It can be purchased for certain specials on a business basis to protect and to build but it can not be bought for all occasions unless it is taken as an outright gamble.

An objection that has been brought up to our plan of insuring the real estate number of the Journal is that the risk is assumed by a person not profiting from the results obtained. The real estate operator, if he considers his affairs of sufficient importance to be protected against unfavorable weather, should assume the cost of insurance and not the newspaper which would probably continue to receive copy from him until the property is sold.

Whether it will be done in the future is still a question. We feel that realtors have been shown the value of the insurance and that hereafter they will be more than willing to bear the burden that is rightly theirs.

EDWARD RASCOVAR DIES

Famous Financial News Service Editor Started as Reporter

Edward Rascovar, 55, who died at his home in Cedarhurst, L. I., July 1, was for many years associated with the New York News Bureau, and president of that organization up to a few months ago. Mr. Rascovar began newspaper work on the old *New York Daily News.* Subsequently he joined the news staff of the *New York Press,* and later came to the *New York Times* as dramatic critic.

Sports Writers Organize

The International Sport Writers' Federation, which will comprise all the existing sporting writers' associations and those to be created in the future, was organized in Paris, July 1. Twenty-one nations were represented at the congress at which the movement was adopted. The organization plans to establish world-wide credentials so that sporting writers journeying to other countries may enjoy equal privileges in reporting sporting events with native correspondents. Franz Reichel, general secretary of the French Olympic Committee was elected president, and Ted Meredith of the United States vice-president.

Pressmen Oppose Convict Labor

Printing Pressmen's Union 67 of Boston has adopted a resolution demanding that state officials call a halt on the plans of the commission on administration to establish a printing plant at the Massachusetts state prison, Charlestown, thus "debasing an honorable craft by competition with convict labor." The business welfare of the Commonwealtth, the resolution states, demands that the printing of the state should be executed by legitimate printing houses, whether of the open or closed shop type.

STORY OF BIG MADISON SQUARE ASSIGNMENT

Correspondents Fight Hot Weather and Difficult Deadlock Conditions at Democratic Meet—Many Leave to Cover Cleveland Convention

WITH the Democratic National Convention still deadlocked when EDITOR & PUBLISHER went to press this week, wide open spaces began to appear in the press section at Madison Square Garden.

This was probably due to 3 reasons:

1.—The opening of the "conference for progressive political action" in Cleveland, July 4.

2.—The fact that during the balloting many reporters had to be on the convention floor among the various state delegations.

3.—The attractiveness of the Convention Club for Newspaper Men, provided by the *New York World* and the *Baltimore Sun* in the Garden basement.

Senator Robert La Follette's convention at Cleveland created a dilemma for many prominent political writers.

They hated to leave New York with the vote undecided, and, at the same time, considered the gathering of 800 to 1,000 delegates on July 4 and 5 in Cleveland to nominate a Presidential candidate important enough to warrant their presence in that city.

By late Wednesday afternoon, when Democratic delegates had cast more than 30 ballots, at least two score political writers had signified their intention to Jim Preston, superintendent in charge of the Senate Press Galleries, who is in charge of seating arrangements, that they would leave that night for Cleveland.

Preston himself found it impossible to leave Madison Square Garden. As usual, he is the indispensible assistant to the newspaper men covering the powwow. William J. Donaldson will represent the standing committee in charge of press arrangements, at the July 4 convention.

The Associated Press will be represented in Cleveland by M. E. Coleman of the Chicago bureau, R. J. Durstman, of the Columbus, O., bureau, Paul F. Haupert, of the Washington bureau, J. W. McGuire of the Cleveland bureau and others on the Cleveland A. P. staff. Haupert is the only one of the number who represented the A. P. at the Democratic convention.

Paul Mallon of the United Press left New York Wednesday evening for Cleveland. The Cleveland bureau manager was to assist him. If possible Robert Bender and Raymond Clapper, of the United Press and United News respectively, were also to go.

George Durno, Kenneth Clark and William K. Hutchinson of the International News Service left New York in time for the Cleveland convention.

Others who had made arrangements to cover the Cleveland convention, leaving New York for the purpose were:

George Morris, *New York Telegram;* A. H. Kirchhofer, *Buffalo News;* H. B. Crozier, *St. Paul Pioneer-Press;* Arthur Evans and Philip Kingsley, *Chicago Tribune;* Mark Thistlewaite, *Indianapolis News;* Lucas Beecher, *Toledo Blade;* F. S. Buggie, *Newark Star-Eagle;* H. M. George, *Detroit Free Press;* Donald MacGregor, *New York Evening Bulletin;* J. G. Hayden, *Detroit News;* Frank R. Kent and John W. Owens, *Baltimore Sun;* and Carter Field and Boyden Sparks, *New York Tribune.*

L. C. Speers, *New York Times;* Arthur J. Sinnott, *Newark News;* Henry Suydam, *Brooklyn Eagle;* Maurice Judd and John Stuart, *New York Sun;* C. G. Ross and Paul Anderson, *St. Louis Post-Dispatch;* C. N. Wheeler and W. Bliss, *Chicago Herald-Examiner;* F. F. Shedd, *Philadelphia Bulletin;* David Lawrence Consolidated Press; and R. M. Ginter *Pittsburg Gazette-Times.*

When the EDITOR & PUBLISHER representative went to the press section at the Madison Square Garden, Wednesday afternoon, seats nearest the speaker's platform were found to be as jammed as at the earlier sessions. These seats were occupied by the press associations and New York City newspaper representatives.

Back further the open spaces occurred in the ranks of the out-of-town and smaller newspapers. Some of these out-of-town newspapermen undoubtedly were circulating about on the convention floor, keeping in touch with their own State delegations. This is one of the hardest assignments at a convention, many agree.

Jackson Elliott and L. C. Probert were directing the Associated Press writers. Bender and Clapper were on deck for United Press and United News; while Faris and George C. Shore, directed the I. N. S. contingent.

Noiseless typewriters seemed more popular at this convention than ever before. Stubby pencils are slowly giving away to modern invention.

The noiseless typewriter was first introduced to a political convention by Probert of the A. P. at the Chicago gathering in 1920. Probert has been with the Associated Press 20 years this year. He is a veteran of 8 political conventions.

SEEN AND HEARD AT THE GARDEN

Hardest convention to cover and at the same time the most exciting and interesting convention on record, was the opinion of newspaper correspondents, many of whom will need long and restful vacations, following the pow-wow at Madison Square Garden.

In an old brown stone house at 49 East 25th street, used as an annex to the Madison Square Hotel, the news writers found their most difficult assignment—meetings of the platform and resolutions committee.

Starting last Tuesday, June 24 at 5 o'clock in the afternoon and continuing until Saturday afternoon, June 28, the committee hung up a record for time and endurance. Some of the newspaper men waiting outside locked doors for news, only slept 10 hours out of 3 days and nights of work.

The most experienced men, largely Washington correspondents were given this assignment. Since the Klan matter was considered so important, members of the resolutions committee hoped to keep the deliberations on the issue from the press. Members were sworn to secrecy. The best sort of news work was required to obtain copy.

James E. Duffy, of the *New York Telegram and Evening Mail,* one of the reporters on this arduous assignment, was only able to get 4 hours sleep out of a stretch of 50 hours continuous work. Duffy has been 20 years in newspaper work, 17 of which he has spent in New York. Reporting the meetings of the resolutions committee, he declared, was the hardest assignment he ever received.

After a rest Sunday, attention centered again on Madison Square Garden, when balloting commenced. A cool, refreshing breeze blew coats on most of the correspondents in the press section.

Carl Smith, representing the *Portland (Ore.) Journal,* was kept busy by a lively war within the Oregon delegation. Smith has been Washington correspondent for the Journal since 1915, having started to work for that newspaper in 1907.

Rodney F. Dutcher and Otis Peabody Swift were seeking feature stories on the convention for the United News.

T. D. Ranson sent copy to three newspapers, the *Richmond Times-Dispatch,* the *Norfolk Ledger-Dispatch,* and the *Petersburg Progress-Index.* He regularly represents these papers in Washington, D. C.

"I've been in newspaper work 20 years, and this convention is the first time I've suffered from blistered toes," mourned Fred B. Edwards who has been picking out the unique characters among delegates for feature stories for the *New York Herald-Tribune.* Edwards estimated that he talked to close to 1,000 delegates during the first week of the convention. And walking hotel corridors is no easy job, he opined.

Mrs. Henry Collins Brown, formerly a newspaper woman on the *Syracuse Post-Standard,* wrote special stories for the *New York Evening Post.* Her husband is director of the Museum of the City of New York.

N. O. Messenger, of the *Washington (D. C.) Star,* who was covering his 17th political convention, remarked on the "wonderful conveniences" provided in New York. It was the most difficult convention to forecast he had ever seen, he said. Messenger has seen 35 years of active newspaper work, 32 of which he has been on the same newspaper, the Star.

Among the prominent newspaper veterans was Col. Michael E. Hennessy of the *Boston Globe.* Hennessy is the man for whom Coolidge held up his special train, after he had taken the oath of office at Plymouth, Vt., and was speeding to Washington, following Harding's death. Coolidge, it was said, refused to go to Washington without Col. Hennessy.

Marc A. Rose, managing editor of the *Buffalo Evening News,* wrote a running story for his newspaper under the caption, "Looking On." Rose was celebrating his 20th year of continuous newspaper work and his fourth year on the News.

The session of the convention at Madison Square Garden June 28 was more exciting than the Dempsey-Firpo fight, in the opinion of Heywood Broun of the *New York World.*

A figure who stood out prominently in this convention was Daniel L. Ryan, secretary of Tammany Hall. For years Ryan was one of the leading political writers in New York, being on the *New York Telegram.*

Walter W. Mills, conductor of the column "Don't Worry" on the *Oklahoma City Times,* was having a good time meeting New York Columnists, F. P. A., Don Marquis, and Heywood Broun. He conducted the "Conning Tower" on the *New York World* for F. P. A. one day as "guest conductor."

Excellent feature stories of the convention came from Westbrook Pegler, of United News. Pegler hunted up and obtained a corking yarn from Charles B. Lawlor, blind author or the song "The Sidewalks of New York."

"Aunt Sarah Gallop, age 187," was the creation of Frank Sullivan, humorist writer for the *New York World.* Aunt Sarah urged a resolution for stronger dondelion wine, and advised a prohibitive tariff on white nightgowns as a means of crushing the Ku Klux Klan. The poor old dear saved up her egg money for 20 years to come to the convention, and decided after all it was a horrible waste of energy.

The *New York World* prepared ballot records and distributed them with compliments to delegates and newspaper correspondents. Ballot score cards were also given away free with each copy of the *New York Telegram and Evening Mail* purchased at the convention hall. The Baltimore Sun published a score in its Monday edition for the use of radio fans.

Newspaper women were kept busy explaining away the action of Miss Marion Colley, delegate from Washington, Ga., who favored condemning the Ku Klux Klan, but exercised her womanly prerogative, and suddenly changed her mind to vote the other way last Saturday. Emma Bugbee of the *New York Herald Tribune* was one of Miss Colley's most earnest champions. Miss Colley herself once worked for the old *New York Evening Mail.*

Not to be outdone, perhaps, a man also changed his vote in the Klan fight. He was Pleasant A. Stovall, editor of the *Savannah (Ga.) Press,* and delegate at large from Savannah.

Andrew C. Erwin, another Georgia delegate, who was object of a demonstration in the convention Saturday, is editor of the *Athens (Ga.) Banner-Herald.* He appealed for denunciation of the Ku Klux Klan by name in the platform.

(*Continued on page* 35)



Mrs. William Randolph Hearst and Arthur Brisbane, photographed at Democratic National Convention.

FOR IDEAS WORTH PRINTING MIX WITH YOUR PEOPLE, SAYS HUMORIST

Column Conductor Mills of Oklahoma Tells How He Makes "Don't Worry" Feature—"Keep Well and Be Cheerful, With Both Eyes Open"

By PHILIP SCHUYLER

COLUMN conducting is on the increase, all agree; but why?

An answer came this week from Walter W. Mills, conductor of "Don't Worry," a column in the *Oklahoma City Times*. Mills is a stolid, healthy wit from "out where the west begins."



WALTER W. MILLS

"It's because there's so much blah being passed out these days," Mills believes, and explained how he fashions his daily stint to make it an efficient bunk deflator. He has been writing "Don't Worry" for the Times 6 years now, finding it "a delightful pursuit."

"Longfellow was good enough to tell us 'life is real, life is earnest,'" Mills confided with me this week, and added, "but, after all, life shouldn't be too earnest.

"All newspaper men," he continued, "learn in time to see the comic angles of things or should, and a large number of them soon wish to express this knowledge in a newspaper column.

"I don't know how its is elsewhere, but column conducting is on the increase in the Southwest. A number of newspapers in Kansas and Oklahoma have added columns to their regular run of copy. Not just the large dailies, the country papers are adopting it also.

"And the column conductors, by attacking bunk, seem to be making a hit with quite a following of readers. As I see it, a column's big asset to a newspaper is not in gaining new subscribers, but in making friends and holding circulation."

Mills afforded the writer his first view of a "Colyumist" from the Great Southwest. I decided, after talking with him a while, that a study of column conductor hobbies might prove interesting.

You see, so many columnists have exactly the same biographical backgrounds. They have reported a while; they have contributed to B. L. T. on the *Chicago Tribune;* they have read and re-read Mark Twain and Eugene Field; they have and continue to consume quantities of poetry; and they are given to writing jingles. Then, of a sudden, as if by magic, they take to being the wits of their towns or cities.

Hobbies might be different enough to be newsy. Thus a page might be given to F. P. A. on Tennis; Bugs Baer, On being a Movie Actor; Don Marquis On the Writing of Serious Plays, or Heywood Broun, On Bringing up H. B. III.

Mills' hobbies proved to be fishing, swimming and duck shooting. Entirely different, and therefore quite satisfactory. Perhaps his gunning aids his eye in the shots he aims at blah.

He is a tall blond, sun burned and muscular. He doesn't talk easily. Columnists evidently aren't supposed to be orators in Oklahoma. But, what he has to say, pried from an active mind, is worth attention.

As a matter of fact, outdoor activities with rod and gun seem to have given Mills a healthy point of view. Part of advice he gave to aspiring columists, indeed, was to keep fit.

"You can't be sensible, if you are bothered with indigestion," he cautioned. "Keeping fit, I believe, improves any man's attitude towards life. Keep well, and it's much easier to be cheerful.

"The province of a newspaper column, as I see it, is to apply common sense to the outpourings of bunk artists. Really there is so much blah in these United States today!

"A columnist needn't be too cynical, but he can very well see to it that a lot of hokum is deleted from news and current opinion. Above all things, he should soft pedal propraganda.

"The number of people who would fit in with Sinclair Lewis' character study of Mr. George F. Babbitt is large enough; but probably over-estimated. At any rate, even in the Main street cities, a fellow seemingly can get a fairly sensible following.

"After all, the truth is probably somewhere between H. L. Mencken and Pollyanna."

Mills doesn't deny larger city dailies have their attractions, but he discounts, to a certain extent, the almost general belief held on Manhattan Isle, at least, that New York is the mecca of all newspaper men, referred to from that largest city as "being out in the sticks."

"A columnist on a daily the size of the one I serve has a pleasing following in his own community. He doesn't become nationally known, of course, and his pay check doesn't run to high figures.

"In many ways, however, he is as well off as his better known brothers. His column is both appreciated and knocked by his small city readers. New York has its draw backs. It is too hard to get away from.

"Everywhere, I suppose, a columnist's followers are divided among those who wonder 'how he does it every day' and those who 'can't see how they pay a person for writing such tripe.' Perhaps columns appeal most to people who don't consider every chance a 'fighting chance.'

"Indeed, I'm not ashamed to say that I think running a column an ideal job, if, of course, one must work.

"Adams and Jay House tell me I work too hard. I write editorials as well as "Don't Worry." But I usually get through work in time to go to a ball game. Then every Monday I turn over my whole column to my contributors."

Isn't it hard to obtain ideas to run under so all-embracing a title as "Don't Worry" every day, every year in a small city? Mills was asked.

"Well, it's my experience," he replied, "that most ideas come from contacts and books. Of the two, contact with people is the most important. I try to mingle with all sorts of people. Good ideas for a column come from baseball crowds as well as from grand opera audiences.

"And it's a mighty good thing, I've found, for a columnist in small cities to do something different every once and a while. For instance, I served on a jury a short while ago, and had lots of fun at it, as well as finding fresh material for "Don't Worry."

"Then I attend State Legislature occasionally, and the recent meeting of the National Editorial Association in Oklahoma City had its points.

"A columnist, I think, should be reasonably conceited. He should project his own personality into his column. It is one of the claims he has on his readers."

A bunk writer, perhaps, might say it was by "personality and perserverance" that Walter W. Mills became columnist on the *Oklahoma Times,* and thereby found his "ideal job." Even as you and I, he started on a country newspaper, the *Almena (Kan.) Plain Dealer.* First he loafed around the office during vacations, doing everything the boss would let him, from setting type to selling advertising. When he had learned to write "allegedly" enough times in every story, he was made reporter, and has made newspapers a meal ticket since.

Sixteen years ago he began under the tutelage of E. W. Howe, the *Atchinson (Kan.) Globe,* he read Mark Twain and took to writing and paragraphs for the Globe's column "Globe Sights." It was as an editorial writer that he went to his present job, but he started the column in order to keep busy.

On the *Oklahoma Times,* he can now rightfully claim the authorship of more than 3,000 rhymes.

SONGS OF THE CRAFT

(*Copyright* 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE STEREOTYPER

There is a place where the metal's hot
And sweat is the drink of pride,
And whether it's first page, last or sports
Or Number 12 inside,
It all must pass where the pot awaits
The mat from the molding crew,
And lightning is slow to the casting room
When the starter plate goes through.

Antimony and lead and tin
And steam from the tables pace
The heart of the man who stands and waits
With sweat and grime on his face.
The form comes down to the waiting mat,
She's molded and dried and shot
To the muscled crew of the casting room
Where the soup is boiling hot.

A hundred tons to a press, they stand
In line for the plate that locks
Itself to the cylinder, when it comes
All trimmed from the casting box.
But they might wait in vain, and fret
For the word that will set them free,
We're't not for the Stereotyper bold,
And Boss of the Works is he!

You grimy giant, your horny hand!
A fist to your fist, say I!
Histories made in the plates you swing
As the mats come fluttering by!
And when you've finished your sweating toil
And given the job your best,
Then who shall grudge you a featherbed
And the sweets of a Toiler's rest?

MONTCLAIR HERALD FAILS

Receiver Appointed for New Jersey Daily on Employes' Motion

A receiver was appointed on July 1 for the Montclair Herald Company, Inc., publisher of the *Montclair (N. J.) Herald,* a daily, following the filing of an involuntary petition in bankruptcy by employes. Thomas Brunetto, of Montclair, was named receiver by Federal Judge Runyon at Newark, N. J. He was empowered to continue to run the business for ten days. The petition in bankruptcy gives the liabilities of the porporation as $25,000 and the assets $15,000.

The company, which was organized by Blanchard M. Preble, formerly of the *Staten Island Advance,* purchased the Herald, then a weekly, last November, and continued it as a weekly until February when it was changed to a daily paper.

Colorado Editors to Meet

The newspapers of Boulder, Colorado, the University of Colorado and the Boulder Chamber of Commerce are making elaborate preparations for the entertainment of more than 100 editors who are expected to attend the Annual Convention of the Colorado Editorial Association, to be held in that city, July 18 and 19. A trip into Boulder's famous glacier region, a beefsteak "fry," a dance, an organ recital, the annual stunt night of the University of Colorado, moonlight swimming and luncheons and breakfasts are part of the variety of entertainment offered the editors.

George Barn Baker has been appointed Director of Publicity for the Republican organization.

OLD FALLACY EXPLODED

Business Will Be Good Because People Go on Living

The *Norristown (Pa.) Times-Herald,* in an editorial says that it anticipates good business, Summer and Fall, for the following reasons:

"Because, in spite of the fact that we are going to have a national election and in spite of the fact that Summer months are warm, people are—

"Going to buy food, because they must eat; buy clothes, because they dress every day; need furniture; buy automobiles; buy insurance, because they need protection in July, as well as in January; in fact, there are few needs of Winter that do not find their counterpart in Summer."

This newspaper says that the age-old fallacy that business must be poor on election years and that people do not buy in Summer has been exploded.

PUBLISH EXTRA ON TRUCK

Altoona Tribune Prints Paper on Speedway by Motor Power

An enterprising move was made by the *Altona (Pa.) Tribune* when a "Special Speedway Extra" was published on the field at the Speedway during the progress of an automobile race.

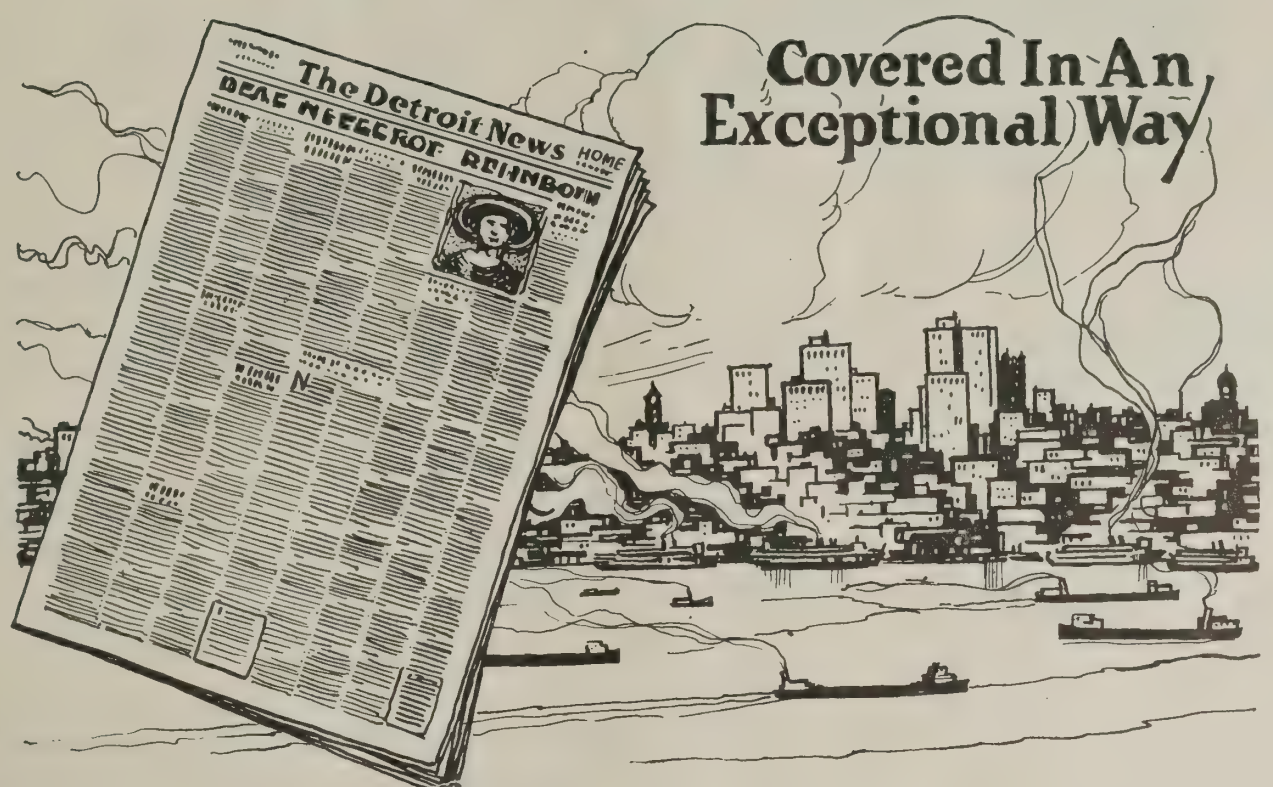
The machines necessary for the publication were mounted on a truck which necessitated skill on part of the truck owners to set their transmission rod pulleys to the correct beat of their truck engine so that the correct speed for the machines could be made. The type was set direct from cases erected in the truck. The first edition came off the presses during the forenoon and others followed at a period of 15 lap intervals.

According to the publishers, this was the first occasion in the history of American newspaper printing that such an undertaking had been attemped. Thousands of copies of the Tribune's Speedway Extra were sold, as more than 80,000 persons were at the Speedway during the race.

Take New Offices

The Butler Klingenfeld Company, advertising agency, has taken new offices at 2 West Forty-fifth street, New York, to gain larger space.

Proof of an Exceptional Market



First In Total Advertising In America First 5 Months of 1924

TWO fundamental factors make Detroit the outstanding market for advertisers: First, its industrial achievements and consequent prosperity; second, the wonderful coverage possible by using only one paper—The Detroit News. No other city anywhere near Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News.

Consequently The Detroit News has been either first, second or third in advertising for nine years and thus far in 1924 The News is first with 12,981,346 lines, an increase of 824,838 lines over the same period of a year ago.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

News Square **Detroit, Michigan**



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER FOURTEEN

Savage Quarrel Between the Editors Described—Bennett Denounces Noah—Beach Fined for Slandering Mrs. Bennett

THE animosity shown by Noah against Mr. Bennett was manifested through a long period of malignant attacks by the former, against which the latter cleverly retaliated. Noah had been elected Judge of the Court of Sessions in 1841, and the Herald thus sneeringly referred to it:

"The greatest joke is the new Judge in Israel—or Israelitish Judge in Christendom—M. M. Noah."

Soon after, due to a somewhat facetious report in the Herald of the trial of a case before Judge Noah, he issued an order excluding William H. Atree, of the Herald staff, "hereafter from having a seat at the reporters' table in this court."

Atree fearlessly demanded that the order descinded, as it infringed on the liberty of the press, but admitted that "a few harmless remarks had been put into the mouth of Judge Noah" in the Herald's court report. A long and heated debate ensued in the Court, in which Atree eloquently defended his rights and severely criticized Noah's methods. Continuing, Atree said:

"Years ago by being presumed to possess the requisite amount of tact and talent, and by a proper and industrious exercise of the faculties which God has given me, I was raised to a seat in one of those Chairs from which his honor has so recently descended, to occupy a seat upon this Bench (laughter from the audience)—I mean the Editorial Chair! I am satisfied with my situation. I do my duty industriously. I serve my employer assiduously, and while I am satisfied in my own mind that I have paid proper attention to *his* orders, the unjust and informal orders of this or any other court.

"'Pass by me as the idle wind
Which I respect not.'"

Judge Noah stifled the applause which greeted this witty sally, and soon after the obnoxious order was rescinded.

About this time the Judge ran for trustee in the Synagogue, of the congregation of which he was a member and Mr. Bennett could not resist the opportunity to again hold him up to ridicule in this hilarious fashion:

"ANOTHER DEFEAT—NOAH'S WIG WRONG END FOREMOST AT THE SYNAGOGUE.—An election took place for trustees at the Synagogue in Crosby street on Tuesday. Noah was a candidate for one of the Board. One of his antagonists was Mr. Lazarus, a highly respectable Hebrew. Noah fixed on his wig and old breeches and tried to run into the office, but Mr. Lazarus left the judge far behind, the later having lost his wig and specs in the race. We congratulate the Crosby street people that they have not permitted an old political loafer to superintend the affairs of that holy place. Noah's piety lays in his breeches pockets."

Bennett's insults so vigorously worded rankled in the minds of both Noah and Beach, and no doubt led up to the scandalous attacks made by both these editors in 1842-3 upon Mrs. Bennett's reputation.

Another noted editor of that period, with whom Mr. Bennett frequently clasded, was James Brooks, of the Daily Express. On May 20, 1841, the Herald published a crude cartoon of Brooks, clad in feminine attire and labelled, "Biddy Brooks, Esq., reporter for the Female Moral Reform Society," followed by this item:

"The ladies of the Female Moral Reform Society held a meeting at which none were permited to enter who did not wear petticoats. Last year one of the ladies gave us a report of their proceedings, which appeared in the Herald. This stimulated the ambition of Booby Brooks, of the old maids newspaper, called the Express. Accordingly the Booby took off his pantaloons one evening last week, put on a chamber maid's petticoat, called himself 'Biddy Brooks' and walked into the ladies' society in great style. Biddy took notes of the sayings and made his report in yesterday's Express. The name of Booby Brooks is now changed to that of Biddy Brooks, without benefit of clergy. A special edict. Obey."

Hostile editors insisted that as Mr. Bennett had "written up" his wife in his own paper, she was a legitimate subject for public attack, and based probably on this theory, Noah, with clever ingenuity, made vague insinuations as to Mrs. Bennett's conduct while at Rockaway. Mr. Bennett, in a furious editorial, denounced Noah and defended his wife in the following words:

"Noah has the audacity, miserable rascal that he is, to reflect on Mrs. Bennett's conduct at Rockaway. Now it is well known to every lady and gentleman who were at the Marine Pavilion during last summer, that Mrs. James Gordon Bennett, during her stay there was one of the most reserved, most correct, the most lady-like, the most amiable of persons. * * * The conspiracy to destroy by falsehood my character and that of my family began in 1840. I was no sooner married than certain cliques of the 'pickled mackerel' aristocracy of New York, began to circulate falsehoods about the birth, parentage and character of my wife, who is in every way equal to any in this country."

Later on, in 1842, Noah again made certain insinuations relative to Mrs. Bennett, to which her husband made this passionate reply, coupled with a brief eulogy of his wife and her ancestry:

"This infamous old scoundrel had the meanness to attack my wife, whose character, birth, reputation, talent, devotion, honor and domestic affections are equal to any lady of this or any other country. It is true she is a native of Dublin, the descendant of a respectable and chivalrous Irish family—on the one side by the Crean-Lynch of the west of Ireland—and on the other by the Warrens of Dublin. All her relatives were persons of the best family and of the highest character. Her maternal grandfather was the well known Alderman Warren, who distinguished himself in the Irish troubles of 1798. Afterwards he was Lord Mayor of Dublin. Her father was a Catholic Liberal and a particular friend of O'Connell's, till the death of the former. Two of her uncles were of high rank in the British Army. Col. Nathaniel Warren, who served bravely and died in India, was knighted and had a statue erected to his brave memory in Madras. Another uncle, also a colonel in the army, is now in a high post in the Government at Jamaica.

"She came to this country four years ago with her excellent and amiable mother, who now lives at my house; and before her marriage, she lived the greater part of the time with a relative and cousin, at Dayton, Ohio, Mrs. Browning, the worthy and accomplished lady of Lieut. Browning of the U. S. Navy.

"This is the amiable and excellent young woman, now my wife, whose character has been assailed by that old scoundrel, M. M. Noah—that villain in human shape.

"I must beg pardon of my readers for introducing this subject, but the horrible conduct—the atrocious malice—the ineffable infamy of M. M. Noah and his miserable broken down coadjutors has compelled me to do so and to name names. And yet, this miserable, unprincipled old scoundrel has the impudence to talk of giving me advice—out of the sight of man, ye poor, bloated wretch! You ought to be hung on the same tree with your forefather, Barrabas, the robber."

(To be continued next week)

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

first IN CENTRAL OHIO COLUMBUS **IN CIRCULATION & ADVERTISING**

98,136

This was the daily average net paid circulation of The Columbus Dispatch for the month of May, 1924.

Advertising Leadership

For the first five months of 1924 The Dispatch exceeded the other Columbus newspapers combined by 1,501,361 lines, making a gain of 93,383 lines over any corresponding five months in The Dispatch history.

DISPATCH ..... 9,042,563 lines
OTHER PAPERS COMBINED 7,541,202

432 exclusive national advertisers in 1923

321 exclusive local display advertisers in 1923

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Pittsburgh's New Paper

Daily Dispatch

INCORPORATED

PITTSBURGH'S INDEPENDENT NEWSPAPER

Also Chooses the Linograph

AFTER a thorough and most careful investigation of all composing machines, Pittsburgh's new daily, the Daily Dispatch, has chosen the Linograph with which to equip their composing room.

This decision was reached only after Mr. George P. Grise, President of the Dispatch Publishing Company had made a trip to New York to see all models of type-setting machines at the A. N. P. A. Convention. As a result, the initial order of Linographs will include a battery of six of the multiple magazine Model 3's and one of the new *All Purpose* Model 12's.

Your investigation of the Linograph will show you also that Linograph Simplicity of Construction *does* mean Economy of Operation. Write for further details.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

New York Office: Park Row Building, New York

SELLING ECONOMICS COURSE TO PUBLIC INCREASED BUSINESS 600 PER CENT

Building and Loan Association's Assets Rose from $2,700,000 to $18,000,000 Since 1920, After Newspaper Campaign of Education

By HAMMOND EDWARD FRANKLIN

PERHAPS there is a "big idea," which, if uncovered and developed carefully, then sold to your public through advertising might increase your sales more in the next few years than in many past years of business history.



WM. L. VAN SICKLE

Such ideas are elusive. Sometimes they come after months and years of painstaking work. Again, the "happy thought" which creates a big jump in sales comes in a sudden flash. Once you have the idea, you have the problem of putting it to work to produce a net profit.

The president and general manager of the Columbian Building & Loan Company, Columbus, Ohio, had a baffling problem.

He solved it by a "happy thought" put into action by powerful, never-stopping newspaper advertising. The results have been sensational.

In only three and one-half years this building and loan company's business has shown an increase of over 600 per cent!

This has been done in spite of almost overwhelming obstacles and without any precedents to guide. The plan which has ben used so successfully can be used almost anywhere there is a building and loan association. Let any skeptic on the subject of the value of newspaper space read how this company obtained new business totaling over $15,000,000 in rapid-fire time, and did it through the newspapers!

On July 1, 1920, when the new policy was put into effect, the building and loan company had assets of $2,692,752.20. Today the assets are above $18,000,000. This shows that even the long-established concern can step out of a rut and sometimes make strides which surprise itself, when its heads hit upon the right basic plan of operation which will appeal most to the public and which it has "nerve" enough to advertise along its own lines.

You will remember the great changes and perplexing, often discouraging, problems the entrance of America into the war brought to all men in business.

You can appreciate, therefore, what this meant to building and loan associations. People invested in government bonds, and such associations, far from attracting funds, were being subjected to heavy withdrawals. Homes and other buildings are as necessary during war as in peace, but of course the normal functioning of these associations in lending money to build homes was greatly checked and in many cases altogether stopped.

Take Columbus, Ohio, for instance. It is estimated that fully 90 per cent of the home builders there depend upon the building and loan companies to finance their homes.

"Like many other building and loan executives, I was passing many restless nights wondering what could be done for our institution," William L. Van Sickle, president and general manager of the Columbian Building & Loan Company, said. "It was one of those sleepless nights after midnight that the idea of what we later termed our 'flexible plan' came to me as an inspiration.

"Why should any financial institution arbitrarily determine a fixed price for money regardless of supply and demand? Why shouldn't the price of money (like the price of any other commodity) be determined by the good old economic law of supply and demand itself? That was the 'happy thought' which suggested our new plan of operation.

"Under the customary plan of conducting their business, building and loan companies of Columbus received their depositors' money at 5 per cent and tied it up in long time mortgage loans at 6 per cent payable in monthly instalments of one dollar per $100 per month. They, therefore, could not pay more than 5 per cent on deposits, no matter how much money might be worth in the market. During the war, many associations advanced the interest rate on mortgages without increasing the interest on deposits.

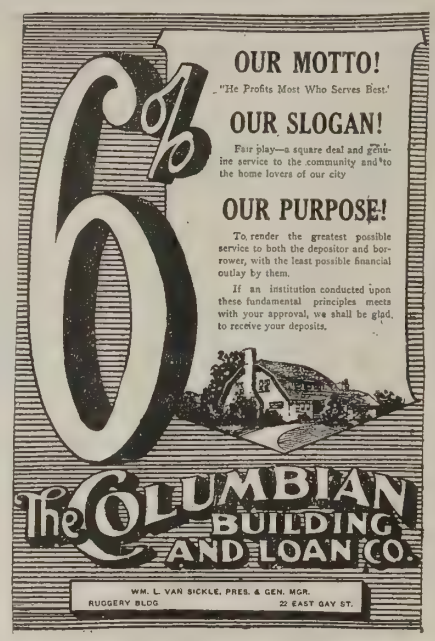
"We realized the unfairness and real danger of continuing to conduct our business on that basis, and inaugurated the 'flexible plan,' which consists of inserting in our mortgage notes a clause authorizing our directors to vary the rate of interest thereon as financial conditions and the current rate of interest may justify, based on sound economic law. That's the gist of our 'big idea,' which has certainly proven a wise move, even though one which broke our precedents.

"After investigating carefully, we found that the United States was short 700,000 homes at the time and that between 300,000 and 400,000 homes per year would have to be built just to take care of the expanding population and replace those destroyed by fire. We also found that, because of restricted immigration and certain other causes, building mechanics available were from 10 to 20 per cent shorter than ten years previous.

"The conclusion was plain. Until the shortage of homes was supplied, there would be an abnormal demand for money for home building and, as long as this continued, money on loans would be worth 7 per cent. Thus we not only would be in a position but would be compelled to pay 6 per cent on deposits in order to obtain sufficient funds to supply the demand."

The "flexible plan" was put into effect, with a continuation of the same safeguards as to handling and lending the money as always previously used. Each applicant for a loan had to fill out a blank, containing about 30 questions, which give the officers a basis on which to work. Then they investigated the character of each applicant and his ability to pay, two all-important factors.

After having found the moral risk satisfactory, the appraisers next visit the property. The judgment of one appraiser is not depended upon; the certificate of three appraisers is required. The value of the property has to be double the loan granted. After this work by the appraisers, the executive committee of the institution considers the loan, reviews the report on the applicant and examines the valuation on the property. If all is satisfactory, either the loan is made in the amount requested or the applicant is told what amount he can secure as a loan on the property.



Quality of small display copy which worked wonders.

Many applications are rejected and few applicants are accorded the full amount asked.

Because convinced that the purpose of a building and loan institution is to aid in the acquirement of homes, the Columbian Building & Loan Company makes few straight mortgages and much prefers the monthly payment plan. As peak prices now prevail on real estate and there is likely to be a decline, this method also is considered wise, for, as the security declines, the amount of the mortgage is reduced accordingly. The company has demonstrated it can pay legitimate expenses and place a handsome sum in the reserve fund each year and has placed there more than the law requires. During its 33 years of experience, including the flood of 1913, total losses have amounted to less than $12,000.

"Since putting this plan into effect July 1, 1920, it is interesting to note we have not had a single loss nor had to foreclose a single mortgage, and have not taken a penny from our reserve fund," Mr. Van Sickle commented. "When money is no longer worth 6 per cent, we shall reduce the rate of interest on deposits to 5½ per cent. We shall then be just as fair to our borrowers as we have been to our depositors, and shall reduce the rate of interest on all loans, both old and new, to 6½ per cent."

It was not enough to originate such a plan.

The next step was to convince the public of its desirability and soundness. Naturally, the public is sensitive and suspicious when the idea concerned pertains to finances.

It was necessary to show the sound economy of the plan, to get the public to appreciate its fairness to all concerned, to show just how it operated, and to win

(*Continued on page 36*)

RELATING TO THE EAR

If you have advertised in Brooklyn without generous success perhaps you may not have used the STANDARD UNION.

Why not do as the judge did who had before him a deaf man who had been arrested for driving an automobile.

"I'll give you another hearing," said the judge.

And the man was delighted.

If you will give Brooklyn another hearing we'll be delighted—and so will you.

Poor Bob's Almanac

Cincinnatus is a Great Traveler

Living well at home, the people of Cincinnati maintain this standard of living when away from home. Wardrobe trunks, traveling bags, cameras, binoculars, golf equipment, fishing tackle, vacuum bottles and lunch kits not to mention traveling apparel for both sexes, find a ready sale among them—when properly brought to their attention.

There is probably no community of like size in which there is greater interest in tourist information—the routes and accommodations of railroad and steamship lines, the attractions of hotels and the like. Certainly none has both the interest and the means to gratify it in more liberal degree.

If you have merchandise or services calculated to appeal to the traveling public, to those who go *de Luxe* and to those who vacation *via Flivver*, to the "personally conducted" party or to the "habitual globe trotter," to camper or to hiker, to "college men" or to "finishing school misses," the Times-Star will deliver your message most acceptably.

The proof of this claim is of course statistical—cold, uncompromising figures of circulation, lineage data and the cumulative evidence of sixteen consecutive years undisputed leadership in the field of Cincinnati Newspaperdom. Yours for the asking. Write for it.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



to this Great Market of 4,500,000 people served by one trading center

SPREADING out in every direction from St. Louis, its one big trading center, is a great new commonwealth of more than 4,500,000 people, known as the 49th State.

It is a circle—radius 150 miles. A circle of opportunity for manufacturers and advertisers seeking greater sales of established products—distribution and demand for new ones—or a new market for products now successfully sold elsewhere.

A Big Responsive Market Concentrated Around One Metropolis

The 49th State is one of America's greatest markets. One of the few large markets served by only one trading center, with no other metropolis overlapping in commercial influence. And it is covered every day by *one* morning newspaper—the St. Louis Globe-Democrat.

There are 1,000,000 dwellings—1,100,000 families—more than 4,500,000 people to supply. Enormous daily needs!

Compared with the large cities of the country the 49th State ranks third in value of purchases—exceeding the combined total of Cleveland, Washington, Kansas City, Indianapolis and Denver! The wealth is based on a wider variety of natural resources and industry than any other state can show. The area is the heart of the rich Mississippi Valley. The natural central outlet for practically 70% of the country's agricultural products—75% of the lumber and forestry products—60% of the minerals—and 70% of the petroleum.

A veritable maze of railroads and highways makes every section easily and quickly accessible. Makes possible the efficient routing of salesmen. And enables the people from every section to come to St. Louis to shop.

Sell to the Out-of-Town Customers Whose Average Purchases in St. Louis Are $101.99

Records show that every month more than 1,000,000 people come to St. Louis from out of town. During an ordinary month the average sale to out-of-town shoppers taking advantage of the Associated Retailers' railroad refund plan was $101.99! Why not sell *your* merchandise to these valuable customers?

Here is tremendous buying power—a naturally concentrated market—reached by the Globe-Democrat—*Largest Daily in the 49th State.* No other St. Louis paper even claims to cover the area.

The Globe-Democrat—because of its thorough coverage—gives national advertisers an unusual opportunity to *localize* their national advertising in the 49th State—and at a milline rate lower than that of the average metropolitan newspaper.

Daily and Sunday the Globe-Democrat Reaches the Largest Number of Families in the 49th State

The Daily *circulation of the Globe-Democrat* exceeds *that of every other St. Louis newspaper!*

The Daily *circulation of the Globe-Democrat in the 49th State outside of St. Louis* is more than three times *that of the first evening paper!*

The Sunday *circulation of the Globe-Democrat in the 49th State outside of St. Louis* is greater *than that of the other Sunday newspaper!*

75.9% of the total Sunday *circulation of the Globe-Democrat is concentrated in the 49th State, including St. Louis!*

That the Globe-Democrat is read, both *Daily* and *Sunday* by the families that represent the real purchasing power of the 49th State is shown by the results of an investigation recently made among the charge customers of one of the largest St. Louis department stores.

79% of those living in the 49th State, including St. Louis, read the *Daily* Globe-Democrat. Only 14% additional coverage is obtained by using the first evening paper in addition to the Daily Globe-Democrat.

76% of those living in the 49th State, including St. Louis, read the *Sunday* Globe-Democrat. Only 20% additional coverage is obtained by using the other St. Louis Sunday paper in addition to the Sunday Globe-Democrat.

The Dominant Newspaper in Dealer Influence!

Dotting the 49th State are 374 thriving towns of more than 1000 population. Progressive communities where many of the buying habits of the people have been shaped by advertising in the Globe-Democrat. These people buy from progressive local dealers—from more than 45,000 in the 49th State outside of St. Louis.

The replies to a questionnaire recently sent to dealers in the 49th State show that 92.2% read the Globe-Democrat — and 88.2% state that Globe-Democrat advertising helps them to sell goods.

Ask One of Our Representatives to Call

Our representative will gladly present in detail the facts about the St. Louis market—the sales opportunities for your product—the results of The St. Louis Newspaper Survey, showing Globe-Democrat dominance in reaching the mass-class purchasing power of Metropolitan St. Louis—and how the Merchandising Service Department and the Research Division of the Globe-Democrat can help you in selling to this big market. Ask him to call.

St. Louis Globe-Democrat.

St. Louis' Largest Daily

F. St. J. Richards.....New York
Guy S. Osborn.....Chicago
F. R. Scolaro.....Detroit

C. Geo. Krogness.....San Francisco
Dorland Agency, Ltd.....London
Assoc. American Newspapers...Paris and London

NATION WARNED AGAINST MENACE OF FOREIGN LANGUAGE PRESS

By STANLEY CLAGUE
Managing Director, Audit Bureau of Circulations

THE thought has been running through my mind for several months since certain confidential information has been imparted to me by high officers in the Intelligence Division of the Government that every citizen of the United States, but more particularly every publisher, should repeat daily and hourly those three significant words "Lest we forget"—"Lest we forget."

Recently the Senate of the United States, some say wisely, some say unwisely, decided to award compensation to those of our boys who devoted their time and strength in the defense of our Nation from an attack of a foreign enemy.

Great as that danger was to the United States in the closing years of the second decade of the twentieth century, I believe the danger to our national life in the immediate years to come is greater than we at present realize. The enemies from without in the history of the United States always have and always will be beaten. But there are two elements in our country, both equally threatening.

The first source of danger is a noisy minority of men and women, who under the guise of various so-called "peace societies" and "peace schools" seek to nullify all that has been accomplished in building up our nation to defend itself and who would make a mockery of the tribute which Congress has paid to the young veterans of the late war.

The only way in which these individuals can accomplish their purpose is through the free publicity which you publishers give to their activities. In the city of Evanston in which I live, 38 of these individuals entered an Epworth League meeting and through the power of some super-publicity agent secured notoriety which spread throughout the nation. To the same city there has recently returned a man who has done more than any one single individual in recent years to bring back peace and good will among the jealous nations of the world, and yet I venture the opinion that these 38 unbaked youths have commanded more space on the front pages of our daily newspapers than has the achievements of General Charles G. Dawes.

The second threatening source of danger is the so-called "Foreign Language Press."

We have in this country 1,200 papers printed in foreign languages. If the American people could read what is printed in many of these publications—in Russian, Syrian, Arabic, Italian and 30 other languages—it would make their blood run cold. Every week—every month—millions of papers, periodicals and hand-bills are being distributed spreading communistic and other doctrines, the avowed editorial policy being to pull down the American flag, abolish American laws and destroy American institutions. Every issue of these papers, periodicals and hand-bills seeks to add to the germs of the cancerous growth which endangers the welfare of our country.

On the other hand, there exists a small, but growing element in the foreign language press which is steadily pressing on towards the assimilation of those of foreign birth who desire to become true American citizens.

My closing appeal is that this element should not only be encouraged by the advertisers of the country, thereby forcing out of the foreign language field the undesirable element, but should also be encouraged by papers printed in our national language to the end that eventually there shall be one press and one people—both American in the deepest and sincerest sense of all that the word "American" means.

And to this end I feel sure I am speaking for you when I pledge the Audit Bureau of Circulations to give its unswerving support to the attainment of American ideals, untainted by cancerous growth from within, so that we may stand united and unafraid to meet any possible danger that may confront us in the future from any land across any sea.

Oklahoma Daily Adds Roto Section

The *Alva (Okla.) Review-Courier* has added a weekly rotogravure supplement, claiming the distinction of being the first daily published in a city as small as Alva—4,500 population—to take such a step.

ADDRESSES WANTED
R. Gilbert Gardner
Kenneth M. Keegan

Youth Likes
JOHN HELD, JR.,
So Does
THE WASHINGTON POST



Margy says: "I like to dance with boys who are light on my feet."

(1 Col. Daily, ½ Page Sunday)
UNITED FEATURE SYNDICATE
World Building New York City
N. A. Huse, Gen'l Mgr.

before consolidation

The New York Tribune
131,810 Daily—136,039 Sunday

and now!

276,340 Daily
332,921 Sunday

THE NEW YORK HERALD
New York Tribune

THE ROCHESTER HERALD'S
Circulation Statement

APRIL 12, 1924, on the eve of the Hollister plan campaign — 27,226

JUNE 30, 1924, at the conclusion of the Hollister plan campaign— 41,680

Another striking proof of the unrivalled supremacy of Hollister methods in securing thousands of NEW, paid-in-advance subscriptions

HOLLISTER'S
CIRCULATION ORGANIZATION
New Address—717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

MORNING PAPERS THE GET ACTION SAME DAY

Make-up
that makes it
easier to read

LOOK over a copy of The Enquirer and you are instantly struck with the simplicity of make-up, every advertisement generally bordering on news. Then the different sections where readers can always find the news they seek. Is it any wonder that it is Cincinnati's Favorite Newspaper?

Advertisers who have a message for the Cincinnati market can find no better medium, for

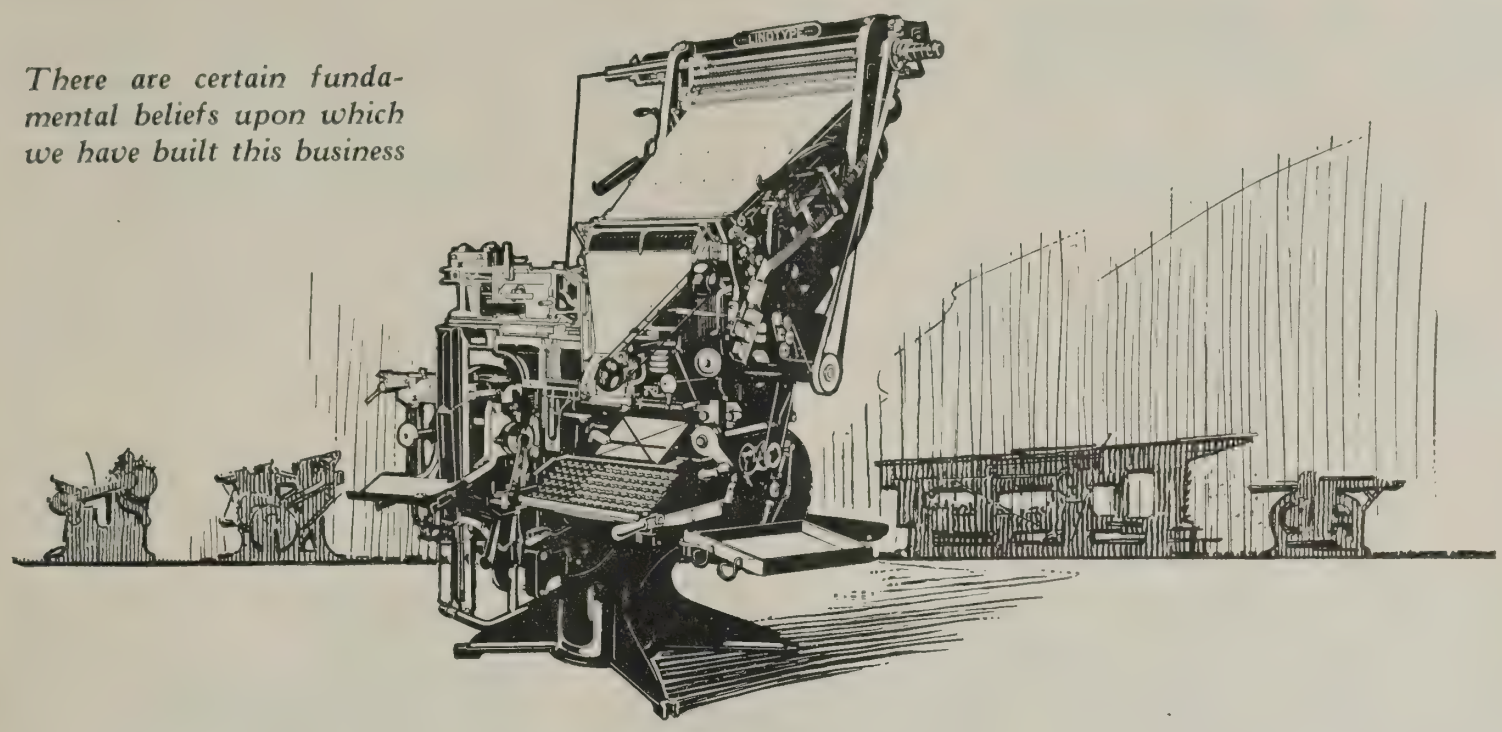
It Covers Cincinnati Every Day
Covers in the Way That PAYS

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER
One of the World's Greatest Newspapers

There are certain fundamental beliefs upon which we have built this business



SERVICE TO THE INDUSTRY

We are an integral part of the Printing Industry, and can prosper only as the Industry prospers. Therefore we devote time, and thought, and effort to making this a better business for every man engaged in it—and for his successors.

The Linotype Company has worked consistently for higher typographic standards, the advancement of trade education, more efficient production methods, and fair prices based on a knowledge of costs.

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.5 F

Composed entirely on the LINOTYPE *in the Benedictine Series*

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By MAURICE KETTEN

Possessed of Rare Native Humor



IN writing or speaking of Maurice Ketten, it is necessary to make allowance for one quality which renders him almost unique among the artists of to-day who specialize in the raising of laughter. This quality is a true sense of humor. In Mr. Ketten it has been strong enough to survive a course in the Beaux Arts, in Paris, and to come unscathed through residences in Quincy, Ill., Denver, Col., Westport, Conn., and New York, N. Y. The testing process scarcely could go to further extremes, unless, indeed, our drawing friend were to try for a time the comic atmosphere of Washington, D. C., in which jokes have become matters of such ordinary growth and frequency that they sit in both houses of Congress.



MAURICE KETTEN

Such a humorous sense as Mr. Ketten possesses cannot be acquired. It has to be native. And this makes curious the fact that he began his career in art with palette, brushes, oils and a serious purpose. He was thrown off the original track of his ambition when a Paris editor induced him to draw cartoons for a daily paper in the French capital. This sort of employment turned his thoughts to comics, and when he got ready to migrate to this land of the former free, his artistic course was all charted in the direction of the "Can You Beat It?" line, and the "Such Is Life," and "The Day of Rest," way station which he has marked with high lights of jesting and satire on the pages of The Evening World and its syndicated contemporaries.

Mr. Ketten's earlier tendencies in the turning out of comics was to say it in curves. He retains still a sufficient deftness in that particular to afford us an occasional spring girl, winter girl, Easter girl, or just girlie-girl, rich in sweeping graces.

REPORT PRINTERS' WAGES HIGH

Average Wage in April Headed List of 23 Industries

According to the report of the National Industrial Conference Board, news and magazine printers lead the list of 23 representative industries, with weekly earnings averaging $36.14. His present weekly wage compares with $17.44 in 1914.

The next biggest pay envelope goes to the motor car factory workmen, drawing an average of $31.12 a week for April.

TILDEN'S TENNIS SERVICE



The World Champion will personally report the following events:

National Clay Court Championship—*St. Louis, July 5-13*

National Doubles—*Boston, Aug. 18-23*

National Singles—*New York, Aug. 25-30*

Davis Cup Inter-Zone Final Round—*Boston, Sept. 4-6*

Davis Cup Challenge Round—*Philadelphia, Sept. 11-13*

Take advantage of the world-wide publicity being given this service and announce that Tilden is one of your contributors.

For terms wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Color Ad for Cantaloupes

Full-page space in colors was used by John Amicon Bro. & Co., Columbus (Ohio) distributors of "Sunset Brand" cantaloupes in the June 18 issue of the Columbus Ohio State Journal. Yellow lettering with black outline proclaimed "Sunset" at the top of the page, ranged beside a half-cantaloupe in fairly true colors. Around the copy which was set in Cheltenham light-face, about five columns wide in the left centre, was a bright yellow sun setting over green mountains and wide fields where rows of melons are visible to the keen-eyed reader.

EDITOR'S ROW COSTLY

Nebraskan Fined for Assault on Preacher in Printing Dispute.

Allegedly because he had some of his job printing done out-of-town, Rev. G. E. Eaves didn't enjoy the friendship of L. H. Whitman, editor *Primrose (Neb.) Press,* also postmaster of the town. The editor wrote a veiled editorial about folks who get their salary from a town and spend it elsewhere.

Last week the preacher and the editor met and quarreled, and a husky who assisted the postmaster assaulted the clergyman. Both were fined.

Thirty-Seven Steps Forward!

During the half-year just ended we have made the biggest advance in the history of our organization.

Thirty-seven newspapers have adopted the National Standard of Classified Advertising since January first. They are scattered over fourteen states and Canada. Their circulations range from 3,478 to 121,868.

We believe that the reason for our winning new clients more rapidly than ever before is that the classified advertising principles for which we have been pioneering in the past are today beginning to take a sure hold on the American newspaper consciousness.

We are ready to cooperate with newspapers of any size in building their successful futures on the cornerstone of classified advertising.

The following newspapers have inaugurated service connections with us since January 1st, 1924:

CITY	STATE	NEWSPAPER	CIRCULATION
Amsterdam	N. Y.	Recorder	7,047
Appleton	Wis.	Post-Crescent	9,615
Asheville	N. C.	Times	7,246
Ashland	Ky.	Independent	5,632
Atlanta	Ga.	Constitution	61,759
Charlottesville	Va.	Progress	3,772
Columbus	Ga.	Ledger	10,271
Du Bois	Pa.	Courier	5,720
Freeport	N. Y.	Review	4,821
Gary	Ind.	Post-Tribune	11,210
Green Bay	Wis.	Press-Gazette	12,302
Harrisburg	Pa.	Telegraph	39,537
Houston	Tex.	Post	48,559
Huntington	Ind.	Press	3,561
Indianapolis	Ind.	News	121,868
Ithaca	N. Y.	Journal-News	7,221
Jamestown	N. Y.	Post	10,380
Janesville	Wis.	Gazette	10,788
Kansas City	Kans.	Kansan	22,693
Marietta	Ohio	Times	6,635
Marlboro	Mass.	Enterprise	3,645
Montreal	Que.	La Patrie	23,428
North Adams	Mass.	Transcript	9,209
Olean	N. Y.	Times	6,940
Ottawa	Ill.	Republican-Times	5,206
Portsmouth	Ohio	Times	14,396
Pottsville	Pa.	Journal	9,810
Rockford	Ill.	Republic	9,213
Salisbury	N. C.	Post	6,243
Sharon	Pa.	Herald	5,861
South Norwalk	Conn.	Sentinel	3,521
Sterling	Ill.	Gazette	5,755
Streator	Ill.	Independent-Times	4,045
Tamaqua	Pa.	Courier	3,478
Warren	Pa.	Times-Mirror	6,905
Waukegan	Ill.	Sun	4,202
Wichita	Kans.	Eagle	56,305

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building Philadelphia

DUPLEX TUBULAR

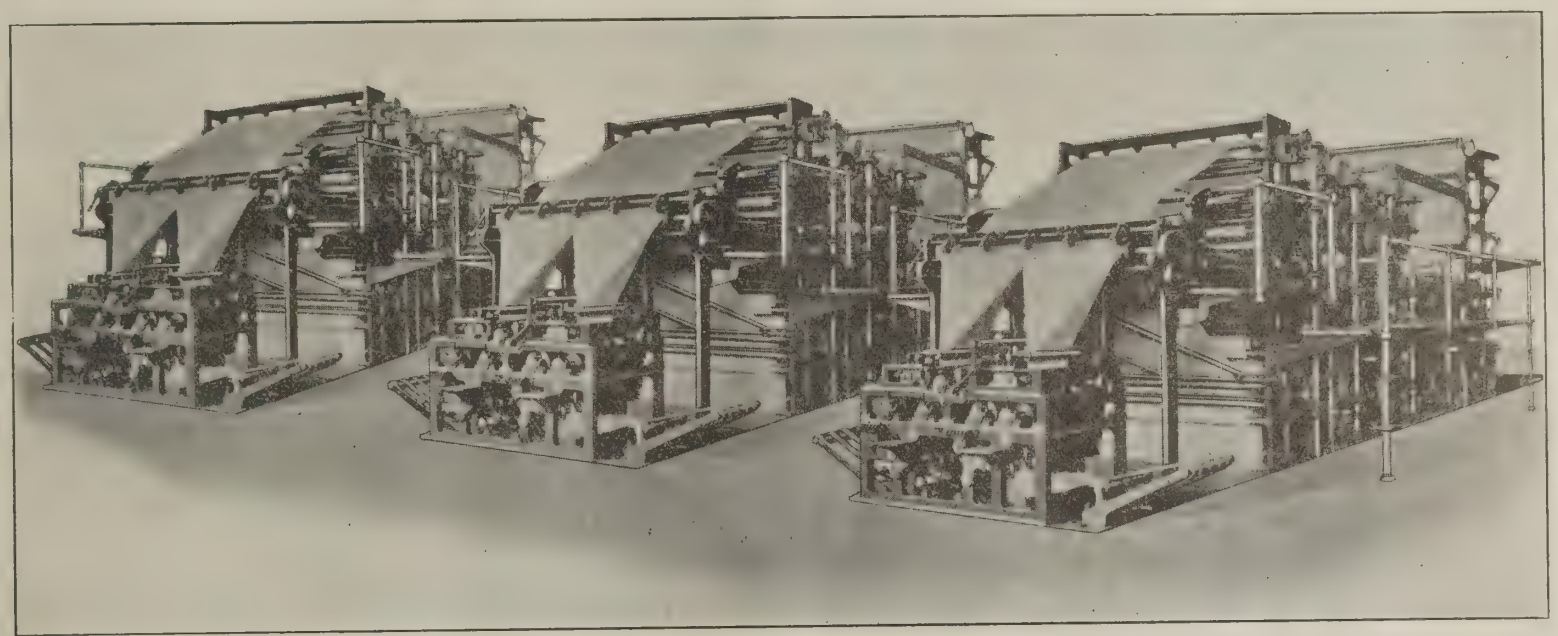
Metropolitan Four Plate Wide Presses

"THE TUBULAR DOUBLES THE PRODUCT"

"OUR CUSTOMERS WRITE OUR ADS"

THE VANCOUVER (B.C.) PROVINCE

New Battery Heavy Duty Forty Page Tubulars



Each of these presses has a capacity of:

40 pages from 40 plates at *full speed* and any even number of pages likewise *from single plates at full speed.*
This means that on any number of pages only *one starter* plate has to be cast.
From twenty pages under (inclusive) double the full speed product can be obtained by using both folder deliveries on the same run.
These capacities are all *double the productive capacities of any semi-cylindrical* presses with the same number of plates.

The *Vancouver Province,* a leading newspaper in *Western Canada,* has for years been using *Duplex Metropolitan Tubular Plate Presses.* The growth of this paper demands more presses, each with greater page capacity—they are moving into a larger building, designed to be an ideal newspaper plant and one of the finest on the continent. Their choice has again been for *Tubular Plate* machines. The picture above is of the new battery of three *Heavy Duty Metropolitan Tubular Plate Presses,* each press printing *Forty Pages* from *Forty Plates*—a page per plate—at full speed, **no half speed collecting necessary on any product!**

Other presses of this design may be seen in the eastern part of the country printing the *Niagara Falls Gazette,* the *Lewiston* (Me.) *Journal,* the *Kokomo* (Ind.) *Tribune,* the *Charlotte* (N. C.) *News.*

Duplex Printing Press Co.

Main Offices & Works, Battle Creek, Mich., U. S. A.

New York: 416-419 World Building

Chicago: 1011 New Chicago Temple

LINOTYPE & MACHINERY, LTD.—9 Kingsway, London

Agents for Europe, Asia and Africa

NATIONAL PAPER & TYPE CO.—New York City

Central and South America and West Indies

S

DON C.

W

THE NEW Y

put its first Autopl

"THE AUTOPLATE is the first real advance we have had in newspaper machinery since the quadruple press and its multiples came into use. It is a genuine addition to the labor and time-saving appliances so essential to the progress of a modern newspaper.

"The problem of producing stereo plates rapidly enough to give press value to our plant has been a great problem. We often got no more than twenty minutes' running out of the last press to start. The office was piling up printing presses in a desperate and expensive effort to keep up with the growing demands of size and circulation, but with little result.

"All progress stopped at the door of the stereo-room. Vast and complicated presses with crews of fourteen men each were compelled to stand idle by the hour as the night went on, waiting for plates to trickle down through the slow hand boxes, while during the heated term overworked men dropped beside the casting boxes and had to be carried to the hospital.

"Now this is all changed by the help of the AUTOPLATE. The stereotyper uses his brains and does but little with his

WOOD NEWSPAPER MA

501 Fifth Avenue

d

SEITZ—

n

ORK WORLD

Machine to work

hands, while the sturdy, efficient machine 'coughs up' plates at the rate of four a minute.

"We dress the equivalent of ten sextuple presses, four starters to the press, in about fifteen minutes, taking all delays into account.

"It used to take fifty minutes, and often an hour, to do all the work by hand.

"On our evening runs we start presses now so rapidly as to almost make it seem like an instantaneous jump, and we have decreased our running time one hour and ten minutes, which means just that much more selling time for an afternoon paper.

"On our Morning and Sunday runs the saving in press time averages over $200 per week, to say nothing of the advantages of late closing in the composing-room and a more certain product for the mails.

"All this has been done with one machine, which came in the nick of time to relieve an overburdened plant."

HINERY CORPORATION
New York City

EDITORIAL

WISE FOOLS

WONDERFUL man!
Mysterious man!
Sees the same sun rise over the Atlantic and set over the Pacific by driving his body, with gas and a wing, through space at 150 miles an hour.

Fights with his fists in Madison Square Garden over politics and religion.

Refuses to support "controversial" newspapers or magazines.

Spends millions to see a prize fight.

Sends photographs by wire.

Is most popularly interested in leg pictures and comics.

Builds a Woolworth tower and carves a statue on a mountainside.

Has not solved the problem of the city slum.

Enjoys the radio and understands its principle.

Hopes his son will not be "visionary" or "dreamer."

Develops in the United States sufficient farm land and agricultural machinery to supply half the world with creature necessities.

Cannot devise a world credit system, though millions overseas cry for the wheat and corn which bankrupt farmers burn for fuel.

Invents motion pictures.

Demands of the movie the crudest melodrama and rawest "romance."

Discovers the secrets of wealth and supplies the masses with means of comfort unknown to kings of previous generations.

Permits millions of his brothers to suffer or desperately struggle for a living.

Reverences health and spends lavishly for hospitals and the science of medicine.

Sleeps with windows shut and loses teeth in thirties for want of brushing.

Reverences law and order.

Dodges taxes and patronizes bootleggers.

Invents gas bombs which, when dropped from planes, will annihilate populations of cities.

Can find no universally acceptable plan for settling international disputes by processes of reason.

Sings of the beauty of the forest and believes in conservation of natural resources.

Allows two-thirds of all timber to be destroyed by fire or in wasteful cutting.

Accepts oil as automotive fuel.

Allows 25 per cent of the value of oil to evaporate in storage and leaves from 25 to 85 per cent of oil in the ground, due to reckless drilling.

Writes classic literature and economically prints it with art rivaling that of monastery monks.

Buys Sloppy Stories to read.

Believes in God.

Worships mammon.

Wonderful, strange man!

Do not attempt to resist popular scientific mechanical trends, like radio, pictures by wire, photographs in natural colors, new means of rapid transportation, or better, faster printing. The American people look to the newspapers for perfection, and on the side of enterprise lies prosperity.

THE POSTAL "LEAK"

DO you know what unfair second-class postage rates are costing your paper?

A member of the Southern Newspaper Publishers' Association calculated his loss and found that in 1918 the cost of distributing 17,000 copies of his paper outside of the city of publication cost less than $12,000 annually, for second-class postage and express, whereas in 1923 he distributed 11,000 copies at a cost of $21,000, for the same service.

The cost of sending the average copy of a newspaper per year by second-class postage has jumped from 70 cents to $1.76.

Investigate this "leak" and press for your right! Large newspapers of great cities may temporize with this overcharge, but it is a desperate hardship upon the smaller papers in out-lying sections of the country.



PROVERBS

CHAPTER XXIII. 23

Buy the truth and sell it not; also wisdom, and instruction and understanding.

SPIRIT OF THE MID-WEST

MONMOUTH, Illinois, has a population of 8,500, and supports two daily newspapers, both published evenings and each with approximately 3,000 circulation. Monmouth is a fine little American community with a spirit of live-and-let-live and a lively interest in the best things that life anywhere affords.

Just how modern this typical mid-west town is in its ideas and practises was shown last week when the elements suddenly shuffled the usually well-ordered routine.

The first mishap occurred when fire at night destroyed the press room of the *Daily Atlas,* causing $35,000 damage. The *Daily Review* offered its plant to the Daily Atlas in order that no reader of that newspaper might miss an issue. The offer was accepted by A. W. Barnes, Atlas publisher, and immediately after the Daily Review was run through the press the plates of the Atlas were mounted for the usual run.

The following day a wind storm, accompanied by lightning, interrupted wire communication to the neighboring town of Macomb, and the editor of the Monmouth Daily Atlas "filled in" with the A. P. report the news service that had been cut off from the *Macomb By-Stander.*

This little, neighborly act completed that day's effort, but on Saturday night a gale of tornado intensity struck the community and the Daily Review's supply of gas and electric power was cut off. Nothing daunting, the editor rallied a force of printers who knew how to set type by hand and by the old-fashioned, tedious methods the news of the great storm and the Democratic National Convention and the usual run of important local was composed. The perfecting press was useless, so the editor rigged a gasoline engine to a flat-bed press.

But the editor of the Daily Review could not print a second issue by these slow means for his stricken neighbor, the Atlas, so they put the title lines of both papers at the top of the hand-set first page and went to press with a combination newspaper. The news and mechanical forces of both papers worked as one staff. The combination paper was handled by the respective circulation departments in the usual manner. It was a good looking newspaper, carrying a smashing banner line on the storm, and the story was well-written.

The same storm interrupted the usual telegraph service and we notice that the combined Daily Review and Atlas gave their readers a very satisfactory account of the big doings at Madison Square Garden, "by radio from SKD, St. Louis."

To cap the climax of this "small city press romance" we find on the first page of the combination newspaper a story of how the "representatives of both Monmouth newspapers" obtained an airplane and toured the county in order to observe storm damage. The reporters came back with a splendid "bird's eye" account of high waters, unroofed farm houses, uprooted trees, washed out bridges and such damage.

The whole performance, both for modern, practical enterprise and for decency in business competition, strikes us as a classic example of the spirit of a new day and better times.

There are a few geniuses in the advertising business the value of whose work is only exceeded by those who base their advertising salesmanship upon a thorough understanding of merchandising.

FAKE ADVERTISING

NO sensible person regards as "sacrifice" conduct which conserves the rules of honor or decency. No newspaper envies prosperity bought by an abandonment of the rules of honorable journalism. It is interesting, however, to speculate on the financial forfeits involved in the refusal to print advertising of low caste, or of doubtful commodities.

The general public may only vaguely understand that the newspapers of the United States, by strict censorship of their advertising columns, turn away from their counting rooms many millions of dollars annually. The fake patent medicine, the raw stock promotion, the deceptive "bargain" lures of 47 kinds of swindlers do not show in the decent newspapers of the United States, but this generation does not know that it was the newspaper, rather than any outside source, that voluntarily cleaned up this field of fraud and impudent exploitation of the ignorant, "easy" public.

It is respectfully suggested that newspapers might very well remind their readers of the circumstances by means of which newspaper advertising has become worthy of belief, through the voluntary censorship of newspaper editors and managers.

This might be done in positive terms by warning investors caught by forms of advertising less scrupulous than newspapers. Here are a dozen rules recently issued by the United States Government Savings System which, if given currency in the press, might restrain untold losses through bad investments:

"TWELVE DANGER SIGNS"

"1. Mining Stock. The best looking mine in the world may prove a 'white elephant.' Mining is a very expensive undertaking and the risks are usually great. There is a saying that a mine 'is a hole where fools dump their money.' There are many good mining investments, of course, but this branch of the investment market is generally not for those who work for and depend upon a salary.

"2. Oil Stock. Drilling for oil is costly. The hazards are great. Oil investments are speculative and in a class with mining investments.

"3. In the wake of every important discovery or invention there comes a host of schemes—'airplanes,' 'radio,' 'wireless.' The promoters of these may have not only the best of intentions, but frequently their enthusiasm is about all they have to sell. Look before you leap.

"4. Investments in 'real estate' situated in some distant place are sometimes as dangerous as mining stock. Know what you are buying before you invest.

"5. 'Land development' schemes frequently do not pan out. At best it is a long time before any money comes in from sales. Investment in 'new companies' that are going to 'sell by mail' should be generally avoided.

"6. Patent rights and processes distribution. It is rarely the patentee who makes the money.

"7. 'New Manufacturing Methods' should always be closely checked and investigated.

"8. An investment requiring a quick decision is often a fake.

"9. 'Special inducements' in cash discounts or stock bonuses urging you to be one of the first to invest are suspicious symptoms.

"10. 'Tips' alleged to land you 'on the ground floor' are rarely to be taken.

"11. 'Playing the stock market on margin' and all other forms of speculation are decidedly not for the small investor. Beware of the 'bucket shop.' If you buy stocks outright for investment do so through a member of a legitimate exchange.

"12. Stock in 'mail order companies' being organized with promises based on what others have done rarely turn out well."

July 5, 1924 Volume 57, No. 6

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

PERSONALS

MEDILL McCORMICK sailed this week from New York for a visit abroad.

Francis Llewellyn Boxler, formerly publisher of the late *Niles Evening Register*, is now editor of the *Newton Falls (O.) Herald*. Before going to Niles he was editor and publisher of the *Dover (O.) Reporter*.

Charles J. Wrightsman, founder of the *Pawnee (Okla.) Democrat*, millionaire Tulsa-New York oil man, is a candidate for the United States Senate in Oklahoma.

E. W. Fairchild, president of the Fairchild Publications, and Mrs. Fairchild and their two children, sailed for abroad on the "Mauretania" this week.

Ralph Beaver Strassburger, publisher of the *Norristown (Pa.) Herald and Times*, and Mrs. Strassburger sailed for abroad this week on the Mauretania.

IN THE BUSINESS OFFICE

HENRY JEKLIN, formerly with *Spokane (Wash.) Spokesman-Review* has been made advertising manager, *Everett (Wash.) Herald*, in place of J. H. Carter.

Guilbert W. Jarvis, late of the *Long Prairie (Minn.) Leader*, has become field agent, *Austin Daily Herald*.

William H. Paul, assistant business manager of the *Boston Post*, and Mrs. Paul will sail from Boston, July 5, on the "Samaria" for England and France. They plan to be gone six weeks.

About 100 members of the business department of the *Boston Globe* had their first annual picnic in Gloucester, Mass., June 29. A sports program and various entertainment features preceded the dinner. Wilfred Jacobs was toastmaster, and among the speakers were Thomas Downey, introduceed as "the grand old man of the Globe," Charles H. Taylor, and Daniel E. Ahern. The committee in charge consisted of Eileen M. Buckley, chairman; Joseph P. Woods, Andrew J. Dazzi, Joseph P. Cooney, Louise Murnane, Winifred C. Fahey, John M. O'Connell, and G. Stanley McManus.

IN THE EDITORIAL ROOMS

GEORGE EARL, telegraph editor of the *Buffalo Express*, has gone to the *Buffalo Times* as news editor, succeeding John S. V. Bowen, retired to lighter duties on account of age. Wilfred McLennan succeeds Earl as Express Telegraph editor.

J. Newton Colver, political and editorial writer, *Seattle (Wash.) Post-Intelligencer*, for 25 years, has switched to the advertising department of that paper as a part of his duties.

Robert L. Withrow, for 20 years a reporter on the *Portland (Ore.) Telegram*, has left with his family on a European trip.

John Piper, who has just graduated from the University of Oregon, has joined the news staff of the *Portland Oregonian*, of which his father, Edgar B. Piper, is editor.

John J. Barry, the Newton district representative of the *Boston (Mass.) Globe*, and Mrs. Barry, were the guests at a dinner and reception given by his fellow district men last week at the United States Hotel at Boston. Mr. and Mrs. Barry has just returned from their wedding trip.

John Hawk, editor of the *Assumption (Ill.) Prairie State Tribune*, is recuperating at the Decatur and Macon County hospital following an operation for appendicitis.

S. A. Penn, editor of the *Calumet (Okla.) Chieftain* has been appointed postmaster.

Sidney Curtis has resigned as Revere, Mass., district man for the *Lynn* (Mass.) *Telegram-News* to go into business, and has been succeeded by Joseph Cashman.

HOLDING NEW POSTS

FRANK EARL, from telegram editor *Buffalo Express*, to news editor, *Buffalo Times*.

S. J. Naples, from city hall reporter *Buffalo Commercial* to general assignments, *Buffalo Courier*.

Ben Davis, from copy desk *Albany Knickerbocker Press* to similar duty, *Buffalo Times*.

ON THE MECHANICAL SIDE

THOMAS SULLIVAN of the *Chicago Tribune* composing room this month celebrates his 59th year with the Tribune.

W. Edward Turnbull of Lowell, Mass., is now superintendent of the mechanical department, *Lawrence (Mass.) Sunday Sun*.

Typographical Union No. 9, Buffalo, has elected these officers: President, William G. Murphy; vice-president, Edward Mulvey; secretary, William McLaughlin; treasurer, Thomas O'Donnell.

WITH THE ADVERTISERS

CARL H. WHITE, for 8 years vice-president in charge of sales promotion and research of Joseph Richards Company, Inc., and for the past 2 years president of health Products Corporation, New York City, has resigned from the Richards Company, effective July 1, in order to devote more time to Health Products Corporation and other manufacturing interests.

J. B. Patterson, for the past seven years district sales manager and advertising manager of the P. H. & F. M. Roots Company, Connersville, Indiana, has resigned for the purpose of organizing a sales office to represent manufacturers of industrial equipment in Chicago territory. He is succeeded by W. L. Sexton.

Clark Belden has joined the advertising department of the Hartford Fire Insurance Company. Mr. Belden has had previous experience with the advertising departments of The Travelers' Insurance Company and the Affiliated Aetna Companies, both at Hartford, Conn. He was formerly associated with the *Hartford Courant* and the *Providence Journal* in the editorial departments.

Ed. G. Brouillette, who has been identified for the past six years with the Star League of Indiana, the last five of which have been spent as advertising manager of the *Muncie Star* has resigned his post in favor of a publisher's connection on *The Democrat*, at Washington, Ind. Mr. Brouillette is well known among national advertisers and advertising agencies. Mr. L. A. Baldwin, Mr. Brouillette's assistant for the past five years, becomes advertising manager of the Star.

INCORPORATIONS

FOLLOWING state charters have been granted in Oklahoma:

News Building Corporation of Ponsa City; capital, $100,000; incorporators, Clyde E. Muchmore, I. R. Muchmore and H. C. Duvall. C. E. Muchmore is editor-publisher of the Ponca City Daily News.

Eastern Oklahoma Publishing company of Muskogee; capital, $100,000; incorporators, Fred E. Turner, Harry G. Davis and William Neff.

NEW PLANTS AND EQUIPMENT

PLANT of the *La Crosse (Wis.) Tribune* has been entirely rebuilt and a "house warming" took place June 27.

The *Montgomery (Minn.) Messenger* has just moved into a new building.

NEW PUBLICATIONS

LIVINGSTON (WIS.) LEADER, a new weekly appeared for the first time June 27. T. C. Snyder, editor and publisher of the *Belmont Success*, is the publisher. Thomas Bennett is in charge of the local office.

FLASHES

"He never became very prominent, did he?"

"No, he has never even been mentioned as a candidate for Vice President."—*Cincinnati Enquirer.*

When a small town has a deficit in the city treasury it hires a speed cop and puts the magistrate on day and night shifts.—*San Francisco Chronicle.*

In fact, William Jennings has done so much for Florida in the few days he's been in New York that Rand-McNally are going to put the State back on the map.—*Chicago Daily Tribune.*

To McAdoo, a dark horse these days must look like a nightmare.—*Detroit Free Press.*

A lot of delegates yell their heads off in the convention who will have mighty little to yell for afterward.—*Cleveland Plain Dealer.*

Hereafter a speeder is to be called a "motormoron". But experience shows that the only words that mean anything to speeders are "Sixty days," coming from the lips of a Judge.—*New York World.*

One family out in Indiana has to sit up all hours of the night waiting for father to come back from meeting and bring the sheets and pillow cases.—*New York American.*

"Don't you think it wrong to make a joke of prohibition?"

"I do," answered Senator Sorghum; "but I think it worse for a bootlegger or a dry agent to pull a gun and make a tragedy of it."—*Washington Star.*

"Going up to the Garden today?" asked a well-known newspaper man yesterday afternoon. "No," replied a better known newspaper man, "I always say there's enough boredom in the world without going out of your way for it."—F. P. A., New York World.

IN THE AGENCY FIELD

THE Peck Advertising Agency, New York, has increased its capital from $100,000 to $150,000.

G. Foster Skiff, formerly with advertising department, *Portland (Ore.) Telegram*, has established an advertising agency, 626 St. Helens Ave., Tacoma, Wash., under the name, G. Foster Skiff Co.

P. M. Gauthier and Francis W. Hoadley have started an advertising service under the name of Gauthier and Hoadley in the Bouret Building, San Juan, Porto Rico.

Leo P. J. Munly has joined the advertising agency of Crossley & Failing, Inc., in Portland, Ore.

Charles P. Constantine, president of the Botsford-Constantine advertising agency of Portland and Seattle, has left on a market research trip in Europe. He will attend the advertising convention in London.

MARRIAGES

CHARLES MERZ, on the editorial staff of the *New York World* to Miss Evelyn E. Scott at Bennington, Vt., June 30. Mr. and Mrs. Merz will make their home in New York.

Crystal C. Kennedy, editor of the Junior Journal, juvenile section of the *Chicago Daily Journal*, to Harold G. Files, an instructor in McGill University, Montreal, June 25. The couple will spend the summer in Massachusetts.

Hands P. Beckken, *Hanska (Minn.) Herald*, to Miss Ellen Lundgren, June 13.

R. C. Crane, head of the R. C. Crane Advertising Agency, Philadelphia, to Miss Evelyn Powell, of Camden.

Raymond W. Sheldon, publisher of the *Webster (Mass.) Evening Times*, to Miss Prudence Hinckley, of Stonington, Conn.

William M. Braucher, former sports editor of the *Springfield (Ill.) State Register* and now of the editorial staff of the *Cleveland (O.) Plain Dealer* to Miss Grace Waggle of the Plain Dealer staff, June 25.

Marshall Smith, reporter, *Dallas (Tex.) News* to Miss Lillian Barker of Gainesville. Mr. and Mrs. Smith will make their home in Dallas.

Miss Florence Louise Young, of the business staff of the *Galesburg (Ill.) Republican Register* to Laymone W. Steele, Knoxville, Ill., June 25.

Fred Newman, assistant circulation manager of the *Joliet (Ill.) Herald-News*, to Miss Mamie Reeves, June 23.

Miss Ina May Withers, for many years bookkeeper for the *Danville (Ill.) Morning Press*, to Russell Day at Albuquerque, N. M., where they will spend the summer. Mr. Day is advertising manager for the Cramer and Norton stores in Danville.

Willis R. Harrod, reporter for the *Joliet (Ill.) Herald-News* to Miss Helen Pletcher, June 26.

John Milton Baker, instructor in journalism in Knox college, Galesburg, Ill. to Miss Susanne M. Dennison, Jamestown, Pa., June 24.

Miss Mildred Niblack of the advertising department of the *Aurora (Ill.) Beacon-News* to Herbert Reed recently.

While the newspaper is the most efficient medium for advertising, it also pays the newspaper to advertise—and it is a particularly happy combination when that advertisement exploits straight educational service of the highest character such as that provided by Frederic J. Haskin.

CHANGES IN OWNERSHIP

JOHN E. REICHARD has bought the *Wilshire Herald*, from W. A. Smith. He has been in the employ of the Herald for the past four years.

Roy O. Hatley of Smith County has acquired the *Bullard (Texas) Herald* and is now editor and publisher of this weekly paper.

State Representative Richard Elam has sold a half interest in the *Pawhuska (Okla.) Capital* and retired from active management of the paper. O. H. Loshenmeyer of Dover, Ohio, is the purchaser and will be the active head of the newly organized Pawhauska Publishing Company.

Albert H. Hammond, owner and editor of the *Caldwell (Kan.) Daily Messenger* has sold his interest in the paper to his son, Harold A. Hammond.

Milford (Ia.) Mail has been sold to Thomas Walpole and D. A. McCook by W. J. Lyons.

ASSOCIATIONS AND CLUBS

MASSACHUSETTS Press Association is making arrangements to resume the annual outings of the Bay State editors and publishers and a fall excursion probably will be held Sept. 27-30, with the Mountain View House at Whitefield, N. H., as the rendezvous. The trip will be made by automobile from a starting point in Boston. Gardner E. Campbell of Wakefield is president of the association.

Buffalo Press Cycling Club held its annual reunion at Dold's Wheatfield farms June 27. Report was made that 11 members of the organization, composed of newspaper men of a generation ago, had died since the last reunion in 1922. These officers were elected: J. Earl Finley, president; Fred M. Sullivan, vice-president; Alfred E. Falck, treasurer; Arthur E. Strong, secretary.

Dallas Advertising League has elected officers for the ensuing year as follows: Beeman Fisher, advertising manager of the Texas Power and Light Company, president; Knox Armstrong, first vice-president; Charles B. Mills, second vice-president; Hix Smith, secretary and treasurer. L. R. Wylie, and C. J. Fontaine were chosen as new directors. Milt Pandres was named chairman of the study division and Posten Hamilton as editor of O. K.'d Copy, the organ of the league. The Milburn Hobson silver loving cup was presented to Joe Dawson for presenting the best program during the year.

Spokane (Wash.) Advertising Club, has elected E. R. Anderson president, succeeding Arthur W. Burch. Other officers elected are John L. Matthiesen, first vice-president; Maud A. Lee, second vice-president; Ralph E. Perry, treasurer; Arthur W. Burch, Claude Randall, Thomas A. E. Lally, members executive board.

Davenport (Ia.) Ad Club staged a "Whatizit" frolic in the Chamber of Commerce July 1, keeping all of its series of stunts secret until the evening of the entertainment. At its meeting this week Victor Martin concluded a year's service as president being succeeded by Rudy Maritz and a staff of new officers. Annual reports were read with special emphasis upon the work of the consumers' bureau, which is said to be one of the most successfully operated departments in the central valley.

Tacoma (Wash.) Advertising Club has elected David Allstrum president, succeeding A. H. Bassett. Other officers elected are: Lyman V. Hall, first vice-president; W. C. Saunders, second vice-president; Harold S. Cosier, secretary-treasurer (re-elected); Emmett T. Anderson, John Condon, F. W. Gould, Guy K. Llewellyn, O. S. Reynolds, P. C. Smith, C. G. Francis, directors.

Old Colony Advertising Association of New England has elected these officers: President, Burton L. Wales of Abington; vice-president, George M. Rand of Brockton; secretary, William A. Rodgers of Brockton; treasurer, Fred Spollet of Boston.

Obituary

LUCUS PUTNAM ALLEN, 91, 55 years a resident of Clinton, Ia., one time partner and later sole owner of the *Clinton Herald*, founder of the *Clinton Bee*, a weekly paper, but for many years a job printer, died June 22.

MRS. WILLIAM E. CURTIS, 71, widow of the late William E. Curtis, Washington correspondent for the *Chicago Record-Herald*, who died in 1911, died June 20 at the home of her daughter, Mrs. George M. Mattis, Champaign. She had accompanied her husband on many of his world-voyages which took him in unfrequent parts of the globe.

GEORGE R. LANNING, 80, editor of the first newspaper in Garner, Ia., pioneer in the Iowa newspaper field, died recently at Eagan, S. D. Mr. Lanning started his newspaper career after his service in the Union army, launching the *Garner Signal* in '71, buying a Mason City paper and in the early '80's moving to Eagan where he owned the *Moody County Enterprise*.

HENRY ROBINSON, prolific writer for the press over the signature of "Jean Paul," died at his home in Concord, N. H., on June 24. In his earlier years he had acted as district correspondent in New Hampshire for the *Boston (Mass.) Globe*.

CONRAD C. BITTNER, 74, one time editor and publisher of the *Sandusky (O.) Evening Journal* died recently.

N. T. BLACKWELL, editor and publisher of the *Ginner and Miller* and several other trade publications in Dallas, Texas, died in the Mayo Bros. Sanitarium in Rochester, Minn., recently.

HENRY CLOGENSEN, 63, for many years staff photographer for the *Dallas (Tex.) News.*, died suddenly at his home in Dallas.

N. W. RATHBURN, 72, for many years conductor of columns of Northern Pennsylvania newspapers, died at his home in Utica, Pa., recently.

WILLIAM A. TEMPLE, editor and manager of the *Dartmouth Patriot*, died recently after a lingering illness.

HERBERT W. DEAN, advertising manager of the rotogravure section of the *Buffalo Express*, died in the Buffalo General hospital after a brief illness.

HARRY A. BLISS, publisher of several trade papers, and formerly photographer for several Buffalo newspapers, died at Barre, Vt., while on a pleasure trip.

WILLIAM W. MILLIKAN, 76, former editor of the *Washington Court House (O.) Herald* and a publisher for 50 years, died recently.

HOUSE TO HOUSE CANVASS WITH SMALL PREMIUM GOOD IN THE COUNTRY

By GEORGE ERB, JR.,
Buffalo News

CANVASSING on the *Buffalo News* has all been done upon the merits of our paper. The objection to this form of canvass is that it brings in a lot of new business that has little or no permanent value. On a proposition of this sort it is impossible to sign the new reader up for any designated time, and the best the solicitor can do is to urge that they try your paper for a while.

This is easily understandable, for not having signed any contract the subscriber knows they have the option of discontinuing at any time.

Failure of this form of canvass to work out may be attributable to the changed conditions today in the country. The small-town daily, much stronger and a keener competitor than that of ten years ago, has a greater influence among its local readers and gives them everything they need in the way of local and telegraph news, so that the larger out-of-town paper must give the prospective new reader an inducement of some kind in addition to a lot of exclusive features.

I believe that a well selected list of prizes to boys, making it an incentive for them to canvass their routes for new readers, will get you more permanent business than solicitors working only on the merits of your paper. People feel bound by their promise to the boy whom they are generally well acquainted with to continue their subscription for the stipulated time, giving your publication a better opportunity to become a regular fixture in the home.

Some papers deem it expedient to have their solicitor take the carrier boy and canvass only the homes of those taking the competing paper, but I do not believe this method provides the maximum amount of new business available for it overlooks the people not taking any paper, among whom are found the greater number of new reader prospects.

While we have never used premiums nor do we favor their use, there may be occasions when they are advisable.

From my experience I believe that a straight house-to-house canvass with a highly trained force of solicitors using some small article in daily use in the home as a special inducement should prove the best method.

This Scheme Worked

When Richard Harding Davis was trying to attach himself to the staff of a New York newspaper he tried a scheme that worked. On fine stationery he wrote to the managing editor of a newspaper, signing the name of a pseudo secretary. It said: "Mr. Richard Harding Davis will call on you at three Thursday afternoon to discuss a matter of great importance." Davis was immediately ushered in. At first the managing editor was piqued but Davis got the job.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

REMEMBER
Texas is the Largest State in the Union.
It requires
The Beaumont ENTERPRISE
and
The Beaumont JOURNAL
to help cover it thoroughly. Ask Beckwith—he can tell you!

Write now for FREE SAMPLES of our DRY MATS.
You will be satisfied with the QUALITY as well as the SERVICE we are prepared to give.
TRADE MARK **MAXITYPE DRY MATS** REG. U.S. PAT. OFF.
[*For Duplex Tubular Casting Boxes*]
TRADE MARK **FLEXIDEAL DRY MATS** REG. U.S. PAT. OFF.
[*For All Other Standard Boxes*]
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13 William Street New York

The Staggering Cost of Government

By WILLIAM P. HELM, Jr.

American government has cost one hundred billion dollars in the past eight years.

After having spent this stupendous sum (nearly one-third of our present national wealth) we are still indulging in the greatest spending spree of any nation in the history of the world.

Figured from the taxpayer's viewpoint, this is an average of almost $5,000 from the head of each family in the United States.

The federal government is now spending four times as much money every year for ordinary expenses as it spent before the World War.

States, counties and cities are spending three times as much annually as they spent during the pre-war period.

William P. Helm, Jr., author of "The Truth About Taxes," is writing a series of twenty articles disclosing these and other startling facts and figures. These articles show how much each form of government is taking from the people and how the money is being spent.

The summary and analysis of these facts is sensational. The material is prepared with a completeness not heretofore attempted, and in clear, simple, dramatic style.

The first release of this series, which will run three times a week, is on Monday, July 14. A limited amount of territory is still open.

Current News Features

INCORPORATED

William E. Yelverton,
Managing Director

Evening Star Building,
Washington, D. C.

GOTTHART'S "MORGUE" CALLED BEST NEWSPAPER LIBRARY IN COUNTRY

They Told Chicago Man He Was "Wasting His Time" When He Began Cross Referencing News Items 18 Years Ago—Now Ask His Aid

WHEN one wanders through the elaborate "morgues" or reference libraries of newspapers throughout the country and see how easily it can be learned what John Smith did in 1910 to get his name in the newspaper, he is apt to wonder how they used to get along in the past without these ready aids.

It was memory, more than anything else, that tided them over, according to Charles J. Gotthart, one of the best-known "morgue keepers" in Chicago and probably in the United States.

Back about 18 years ago, Gotthart, then a reporter for the *Chicago Tribune*, disregarding the effort of his associates who tried to persuade him he was "wasting his time," began to devote his spare moments to clipping virtually all items appearing in Chicago newspapers and filing them under an elaborate cross-reference system.

This was in those days before newspapers realized the advantages of "morgues" as they do today—the days when reporters obtained the background for stories either from their own memories or from veteran members of the staff. But too often was memory proved fallible, and so Gotthart began to compile something far more tangible and dependable.

Now he has what he declares to be the "best newspaper reference library in America," including a record of "everything worth while published in the Chicago dailies since 1906."

"For 10 years I was a 'big stick' or 'backstop' on the Tribune, handling dangerous stories and having charge of campaigns against crooks," Mr. Gotthart said. "Frequently in gathering evidence for defending a libel suit, for instance, I spent a lot of time and effort in running down something which I finally learned had been printed in the Tribune.

"It was in this manner that I came to realize that the newspaper 'morgue' of that day was inadequate. Almost nothing was filed at that time except the big, important stories. They were of little use, because the principal facts of the big stories stuck in the minds of the members of the staff so definitely that it seldom was necessary to verify them. I became aware of the need for a 'morgue,' with every name in every story cross-referenced—a 'morgue' that would be good for newspaper and commercial purposes."

While working full time on the Tribune, Gotthart worked nights on his "morgue." In November, 1916, he obtained his release from his contract with the Tribune. For 3 years then he conducted a newspaper-reference bureau. At the end of this period he leased his "morgue" to the *Chicago Evening Post*, under an arrangement providing that he should have charge of the Post's reference room.

Mr. Gotthart terminated his arrangement with the Post on June 1, in order to take a rest.

"I shall take things easy," he says. "I'm not going to do any work for a while, except to write an occasional feature story. And later, when my health permits, I shall go back on the street as a reporter and give these young fellows something to shoot at."

Since 1916, Gotthart has supplied a wide variety of information from his files for newspapers, law firms and some of the biggest commercial corporations of Chicago.

"That 'morgue' would have been a mint for Mr. Gotthart if he had sold his information more freely," a friend of this veteran said. "I am sure that he has rejected more business than he has accepted. He will not furnish 'dope' to anyone until he is convinced that the applicant is trustworthy and reliable and will not use the information wrongfully."

Injunction Against Berry Vacated

Injunction obtained against Major George L. Berry, president, International Printing Pressmen's and Assistants' Union of North America, by David Simons, former president, New York union, was vacated by the Appellate Division of the Supreme Court, New York, this week. Simons, active in the strike of New York pressmen, has since that strike been unable to obtain membership in the international union.

AD TIPS

Alfred Austin Advertising Agency, 116 West 32d street, New York. Will conduct campaign for the Benrus Watch Company, New York, manufacturers and importers of the Benrus Ladies' Wrist Watch. Handling account of the Grob Food Products Company, New York.

Bellamy-Nell Company, 127 North Dearborn street, Chicago. Placing the following accounts: The Fireite Extinguisher Company, Masontown, Pa., and the Halldorson Company, Chicago, manufacturer of radio sets and supplies.

Brandt Advertising Company, Tribune Building, Chicago. Placing accounts of the Hotel Somerset, Chicago and the A. E. Wright Company, Chicago, Wright's mayonnaise dressings and other food products.

Chambers Agency, Inc., 339 Carondelet street, New Orleans. Placing account of the Sutcliffe Company, Louisville, radio and sporting goods.

Churchill-Hall, Inc., 50 Union Square, New York. Handling a new product of the Multibestos Company, Walpole, Mass.—a lined brake shoe for Ford cars.

H. K. McCann Company, McCann Building, San Francisco. Now handling account of the California White and Sugar Pine Manufacturers' Association, San Francisco.

Irvin F. Paschall, Inc., McCormick Building, Chicago. Handling account of the Conrad & Jones Company, West Grove, Pennsylvania, growers of "Star" roses.

Patterson-Andress Company, Inc., 1 Madison avenue, New York. Planning campaign for the American Sole & Belting Leather Tanners, Inc.

Franklin P. Shumway Company, 453 Washington street, Boston. Placing account of the Glastonbury Knitting Company, Addison, Connecticut, manufacturers of men's knit underwear.

Simpson Advertising Company, Inc., 915 Olive street, St. Louis. Handling accounts of the Economy Heat Company, St. Louis, manufacturer of the Heetzall oil burner and the B. & H. Laboratories, St. Louis, disinfectants, insecticides and sprayers.

Calvin Stanford Advertising Agency, Atlanta, Ga. Has secured the accounts of the Dalton Hosiery Mills, Dalton, Georgia, manufacturers of men's and women's silk and lisle hosiery; Montag Bros., Inc., Atlanta, Georgia, stationery manufacturers, and the Southern Chain Battery System, Inc., Atlanta, Georgia, automotive manufacturers.

Williams & Cunnyngham, 6 North Michigan avenue, Chicago. Now handling account of Ditto, Inc., manufacturer of duplicating machines.

1 Simplicity OF THE LUDLOW

IMMEDIATELY after the Ludlow System is installed in your plant, your own compositor, with less than an hour's instruction, can produce bright, new slug-line type quickly from matrices set by hand. Any size of face from six point to full width sixty point is instantly available without machine or mold changes.

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San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

WHAT'S WHAT IN FEATURE FIELD

SOPHIE IRENE LOEB, special writer for the *New York Evening World*, and the New York World Syndicate, was given a dinner in honor of her birthday July 1, at Briarcliff Lodge, Briarcliff, N. Y. Chauncey Depew Steel, owner of the Lodge, was host.

Miss Loeb was born in Russia, July 4, 1876. She has been writing for the New York World Syndicate since 1910.

Many men and women prominent in New York State politics were present at the dinner, including Gov. and Mrs. Smith, who motored to the Lodge, despite the fact that the Governor was in the heat of a close campaign for the Democratic nomination. Members of the Governor's staff were also present. John H. Tennant, managing editor of the New York Evening World, was the only newspaper man attending.

Dr. H. Harris, deputy New York Police Commissioner was toastmaster.

Besides her newspaper work, Miss Loeb has long been associated with civic activities in New York.

Dr. William T. Ellis is now writing "The Quiet Corner," a weekly 300 word religious article, for the McClure Newspaper Syndicate, New York.

Sidney Light has just established the Hoosier News Syndicate at Indianapolis, Ind.

William Southern, Jr., of the *Independence (Mo.) Examiner* is syndicating a series of religious articles to newspapers.

Glen Mahar, salesman for the McClure Newspaper Syndicate, New York, who recently was taken seriously ill at Columbus, O., has recovered, and will resume his duties next week.

King Features Syndicate, Inc., New York, has issued a revised and complete list of comics and other features.

Wichita Carries on Outings

Ninety-nine carriers of the *Wichita Beacon* were the guests last week of the newspaper on a 5-day camping outing at Hellar's grove, near here. The camping was the reward for work done during a recent circulation contest. C. B. McCauley, circulation manager of the Beacon, was in charge of the camp. The Beacon furnished sleeping quarters, bedding, meals and entertainment.

WHAT'S WHAT

Editor & Publisher will gladly answer editors' questions concerning the syndicate field. Address

SYNDICATE EDITOR,

1117 World Building, New York

6,000 Replies

(*From The Advertisers' Weekly, June 21, 1924*)

On June 10, I inserted a full page advertisement in The New York Times asking the New York public whether they wanted a new, clean and purposeful newspaper like the Globe, before its sale and destruction.

Up to June 18, I received over 6,000 replies, many of which were amazingly impressive letters.

In advance of the publication of the advertisement, one of the greatest advertising experts in the country told me that if I received 600 replies the advertisement would have done its work, and that if I received 1000 it would indicate a landslide.

To get ten times 600 replies, when it is conceded that only about one person in ten who intends to reply does so, proves beyond discussion that the New York Times is the wonderful newspaper I have gone on record as saying that it is.

Jason Rogers.

The **Pittsburgh Press**

A Scripps-Howard Newspaper

Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives

ALLIED NEWSPAPERS, INC.

New York Office—52 Vanderbilt Ave.

Chicago Office—5 North Wabash Ave.

San Francisco—Cleveland—Cincinnati

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES

13c a Line Flat Daily

15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday

CITY CIRCULATION

Specials: East Beckwith West Branham

The Washington Herald

Largest Sunday Circulation Any Washington Paper

The Washington Herald

morning

and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne

Publisher and Gen. Mgr.

MICHENER PROMOTED

Made General Manager of Harrisburg (Pa.) Telegraph Succeeding McCullough

A. R. Michener, assistant general manager of the Harrisburg (Pa.) Telegraph has been appointed general manager, effective July 3, succeeding James P. McCullough, who has retired.



A. R. Michener

McCullough for many years conducted his own printing plant in Harrisburg, later becoming associated with the Telegraph Printing Company in charge of its commercial and mechanical departments, later becoming a director of the company as well as general manager. He is also president of the Keystone Trust Company, Harrisburg.

Mr. Michener, the new general manager of the Telegraph, has been connected with the paper in various capacities for over 15 years. He was first engaged in circulation work but transferred his activities to the editorial staff where he remained until he took over the circulation department in 1917. He became assistant general manager about six months ago and when Mr. McCullough's health made his retirement imperative.

Because of ill health, Frank A. Oyster, secretary and purchasing agent for the Telegraph, has also resigned.

VANDERBILT IN NORTHWEST

Publisher Says Next Papers Will Be in Detroit and Seattle

"My next papers will be established in Seattle and Detroit," declared Cornelius Vanderbilt, Jr., Pacific Coast publisher, to a gathering of Northwest editors recently at the Seattle Press Club, when he related his experiences in starting his tabloid morning paper in Los Angeles.

"These two papers will be 100 per cent union because that is the best business policy for a publisher. Union printers are efficient printers. Men with the skill and brains are found in the typographical, stereotypers, mailers and pressmen's union.

"I intend to continue dealing with the printing trades unions on every daily of the chain of 30 which I intend to operate in the United States," declared Vanderbilt.

Editors Taught How to Cook

Editors and department heads of various newspapers and women's magazines, through an arrangement of the George Batten Company, advertising agents, New York, were guests in Gardner, Mass., on June 27, of the Florence Stove Company, and in Orange, Mass., of the Minute Tapioca Company. Special food and cooking demonstrations were conducted at both plants. Representatives were present from the Batten Company, the *Boston Herald, Modern Priscilla, Ladies' Home Journal, Delineator and Designer, Women's World, Pictorial Review, Good Housekeeping, Country Gentleman,* and Miss Farmer's Cooking School.

Head of Engraving Firm Drowned

Harry W. Wickham, 42, president and sale manager of the Northern Engraving Co., Canton, O., was drowned recently when on a fishing trip to Canada. Coming to Canton from Toledo 17 years ago Mr. Wickham entered the services of the engraving company as a member of the art department. He was shortly afterward appointed superintendent of the department, later he was promoted sales manager. A number of years ago he was elected president of the company retaining the sales managership.

Shredded Wheat
Chase & Sanborn
Seal Brand Coffee
Palmolive Shaving Cream
Ladies' Home Journal
Certainteed Roofing
Cole Gas Ranges
Devoe & Raynolds
Delicia Food Products
Great Western Sugar
Joint Coffee Trade Publicity
Colman's Mustard
Mirro Aluminumware
Wear-Ever Aluminumware
Armstrong Linoleum
De Luxe Springs
Napanee Kitchen Cabinets
Saturday Evening Post
Palmolive Shampoo
Collegian Clothes
Q. R. S. Music Co.
Munson Lines
Palmolive Soap
Climax Cleaner
Lee Union Alls
Emerson Cigars
Enoz for Moths
Eastman Kodaks
Kewanee Boilers
Folger's Coffee
M. J. B. Coffee
Ivory Flakes
Kellogg's Bran
Salada Tea
Pratt Food Co.
Cinco Cigars
Q Ban Shampoo
Zonite Products
Wadham's Oil
Firestone Tires
Goodyear Tires
Goodrich Tires
Mason Tires
Warner Corsets
Remington Typewriters
McKesson and Robbins
D. M. Ferry Seeds
Conkey's Poultry Feeds
Manhattan Elec. Radio
Cunard Anchor Lines
Seattle, Washington, Chamber of Commerce
Stacey-Adams Shoes
Van Raalte Silks, Hosiery, etc.
Dr. West Tooth Brushes
Johns-Manville Roofing
Celotex Building Material
Quaker Oats Co., Ful-O-Pep Feeds
Cozy Baby Carriages
Thermo Sweater Coats
Story & Clark Pianos
Landers, Frary & Clark "Universal" Products
Fleischmann Yeast
Interwoven Socks
Victor Talking Machine Co.
Clicquot Club Ginger Ale
Perfection Oil Cook Stoves
Van Ess Laboratories, Cleero Shampoo
Scolding Locks Hair Pins
Domino House Toilet Preparations
Merode Underwear
Borden's Eagle Brand
Borden's Evaporated Milk
Borden's Malted Milk
Sunkist Lemons
Dromedary Cocoanut
Kellogg's Corn Flakes
Sun Maid Raisins
Penick Salad Oil
G. Washington Coffee
L. T. Piver Toilet Preparations

These advertisers have used only The Register and Tribune in Des Moines this year

In 1923, 94% of all national advertisers in Des Moines—used The Register and Tribune. 56% exclusively.

Hanes Underwear
Herrick Refrigerators
Panco Foot Wear
Keep-Kool Clothing
Williams Shaving Cream
Sherwin Williams Paints
Hewes and Potter, Spur Ties
Brunswick Phonographs
Crosley Radio Corporation
Holtzer Cabot Radio
Stomatol Tooth Paste
Miami, Florida, Chamber of Commerce
San Antonio, Texas, Chamber of Commerce
St. Petersburg, Florida, Chamber of Commerce
U. S. Rubber Footwear
Van Heusen Collars
Forhan's Tooth Paste
Coty's Perfume and Powder
Holland Furnaces
Heywood-Wakefield Reed Furniture
Heywood-Wakefield Baby Carriages
Venida Hair Nets
Houbigant Perfumes
Trimont Wrenches
Cadillac Automobiles
Champion Spark Plugs
Stewart-Warner Products
Rusco Brake Linings
Biflex Bumpers
Marquette Cement
U. S. Jar Rubbers
Paris Garters
National Carbon Co.
Keds
Resinol
Mobiloil
Shinola
Larvex
Fly Tox
Hofstra
Fiske Hats
Boycite
General Tires
Whiz Products
Whittall Rugs
Miller Tires
Murine
French Battery
Ehrat's Cheese
Premier Electric Vacuum Cleaner
Karnak Rugs
Campus Togs
Gold Dust
French Lines
Glo-Co
Nujol
Pluto
Rutland Patching Plaster
Sheaffer Pens and Pencils
Warren's Printing Papers
Atwater Kent Radio
Kirk's Flake White Laundry Soap
Kirk's Jap Rose Soap
Kirk's Original Cocoa Hardwater Castile Soap
Kirk's Flake White Soap Chips
Woodbury's Facial Soap
La Palina Cigars
Harvester Cigars
El Producto Cigars
Robert Burns Cigars
J. B. Kleinert Rubber Co.
Fred Butterfield & Co.
Western Electric Hair Curler Co. Beach & Motor Hair Nets
El Paso, Texas National Publicity

"WHEN A FELLER NEEDS A FRIEND" AND GETS ONE



Pathetic Cartoon Appeal by Briggs

MANY newspaper editors in this country regard as a legitimate function of journalism some definite contribution to the welfare of the submerged minority of every city. One of the most effective newspaper welfare enterprises is the "Fresh Air Fund." There are a dozen or more newspapers conducting such funds and administrating farms or seashore resorts in behalf of women and children of city slums who otherwise would have no taste of country or salt air breeze in the hot summer months.

One such newspaper is the *Herald Tribune* of New York. In 1877 the *New York Tribune* originated the system of collecting, through the columns of the newspaper, sufficient money to send to the country, for brief vacations, deserving women and children. In that year, the paper collected $187.62 and provided for vacations for 60 children. Last year the same newspaper collected and dispensed $107,325.51 in behalf of 14,144 poor women and children of the great metropolis.

A girl was found fainting in an East Side library. An ambulance physician found she was starving. The "Fresh Air Fund" of the Tribune, sent her to the country where her body was nourished into health and her mind was given courage for a fresh start in the battle of life.

A mother, who needed a major operation, but could not enter a hospital while leaving a little red-haired daughter at home, found her problem suddenly solved by the magic of the "Fresh Air Fund" which the took the child away for six weeks so mother could be well again.

The laborer father of five small children was confronted by black perplexity when his wife suddenly died. The Herald Tribune "Fresh Air Fund" took his children into the country until he could arrange for their future.

In such manner this fund untangles the snarled skeins of poverty in hundreds and thousands of New York tenements every year. The newspaper gives to children of the tenements a two weeks' country vacation free, without question as to color, creed or race. It operates with the welfare workers of hospitals, settlements, schools, clinics, dispensaries, nurseries and churches throughout greater New York.

The Herald Tribune is planning this year to give at least 16,000 lads and lasses a happy summer playtime.

Billboard Owners to Pay

The city council of Marshalltown, Ia., recently passed an ordinance regulating erection and maintenance of billboards and signboards. Under the act billboard owners are required to pay an annual license fee of $25 to engage in the business. A fee of $1.50 is required for each board when it is erected. A bond of $1,000 to idemnify the city for any damage which might be incurred through erection of the boards is also required of all owners.

35,434

Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

PITTSBURGH DISPATCH'S PLANS

President Grise Says 16-Page Daily Will Be Produced in August

PITTSBURGH, July 1.—George P. Grise, president of the *Pittsburgh Dispatch*, new daily which is scheduled to begin publication in August, this week said:

"The daily will be 16 pages, 8 columns, and will carry international News Service, Cosmopolitan Service, and a special sport wire. All equipment has been contracted for, including 12 Linographs and a Duplex press. Installation will begin soon.

"The company has leased with option to buy the 4-story Speer Building, 118 Sixth street, in the lower side of the downtown district. This building now houses the offices of the promoters. Capitalization of the daily is $1,500,000.

"Leonard Faulkner, formerly of the *New York Herald*, will be managing editor of the *Dispatch*. A complete staff for both editorial and business departments has been obtained. Individual names will not be announced until a later date. Twenty-two reporters will be employed."

Officers of the Dispatch Company are: George P. Grise, Avalanon, Pa., president; Anna Core Grise, vice-president; A. M. Winner, secretary; Philip Anthers, treasurer; John A. Hooper, advertising manager; R. F. Erhler and J. C. Cochran, in charge of circulation.

HARRISBURG, Pa., June 30.—At a hearing in the Dauphin County Court on Monday, the Daily Dispatch Publishing Co., of Pittsburgh, argued its appeal against a decision of the State Securities Bureau, refusing to register it under the Securities Act with permission to sell stock.

The Bureau had refused the company permission to sell stock and dissipate 55 percent of the income from such sale and circulation subscriptions.

The Commonwealth alleged that Samuel Drich, King Kleagle of the Ku Klux Klan in Pennsylvania, had contracted to sell stock, retaining 25 percent as commission. The Commonwealth alleged that Drich had spread the word that the paper was to be the official Pennsylvania Klan organ and urged the purchase of stock at Klan meetings. George P. Grize, president of the Dispatch Company, emphatically denied that the paper was to be a Klan organ, but admitted he had attended Klan gatherings and urged the purchase of his company's stock.

The testimony showed that some time this year Drich and Company terminated the contract, and under date of January 30, a letter was sent to Klansmen telling them that the Klan had been deprived of active participation and that the Klan could no longer recommend the purchase of the stock.

The latest words from the management is that the paper will start in the middle of August.

NEW $250,000 HOME FOR TULSA TRIBUNE

Structure of Six Stories Will Have Frontage of 140 Feet and Be 60 Feet Deep—Will Have Offices for Rent

The *Tulsa* (Okla.) *Tribune* has started work on a new building, which, when completed, will be 6 stories high.

Four stories are to be erected at the present time. The building will have a frontage of 140 feet and will be 60 feet deep. It will cost approximately $250,000.

The Tribune plant of today will stand until the east half of the new building has been erected, four months from now. When the large amount of machinery in the present structure has been moved into the new side the old building will be torn down and the new building completed to the fifth floor, probably by April 1, 1925.

The front opposite the first and mezzanine floors will be faced with Indiana Bedford buff limestone and that opposite the second, third, fourth and fifth floors of Tulsa made, matt faced brick. The sixth floor front will be of terra cotta.

In the basement there will be a cooling system which will wash air and blow it throughout the building. In the winter the building will be heated by steam heat. Oil will be used for fuel.

The Tribune will occupy all of the first and second and half of the fourth floors. In the remainder of the building there will be 63 office rooms for rent.

The offices of the publisher and the assistant editors will be on the fourth floor, east half. There will be a large assembly room on this floor, too.

The west half of the fourth floor and all of the fifth floor will be divided into offices for rent.

The Tribune is under the direction of: Richard Lloyd-Jones, editor and publisher; William B. Dimon, general manager; Victor Barnett, managing editor, and Cranford Wheeler, associate editor.

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY.

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Humor

STEPHEN LEACOCK
"Ace of Humorists"
Illustrated by Kessler—Once a Week
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

Women's Serials

A MILDRED BARBOUR SERIAL
Becomes a Barbour Habit
Romance, Action, Six Times a Week
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Editor & Publisher's New Schedule of Advertising Rates

(In Effect July 5, 1924)

1. General Advertising

a. Transient rate 60c per agate line (minimum space 14 lines—1 inch).

Full page	672	agate lines	$250.00
Half page	336	" "	125.00
Quarter page	168	" "	70.00
Eighth page	84	" "	45.00
Sixteenth page	42	" "	25.00

b. PREFERRED POSITIONS

Front and back cover rates on application.
Inside front and back covers on application
All other positions 25% extra.

2. Time Contracts a.	Agate Lines	6 insertions within year	12 insertions within year	26 insertions within year	52 insertions within year
Full page	672	$200.00 per insertion	$190.00 per insertion	$165.00 per insertion	$140.00 per insertion
Half page	336	110.00 " "	100.00 " "	95.00 " "	90.00 " "
Quarter page	168	65.00* " "	60.00* " "	55.00* " "	50.00 " "
Eighth page	84	40.00* " "	35.00* " "	30.00* " "	26.00 " "
Sixteenth page	42	20.00* " "	17.00* " "	16.00* " "	13.00 " "

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate but contract is credited for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of the advertiser within the twelve-month period. *Quarter, eighth and sixteenth pages must be on definite copy schedule.

b. Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: an advertiser under contract for twenty-six (26) quarter-pages at $55 per insertion is accorded the privilege of half page at $95 and full page at $165. but such advertisement is to be credited on contract as but one insertion.

c. Rate maker card—52 consecutive insertions minimum space 28 agate lines—net rate 32c per agate line ($8.96) per insertion. Extra space pro rata, thus establishing following rates: ⅛ page, $13.44; ⅛ page, $26.88; ¼ page, $53.76; ½ page, $107.52; 1 page, $215.04.

d. All rebates earned by advertisers using more than contracted space within life of contract, are paid in advertising space to be used within one month after expiration of contract.

e. No contracts are accepted for a period of more than 12 months.

f. No contract will be pre-dated and no rebate will be allowed on transient advertising used prior to signing of contract.

g. Advertisers may discontinue contracts upon written notice of fifteen days and payment shall be made for space used at rate earned by number of insertions covering said space. The EDITOR & PUBLISHER COMPANY reserves the right to cancel contracts at any time upon written notice of fifteen days and rates for space used shall not exceed contract terms.

h. All rates quoted on this card apply to advertising in main section of regular editions only. Rates for advertising in any supplements or special editions will be at publishers' option. Whenever regular card rates are allowed for advertising in a supplement contract advertisers can transfer their space from main section to supplement section **only through special arrangement with Editor & Publisher.**

3. Classified Advertising.

a. Help Wanted..... .06 a word Situation Wanted..... .03 a word
For Sale ..... .06 a word Business Opportunities... .06 a word

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers. c. No discount for frequency of insertion.

4. Reading Notices—(None.)

5. Commissions. Agency terms on application.

6. TERMS. a. All accounts payable net 30 days and subject to sight draft immediately thereafter.
b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before the tenth (10th), provided all previous bills are paid.
c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are not subject to cash discount.
d. Advertising copy prepared by EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements.

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of type page, 9 x 12 inches.
Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 120 line screen.

8. Time Schedule and Miscellaneous.

a. All copy subject to publishers' approval. b. Forms close Thursday.
c. Advertisements must be in office by Wednesday P. M. for current week's issue.
d. Corrections on advertisements may be made up to Thursday noon.
e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, due to failure to return proof in time to make corrections.
f. Failure to furnish new copy on definite insertion contracts will compel use of previous advertisement.
g. Copy for advertisement should be received as early in the week as possible to secure good display and position.
h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

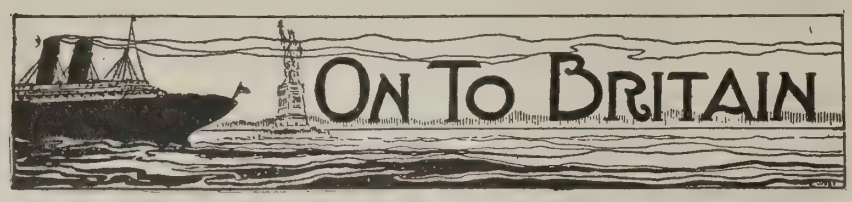
9. Publishing Date—Saturday of each week.

10. Circulation.

a. Member of A. B. C.
b. (June 28, 1924.)
Circulation 7,600.

Period ending	June 30, 1921—4,765		Period ending	Dec. 31, 1922—6,193
" "	Dec. 31, 1921—4,917		" "	June 30, 1923—6,246
" "	June 30, 1922—5,933		" "	Dec. 31, 1923—6,330

11. Subscription Rates—Domestic $4.00. Canada $4.50. Foreign $5.00.



Some items from London, England, that will show how the Advertising and Publishing Men of Great Britain are preparing and building for the Great Advertising Convention in London, in July, 1924.

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

London Office—Hastings House, 10, Norfolk Street, Strand, W. C. 2

(EDITOR'S NOTE—With this week's contribution under the above head, our London Editor completes a work which EDITOR & PUBLISHER believes has made a definite mark on Anglo-American relationships. EDITOR & PUBLISHER takes pride in reminding its readers that it was a pioneer in its recognition of the justice of the claim for "London, 1924" for the A.A.C. of W. Convention, and was the first and only paper on either side of the Atlantic to give for nearly nine months a weekly service of British Convention News-notes. Mr. Ridout will continue his news-service from the British field with the wider aspects of newspaper and advertising interests to draw upon, now that he has concluded the Convention work to which he set his hand.)

Last Moment Notes

These are the last notes it is possible to give before our American delegates set foot upon the Republic and Lancastria enroute to the first International Advertising Convention at Wembley. Incidentally, they are the last notes to appear beneath this heading for with the sailing of those delegates the purpose for which the news feature was originally planned is fulfilled. The writer thanks the numerous correspondents in America and in Europe who have made his work one of pleasure by their kindly comments. 'Nuff sed.

For the first attempt our people on this side are feeling mighty proud of what they've done. Everything's ready, the stage is being set and you boys on the big liners would be well advised to get to bed early the last two nights on board. You'll need that sleep and you'll never regain it once you land in Britain.

Remember you'll probably find yourself fighting an irresistible impluse to sleep for the first few days in Britain. That's climatic. But your British hosts won't let you sleep, so get it while you can.

A litle hint. Don't speak of England or Englishmen if you can avoid it. This makes Scotsmen mad and Irishmen madder. Say "Britain" or "Britons"—not "Britishers."

If you're in doubt about what to do at any time look for a man wearing a badge either of the Thirty Club, Publicity Club or other British organization. And if that should prove fruitless, ask for Andrew Milne—he'll be everywhere.

Remember, you're not out of touch with either side on your ship. For three or four days you can keep on sending wireless letters back home from the ship for a nominal charge if you feel that way.

Don't take too seriously the suggestion that Community Singing at the General Sessions is not scheduled. I fancy our boys are a bit nervous about their voices, but most of them know the following songs:

"Horsey, Keep Your Tail Up,"
"Last Night on the Back Porch,"
"When It's Night Time in Italy,"
"Home in Pasadena,"

and they haven't forgotten "Gallagher and Shean" or "Bananas."

I suppose there is little need to suggest that "Sweet Adeline" be practised on the way over. To hear a couple of thousand lusty American voices in its delivery would be a treat entirely new to European ears.

Somebody's just told me to be sure to mention that "God Bless the Prince of Wales" ought to be practised, too, but I do it diffidently, remembering, however, that when the British delegation were going over it took four of them to remember the words of "The Star Spangled Banner."

Golfers are going to have a good time, for Lord Riddell has promised to provide the famous Walton Heath Course, a thousand dollar trophy, and lavish hospitality. Five trophies are being put up by other publishers also.

A little surprise gift awaits American delegates as they land in the shape of a specially bound wallet edition, in two volumes, of Green's "Short History of the British People." Some thousands are being bound in scarlet, with special title page in gold lettered, and they are the gift of Mr. L. G. Sloan, the British principal of the Waterman Pen Company.

As a passing thought, remember that British advertising men felt they could pay you no greater honor than by arranging for the Advertising Convention sessions to be conducted within the walls of our British Empire Exhibition.

And it's some Exhibition!

America Sees England

Quite the finest product of the magazine maker's art that has ever come to our notice is the issue of the EDITOR & PUBLISHER for June 21 While this is a magazine devoted primarily to the American journalist and his interest, this number of the publication is worthy of being passed on to the general public.

It is a 276-page book published largely in colors and upon special paper. The occasion for it is the sailing of over 2,000 American advertising men and women next week for London where there assembles July 12 to 19 the Associated Advertising Clubs of the world. The book contains page after page of pictures of English scenes familiar in history and story, of reproductions of pages from British newspapers, past and present, of sample advertisements of British products and of portraits of men who are leaders in British journalism and advertising.

The convention is to assemble at Wembley, where the British Empire Exposition is being held. This has been called the "$100,000,000 show." It is said to surpass the greatest of American expositions and although the American public has read little of it in the press the advertising men of the United States who are capable of "telling the world" to the highest degree, are sure to bring back a full account of the empire's resources on display.

The contact between these heralds of business, the advertising men, of both great nations, is sure to yield uncounted good in the way of a better understanding each of the other, out of which cannot fail to come more business and more friendship. British methods in business, in journalism and in advertising are different from American methods. No doubt each will borrow much of good from the other as a result of this first meeting of the Advertising Clubs of the World outside the United States. — *Ashland* (Ky.) *Daily Independent,* June 25, 1924.

Journalists Complete Northwest Tour

Newspapermen from the east and central west have completed a tour of the northwest, which they made as guests of the Great Northern Railway. Among them were J. D. Barnum, publisher of the *Syracuse (N. Y.) Post-Standard;* Frank Crafft, manager of the travel bureau of the *New York American;* E. S. Edmondson, assistant to the publisher of the *Philadelphia North American;* Clark Firestone, assistant editor of the *Cincinnati Star;* Glen Griswold, of the *Chicago Journal of Commerce;* Earl Mushlitz of the *Indianapolis Star,* and Harold Wheeler of the *Boston Traveler.*

SIXTH DAILY FOR EL PASO

Mexican Publisher to Establish El Internacional on July 15

El Paso, Texas, (90,000), principal city on the Mexican border and gateway to west Texas, southern New Mexico and Arizona, will soon have another newspaper. It will then be the only American city of fewer than 250,000 population with a half dozen daily journals.

Jose E. Campos, for six years with Excelsior in Mexico City, Tex., announces that he will begin publishing El Internacional in its own home in El Paso, July 15.

"El Internacional," Senor Campos said, "will be independent in politics. The journal will be of eight pages and sell for five cents a copy. One of its missions will be to create a better understanding between Americans and Mexicans."

Dailies now published in El Paso are: The Times, morning and Sunday; The Herald, noon, afternoon and week-end; The Post, noon and afternoon; La Republica and La Patria, both afternoon.

Other publications in El Paso are: Commercial Recorder, Commercial Review, Live Stock Journal, Labor Advocate and Revista Catolica.

El Paso stands on historic ground. Cabeza de Vaca led his brave but ragged followers there in 1536. El Paso was won by conquest from Mexico in 1836, when Texas was a nation. It was the first trading post and the first settlement in the territory, 265,896 square miles, which is now Texas. The city has the distinction of having doubled its population every ten years in the last 40 years. The geographical location is such that residents already picture El Paso as a city of 150,000 when the census is taken in 1930.

Two Minnesota Dailies Celebrate

The *Fairmont (Minn.) Martin County Sentinel,* which is still running in conjunction with the *Fairmont Daily Sentinel,* was 50 years old July 4. The paper was founded by former Lieut. Gov. Frank A. Day, who has been in continuous service ever since. The *Rochester (Minn.) Daily Bulletin,* has just celebrated its thirty-third birthday. It was started by C. Elliot & Son, both deceased. Glenn S. Witherstine is the present publisher.

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE
enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.
DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

The Deseret News
SALT LAKE CITY, UTAH
Our merchandising and research department is at the service of all national advertisers or agencies at all times.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

LINKS WITH BRITAIN
WILLOUGHBY
JOHN SMITH
Willoughby, seven miles from Louth in Lincolnshire, is a typical village of the marshland, but it is of special interest to Americans as being the birthplace of Capt. John Smith, who has left us the story of his singular adventures including his romantic association with the Virginian Chief's daughter Pocahontas. This Lincolnshire soldier of fortune seems to have had an exciting career and it is boasted in his London memorial that he was "Admiral of New England." The venerable font in which he was baptised and the time-stained parish register in which the event is recorded may still be seen.
London & North Eastern Railway from King's Cross Station, London
Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN
H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

The Greatest Force in British Advertising is
The Times
London, England

When you come to London—
Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.
JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.
JOHN BULL
For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

Vacationists Bring Big Business Into New York State

This is one big section of the United States where the national advertiser does not have to fear the effects of hot weather when he launches his campaign for new business.

What makes the usual dull season is the fact that the greatest part of the population simply pack up and start for vacation lands.

There is no dull summer season in New York State.

A good big percentage of those "vacation lands" are right here in New York State. That means that most of our natives do not leave the boundaries of the State and hundreds of thousands of visitors join us.

There is no need for us to leave for so-called vacation lands in other States. New York State has the seashore, the lakes, the mountains, the forests and the country. New York also has the finest cities in the land, where the people from the farms can enjoy their annual city vacation. If you doubt it just think of New York City, Buffalo, Syracuse, Niagara Falls and other cities which invite tourists and vacationists from everywhere.

We are mighty prosperous in this State, thanks to plenty of work in the factories and good luck in our farming—and our ability to offer such attractions that wealthy visitors cannot resist the temptation to leave a lot of their money with us.

All of us natives and visitors have one habit in common; we read the daily newspaper. We are tempted to buy if the advertisements ring true.

FOLLOW THE VACATIONIST AND SALES WILL FOLLOW YOU. These newspapers are your best aids to marketing in this big State that knows no dull summer season.

	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News .....(E)	18,746	.08	.08
***Albany Knickerbocker Press .....(M)	30,537	.10	.10
***Albany Knickerbocker Press .....(S)	52,354	.13	.13
†††Auburn Citizen .....(E)	6,429	.04	.035
***Batavia Daily News .....(E)	8,728	.04	.04
***Brooklyn Daily Eagle .....(E)	66,079	.22	.22
***Brooklyn Daily Eagle .....(S)	76,284	.22	.22
***Buffalo Courier and Enquirer.....(M&E)	78,058	.18	.18
***Buffalo Courier .....(S)	118,603	.25	.22
***Buffalo Evening News .....(E)	123,852	.25	.25
***Buffalo Evening Times .....(E)	94,043	.18	.18
***Buffalo Sunday Times .....(S)	96,618	.18	.18
†††Corning Evening Leader .....(E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser .....(E&M)	32,915	.11	.11
**Geneva Daily Times .....(E)	5,537	.04	.04
***Glens Falls Post-Star .....(M)	9,065	.035	.035
***Gloversville Leader Republican.....(E)	6,877	.035	.035
***Gloversville Morning Herald .....(M)	5,927	.03	.03
***Ithaca Journal-News .....(E)	7,308	.04	.04
***Jamestown Morning Post .....(M)	10,515	.04	.035
***Middletown Times-Press .....(E)	6,434	.03	.03
***Mount Vernon Daily Argus .....(E)	9,490	.05	.05
†††Newburgh Daily News .....(E)	11,564	.05	.05
New Rochelle Standard-Star .....(E)	7,000	.04	.04
†††The Sun, New York .....(E)	260,026	.60	.54
†††New York Times .....(M)	345,149	.70	.686
†††New York Times .....(S)	576,221	.85	.833
**New York Tribune .....(M)	132,777	.40	.36
**New York Tribune .....(S)	135,846	.40	.36
†††New York World .....(M)	360,908	.595	.58
†††New York World .....(S)	575,672	.595	.58
†††New York Evening World .....(E)	271,114	.595	.58
†††Niagara Falls Gazette .....(E)	17,582	.055	.055
***Port Chester Item .....(E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise.....(E)	12.098	.05	.05
***Rochester Times-Union .....(E)	66,574	.20	.18
†††Syracuse Journal .....(E)	42,103	.14	.14
***Troy Record .....(M&E)	23,568	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

THE title "Introduction to Advertising" sufficiently describes the contents of a new book by Arthur Judson Brewster, head of the department of advertising at Syracuse University and advertising manager of the L. C. Smith & Bros. Typewriter Company, and Herbert Hall Palmer, associate professor of advertising at Syracuse University (A. W. Shaw Company). Doubtless designed primarily as a text-book for classes in advertising, it is such an excellent survey of advertising fundamentals that it can be perused to advantage by those actively engaged in the work. The fact that these fundamentals are so clearly set forth in non-technical language makes the book especially valuable to those who use the newspaper as an advertising medium.

After a general survey of the field, the authors become more practical with their suggestions on how to write advertising and how to display advertising. The next subject to which the authors give attention naturally concerns itself with where to publish advertising. In the section just mentioned, they outline somewhat in detail the special advantages of the various kinds of advertising media. Possibly the two chapters where the authors have made the most distinct contribution to the literature of the subject are those which discuss advertising tests and dealer co-operation. Nowhere, however, have they been more concrete in their suggestions than in the table listing the various appeals which may be used, the type of advertising that is appropriate, and the products that may well be marketed according to the desires or tendencies on the part of the ultimate consumer.

The volume concludes with a chapter on "The Ethics of Advertising." Frankly, the material in this chapter is too jejune not only in subject matter but also in mode of treatment. An honest difference of opinion might well obtain as to whether political advertising is so poor and so unethical as the authors would have the readers believe. Yet on this subject, "Truth in Advertising," much yet remains to be said. Remarkable progress has been made—due, for the most part, to reforms advocated by periodicals devoted to advertising.

The authors, however, have followed one plan that deserves commendation. They have reproduced only a few examples of poor advertising; they have wisely used the space thus saved for models which show how to hit the "bull's eye" of the consumer's pocketbook.

As a text-book for use in classes devoted to advertising the practical exercises will do much to lighten the burdens of the overworked teacher. These exercises, by the way, have already stood the test of being used by the authors in their own classrooms.

* * *

WILL IRWIN, who several years ago published in *Collier's Weekly* a series of articles on American Journalism, prints a postscript to that series in the issue for June 21 under the title, "Newspapers and Canned Thought." In this article he sums up for the lay reader present-day press tendencies and interprets for this reader the statistics which have been published in EDITOR & PUBLISHER. For instance, he says that the "trade statistics compiled each year by the EDITOR & PUBLISHER prove that the movement of the times is toward fewer and bigger newspapers." A little later in the article he again refers to the subject as follows:

> From the sober statistics of THE EDITOR & PUBLISHER the philosophers of the game plucked still another startling fact. On January 1 last 10 per cent of the newspaper circulation of the country was published in combinations—by companies or individuals owning from three to twenty-eight newspapers in various cities.

Mr. Irwin says very little that is new to the working press, but he does bring together some interesting observations which ought to start discussion in the newspaper clubs of the country. The connotation of "canned copy" is given a twist from which some critics of the press will differ. There is another side to this "canned copy" which ought to be considered before a logical deduction can be reached.

Honest doubt may exist about the workings of the law of diminishing returns. By this law the smaller newspaper, according to Mr. Irwin, is sentenced either to amalgamation or to evaporation.

Mr. Irwin, however, fails to distinguish between competition which eliminates the fit and that which eliminates the unfit. In my opinion wonderful opportunities still obtain for the ambitious young publisher—provided he has brains.

* * *

ONE of the longest articles in the *Century Magazine* for July is "Religio Journalistici," by Christopher Morley. Freed from its sacerdotal verbiage, this title means "A Newspaper Man's Reflections on Religion."

The *Century Magazine*, in my opinion, was for a long time a dead one. But under its new editor, Glen Frank, it seems today to be remarkably free from cant, and willing to pick up any live wire that is charging modern public opinion. This article by Mr. Morley, a typical illustration of exactly what I mean, will give the reader numerous shocks—but not enough to do him serious harm.

Mr. Morley's unique point of view between the pulpit and the press can best be described in his own words:

> There is truly some strange analogy between church and press. Whether it is the successful newspaper's taste for making itself clerical in architecture, or the successful church's appetite for front-page controversy; whether it is that they both make the cruelest and deadliest of enemies if annoyed; whether it is that the newspaper carries on the mediaeval church's lust of persecution; or that they both mobilize for war sooner than anyone else; or that both are vehicles of great realities, but vehicles so gorgeously mechanized and ritualed that the passenger has almost been forgotten—whatever the basis of the analogy may be, I am not sure; but I feel it to be there.

An incident that is usually labeled "Live Wire. Keep Away," is thus related by Mr. Morley:

> Here is a wedding party, at which appears the amazing stranger. He seems a man more fascinating, more charming, more utterly delightful, than any that those country folk have ever encountered. They are all very merry, the toasts go round, the wine runs short. But the ruler of the feast, turning to the stranger, says, prettily enough, I think, "With *you* here, water is as good as wine." Some one else takes it up, echoing the sentiment, seeking to add to it. "Right!" he cries. "Our friend here makes the water into wine. Here's to you!" And with friendly applause the gathering ratifies the compliment. One of the servants overhears and carries the incident into the kitchen. How quickly it grows and passes down the village street! "They've got some one in there who's turning water into wine!" Can it be denied that this is the way that human events are reported?

It will be noticed that Mr. Morley prefers to ask a question rather than to make a direct assertion. His question, however, after the shock is over, will keep the brain working for some little time. But the thought that Mr. Morley would doubtless like to leave with the reader is the following:

> Old Doctor Jowett said to Margot Asquith, "You must believe in God in spite of what the clergy say." And truly I don't think that any man who has worked in downtown New York can be much of an atheist.

JOHN W. CUNLIFFE, Director of the Pulitzer School of Journalism, has so many good things in a recent issue of the *Christian Science Monitor* about journalism in general, and journalism as a profession in particular, that I cannot refrain from quoting one paragraph which points out, not only the defects of the modern editor, but also those of the newspaper reader.

> The newspapers that can be accused of offense from the point of view of morality are a very small—almost infinitesimal—minority; what the serious minded—among whom I include myself—complain of is not immorality or indecency, but shallowness, frivolity, trivality, inanity. This is the real fault of the American press, as it is of every other press in a modern industrial democracy. If the American press is worse than the others—which I doubt—it is only because democratic government and the newspaper business are more highly developed here than elsewhere. We still have papers—the *Christian Science Monitor* and others—which an educated man can read with pleasure and profit, and those who are conducting these intelligent organs of public opinion are worthy of high praise. The sad fact is that the majority of mankind is incurably frivolous, and prefers comic strips or sporting news to information or guidance on matters of serious import.

Already a movement can be noticed to get readers not only to take the important news stories more seriously but even to read the text columns for education as well as amusement. I refer to the pamphlets which newspapers themselves are publishing to promote a more intelligent interest in men and matters of moment. Only a week or two ago I reviewed in this Department a pamphlet published for this very purpose by the *New York Times*.

THE pamphlet "How and When to Use Rotogravure," published by the Kimberly-Clark Company of Neenah, Wis., is packed full of information for those concerned with advertisements and advertising literature. After a brief historical resume of rotogravure in America, the pamphlet outlines how rotogravure is printed and offers suggestions for the selection of subjects for illustrations.

Most of the pamphlet, however, is given over to examples of rotogravure advertising. It concludes with a glossary of rotogravure terms.

Ads Increase Business

DES MOINES, Ia., June 28.—E. W. Bowman of the Warren Paper Co., Boston, addressing the Advertising Club this week, said that cutting an industrial plant's appropriation for advertising when business is poor is "like trying to eat an eight-course dinner with a spoon."

"Good advertising makes the volume of business greater and lowers the cost of production," he said.

THE

PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives

(New Jersey Newspapers Exclusively)

New York Chicago Newark

If You Live In a Factory City

Here is an idea which may enable you to sell a weekly page of advertising for the next twenty weeks.

If there are many foreign speaking people employed in factories in the territory in which your paper circulates, it is probable that the employers of this labor will be glad to have the ideas of Christianity presented to workers in their native tongue.

Set a page ad with generous display, giving some principle of Christianity. Have this same matter translated into Polish, Italian and Hungarian (or other tongues) in smaller type near the bottom of the page for the benefit of workers from those countries. At the bottom put the list of manufacturers and jobbers who pay for the space. Plan a campaign of twenty weeks and sell the page on a pro-rata basis. You might also arrange to have this page printed on tag board stock and tacked up on bulletin boards in the factories.

The churches and all religious organizations in town will back your efforts. In some towns, manufacturers have been enthusiastic over the thing. It is worth trying.

Copy for such a series can be selected from the 52 ads, offered as Series No. 3 by this Department. The price is extremely nominal. Proofs will be sent without obligation upon application to Herbert H. Smith, Witherspoon Building, Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



H. M. ROBERTS—Goodnatured and Hard-Hitting

AN engineering education and experience plus training in salesmanship equals a good business manager for a metropolitan newspaper.

Witness H. M. Roberts, business manager of the *New York American.*

But this somewhat bluff, goodnatured, hard-hitting newspaper maker who rose at whirlwind pace to his present position from classified advertising solicitor in 8 years, is of the opinion that one glaring fault of the newspaper world is the fact that little or no attention is paid to the training of its personnel, particularly on the business side.

Given the grit, determination, and educational background of a Roberts, and a newspaper neophyte will rise with the certainty of cream to the top of his profession.

This, however, to Roberts' mind, is altogether a too haphazard and inefficient process. A man, he believes, should receive thorough training from the profession he has adopted.

"The average person beginning at the bottom of the ladder on the business side of a newspaper does not know how a newspaper is printed," Roberts pointed out.

"He cannot tell a prospective advertiser even so simple a matter as that an engraving reproduces better than a flat stereotype plate.

"It seems to me then it would be a mighty good thing for a newspaper to take its newly employed advertising solicitors in classes of 10 and put them through the whole newspaper publishing mill. It would take about month for each class to do this.

"Let them start in the composing room to receive instruction from the composing room foreman. There they could watch the news come in, see it made up, and from there they could follow the paper through the stereotype department, the press room and out into the street, receiving instructions from the head of each department.

"Some time should be spent in the circulation department so that the young advertising salesman could find out where his newspaper circulates and how.

"After a month's training on the mechanical end of a newspaper, the salesman should possess full knowledge of how the newspaper is printed. He would be equipped to answer authoritatively the many mechanical questions, which prospective advertisers are bound to ask him."

But, after all, the would-be newspaper executive put through a course of training as mapped out by the business manager of the American would, perhaps, be robbed of much of the adventure which has followed the career of H. M. Roberts since he entered newspaper work in 1918.

Graduated from Yale with the Class of 1905, Roberts had specialized in the study of engineering. His first position was in the engineering department of the New York Telephone Company. Remaining with this concern 6 years, he resigned to do bigger engineering work with the firm of James Stewart & Co., general contractors.

In 1914, with splendid engineering experience behind him, Roberts took up the second phase of his training which was to fit him for metropolitan newspaper work, the selling game. He became assistant sales manager of the Edison Storage Battery Company, and began travelling through Canada and the United States. He closed many large and difficult contracts.

By 1916, he was thoroughly prepared to begin at the bottom of newspaper work. He became classified advertising solicitor on the *New York American.*

In this department, Roberts first met that wall of indifference which men are so apt to come up against in newspaper work. He was given a pamphlet to study, explaining the mystery of agate lines and a few other fundamental points necessary for a newspaper advertising salesman. But no one in the office had either time or inclination to give him practical personal instruction.

Roberts made up his mind he would get this instruction. He took a classified telephone directory and hunted up the name of an advertising agency. He happened to pick out the Brown Advertising Agency, and, going direct to the head of that concern, he promised to get him an account if he would teach him the fundamentals of advertising. Roberts made good his promise, and the head of the agency took pains to give him real practical advice in the selling of advertising.

Having thoroughly mastered the classified side, Roberts decided his next step should be in display advertising. A. C. Woodward had just been appointed local advertising manager of the American.

Roberts made it a point to go to Woodward's office every morning and sell himself to that executive as a advertising salesman. Soon he succeeded, and was transferred to the larger field of display advertising. In 1918, Woodward left the American for the *New York Tribune,* and Roberts was promoted to his position. On Aug. 6, 1922, he had so demonstrated his ability as an executive, that he was made business manager of the American, in charge of the mechanical operations of the American and the Journal.

Roberts is also president of the Efficient Trucking Corporation, which now controls 76 trucks for transportation of roll paper and newspaper delivery. He is also president of the Newspaper Delivery Corporation, which handles the delivery of the American and the Journal, and is eastern vice-president of Hearst Publications, Inc.

Illinois

Is the KEY to the Mid-West Market

ILLINOIS is a state of industry, agriculture and wealth.

This market outranks all other states in the combined value of manufactured products and value of all farm property.

Eighty-nine per cent of the land area of Illinois is in farms and over eighty-five per cent is improved farm lands.

The fertility of the soil has caused the state to rank, for many years, as one of the nation's leaders in value of agricultural properties and the gross annual receipts of its agricultural products.

As an industrial state it ranks third, having 18,594 factories, of which the value of products exceeds $5,400,000,000 annually.

If manufacturers put their products into the homes of Illinois people with success, it will mean that an appreciable influence of that success will radiate North, South, East and West. Illinois is the key to the midwest market.

Every successful advertising campaign in Illinois depends upon these daily newspapers.

In this list of Illinois newspapers National Advertisers get both quantity of circulation and quality of circulation—a winning combination.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News .....(E)	16,982	.06	.06
†††Chicago Herald & Examiner.(M)	335,747	.55	.55
†††Chicago Herald & Examiner.(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal.....(E)	120,449	.26	.24
***La Salle Tribune .....(E)	3,162	.025	.025
***Moline Dispatch .....(E)	10,569	.045	.045
***Peoria Star—(E) 29,102....(S)	21,733	.075	.06
***Rock Island Argus .....(E)	10,513	.045	.045
***Sterling Gazette .....(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

WHAT OUR READERS SAY

Improving News Writing

To Editor & Publisher:—It is to be hoped that you will have opportunities to continue making concrete suggestions for the betterment of the press such as is to be found in your editorial on "Specialization." This is a constructive proposal quite in harmony with Prof Bleyer's contention that the outstanding need of American newspapers is adequately trained reporters—which means, of course, men trained not in the technique of "getting a story" but in the intellectual capacity of understanding what they are writing about and of appreciating its significance. Outside the spheres of politics, legislation and finance it can probably be demonstrated that American reporting has declined in accuracy and authority in the past 20 years.

H. L. Mencken, in a recent signed article in the Baltimore Evening Sun, makes a slashing but scarcely exaggerated attack on contemporary newspaper standards. It is to be regretted that Mr. Mencken does not oftener drop the entertaining, if irritating role of enfant terrible and employ the sober and sincere analysis displayed here. But I think that he erred in blaming the men entering the profession for this deterioration. If the men entering the profession today have not the ability and high purpose of the older journalists, the system must be at fault somewhere. Certainly the system, and not the individual reporter, must be held accountable when the principal Boston morning newspaper in reply to a remonstrance, condones the selection—and as it happens, misquotation and partial misrepresentation—of a single striking and incidental remark in a long and serious speech and publication of such as a report of the speech.

I undertake no diagnosis and offer no remedy. Casper S. Yost, of the St. Louis Globe-Democrat, in his book "The Principles of Journalism," tells us that in the publication of "human interest" news the "privilege and responsibility of journalism" are most abused. If this is true, perhaps a sharper line can be drawn between news writing and imitation of the short story. The work of journalism requires its own thorough preparation, whether derived from educational institutions or from experience, and should be an end in itself. It should not be regarded as a convenient stepping-stone to the commercial production of short stories or scenarios.

E. N. Jenckes, Jr.
Springfield, Mass.

"Great Stuff"

To Editor & Publisher:
I left the office yesterday afternoon determined to get to bed early for a somewhat needed sleep.

"Foolishly?" I picked up the International issue of Editor & Publisher founded on the London Ad Club convention, consequently turned out the lights about 1:30 this morning.

I do want to say in sincerity that this is one of the most creditable presentations of a special problem that I have ever noted anywhere—I don't know which registered foremost in my mind—the overseas welcome or the Texas bid. Great stuff.

Your entire staff is indeed deserving of real congratulations. They surely have mine.

Cordially yours,
A. G. Newmyer, President, S. N. P. A.

Eclipses All Others

To Editor & Publisher:
After spending several hours going over your On-to-Britain edition I had hard work to keep from grabbing a suitcase and rushing to New York to get on a boat. You have published wonderful editions in the past but this eclipses them all. Congratulations and more power to you.

E. P. Adler,
Davenport, Iowa.

"A Remarkable Issue"

To Editor & Publisher:
I have been looking over the June 21st edition of Editor & Publisher, being the number having special reference to the convention of the Associated Advertising Publishers of the World in England.

This is a most remarkable issue, and one of which you may well be proud.

Permit me to compliment you and your associates upon its production.

With kindest regards, I am,
Yours very truly,
Mergenthaler Linotype Company,
Norman Dodge, General Manager.

"Sparkled with Information"

To Editor & Publisher:
Just a word to say that I recognize that the "On-to-Britain" number of Editor & Publisher was a gem in all respects.

Its 276 pages, from cover to cover, sparkled with valuable information and intelligent expression. And best of all it was directed in the interest of newspapers and newspaper advertising.

This number is only an aditional indication that you deserve the earnest and and substantial support of the newspaper fraternity.

Sincerely yours,
M. S. Linn,
General Manager,
S. C. Beckwith Special Agency.

"Proud of It"

To Editor & Publisher:
I am in receipt of the "On-to-Britain", Texas next number. I had this number for our "On-to-Britain" meeting of our club, which was held yesterday, and it would have done you good to have seen the wonderful interest taken in it. We are all so very proud of it, and know what a big hit it is making for our city and our State.

With all good wishes,
William S. Patton,
Vice-President, Advertising Association of Texas.

Promotes Good Will

To Editor & Publisher:
Please accept our hearty congratulations upon the wonderful "On-to-Britain" edition of Editor & Publisher.

It is an achievement of the first magnitude in the trade journal field and will unquestionably prove a real factor in promoting the spirit of good will between the advertising and publishing interests of the two countries.

Sincerely yours,
Johnson, Read & Company,
Carl P. Johnson, President.

"Hard Work Necessary"

To Editor & Publisher:
Your "On-to-Britain" issue is so remarkable that I must stop to send you congratulations. The more I look through it the more amazed I am and knowing something about the publication of editions of this kind, I am in a position to realize the great amount of hard work that was necessary to bring this edition to such a complete success.

Earnestly yours,
Harvey R. Young,
Manager of Advertising.
Columbus (O.) Dispatch.

In New Orleans it's THE ITEM

"Significant"

Editor & Publisher:
Permit me to congratulate you on the On-to-Britain number of Editor & Publisher which has just arrived. It is an amazing achievement and should do much to bring the convention to the attention of the publishing world. Who can doubt the significance of the international conference with such an edition of facts and good will at hand? It establishes a place for itself for many years to come among the most effective journalistic and advertising editions of class publications.

Lawrence W. Murphy,
University of North Dakota,
Grand Forks, North Dakota.

"Remarkable Achievement"

To Editor & Publisher:
Let me congratulate you upon the wonderful "On-to-Britain" number of Editor & Publisher. It is a remarkable achievement and the entire editorial force deserves all the praise which I know has been showered upon it.

Yours very truly,
Audit Bureau of Circulations
Stanley Clague, Managing Director.

True Appreciation

To Editor & Publisher:
I am going to wait until I come to New York in person to thank the Editor & Publisher staff for the co-operation and favors extended to our Club and Texas in getting up this edition. Editor & Publisher has certainly won an everlasting place in the hearts of Journalism of Texas.

Paul L. Wakefield,
Houston Chronicle

"A Wonder"

To Editor & Publisher:
I have just finished reading your "On-to-Britain" number and it is a wonder. On its great success I want to congratulate you.

Sincerely yours,
J. M. Stephenson,
Publisher, South Bend News-Times

"It's a Whale"

To Editor & Publisher:
Congratulations on your "On-to-Britain" number. It's a whale.

Fraternally,
J. C. Brimblecom,
Newton (Mass.) Graphic.

DETROIT TIMES
Over 200,000 DAILY
Over 250,000 SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation.....118,000
Sunday Circulation...175,000
Member A. B. C.

Attractive and Comprehensive

To Editor & Publisher:
Your "On-to-Britain" number is certainly a monumental issue and convincing evidence of intelligent work by an unusual organization. I want to congratulate you for the attractive comprehensive way in which it was gotten up.

Geo. M. Burbach
St. Louis Post-Dispatch

Ancient Stones in Tribune Walls

Stones from a dozen world-famous buildings will be incorporated in the Tribune Tower, new home of the *Chicago Tribune*. They have been collected by various Tribune correspondents. Among the buildings to be represented are Hamlet's castle, Elsinore, Denmark; the Old Chapel, Yale University, Westminister Abbey; Notre Dame Cathedral; the Great Wall of China; the Taj Mahal, India; and Edinburgh Castle.

first!
—in daily circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

The Cleveland Plain Dealer *regularly* carries as much National advertising lineage as ALL other Cleveland newspapers COMBINED.
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
John B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

STORY OF DEMOCRATIC CONVENTION

(*Continued from page 9*)

Tommy Gammack of the *New York Sun* and Harry Nicholas, of the *New York Daily News*, distinguished themselves as catcher and pitcher respectively on the New York Newspaper Club's unbeaten team, which last Sunday increased its string of victories when it defeated a team of visiting political reporters and artists by the score of 7 to 1 at the Yankee Stadium. After the game the players were guests of Col. Jacob Ruppert, owner of the Yankees, at a buffet luncheon. The same teams will play again July 6.

J. F. Nathan, general superintendent at the Garden for Western Union, told EDITOR & PUBLISHER on Monday that the press dispatches sent out from this convention represent the largest volume of any convention in his memory. Two hundred wires were kept busy 24 hours a day at the temporary office in the Garden basement.

The *Brooklyn Eagle* complained that the demonstration following Franklin D. Roosevelt's speech nominating Gov. Smith was so vociferous it broke one tube in the newspaper's radio.

J. P. O'Furey, publisher of the *Hartington (Neb.) Cedar County News*, one of the country's leading weekly newspapers, demonstrated to the world during the recent political Conventions how he stands with his constituents.

Mr. O'Furey went to the Republican National Convention at Cleveland as a Sergeant-at-Arms and he came to the Democratic National Convention at Madison Square Garden as a member of the Nebraska delegation. He is famous for the editorial brilliance and commercial success of a weekly newspaper published in a rural community. The Cedar County News has the appearance of a prosperous daily. Its proprietor received his initial training in newspaper work on the Cleveland Press.

At EDITOR & PUBLISHER office this week, Mr. O'Furey said: "Every experience in life adds to the equipment of a newspaper man. I have been reporter, labor editor, sub-editor, circulation manager, editor and publisher and once I took an excursion into trade and learned the fascinating story of merchandising supported by advertising. Eastern people, I find, are not familiar with power and usefulness of the weekly newspaper, still the backbone of our national structure. You know there are some States where the daily newspapers are very scarce, the people almost wholly depending upon the weekly for general information. Some of the weekly newspapers are highly prosperous. Personally, I would much rather operate a weekly than a daily. I can make it more effective and have greater source of satisfaction. A good weekly will make more money than the average small town daily. There are, of course, complexities in small town journalism, but to a fellow who is trying his best to serve his community, with both interest for the mind and heart, there is an extraordinarily happy life experience. Whether you are in the country, or the big city, however, we take out what we put in."

W. J. Conners, owner of the *Buffalo Courier* and *Enquirer*, left the convention early to be in Florida July 4 for the opening of his new trans-state toll highway. He was accompanied by John J. Meegan, former promotion manager of his Buffalo newspapers.

Reuters Limited, British news distributing agency, covered the convention well, having 3 men on the job most of the time under the direction of Douglas Williams, general manager in the United States. Assisting Williams were T. A. Dixon, George Simonson, and John Miller.

The dean of the Florida delegation was T. J. Appleyard, of Tallahassee, president of the Florida Press Association. He is 74, and this was the eighth consecutive convention he had attended as a delegate from his state.

OFF FOR WEMBLEY

(*Continued from page 5*)

of Albert Frank & Co.; John Howie Wright, editor of *Postage;* F. G. Elder of Day-Elder Motors; George R. Katz of the Special Advertising Agency; Jack Green, winner of Exposition essay contest.

A. E. Hurst, general manager of the Dry Goods Economist; William A. Baker, secretary of the Frank Presbrey Company; Sheldon R. Coons, advertising director of Gimbel Bros.; O. J. Elder of the McFadden publications; Dr. A. R. Gardner of the Waterbury Dental Company; M. P. Gould of the M. P. Gould Advertising Company.

George E. Harris, president of the Dauchy Company; F. C. Kendall, editor of *Advertising and Selling Fortnightly*; H. J. Ketcham, general agent of the London and North Eastern Railroad; Clarence B. Lovell of Outdoor Advertising; Ralph R. Mulligan, newspaper reporter; William J. Pape, of the *Waterbury (Conn.) American Republican;* Frederick J. Pope, of the Pope Publishing Corporation.

Whenever your staff needs strengthening, a Help Wanted Ad will do the trick.

Get the Classified Habit

Economical Efficient

More than a million daily readers — responsive to advertising.

NEW YORK EVENING JOURNAL

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

1st in Output of Natural Gas
2nd in Coal Production
2nd in Mineral Wealth
8th in Oil Production
27th in Population
40th in Area

West Virginia
Has Power to Buy

Fuel minerals flow out of West Virginia in a steady stream, and gold—gold to spend for the things that make life worth while—flows back in.

The three most necessary minerals to industry—coal, petroleum and gas—comprise more than 90% of the state's mineral output.

The other industries are relatively small, but both the limestone and sandstone quarrying industries in West Virginia are important in that they furnish a large share of the country's supply used in manufacturing.

The mining and quarrying of these West Virginia products call for the employment of men of experience and training who command high wages. High wages mean a similar height of buying power.

The merchandising and advertising departments of the following newspapers will surprise you with details regarding marketing possibilities.

Be convinced; write these dailies for further information.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,067	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,075	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

SELLING ECONOMICS COURSE TO PUBLIC INCREASED BUSINESS 600 PER CENT

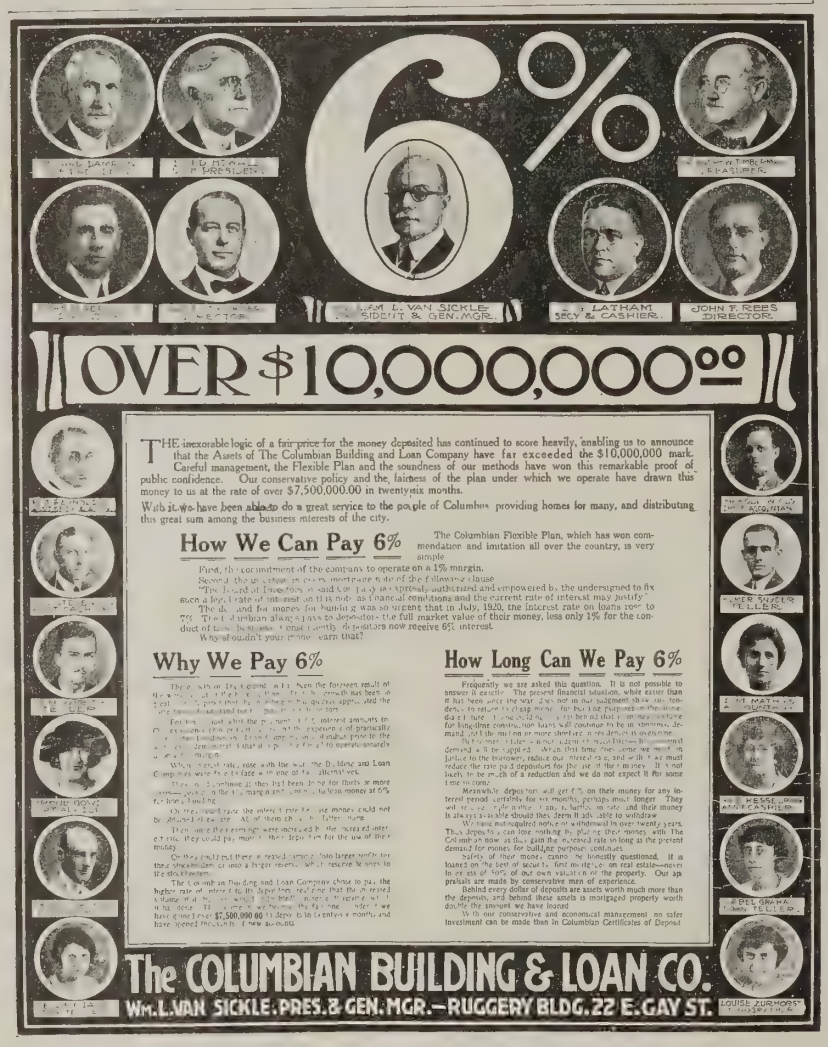
(*Continued from page* 14)

the public confidence by constant education.

Advertising was given that job, on the ground that a good thing is of little value to a community unless the community has knowledge of it. The local newspapers have been used in space from 40 lines to a full page almost daily from the start of the new plan; in addition, outside newspapers in surrounding territory (in all, about 25 within a radius of 50 miles of Columbus) have been used, although loans are made only on property in volume of our business, we can and do conduct our business on a margin of 1 per cent. During the first six months of this year we paid all legitimate operating expenses and placed over $53,000 in our surplus account on a 1 per cent margin.

"Because of our conservative management, we have had no losses of any kind, consequently not a single dollar was taken out of this fund.

"In view of all these facts, woud we not be profiteering were we to charge our depositors more than 1 per cent for investing and guaranteeing their money? Depositors in a great many other building and loan associations throughout the state of Ohio receive 6 per cent. Are you not entitled to the same rate?"



Striking piece of educational copy in limited space

Franklin County. The Butler Advertising Company places the copy.

The public in general has a rather hazy notion of economics. Much of the copy has clearly and simply taught economic fundamentals and just how they work. For instance, one advertisement showed a picture of a home and the heading, "Selling Your Money," with this copy below:

"Your money is a commodity to be sold for the use of other people. The rate at which you sell determines your income from it.

"But it must be secured. The soundness of the security offered often determines the rate of interest.

"Where absolute security is obtained, 6 per cent is a fair market value for the use of your money.

"We accept deposits at 6 per cent interest and offer as a security the record of over thirty years' success and the good faith of this institution, with over $18,000,000 assets, backed by first mortgages on real estate conservatively worth double the amount of our deposits.

"Nothing could be safer, and your money left here will earn you 6 per cent without risk or trouble on your part."

Another advertisement is entitled, "If We Listen to the Voice of Conscience." It states:

"Can we pay our depositors less than 6 per cent? The demand for money for home building and home buying is now much greater than the supply.

"Hundreds of prospective home-owners are anxious to procure loans at 7 per cent, and will secure these loans by first mortgages on homes at not to exceed one-half their value.

"Because of economical management and the

Much of the advertising carries Mr. Van Sickle's signature to give it a personal flavor. Open letters to the public and questions-and-answer copy have brought very pleasing results. A booklet, "The Value of Your Money," in which Mr. Van Sickle answers the queries of an imaginary lawyer about the plan, has been an effective form of sales ammunition.

Because of years of standing in the community, the local response was immediate. It took longer to draw business from outside, but with the very persistence of the advertising that phase has developed steadily. The featuring of the plan has not scored a hit with competitors, but it has come to the attention of building and loan experts elsewhere and received much interest and praise.

Results talk. From assets totaling slightly over two and a half million at the inauguration of the basic new idea, plus advertising, July 1, 1920, growth was rapid. The company's 65th semi-annual statement just three years later showed total assets of $15,888,270.13, a gain of above 490 per cent! Since then, the growth has continued so that, with assets above $18,000,000, the company's business has actually sextupled. Depositors have increased by many thousands.

The Columbian Building & Loan Company has had the satisfaction of providing capital for over half the home building in Franklin County. It has enabled many to become owners of homes who, otherwise, could not have done so. It has attracted for a useful purpose savings which in many cases doubtless would have gone into wild-cat stock flotations.

"In most companies, the advertising is delegated to a subordinate, but I am of the opinion that the general manager of any institution can render no greater service to his company than by giving the advertising personal attention because, to a very great extent, the success of every business depends upon effective advertising," Mr. Van Sickle declared. "Had we not carried on educational advertising, our 'happy thought' would have been worth little and, instead of increasing our depositors by the thousands and our assets by the millions, we probably would have had a few hundred new accounts, with a comparatively small increase in assets."

Many a long-established business, which is content to jog along in a rut, might, through courage, vision and the right foundation idea, make sales history. That idea, however, cannot be "half-baked" and theoretical. It must be basic and sound and it may effect the whole plan.

But if the idea is right and all elements which enter into it are sound for all concerned, newspaper advertising often can play a truly all-star part in placing the "happy thought" upon a dividend-paying basis.

STRIKE PAPER ISSUED

Former Employees of Post-Intelligencer Scatter Paper Attacking Owners

As a startling stroke in the feud between the *Seattle (Wash.) Post-Intelligencer* and its former employees in the printing department, arising from the strike which began, May 31, when almost 100 stereotypers, composing room men and mailers walked out of the *Post-Intelligencer* office, 200,000 copies of Volume 1, Number 1, of the *"Seattle Strike-Intelligencer"* were issued, June 22, and circulated throughout the Northwest.

The 4-page sheet, made up in the accepted style of the *Post-Intelligencer*, was filled with denunciatory, bitter, satirical comment, several of the articles signed by Northwest editors, on the contents and make-up of Hearst's Seattle paper. It was written, edited, and printers by the strikers. The "P. I." issued a brief statement to the public showing its service was intact.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives
FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago — General Motors Bldg. Detroit

There is no unemployment in

PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York — 5 So. Wabash Ave. Chicago

Greatest Gain

In June, The Sun again led all New York evening newspapers in advertising gains as it has for many successive months—a continuing tribute to the largest high-class circulation attained by any evening newspaper in New York—the world's Greatest market.

NET PAID CIRCULATION
More Than 250,000 Daily

The Sun

280 Broadway — New York

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLERS



CANNING season in full blast. Cans and all the fixings.

There are 47 varieties of apparatus..

There are such patent processes as "pectin."

The grocer who makes a bargain offer of 50 pounds of sugar at cost, with a $10.00 purchase, would have something to advertise.

Decorations for lawn parties, such as Chinese and Japanese lanterns, oil paper parasols and umbrellas, colored electric bulbs and flags.

Lotions for sunburn and freckles.

It is a remarkably backward Summer, upsetting trade in many directions. From these adverse winds some good may blow to newspapers that locate trade vessels in distress and tow them into port.

ADVERTISEMENTS of building contractors rarely appear in newspapers, yet they are dependent for business to a great extent on local trade. While they may not agree to individual campaigns, one newspaper found them responsive to a bid for a general campaign with weekly (generally Sunday) half-page advertisements signed by the contributors.—Bert A. Teeters, Lock Box 295, Springfield, Ohio.

Here's a good circulation stunt. Analyze your city, block by block. Find out how many families there are in each block and how many papers you distribute in each block. What is the average coverage for each block? Which blocks in the city are below the average. When you have found the answer to this question go after the slacker blocks hard in order to bring them up to what they should be. In this way your circulation efforts will be directed to the places where they will do the most good.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"A Lesson in Economy." Feature all kinds of repair "ads," from automobiles to watches. Why buy new when the old can be repaired, thus saving a considerable amount of money, which is actually the first lesson in economy. A live "ad" man with imagination can create something worth while for his paper by using the foregoing idea as a basis to begin with.—George C. Marcley, *Republican-Journal,* Ogdensburg, N. Y.

Full-page comic feature mats for eight-column newspapers usually come with trip borders at both sides and the bottom. Cut off these borders and you have a full-column space to sell on one side and a space to sell at the bottom. The excellent position will appeal to advertisers.—F. M. Tenney, *Great Falls (Mont.) Leader.*

Each week-end there will be a great number of people in your city play tennis. They will need new equipment—new tennis shoes, new tennis balls, new rackets, etc. It would, therefore, be a splendid idea for your paper to group together on a Friday a number of local concerns handling tennis equipment and get them to run advetrisements in this space urging week-end golf players to get their goods from them.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

People are slow paying grocery bills, despite the fact that edibles are essential. There rests an opportunity for a constructive co-operative campaign paid for by local grocers and run in display space with an attractive mounting. Make the copy short.—John Lewis Shissler, *Times and Commercial,* Cleveland.

A person's diet in the Summer-time should be different than his diet in the Winter, physicians say. Get an interview with some dietitian of authority in your city and on the basis of this story you should get advertisements from vegetable markets, groceries, ice-cream companies, restaurants, and other firms dealing in foods, to complete the page. Get up advance proofs of the story, and arm your advertising solicitors with this weapon—they will find that it conquers pocketbooks easily.—David Resnick, *St. Louis Times.*

In EDITOR & PUBLISHER, recently, I saw how an advertiser may use the weather report in connection with his advertising. We have a local furniture store that runs a single column, three-inch "ad" each day, featuring new arrivals and seasonable goods. Below his signature, he gives the weather report, and also the "top" on the hog market. Many farmers turn to his "ad" at once and get this information without rummaging through the full market report on another page. This idea may start a regular advertiser for you. —Donald O. Ross, *Washington (Iowa) Democrat.*

Warn Against "Schools"

Hundreds of persons of limited means are enrolled each year in so-called civil-service schools, under the erroneous impression that they will receive lucrative positions in the government service upon the completion of a course, the success of which is "guaranteed." The U. S. Civil Service Commission and National Vigilance Committee have issued a warning against coaching courses for government positions, denying that any "school" of this kind has any connection with any branch of the government and declaring that "no school can give advance information regarding examination questions."

Beach City, O., to Have Weekly

At a special meeting recently of the Beach City (O.) Business Men's Association it was announced that a weekly newspaper would be established in that town soon. William Gilbert, who recently purchased the *Baltic American* from George B. Chase announced he would establish the new paper.

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

FOLKS WORTH KNOWING

ONE of the last things King George of Greece did before he was forced from the throne was to bestow a medal upon Carl T. Robertson, associate editor, *Cleveland Plain Dealer,* because of his "conspicuous services in bringing the true facts about Greece before the American public."



CARL T. ROBERTSON

The medal was sent to Cleveland while Mr. Robertson was abroad the schooner "Blossom," on a 3 years' cruise in the South Atlantic in behalf of the Cleveland Museum of Natural History. Mr. Robertson started on the cruise as naturalist for the museum but was taken ill with tropical fever and had to abandon the trip at the Cape Verde Islands.

Upon his return home he contributed a series of articles on the results of the trip and these were printed in the Plain Dealer and syndicated in other newspapers.

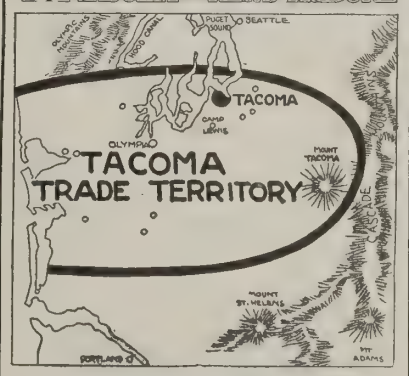
Two years ago he explored a new section of the Mammoth Cave, Ky., and his discoveries received wide attention. Mr. Robertson is a nature student and his "days off" are usually spent in tramps about the country in studying birds, flowers and plants.

The medal conferred by the King of Greece is a Maltese Cross, surrounded by a laurel wreath. The certificate bears the following:

"George II, King of the Hellenes, grants to Mr. Carl T. Robertson, Journalist, the Silver Cross of the Chevaliers of the Commandery of the Redeemer and we grant to him as evidence this certificate, signed by us and countersigned by our Secretary of State."

Jean Iliakis, former journalist and governor of Macedonia, recommended that Robertson be presented with the medal.

THE TACOMA NEWS TRIBUNE



Frank S. Baker — President
Charles B. Welch — Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
11 Spruce St., New York

Suit Against R. I. Daily Postponed

Trial of the suit instituted by Wayne H. Whitman, former town solicitor of Coventry, R. I., against the Hope Publishing Company, publishers of the *Providence (R. I.) Evening News,* and John A. Hennessy, former editor of that newspaper, was set down for the first jury day of the October session by Judge Edward Blodgett in the Kent County Superior Court at East Greenwich, R. I., on June 27. Mr. Whitman through his attorneys, brought suit against the publishing company, and Mr. Hennessy some time ago for $10,000 in each case, as the result of the publication by the Providence News on February 26 of an article in which the automobile registration of Mr. Whitman was alleged to have been printed in connection with the account of a meeting of the Ku Klux Klan at Coventry.

Send $4.00 today for EDITOR & PUBLISHER for one year.

Our Features:

Samuel G. Blythe
Irvin S. Cobb
R. L. Goldberg
Ed Hughes
O. O. McIntyr
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

FOX AND HOUND RACE BROUGHT TO DATE

Fox a Balloon, Hound an Automobile —How Detroit Free Press Entertained the City on Sunday— New Stunt

What is declared to have been the first "Aerial Fox and Hound" race ever held in this country was staged June 22 by the *Detroit Free Press.*

Three free gas balloons, as the "Foxes," inflated with coal gas through courtesy of the Ford Motor Company, ascended from Detroit at intervals of 30 minutes. Automobiles, previously registered at the office of the paper, were the "Hounds." The Free Press gave as prizes to the first, second and third "Hounds" to reach the landing places of the balloons they were pursuing and present their registration cards to The Free Press representative in the basket. The prizes were $50.00 for the first, $30.00 for the second and $20.00 for the third. This meant dividing $100.00 between the three winners at each balloon, $300.00 in all.

The exact time and place of the ascensions were withheld in the preliminary publicity until the day of the race.

The pilots also were engaged in a contest entirely separate from that of the "Hounds." They were allowed to mark on a map the spot at which they believed they would land, after considering the wind and other weather conditions. Destinations for all balloons were selected within a distrance of not to exceed 60 miles from Detroit. Then the maps were folded and shuffled, and the pilots each drew a map. It happened that none of them drew the map he had marked, and so had to seek to land at a strange point. The one landing nearest his assigned destination won.

Great interest was manifested in the race. It drew automobiles of every type. At the landing place of Balloon Number 1, 18 miles from Detroit, two Fords were first and second and a Fiat was third. A Rolls Royce was entered and a Cadillac was one of the winners. Speed was not a consideration, but the "Hound" with the best judgment of the direction to be followed, and the roads that would enable him to follow that course, was the winner. The interest in the race on the part of the automobilists was not confined to the hundreds who registered their cars. Thousands of others, out on Sunday afternoon for a drive, followed the balloons and evinced great interest. The winner at Balloon Number 2 was a former member of Balloon Company 45 in the A. E. F.

In the exceedingly heavy traffic of Sunday afternoon, not an accident happened that was in connection with the race.

The race was refereed by Ralph H. Upson, internationally famous balloonist, and was sanctioned and approved by the National Aeronautic Association. A Free Press representative in each balloon determined which "Hound" was first, second and third to present his registration card at the basket when the balloon landed.

E. R. Hatton, Circulation Manager, and C. E. Planck, Reporter, staged the race for the Free Press.

INTERNATIONAL PAPER COMPANY

New York, June 25, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable July 15th, 1924, to preferred stockholders of record at the close of business July 7th, 1924.

OWEN SHEPHERD, Treasurer.

LIVE ADVERTISING SOLICITORS WANTED IN EVERY LARGE CITY

Internationally known trade publication—leader in its field—appointing advertising representative in principal cities of United States, desires to get in touch with dependable creators of new accounts.

Extent of territory for each representative will depend upon service rendered and prospects in each locality.

Commission basis.

Opportunity for "live wires." Write full particulars—(if special representative, give present list)—territory desired and service you can render.

If applicant is a solicitor on local newspaper, he must give details of experience and business connections because no such applicant will be considered without approval of present employer.

All correspondence treated confidentially.

Address
Box B576, Editor & Publisher

SUPPLIES & EQUIPMENT
For Newspaper Making

USED NEWSPAPER PRESSES

Goss Two Deck Press, prints up to 16 pages.
Scott Three Deck Press, prints up to 24 pages.
Goss Three Deck Press, prints up to 24 pages.
Goss Four Deck Press, prints up to 32 pages.
Hoe Quadruple Press, prints up to 32 pages in color if desired.
Scott Color Sextuple Press, prints up to 48 pages, has color fountains for newspaper supplements.
Scott Octuple Press, prints and folds up to 64 pages, inset or collected as desired.

WRITE FOR PRICE ON PRESS INTERESTS YOU.

WALTER SCOTT & CO.
Plainfield, New Jersey U. S. A.
New York: 1457 Broadway
Chicago: Monadnock Block

Printing Machinery Erecting
and adjustments. Duplex, Comet, Rotaries, etc. Practical pressman. Factory references. Junius F. Browne, Anderson, South Carolina.

For Sale.
Eight page Cox Duplex angle bar drive Printing Press. Prints 4, 6 or 8 pages. In first class condition. Can be seen running. Bargain to quick buyer. High Point Enterprise, High Point, N. C.

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

R. Hoe & Co.

We offer for sale at very low price and available for immediate delivery the following:

TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.

Full particulars furnished on request.

504-520 Grand Street
New York City

No. 7 Water St. Boston, Mass. 7 South Dearborn St. Chicago, Ill.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

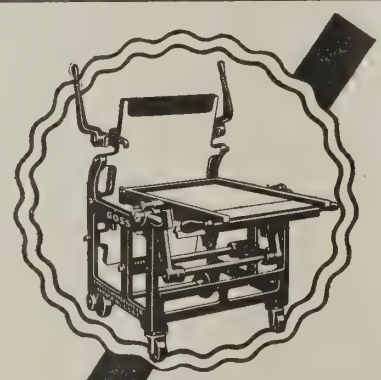
Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
Houston Chronicle
Houston, Texas

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — NAME, SERVICE, QUALITY, FAME, CLINE, WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

Addressing Listing Mailing Machines

made for any size lists from 1000 to millions. Most durable, and cost less for up-keep and supplies than any other addressing system made.

Write for list of users, give particulars concerning size of your list, frequency of mailing, etc.

POLLARD-ALLING MFG. CO.
Addressing—Listing—Mailing Machines
220-230 West 19th St.
New York City

R. Hoe & Co.

Offer for sale at very attractive prices the following presses of other makes:

WOOD Octuple Press, Page Length 23¾"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS Monitor 12-page Press, Page Length 21.60"
SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
DUPLEX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22½"

Full particulars furnished on request.

R. HOE & CO.
504-520 Grand Street
NEW YORK, N. Y.

7 South Dearborn St. CHICAGO, ILL. 7 Water St. BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Accountant or Office Manager.
I have an ambition to go ahead but have reached the limit of possible promotion in present location. My experience has qualified me to give you one of the best accounting departments used by any daily paper, and thoroughly capable of assuming charge of the general office. Can work hand in hand with other members of the organization, give them the best that is in me, and get the best in return. My ideals are high—I believe that the best a man can be in this world is a man. I will not permit associations, habits, or surroundings to prevent me from remaining one. Am temperate, moral, healthy, and energetic, and will be found on the job all the time. I am absolutely sure of myself, and if I undertake to direct your office work I will make it efficient and successful. Age 30; married. Address B-568, Editor & Publisher.

Advertising and Art Man,
Well educated, fifteen years' newspaper experience as assistant advertising manager, copy writer, layout man and art director wishes position. Excellent references. B-565, Editor & Publisher.

Advertising Manager.
Energetic and clean cut; young, 10 years' experience in advertising game. Capable executive, copywriter and salesman, know how to make friends, will deliver the goods. Job must offer permanency and good future. Excellent references. Address Box B-556, care Editor and Publisher.

Advertising Solicitor.
Available July 15. Now employed with evening paper; 8 years' experience. Familiar with all branches of newspaper advertising. "Go Getter" type and will guarantee results. Age 28. Married. Willing to consider good offer if permanent. Address Box B-571, Editor & Publisher.

Assistant to General Manager.
Executive in Financial Management, Costs, Credits, purchases. One position ten years. Now Manager large Warehousing and Transportation Co. Desire return to publication work. Age 37. Address Box B-530, Editor & Publisher.

Assistant Publisher or Mechanical Superintendent.
15 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

Business and Advertising Manager
now representing in National field papers with which I have been associated for 6 years as active business and advertising manager. Desire to locate in city between 25,000 to 50,000, where publisher needs a man who can produce local, get production out of his men and who knows how to handle national advertising accounts. Age 36, married. Can furnish unquestionable references. Address Box B-539, Editor & Publisher.

Cartoonist.
Young man recently finished course seeks connection with syndicate or small or large daily anywhere. Editorial or political; samples. Address Box B-571, Editor & Publisher.

Business Management
of small daily wanted—any location. Run down paper preferred. Will consider small investment with services. Address B-520, care of Editor & Publisher.

Cartoonist
with Eastern Daily wishes change; can produce cartoons with punch. Samples and qualifications gladly furnished. B-504, Editor & Publisher.

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Situations Wanted

Circulation Man.
Situation wanted as traveling representative, promotion or circulation manager. Can furnish best of references and willing to go anywhere for right connection. Address Box B-566, Editor & Publisher.

Circulation Manager
of exceptional ability, open for engagement on short notice. Experienced on large and small dailies morning, evening and Sunday. Familiar with A. B. C. records, also promotion work. Efficient and economical. References. Address B-519, Editor & Publisher.

Circulation Manager
desires charge of city circulation in city of 100,000 or over or entire circulation in smaller city. Fifteen years' experience. Capable promotion man with clean, successful record. Can handle men and boys. Member I.C.M.A. Satisfactory references. Desire for position with greater possibilities only reason for wishing to make change. Address B-540, Editor & Publisher.

Circulation Manager
who has been engaged in special work for the last year desires to return to the circulation field. Experience extends from that of carrier boy to circulation manager. Particularly strong on city circulation. Last position shows increase of 25,000 Daily and Sunday city circulation in four years. Prefers position as circulation manager in city of 75,000 to 100,000 population or city circulation manager in larger field. Address Box B-570, Editor & Publisher.

City Circulation Manager.
Married man, thirty years old, desires position as city circulation manager or assistant in middle west or west. Has had several years' experience all branches city circulation work. Best of references. B-562, Editor & Publisher.

Classified Advertising Manager
wants position on Middle Western newspaper. Capable, thorough, knows all phases of the business. Increased earnings 17% on present job. Seeking opportunity, not a "change." Salary $100 weekly. Address Box B-564, Editor & Publisher.

Classified Advertising Manager.
Age 35, married, ten years' experience on metropolitan and small daily papers. References from every employer. Understand every activity relative to classified. Available after July first. Can go any place. Wire or write D. W. Lawson, 6818 Washington Ave., St. Louis, Mo.

Editor.
A hard job as editor of a daily, semi-weekly or weekly newspaper in the good old U. S. A., in a small city or town, lapped by sea or lake or river, where the green grass grows and human kindliness and good horse sense are the predominating virtues. For seven years I have been in important posts in the foreign service of The Associated Press. My three children were born abroad. I want to chuck all the premiers and princes, commissars and granddukes and bring the children home to educate them as Americans. To this end I can devote a ripeness of mind and knowledge of human nature gained during sixteen years newspaper experience, seven of which were spent in small cities in the United States. The job must be sufficiently promising to assure a respected place in the community and an opportunity to cash in on my experience. I am 34 and in excellent health. I love work and people and sports and I have all of the usual vices, but no unusual ones. Address Box B-547, Editor & Publisher.

Editorial Writer.
Paragrapher, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-575, Editor & Publisher.

Newspaper Woman
now editing imporotant small publication, experienced feature, newspaper and magazine writer, wants job. Will edit woman's page, handle copy or do general writing and reporting on daily. B-567, Editor & Publisher.

Reporter.
Young man 26 years old would like position as reporter. Prefer western paper. Five years' experience. Can cover any assignment large or small and builds own heads. B-503, Editor & Publisher.

NEWSPAPERS WANTED

Dailies and Weeklies Wanted.
New York State, New England, New Jersey. Do you want to sell, lease or expand? Not broker. Operate entirely for ourselves. Address B-563, care Editor & Publisher.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

HELP WANTED

Advertising Manager
to develop local and national accounts by publisher owning 3 progressive weekly newspapers. Experience and references; good position for right man. City Record, Glen Cove, New York.

Advertising Men.
Two unusually high class advertising men with experience, personality and intelligence, capable of selling large institutional heads. Address Box B-576, Editor & Publisher.

Advertising Salesmen
to represent both of our publications "The National Republican" and "Outdoors." We have openings in some of the largest cities in the United States. "It's a money maker to the right men." Address E. C. Johnson, Assistant Manager, 909 Munsey Bldg., Washington, D. C.

Circulation Manager
who can furnish A1 references. City Record, Glen Cove, New York.

Editor-Writer.
Experienced newspaper man who can write special and magazine articles and do general editorial work. Excellent opportunity. State experience, ability and other particulars. Address Grit, Williamsport, Pa.

Local Advertising Manager.
I want a young man who is the assistant advertising manager on a large city newspaper who is ambitious to take charge of the local advertising of a morning and Sunday paper in a large city within three hundred miles of New York. The applicant must be sold on morning newspapers, have ideas and enthusiasm which he can instil in his subordinates. He must have personality and ability to meet the large advertisers and gain their confidences. A copy chaser is not desired. Write all details stating salary—present position, and your communication will be considered confidential. Address Box B-574, care of Editor & Publisher.

Managing Editor.
Good position for one who is willing to work and has initiative and ideas. Must be able to see a story and know how to present it. Publisher owns three prosperous weeklies. City Record, Glen Cove, New York.

Managing Editor Wanted.
7 day morning newspaper, metropolitan district. B-575, Editor & Publisher.

Daily Newspaper
in city of 20,000 population for sale at a low price. Owner can not give it his attention and property not making progress it should under present management. A real opportunity for a newspaper man. Address B-542, Editor & Publisher.

BUSINESS OPPORTUNITIES

For Sale.
10 shares third investment stock, Scripps-Howard newspapers. Price. $105.50 cash. Send check or money order to G. R. Grant, Record, Los Angeles, Cal.

For Sale.
$1,000 cash will buy weekly in wealthiest section of Long Island. Exceptional opportunity, net profit of $75 weekly, can be trebled. Township of 75,000. Owner anxious to take new position. Immediate action imperative. Address Box B-572, Editor & Publisher.

For Sale.
Kansas exclusive afternoon field; A. P.; Republican; four Linotypes; Duplex; job plant; 4,500 circulation; unlimited possibilities; big enough two partners; fairly priced; only $35,000 cash necessary; best buy in middle west. Address Box B-574, Editor & Publisher.

For Sale.
Prosperous daily newspaper in Michigan town of 6,000 population. Fine equipment, pleasant office. A working publisher could make $10,000 a year. $15,000 cash will handle this proposition. Address Box B-544, Editor & Publisher.

Opportunity for Business Manager.
California newspaper which dominates field, owns exceptional plant and building in prosperous city of 7500 has opening for thoroughly capable business manager-publisher who can make cash investment approximately $15,000. Don't answer unless can stand rigid investigation as to ability. This is exceptional proposition and will consider high class men only. P. O. Box 9, Station "C," Los Angeles.

Wanted.
Experienced newspaper men with from $1,000 up to invest in going newspaper and job printing business in city of 15,000, and take charge of departments. A rare opportunity. Address Box B-551, Editor & Publisher.

CIRCULATION BUILDER

Magnetic Baseball Player Board
plays the game for over 100 successful newspapers. Order now. Geo. H. Reynolds, Treas., New Bedford, Mass.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

MIDDLE WESTERN PUBLISHER has just sold daily. Wants new connection as publisher, business, circulation or advertising manager. Thirteen years with one paper, advancing to circulation manager, business manager, and finally publisher. Experience has taught him to watch the overhead while increasing business. Age 42. State Normal education. Our No. 3865.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Are You Capable of Business Managing a Daily and Sunday Newspaper?

A Publisher of a progressive newspaper located in the Middle West in a city of about 300,000 wants a thoroughly capable man, whose years of experience have fitted him for the responsible position of increasing the value of an already successful newspaper, as its Business Manager.

If I could describe the man I want, would say he would be forceful, of pleasing personality and well posted on production costs.

He will be required to have and to execute ideas in promotional work in both the Advertising and Circulation Departments.

He must know Finance and Service, and be able to co-operate and co-ordinate with a well developed staff of men in each department. He must be a natural leader, and not a follower.

If your qualifications come up to these standards of requirements, address **B-572, Editor & Publisher.**

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

PARKING problems are becoming quite general everywhere. What are the views of your leading citizens on this civic question? What various solutions can you secure by interview to help the administration and the police, as well as merchants in the congested district, cope with this situation in your town?—C. M. Littlejohn, Washington, D. C.

Is it cheaper to travel by automobile or train? Get your readers to discuss this in regard to definite trips to places your readers frequently visit. The automobile editor should first give a list of items that need to be included in arriving at the real cost for automobile travel.—W. B. Norris, Wardour, Annapolis, Md.

How many persons in your community know that letters and parcels posted for delivery by United States mail can be withdrawn by proper application? This little known fact can be made the basis for a good interview story with the local postmaster. Speculation over what causes swains and maidens, business men and stately matrons recall letters can be worked into the story in an interesting way. Even mail destined for points abroad can be regained. Letters which are already on their way to distant cities may be stopped by use of telegraph and telephone.—A. C. Regli, Eau Claire, Wis.

There is a federal tax on stills, a relic of preprohibition days, that is "still" valid. Naturally, no moonshiner intends to reveal his operations by paying this tax; but it can be used to send to jail those law violators who are clever enough to keep out on charges of manufacture and sales of liquor. Recently, three St. Louis County moonshiners were sentenced in Federal Court for failure to report ownership of stills found on their property. Look up this angle in your town.—David Resnick, *St. Louis Times.*

The *Waco* (Tex.) *News-Tribune* runs under a two-column head, "Hats Off Today To," little personal sketches of persons in the town who are more or less prominent in the day's news. During athletic meets of the high schools intimate articles of the boy stars were used in this column, and any particularly interesting human interest story about one person, or even two or three, goes well. The column fits the old saying that people are always interested in other people, and is the first thing many of the readers turn to.—Ruth Smith, *Cuero* (Tex.) *Record.*

Most reporters on their daily rounds pick up many items which are of interest but not of sufficient importance for a headline. Why not use them without heads and with only a black line separating them, under a standing head such as "'Round the Town" or "Heard by Wireless," etc.—A. C.

There have been plenty of stories printed about the most popular books carried by public libraries but few stories have appeared about the least popular books. Which, of all the various classes of books carried by the local public library, are the least popular—biography, fiction, travel, or what? What is the reason for this lack of popularity, according to the opinion of the librarian? A very interesting story could be easily prepared on this theme.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

Printers now lead the nation's workers in the size of their pay envelopes, according to the Industrial conference board. Thirty years ago printers worked for $12 a week. A Cedar Rapids (Iowa) Republican reporter got a good story in a series of interviews.—L. J. Jellison, *Times Journal,* Dubuque, Ia.

What do strangers think of your city? The *Boston Post* is playing up a series of interviews with people, famous and everyday, who are visiting the Hub of the universe. The opinions are constructive and usually favorable. They make appreciable more than before what they have. This would be a community-building idea for any city editor to exploit.—J. M. Mosely, 39 East Concord, Boston.

How does your paper cover the local news in such a way as to make sure that no stories will slip up? A story about the organization of the city department with maps showing the routes covered by the various reporters and data regarding the times when the reporters come into the office and so on and so forth would prove to be both interesting and entertaining and informative to all readers of the paper.—Frank H. Williams, Fort Wayne, Indiana.

Every time a new family moves into Brooklyn a reporter from the *Brooklyn Eagle* calls and presents a three weeks' free subscription, explaining that the daily hopes it will help them to become acquainted with the town. By the time the 3 weeks is up the family usually finds the paper indispensable.—M. E. Hussong, Madison, Wis.

CALLS FOR PRESS VIGOR

R. H. McCarthy Says Strong Editorial Policy Is Needed

AMARILLO, Tex., July 1.—High speed journalism of the modern day has sidetracked one of its most vital factors, a vigorous editorial policy, Richard H. McCarthy, editor of the *Albany* (*Texas*) *News*, declared in an address before the Texas Press Association in annual convention at Amarillo.

Mr. McCarthy argued that the country press is really the main spring of the nation and must mould the thought of the nation, "for," said he, "all those hordes living up there in the commercial centers of this nation are just country folks moved to the city."

A vigorous editorial policy has its advantages and its handicaps, he said. One of the advantages is that such a policy can mould the thought of the community for good. One of the handicaps, he declared, is the possible loss of business and friendships.

"It's a time for plain speech, vigorous editorial expressions, real journalism," he said, "the office of the editorial writer stands for things eternal, it crystalizes human sentiment, gives stability to the moral, religious and political fiber of the nations, is the pretorian guard of human liberty and the prop and stay of good government. Traveling the line of least resistance is what makes crooked rivers, spineless men and weak nations. The life blood of human freedom and the perpetuity of a democracy is the circulation of public opinion, vigorously expressed, either by mouth or pen.

"But in this day of modern equipment, facility and ease, luxury and wealth, there is danger that we will become soft. Let's not soldier on the job.

A. R. PRUDDEN JOINS FIRM

Third Brother in Prudden, King and Prudden Concern

A. R. Prudden, national advertising manager of the Cleveland, Ohio, Times, on July 7 will join the staff of Prudden, King and Prudden in New York City. A. R. Prudden is a brother of H. J. and L. C. Prudden of that firm. He has had many years experience in advertising and newspaper work in Buffalo, Pittsburgh, and Cleveland.

Financial Advertising Offers Problem

During the week Russell A. Law, of Guenther-Law advertising agency, made an illuminating talk on financial advertising before the staff of *New York Times.* "How," he asked, "can a financial house advertise successfully? What is the basis for it?

"An advertising agent runs over and gets the copy, puts it in the paper and sends out his bill. Easiest thing in the world. 'Why don't they put some interest in the copy?' you ask. There is usually a good reason for those things. There is not a financial advertising agent that could write a bond-offering advertisement. He has not the ability to do it. He is not familiar enough with the properties involved to do it. He has not the legal mind to do it. If they were to let him try he would let the banking house in for some serious loss of some kind. The omission of a comma might make the banker lose a fortune. It has to be passed upon by an attorney. And that is one of the reasons that we have to trespass on your time late at night so frequently. An issue is brought out and the attorneys are in dispute over a word in one sentence. I have seen them argue from 12 to 8 o'clock at night. It is a pretty serious job to ask an advertising agent to undertake to write copy of that sort.

"But there is a useful function of the advertising agent in preparing sales plans and copy in selling investment houses. When you consider that many of them are selling the same bonds you can see how difficult it is to formulate any comprehensive advertising plan that is suitable for any type of advertising. We have 600 accounts on our books, and I would say that over 300 of them are selling much the same securities at the same time and at the same price. The only differences are they are selling to different people and the characteristics of the house itself. They all have offices in the same locality, and you are called in to prepare a plan which is going to make that house nationally known and help them sell securities. There is the problem.

"The only way to meet it is to conceive some method of giving that particular house individuality."

It is said that EDITOR & PUBLISHER is the most thoroughly read trade paper in America—costs $4.00 per year.

Thomas W. Briggs Company
General Offices
Memphis, - Tenn.
We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

Metropolitan Short Fiction
The Best Product of Modern Writers
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York


RUBY M. AYRES'
Latest Serial
"THE MARRIAGE HANDICAP"
Immediate Release
Advance advertising and photo furnished in mat.
Wire Now
The McClure Newspaper Syndicate
373 Fourth Ave. New York City

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

NEA NEA
WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Southern Farm Crops

Equal Forty-Two Per Cent of the Country's Total Crop Values

The purchasing power of the South in agriculture is now produced by a greater variety of crops than any other part of the country. No longer is the South dependent upon cotton as its single money crop. At the same time she raises tobacco, sugar cane, corn, wheat, oats, peanuts, rice, sweet potatoes, early vegetables and fruits in great quantities.

The livestock industry has grown along with the rapid advance made in agricultural pursuits. This industry alone adds wonderfully to the South's great buying power, and will continue to do so for the reason that livestock, in a great part of the South, can be produced by the fact that it possesses the advantage of all year round grazing, which lessens the amount of feed to be bought.

The South has about 35 per cent of the country's swine, 33 per cent of the country's cattle, and 19 per cent of the country's sheep.

Think of the South agriculturally in millions, many, many millions of dollars' worth of produce and meat products.

The South is prosperous; is only entering into its era of prosperity. It is rich in merchandising possibilities and no national advertiser or manufacturer who will investigate and study the facts can but know the ever-increasing demand for all kinds of supplies.

The South will respond to intelligent publicity. Advertisers in Southern newspapers get better returns on their investments, because Southern newspapers are more closely read and because there is less duplication.

The way to reach this market is by advertising in these listed Southern dailies—the progressive and wide awake dailies of the South. Use this list first.

		Circulation	2,500 lines	10,000 lines
ALABAMA				
***Birmingham Age-Herald	(M)	30,930	.08	.08
***Birmingham Age-Herald	(S)	49,177	.10	.10
***Birmingham News	(E)	75,304	.18	.18
***Birmingham News	(S)	83,228	.18	.18
***Mobile News-Item	(E)	11,217	.05	.05
***Mobile Register	(M)	20,227	.07	.07
***Mobile Register	(S)	31,962	.085	.086
***Montgomery Journal	(E)	18,054	.06	.06
FLORIDA				
***Daytona Daily News	(ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville	(M&S)	39,226	.09(.10S)	.09(.10S)
***Miami Herald	(M)	19,492	.06	.06
***Miami Herald	(S)	23,404	.07	.07
***Orlando Sentinel	(MS)	5,965	.025	.025
***Pensacola News	(E)	5,372	.03	.03
†††St. Petersburg Independent	(E)	7,236	.03	.03
***Tampa Times	(E)	14,770	.05	.05
***Tampa Tribune	(M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA				
***Augusta Herald	(E)	16,024	.05	.05
***Augusta Herald	(S)	16,562	.05	.05
***Macon Telegraph	(M)	23,878	.07	.07
***Macon Telegraph	(S)	25,135	.07	.07
***Savannah Morning News	(M) 19,882..(S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY				
***Lexington Leader	(E)	18,432	.05	.05
***Lexington Leader	(S)	18,538	.05	.05
***Paducah Sun	(E)	8,759	.04	.04
NORTH CAROLINA				
***Asheville Times	(E)	7,096	.04	.04
***Asheville Citizen	(M)	10,277	.055	.055
***Asheville Citizen	(S)	11,009	.055	.055
***Greensboro Daily News	(M)	22,424	.07	.06
***Greensboro Daily News	(S)	29,807	.07	.07
***Raleigh News and Observer	(M)	27,984	.06	.06
***Raleigh News and Observer	(S)	32,372	.06	.06
***Winston-Salem Sentinel	(E)	14,218	.06	.06
SOUTH CAROLINA				
***Columbia Record	(E)	15,695	.05	.05
***Columbia Record	(S)	15,366	.05	.05
***Columbia State	(M)	22,028	.06	.06
***Columbia State	(S)	23,079	.06	.06
***Greenville News	(M)	18,214	.065	.06
†††Greenwood Index Journal	(E&S)	4,378	.025	.025
***Spartanburg Journal	(E)	3,799	.04	.04
***Spartanburg Herald	(M) 6,014....(S)	8,023		
TENNESSEE				
***Chattanooga Times	(M)	24,122	.08	.08
***Chattanooga Times	(S)	24,355	.08	.08
†††Nashville Banner	(E)	58,892	.10	.10
†††Nashville Banner	(S)	56,989	.11	.11
VIRGINIA				
Alexandria Gazette		3,900	.025	.025
***Danville Register and Bee	(M&E)	12,225	.05	.05
***Danville Register (Sunday)		7,890	.05	.05
***Newport News Times-Herald	(E)	7,660	.05	.05
***Newport News Daily Press	(S&M)	5,725		
***Roanoke Times & World-News	(M&E)	25,048	.07	.06
***Roanoke Times	(S)	17,596	.07	.06
***Staunton News-Leader (M), Leader..	(E)	6,588	.035	.035

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

The Dominant Newspaper IN BUFFALO

ONE of the most remarkable advances in the history of American newspapers has been made in the last three years by the Buffalo Evening News under the leadership of Edward H. Butler. His personal enterprise in bringing to the attention of the investment and banking houses in New York and elsewhere the excellence of the financial pages of the News has borne fruit. In achieving that excellence the Consolidated Press has been a vital factor. During the period of its greatest growth—the last three years—the News has been using the complete service of the Consolidated Press. The circulation of the Buffalo News has increased from 93,000 three years ago to 127,000 today—an increase of 34,000, or more than one third.

"I have been making a careful study of the Consolidated Press service," writes Marc A. Rose, Managing Editor of the News, "and I find it has been of unquestioned value to us. We have improved not only our financial pages but we have given our readers the business news, special cables, interpretive Washington dispatches, special features and sports dispatches of the Consolidated Press, which are a mark of quality in the American newspaper of today."

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE—WILLIS J. ABBOT ON NEWSPAPER EVOLUTION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 7 | NEW YORK, JULY 12, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign | 10c Per Copy

Mananas and Bananas

"Manana" is "tomorrow"—postponement. It is the keynote of life in the lazy tropics. It works very well there, for where there is "manana" there is usually a "banana" also, to tuck into a possible abdominal vacancy.

"Manana" is all right for banana land—but it would never do above the frost belt, where we have to cultivate what we grow and hustle like all get-out to pay the landlord.

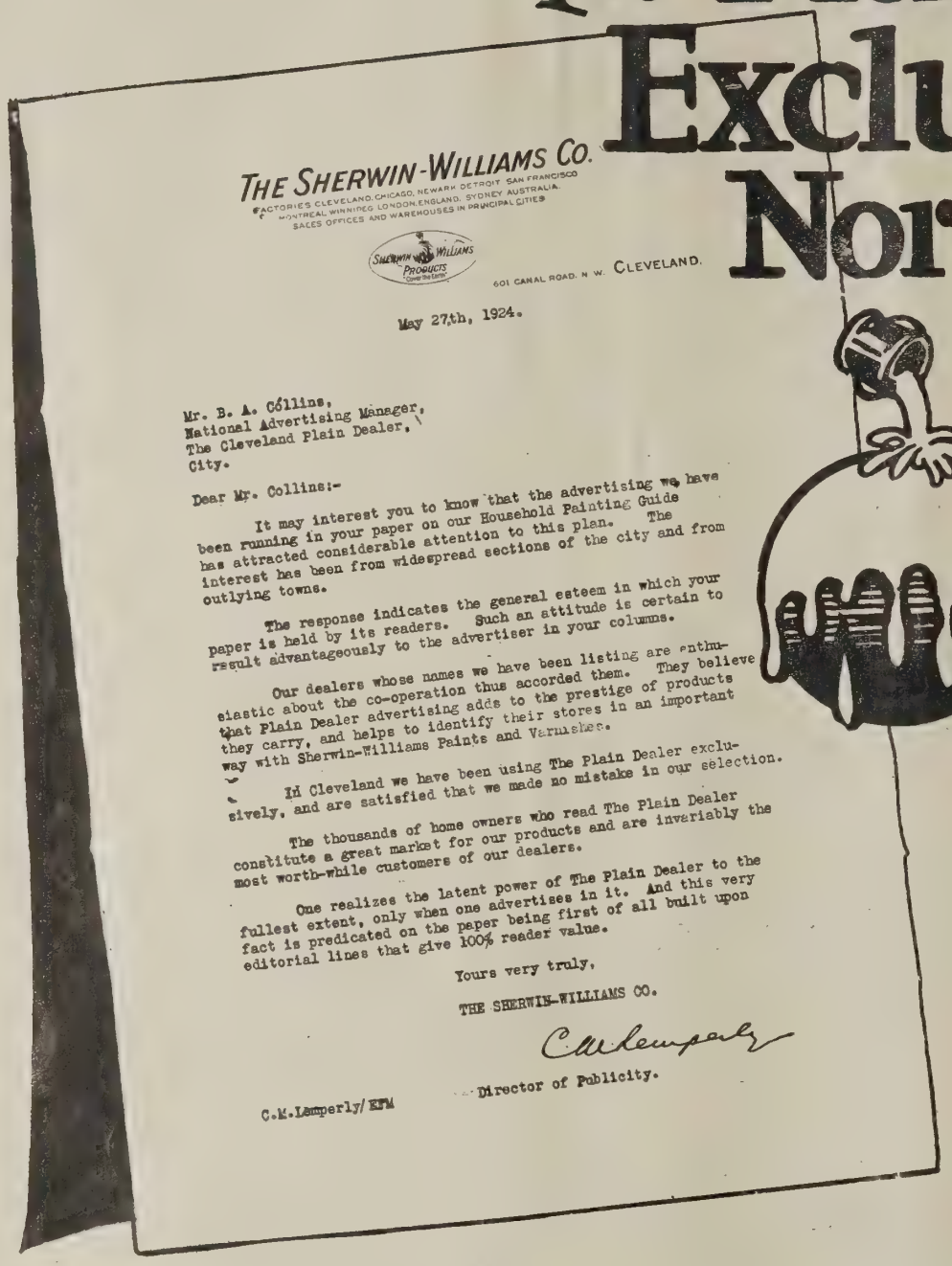
We do our work today—and we read today's news today—or we get left by the hustling procession.

The Chicago man who is interested in investments, either as a buyer or seller, cannot afford to wait 12 hours for his financial and market news in *tomorrow's* papers. He reads *today's* financial news *today*—all of it—in

The Chicago Daily News

First in Chicago

Sherwin-Williams *uses* The Plain Dealer Exclusively *in* Northern Ohio



THE SHERWIN-WILLIAMS CO.
FACTORIES CLEVELAND, CHICAGO, NEWARK, DETROIT, SAN FRANCISCO
MONTREAL, WINNIPEG, LONDON, ENGLAND, SYDNEY, AUSTRALIA
SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

SHERWIN-WILLIAMS PRODUCTS "Cover the Earth"

601 CANAL ROAD, N. W. CLEVELAND.

May 27th, 1924.

Mr. B. A. Collins,
National Advertising Manager,
The Cleveland Plain Dealer,
City.

Dear Mr. Collins:-

It may interest you to know that the advertising we have been running in your paper on our Household Painting Guide has attracted considerable attention to this plan. The interest has been from widespread sections of the city and from outlying towns.

The response indicates the general esteem in which your paper is held by its readers. Such an attitude is certain to result advantageously to the advertiser in your columns.

Our dealers whose names we have been listing are enthusiastic about the co-operation thus accorded them. They believe that Plain Dealer advertising adds to the prestige of products they carry, and helps to identify their stores in an important way with Sherwin-Williams Paints and Varnishes.

In Cleveland we have been using The Plain Dealer exclusively, and are satisfied that we made no mistake in our selection.

The thousands of home owners who read The Plain Dealer constitute a great market for our products and are invariably the most worth-while customers of our dealers.

One realizes the latent power of The Plain Dealer to the fullest extent, only when one advertises in it. And this very fact is predicated on the paper being first of all built upon editorial lines that give 100% reader value.

Yours very truly,

THE SHERWIN-WILLIAMS CO.

C.M. Lemperly

Director of Publicity.

C.M.Lemperly/EFM

Here is just another example of a nationally-known leader in its line recognizing "The Plain Dealer ALONE Will Sell It" in this great, prosperous Northern Ohio Market.

Sherwin-Williams is just one of several hundred advertisers who use The Plain Dealer EXCLUSIVELY to sell their goods. All these great merchandisers know The Plain Dealer has the BUYERS.

Of the hundreds of advertisers who use Cleveland newspapers to sell Northern Ohio, besides those who use The Plain Dealer ALONE, most of the others use it for part of their appropriation. They realize that this market *cannot* be covered without the use of *the greatest force in it.*

That's why The Plain Dealer regularly carries as much National Advertising as ALL other Cleveland newspapers COMBINED!

It is also a good reason why The Plain Dealer shows a GAIN of over 90,000 lines this year so far, completely overshadowing the gain of any other Cleveland newspaper.

This great Northern Ohio market is ready—waiting to be tapped. There's no time like the present—and there's no other newspaper reaches its Buying Power.

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLEY
350 N. Mich. Ave., Chicago
Fine Arts Building, Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.
742 Market St.
San Francisco, Cal.

The Plain Dealer

The Plain Dealer* ALONE *Will Sell It

Advertisers! You Can't Cover the South with Magazines



Some National advertisers complain that in the past, sales efforts in the South did not yield good results. Now, there are two reasons for this. In the first place, it depends how far back in the past we want to go. In the last five or six years, that is, since the Great War, the South is a different country from what it was before. Conditions have improved from 100 to 1,000%. The number of automobiles has doubled and tripled; the mileage of improved roads has increased something like 500%. There are better schools, more money in the savings banks, more factories and so on. The manufacturer who relied on his experience a decade or even five years ago, would have to change his opinion now.

The second and most important reason why many manufacturers have fallen down in their efforts to get business in the South is the fact that they have relied on magazine advertising to sell their merchandise for them. You cannot cover the South through advertising in National periodicals. The reason is that magazines have smaller circulations in the South, in proportion to population, than in any other part of the country. The circulation of a large weekly in ten Southern states with a population of over 20,000,000 people is only 178,000. How can a manufacturer expect advertising in this publication alone, or with a few others, to sell his product in all this vast territory?

Advertise In Southern Newspapers That Reach Southern People And Know How To Influence Them---Then You Will Sell More Goods

Not only do Southern newspapers reach all the Southern people but they reach them in an authoritative way. Nowhere else does a newspaper mean more than it does in the South. There the newspaper is an institution. A man takes his newspaper like he does his religion or his politics—very seriously. The South, being the most American part of the country, with only a very small foreign population, has the same habits, the same customs and conventions. It votes alike, acts alike, believes alike and buys alike. The manufacturers ought to take advantage of this mass psychology and make the most of this opportunity.

Advertising in Southern newspapers gets your story to Southern people in the best way. It reaches them all. Let these newspapers help you sell your goods.

Use Southern Newspapers And Capture The Big Rich Southern Market

A recent statistical map showed the Southern states were better off from a business standpoint than the majority of other states in the Union. There is less unemployment in the South now—cotton is bringing big prices—the production of minerals, lumber and the development of water power—the increase in manufacturing, the building of good roads, the increase in bank deposits—in fact, the wonderful industrial improvement of the South since the Great War has made this section of the country the coming part of the United States. Advertisers would do well to bear these facts in mind in making up their Fall appropriations.

Write to Mr. Walter Johnson, Secretary of the Southern Newspaper Publishers' Association, Chattanooga, Tenn., or to any of the following papers.

These Newspapers Will Help You Sell More Goods Through Advertising

ALABAMA
Albany Decatur Daily
Anniston Star
Birmingham Age-Herald
Birmingham News
Gadsden Journal
Huntsville Daily Times
Montgomery Journal
Montgomery Advertiser
Mobile News Item
Mobile Register
Opelika Daily News
Selma Times-Journal

FLORIDA
De Land News
Ft. Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times Union
Lakeland Star-Telegram
Miami Herald
Miami News-Metropolis
Orlando Morning Sentinel
Orlando Reporter Star
Palm Beach News
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA
Albany Herald
Atlanta Constitution
Atlanta Journal
Macon Daily Telegraph
Moultrie Observer
Rome News Tribune
Savannah Morning News
Savannah Press
Waycross Journal Herald

KENTUCKY
Ashland Independent
Lexington Herald
Paducah Evening Sun
Paducah News-Democrat
Winchester Sun

LOUISIANA
Alexandria Town Talk
Baton Rouge State Times
Lake Charles American Press
Lafayette Advertiser
Monroe News Star
New Orleans Item
New Orleans States
New Orleans Times Picayune
Shreveport Journal
Shreveport Times

MISSISSIPPI
Biloxi-Gulfport Herald
Greenwood Daily Commonwealth
Hattiesburg American
Jackson Daily News
Laurel Leader
Meridian Star
Vicksburg Herald
Vicksburg Post

NORTH CAROLINA
Asheville Citizen
Asheville Times
Charlotte News
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Greenville Reflector
Henderson Daily Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mount, Telegram
Salisbury Post
Statesville Daily
Wilmington Dispatch
Wilmington Morning Star
Wilson Times
Winston-Salem Journal
Winston-Salem Sentinel

OKLAHOMA
Chickasha Express
Daily Oklahoman and Times
Muskogee Daily Phoenix
Muskogee Times Democrat

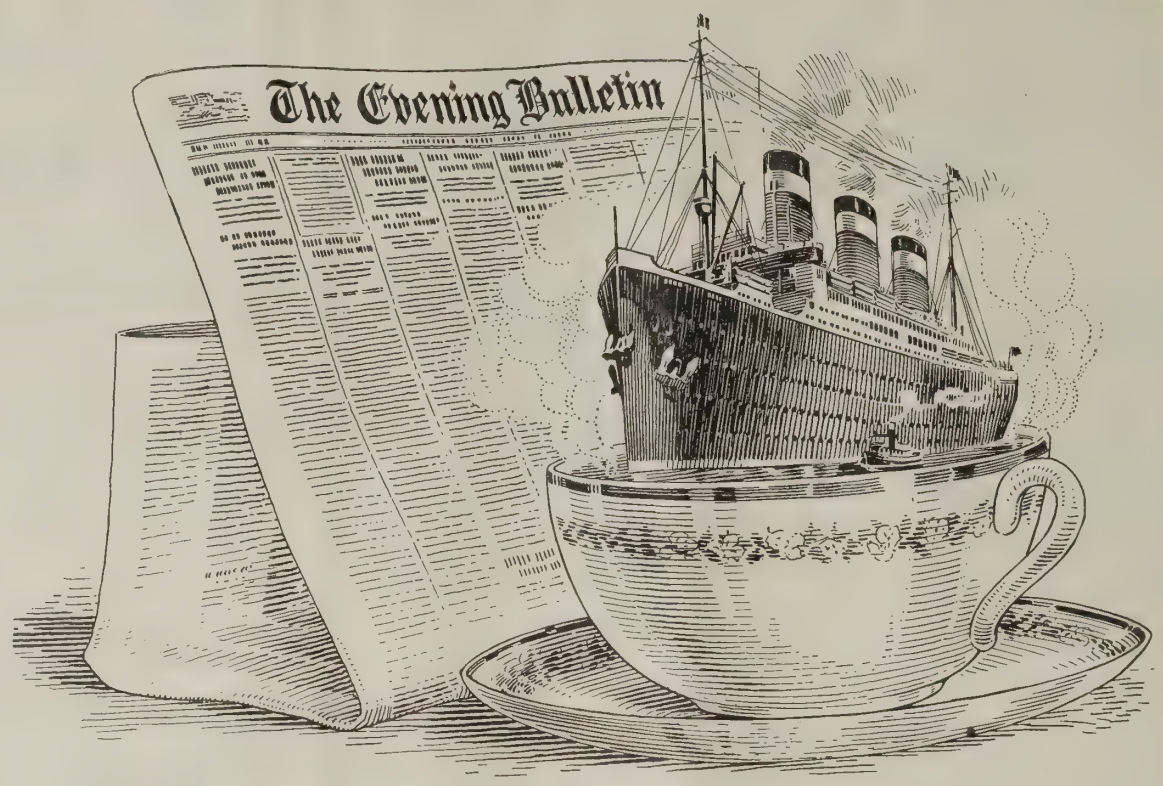
SOUTH CAROLINA
Anderson Daily Mail
Anderson Tribune
Columbia Record
Columbia State
Greenwood Index-Journal
Greenville Piedmont
Rock Hill Herald
Spartanburg Herald
Spartanburg Journal
Sumter Item

TENNESSEE
Chattanooga News
Chattanooga Times
Clarksville Leaf Chronicle
Columbia Herald
Greenville Democrat-Sun
Jackson Sun
Johnson City-Chronicle
Johnson City Evening News
Johnson City Staff
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA
Bristol Herald-Courier
Clifton Forge Review
Danville Register
Lynchburg News & Advance
Newport News Daily Press and Times-Herald
Petersburg Progress Index
Roanoke Times
Roanoke World-News
Staunton News Leader
Winchester Evening Star

SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION

"Sell it South Through Newspapers"



The monthly coffee of The Bulletin reader would float an ocean liner

"In Philadelphia nearly everybody reads The Bulletin"

Philadelphia's "Biggest Man"—the Bulletin reader and his family—consume eight and one-half million gallons of coffee per month.

His expenditure for coffee is naturally very large. Just try to figure out what he spends in addition for his combined needs and luxuries!

You can reach this big fellow through one newspaper—and when you reach him, you have reached practically all of Philadelphia. Figure it out—there are 400,000 homes in Philadelphia and 100,000 outside.

The Bulletin's circulation of over half a million copies a day is one of the largest in America.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

512,445

Average Daily Circulation for Six Months Ending March 31, 1924

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, SATURDAY, JULY 12, 1924 | No. 7

Willis Abbot Visions a Press Devoted To "Good News of the World"

Advertising Has Been Important Influence in Cleaning Up American Journalism, in Opinion of Boston Editor, Who Says Newspapers Which Shun the Ephemeral Can Be Made Profitable.

By PHILIP SCHUYLER

"ADVERTISERS have been an important factor in cleaning up the newspapers of the United States."

This statement was made this week by Willis J. Abbot, editor of the *Christian Science Monitor,* in an interview granted EDITOR & PUBLISHER in which he described the place in journalism of an international class newspaper, predicted the rise of a group of dailies like the Monitor in this country, and explained his newspaper's present organization and future plans.

"I may seem strange for an editorial man like myself to give the advertisers credit for this very evident change for the better in American journalism," he declared. "But I believe it is true.

"The great advertisers, both voluntarily and upon insistence of many newspapers, have cleaned up the advertising columns of the daily press," he explained.

"'Truth in advertising' has become more than a mere slogan. Revolting advertisements have become the exception where once they were the rule.

"And now the higher class advertisers are gradually impressing upon the newspapers the idea that they don't want their clean copy placed next to a revolting story.

"Consequently all over the country there is evidence of increase in clean, constructive newspapers."

But Abbot, an idealist, is nevertheless an experienced newspaper man. He has been through the Hearst school and realizes, he says, that there will always be sensational journalism.

"At the same time," he continued, there has grown up and there will continue to grow up a group of newspapers in the United States, which will, like the Monitor, stress the good news of the world."

As notable among the newspapers already started along "international and constructive lines," Abbot mentioned the *Cleveland Times & Commercial,* and the *Chicago Journal of Commerce.*

"There are certain fields, or centers, for international newspapers in the United States, which could function with or without church support," Abbot said.

"We applaud the contemplated move of the Methodist church to establish a daily newspaper.

"But under auspices of a church, a newspaper is handicapped as well as helped. On the Monitor, we run up against all sorts of prejudice on account of our name, while at the same time we are assisted considerably in circulation and distribution. It is true that about 75 per cent of our readers come to us through the Christian Science organization.

"The great danger of any newspaper published under church auspices is that it is apt to be made distinctly a church organ. On the Monitor we try to avoid this, and I believe we have been successful. As a matter of fact we print less about Christian Science than almost any other religion. As for Christian Science, we print the lectures delivered in the Mother Church in full, and that is all.

"Yet there is a demand, I believe, for international newspapers like the Christian Science Monitor, but without church support.

"Radio to a great extent is satisfying the demand of many people for bulletin news flashed on the heels of current events.

"A class of newspaper readers is growing continually that wants a complete daily survey of international current events rather than hasty reports of unusual happenings.

"These readers appreciate a newspaper that is virtually indifferent to beats; a newspaper that relies rather on carefully matured stories by men with precise knowledge of their subjects; a newspaper that will leave out or reduce to a minimum crime, local trivialities or disaster, and devote attention to the big news of the world, carefully covering educational, reformatory, ethical, and economic movements, and reporting national and foreign politics without bias.

"Such a newspaper could very well be started right away, I think, in New York, San Francisco, Philadelphia, Chicago, or Washington."

Abbot declared he believed newspapers of this sort would find ample support from national advertisers. He pointed out that the Monitor was on a paying basis and showed that each week they received in addition to advertising from American concerns, copy from European advertisers.

He favored Washington as the most desirable site for a non-sectarian international newspaper. Cyrus H. K. Curtis, he pointed out, and before Curtis, Thomas W. Lamont had opportunity to make the *New York Evening Post* such a newspaper, but "lacked sufficient vision."

"An international non-sectarian newspaper would have to be prepared to go to heavy expense for the collection of news," he continued, and expressed the belief that the editorial expense of the Monitor was 50 per cent greater than any other one normal American newspaper.

"Its news necessarily would have to be entirely different from that of its local competitors. Like the Monitor it could not use syndicate matter. News selection would have to be based upon its enduring value, rather than present interest."

For the sake of comparison, Abbot traced the development of the Christian Science Monitor. Ten years ago, he explained, that newspaper began to develop its foreign service. It was then decided that its field should be international, and this policy has been adhered to ever since. As a positive subscription nucleus there were 2,300 Christian Science churches, scattered over the United States and abroad. News for the paper had to be of an enduring quality. With this in view a system of news collection was built whereby mail was used most extensively.

Now the Monitor has a four-story building at Adelphi Terrace, London, with an editorial staff of 15 under a general European manager, who has charge of correspondents in eight capitals of Europe and space writers in every European city.

"Every day now we receive about 6,000 words from Europe by cable, besides about 60,000 words twice a week by mail," Abbot said.

In this country, besides a well equipped home office in Boston, the Monitor has bureaus in Los Angeles, San Francisco, Chicago, Washington and New York, and regular correspondents in every large city and state capital.

During May the Monitor, according to Abbot, had a circulation of 120,000 daily. Of this total 16,000 copies daily were sent abroad, not only to Europe, but to Asia and South Africa. The California circulation, Mr. Abbot said, is larger than that in New England.

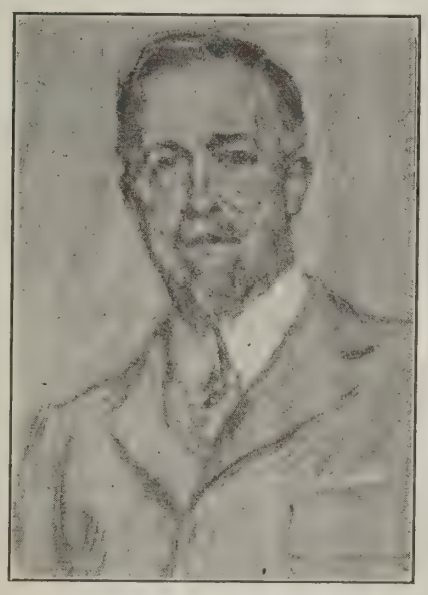
"At present we are seriously considering a Pacific Coast edition, but this will not be accomplished within two years," Mr. Abbot said. "This edition would carry all the features of the home newspaper, and its editorial policy would be directed from Boston. Following our normal line of development, a London edition is also a possibility of the future."

The editor of the Christian Science Monitor has had an interesting newspaper career. After graduation from the University of Michigan in 1885 he became a cub reporter on the *New York Tribune.* With a year's experience, he decided to become a publisher himself.

"I got the best newspaper education possible," he explained. "I went out to Kansas City and lost $10,000 trying to buck Bill Nelson at his own game."

Four years later he became managing editor of the *Chicago Times,* later playing a part in the merger of the *Times* and the *Herald.* In 1896 he came east and joined the Hearst organization on the *New York Journal.* From 1900 to 1903 he was chief editorial writer on the *New York American.* After short periods on the *New York Sun* and the *Chicago American,* he started his own syndicate covering Washington news. He became editor of the Christian Science Monitor in 1922.

"A class of newspaper readers is growing continually that wants a complete daily survey of international current events rather than hasty reports of unusual happenings"—WILLIS J. ABBOT, Editor of the Christian Science Monitor, Boston.



SPEAKING OF "SERIOUS" NEWS—

Michigan Editors May Ask A. P. to Wire More on the Weather

Editors receiving the Associated Press service in Michigan are to vote on the question of whether they desire a more detailed story daily on weather conditions. The request was made to Stuart A. Perry of Adrian, vice-president of the Associated Press, by the *Pontiac Press-Gazette* and has gained favor among other members.

It is desired by some members that the maximum and minimum temperatures be carried from various points in the United States daily. It was pointed out that several Florida newspapers carry this service.

The United States weather bureau has consented to supply the service to the members. It developed that some of the Michigan newspapers are already making a feature of the weather daily.

PRIME MINISTER TO OPEN A. A. C. W. LONDON MEETING MONDAY

U. S. Ambassador Kellogg Will Speak for 1,800 Americans Who Arrived July 12—Interesting Ceremonies Will Take Place at Sea

MORE than 7,000 delegates from all parts of the world are expected to attend the official opening of the international convention of the Associated Advertising Clubs of the World Monday at Wembley, when Premier Ramsay MacDonald, representing Great Britain, and United States Ambassador Kellogg will be the principal speakers.

The *Republic* and *Lancastria,* official A. A. C. W. ships, carrying about 1,000 American delegates were to arrive simultaneously at Southampton today, July 12, where there was to be a welcoming ceremony, followed by a "Grand National Welcome" at Royal Albert Hall, London, Saturday evening. Other ships with the remaining 800 American advertising men and women were expected to arrive in time for the latter function.

Wireless messages from the *Lancastria* reported that on July 8 the British complement on board the steamer met on the boat deck to extend a welcome to the advertising men and women from America at the moment of crossing the mid-Atlantic line.

The ceremony included greetings between representatives of both nations and concluded with the hoisting and saluting of the colors and singing the National Anthem.

Both official ships will be gay with American flags at arrival in Southampton. Thousands were purchased and stored on board by A. A. C. W. officials before the boats left New York.

Three Days of Fun Is Plan of Paris Press for American Visitors

Although the delegates of the American Advertising Clubs will have but a short time to spend in Paris, the Association of Journalists of Paris and the authorities have determined to give the American newspaper visitors a reception worthy of French hospitality.

When the visitors arrive at Calais July 26, a reception committee of the Association of Journalists, the local authorities, and representatives of the French government will welcome them. On the way up in the train the delegates will be entertained at luncheon. On arrival in Paris they will enjoy a dinner in their honor in the Bois de Boulogne.

The next day, Sunday, special services are being arranged at the three American churches in Paris. The afternoon and evening will be spent at Versailles.

Monday will begin with a reception at the Sorbonne University by the Paris Press and the French government. This will be followed by a reception at the American Chamber of Commerce. In the afternoon the American delegates will be received by the new President of the Republic, M. Doumergue, at the Elysées, with a garden party in the palace grounds.

Tuesday, July 29, the delegates will visit the Agence Havas, where they will be shown over the different departments of the largest advertising agency in France. In the afternoon there is to be a fete organized by the high class trades of Paris, and a special performance at the Paris Opera.



The National Lead Company's Dutch Boy bids bon voyage to O. C. Harn and Mrs. Harn off for A. A. C. W. on the "Lancastria." Mr. Harn, besides his duties with the National Lead Company, is president of the Audit Bureau of Circulations, and will tell the British how the A. B. C. does its business.

AND AMONG THE CHICAGOANS WERE—



W. E. Donahue, Chicago Tribune, and Mrs. Donahue, and Mr. and Mrs. Homer J. Buckley, the former a direct-by-mail specialist.

"Grozier Road" in Cambridge

The Cambridge (Mass.) City Council by unanimous vote changed the name of Hawthorne avenue to Grozier road, in honor of the late Edwin Atkins Grozier, editor and publisher of the *Boston Post.* Mr. Grozier was a resident of that city and was instrumental in obtaining for it the Magazine Beach playground.

Elam Sells Half-Interest

Richard Elam has sold a half-interest in the *Pawhuska* (Okla.) *Capital* to O. H. Lachenmeyer of Dover, Ohio, and a new corporation, the Pawhuska Publishing Company, has been formed. Mr. Lachenmeyer will manage the newspaper.

Mansfield Paper Incorporates

The Mansfield (Ohio) Daily Journal Company has been incorporated for $20,000 which will be issued as preferred stock. The incorporators include Harry L. Phelps and Henry L. Freking.

N. Y. HERALD TRIBUNE BUYS NEW PRESSES

Purchase of 12 Scott Units Practically Doubles Present Inadequate Equipment—First to Be Ready Within Ten Months

The *New York Herald Tribune* has placed an order for 12 new Scott units, practically doubling its present press room equipment.

Ever since the merger with the New York Herald, with the resultant increase in circulation, the Herald Tribune's mechanical equipment has proved inadequate. Each night use is now being made of 4 presses of the *New York Sun,* under an agreement with Frank Munsey.

Workmen are speeding installation of the new equipment, and it is expected the first press will be ready for operation within a few months. The new presses will all be equipped with Cutler-Hammer drives.

The Herald Tribune press room is on the third floor. When the building was planned by Samuel P. Weston of New York, a former publisher, space was provided for future growth.

Washington Herald Publisher

F. A. Wilson-Laurenson has just been appointed publisher of *Washington Herald.* He was formerly publisher of *Atlanta Georgian.*

Texas Daily Suspends

The *Lockhart (Tex.) Daily Post* suspended publication June 28.

LANCASTRIA DOCKS AT SOUTHAMPTON TODAY



American delegation to the London convention of the Associated Advertising Clubs of the World—or several hundred of them—all tried to board the "Lancastria" at once in their impatience to start the pilgrimage. See if you can find your friends in the boatside throng.

EDITORS NOT TO BLAME WHEN JUSTICE TRIPS

Crime Increases, Not by Publicity, But by Courts' Failure to Punish, Yost Tells Lawyers

THE press was upheld in its relations with the bar at the 47th annual session of the American Bar Association in Philadelphia this week.

Dr. Talcott Williams, director emeritus of the School of Journalism, Columbia University, urged employment of trained men by the courts to make abstracts of court procedure, such abstracts to be made readily accessible to the press. He pointed out that the task of the newspapers in obtaining accurate legal news was extremely difficult.

Casper S. Yost, editor of the *St. Louis Globe-Democrat*, scouted the belief that the press, "taken as a whole, had any serious derogatory effects upon the administration of justice."

"Defective justice in America is the shame of America," said Mr. Yost. "In the United States life and property are less secure from criminal violence than anywhere else on the globe that is not in a state of barbarism.

"Approximately 10,000 murders were committed in this country last year, fifty times as many as in the United Kingdom, while in such cities as New York, Chicago and St. Louis more crimes of violence are committed annually than in the whole of England. And this disgraceful condition is not due to a greater degree of criminality, but to the comparative immunity from punishment or correction that the criminal enjoys in this country.

"The instruments of justice and of law enforcement throughout America are manacled by a preposterous system of criminal jurisdiction that gives crime every advantage over justice, and creates the disgraceful paradox that law often cannot be enforced because the law will not permit its enforcement. Crime is disgracefully prevalent in America because the administration of justice is not sound, because, in fact, it not only permits but encourages crime."

Mr. Yost's summary of a situation for which the Bar Association itself is seeking a remedy was built around the topic, "Co-operation of the Press with the Bar in the Administration of Justice."

In discussing the co-operation of the press, Mr. Yost said: "In the main, the press of this country is directed by men of conscience, who realize their responsibilities to the public, and who are as deeply concerned in the sound administration of justice as are the most public-spirited members of the bar.

"The newspaper so conducted seeks accuracy above all things in its reports. There are difficulties that we all recognize and seek to overcome. The human element, the human limitations are constant obstacles to the statement or ascertainment of truth, in the press as well as in the courts, and neither in the press nor in the courts is the whole truth and nothing but the truth ever attained."

As remedies to fight the wave of crime, Mr. Yost urged a searching examination by the bar of what needs to be done to establish the administration of justice on a sound basis and then to array the forces of public opinion in support of concrete and uniform state and national programs.

Sensational news methods and sentimental and exaggerated reports of crime and trials are assisting materially in the decline in the actual administration of justice in the United States, Attorney General Harlan F. Stone told the Tuesday meeting. Mr. Stone took direct issue with Mr. Yost.

The attorney general held the press to be a contributing factor to disrespect for the law and its administration, but the main blame he placed upon his own profession—the law—and upon inefficient and corrupt public officials. Speaking of the press Mr. Stone said:

"How can we hope to secure popular respect for law or its due administration when the rights of litigants are daily determined by trial by newspaper in advance of trial by courts; when the public is encouraged to believe, by responsible leaders of opinion, that there exists in our polity any body or any agency, other than the duly constituted courts, which has either the authority, the capacity or appropriate facilities for determining the guilt or innocence of those charged with crime?

"Journalism has as high a stake as any other interest in the legal institutions of this country, for in them freedom of the press and freedom of thought and opinion have their only safeguard. Our profession may therefore urge upon it, on grounds of interest as well as of public duty, the importance of fair, intelligent criticism of the action of courts, and of accurate and enlightened accounts to the public of the functioning of law enforcement. It may urge the abandonment of that irresponsible publicity which is prone to distort or ignore the essential facts and hamper the administration of justice through the encouragement of that ignorance and misunderstanding on the part of the public which are inimical to the fair and impartial administration of justice. The ever widening and vicious circle of the stimulation by sensational news methods of an insatiable public demand for sensational news stories is corrupting public standards and distorting popular notions of the administration of justice. Sentimental and extravagant reports of judicial proceedings, with an exaggerated featuring of their dramatic aspects and of the personality and official action of lawyers and judges are familiar procedures by which the administration of justice is discredited; the soundness of public sentiment and judgment impaired and our legal system brought into contempt which it does not merit and which weakens and obstructs the administration of justice."

ELDEN ENDS LONG SERVICE

Will Do Library Work After 27 Years On Portland Express

Alfred O. Elden, managing editor of the *Portland* (Me.) *Evening Express and Advertiser*, has retired after 27 years of service. He has been managing editor since the death of George W. Norton, four years ago.



A. O. Elden

Mr. Elden will engage in literary work, with which he has been identified to a considerable extent for a number of years, after a rest during which he and Mrs. Elden will visit the latter's uncle and aunt Sir Albert and Lady Stephenson at Southport, England.

Mr. Elden has been succeeded by Frank E. Phillips, city editor, who became associated with the *Daily Advertiser* in 1905 and four years later joined the Express reporting staff. He became city editor five years ago, after working up the line and serving as assistant telegraph editor and later as sporting editor.

His successor as city editor is Percival A. Bachelder, who has been his assistant the past two years.

Keep in touch with old friends through EDITOR & PUBLISHER—$4 a year.



Gentlemen from New Jersey—George Hartl, editor, and R. E. Lent, general manager of the Passaic (N. J.) Daily News, sailed on the "Lancastria" for the advertising convention.

REPORT DIXIE PRESS HAPPY AND HUSTLING

Annual Convention of Publishers Well Attended—Important Future Plans Considered—Newmyer and Johnson Re-elected—Printer School Continued and Advertising Campaign Approved

By Arthur T. Robb, Jr.
Managing Editor, Editor & Publisher

SOUTHERN journalism, like the community it serves, is working today and planning intelligently for tomorrow. Even in the absence of recognized leaders of Dixie's newspaper thought, a number of them being detained in New York by national political duty which they placed before their personal and professional wishes, the 22d annual convention of the Southern Newspaper Publishers' Association, held last week at Grove Park Inn, Asheville, N. C., was well attended and marked by several developments of high importance. Briefly, these were:

1. Extension of the joint advertising campaign of the association was approved.

2. The school for printers at Macon, Ga., was continued on a new basis of operation.

3. Approval was given to the idea of a code of ethics and the board of directors was constituted a committee under the chairmanship of W. M. Clements, *Knoxville Journal & Tribune.*

4. Approval was also given to a motion to seek the co-operation of other publishing and advertising associations in the organization of an "advertising audit bureau."

5. New by-laws were adopted, although the association disapproved a proposal that it be incorporated.

6. Employment of a paid manager to work for the immediate future under direction of the secretary-treasurer was decided upon.

7. President Arthur G. Newmyer, associate publisher *New Orleans Item,* was accorded re-election.

Following an address of welcome to Asheville by Col. James Hyde Pratt, head of Western North Carolina, Inc., which operates a number of highly picturesque pleasure resorts in the Blue Ridge hills around Asheville, and a reply by Past-President Frank G. Bell, came the introduction of distinguished visitors, who on Thursday morning included P. L. Jackson, publisher *Portland Oregon Journal,* and J. M. Blondell, auditor *Baltimore Sun.*

President Newmyer reviewed the association's work in his report which Editor & Publisher printed in full last week and turned the publishers' attention toward Walter C. Johnson, general manager of *Chattanooga News,* whose service as secretary-treasurer for the past eight years he described in enthusiastic terms. He told of Mr. Johnson's willingness to continue in office under condition that he be relieved of detail work by a paid manager and recommended that course to the association.

Mr. Johnson's nomination and unanimous election were greeted with cheers. Major Allen Potts, business manager of *Richmond News-Leader,* then took the floor, holding a flat package, which, after a short address, he presented to Mr. Johnson. While the latter was examining the engraved watch, gold chain and locket containing a photograph of his children, Major Potts raised the lid of a great mahogany chest holding a full silver service, which he directed the secretary to present to his wife in compensation for the many hours he had taken from her to give to the association.

Mr. Johnson "had a feeling that something like this was going to happen," he said, but was "completely overwhelmed" by the magnificent proportions of the association's tribute. He expressed his deep appreciation briefly and proceeded to report on his work for the year, details of which appear elsewhere.

President Newmyer then appointed the following convention committees. Nominations: E. M. Foster, *Nashville Banner;* F. G. Bell, *Savannah News;* Ross A. Reeder, *Miami News-Metropolis.*

Resolutions: H. Galt Braxton, *Kinston Free Press,* chairman; Major Allen Potts, *Richmond News-Leader;* A. W. McCulloch, *Gadsden Journal.*

Memorials: George R. Koester, *Greenville Piedmont,* chairman; Elmer E. Clarke, *Little Rock (Ark.) Democrat;* W. M. Clements, *Knoxville Journal and Tribune.*

Auditing: A. F. Sanford, *Knoxville Journal and Tribune;* E. B. Jeffress, *Greensboro News,* and W. W. Holland, *Spartanburg Herald.*

President Newmyer then reported, on behalf of the agency relations committee, whose chairman, Victor H. Hanson, was absent in New York, that this secret committee had performed its work in a manner satisfactory to the board of directors.

Edgar M. Foster, *Nashville Banner,* who had been ill since his arrival at Asheville Tuesday, declined proffered relief from reading the report of the committee on Advertising, Labor and Business Office Affairs. He narrated the campaign undertaken by the association to advertise the South to important centers of national advertising, told of the favorable business circumstances in which the South now finds itself and the opportunities thereby afforded for a vigorous campaign. The S. N. P. A. members, he said, had contributed $15,000 in cash to place the copy in several newspapers and trade journals and in addition had given or pledged their own advertising space to the value of $97,906.06. Direct-by-mail advertising was also a part of the campaign, all of which was under direction of the Chambers Agency, Inc., New Orleans. Assistance of the S. N. P. A. committee was offered to other states and regional associations of newspapers planning a joint market advertising campaign.

Scarcity of good men for advertising and circulation executive posts was noted by Mr. Foster in the conclusion of his report and was also referred to in the report of Secretary Johnson. Mr. Foster advanced the suggestion that some publishers were employing high school and college graduates and getting better results than from the employment of older and more experienced men from other offices.

Labor activity of the committee included advice and assistance to publishers confronting disputes with their mechanical forces and the supplying of men to fill vacancies in these departments, the chairman reported.

Major John S. Cohen, absent on Democratic duty in New York, was scheduled to present the plan for an advertising audit bureau and Secretary Johnson did the honors. Briefly, the plan as submitted calls for organization of the Association of Agency Relationship, to be governed by three advertising agents, three newspaper publishers, two magazine publishers, one farm paper publisher, one business paper publisher and one managing editor. Its functions would be to set forth requirements which should be met by agencies from whom alone publishers would accept national advertising with the agency commission allowed. The A. of A. R. would investigate the qualifications of agencies and report to the board of control recommendations for acceptance or rejection of applicants for membership and would supervise operations of agencies through district managers and a staff of auditors.

By this organization, which, unlike the Audit Bureau of Circulations, would be under control of the publisher members, the A. N. P. A. and the S. N. P. A., and similar bodies would be relieved from consideration of the agency problem. In-



Southern Newspaper Publishers and Their Guests

formal conversations have been held between members of the S. N. P. A. individuals and of the American Association of Advertising Agencies, the A. N. P. A. and other groups and general sympathy is reported to have been expressed with the plan.

The convention approved the request of the president for authority to seek officially the co-operation of these other associations in the organization of the proposed regulatory body.

Postage and legislation were reported upon by Col. Robert Ewing, *New Orleans States,* postage receiving 100 per cent attention. He reviewed the S. N. P. A.—American Publishers' Conference effort to have the Kelly schedule of postal rate reductions enacted, a fight which was complicated by Mr. Kelly's simultaneous measure to increase the salaries of postal employes, placing the burden of the increases on second-class mail. It is now history that the campaign of the publishers blocked this path to the desired revenue and that the bill was vetoed because it did not provide the funds to meet the pay raises, and it is also history the A. N. P. A. effort to obtain a rate reduction by an amendment to the revenue bill succeeded in the Senate, but was fruitless when the bill went to conference.

"Nevertheless," continued Col. Ewing, "these two vigorous fights by the publishers against further increase of these unjust postal war burdens has indicated in no uncertain terms to our Senators and Congressmen that the worm has turned at last and, if we all pull together and work as hard at the next session for not less than a 50 per cent reduction in our present rates, I confidently believe we will be successful; but, fellow members, every newspaper publisher, big and little, and every magazine publisher, must work and work vigorously and co-operatively, to bring this about."

Not so sanguine a view was taken by Major E. B. Stahlman, *Nashville Banner,* veteran of battlefields and Senatorial committee skirmishes these many years. Major Stahlman warned the S. N. P. A. that a report adverse to newspaper interests might be expected from the committee now investigating the cost and methods of handling second-class mail and that an adverse report would in all likelihood be accepted as final by Congress. It was up to newspaper publishers, he said, to present their definite knowledge of second-class mail problems to the committee, if opportunity could be obtained and to impress this knowledge upon Congress to forestall or overcome the effect of the hostile committee's report. If the publishers failed to get this information to Congress in emphatic and irrefutable terms, publishers might look forward to increases of millions annually in their postal charges.

Discussion of express vs. mail transportation of newspapers elicited the point that while express transportation was far cheaper than the mails for newspaper circulation, it was impracticable for the reason that the express companies could not distribute papers in many towns and villages where they had no offices.

Major Stahlman's views were supported two days later by Frederic W. Hume, executive secretary of the National Publishers' Association, who did not arrive in time for the early discussions. Mr. Hume gave a graphic description of the publishers' difficulties with Congress and with the Postmaster General in the fight for lower rates and against the bill increasing postal salaries. He quoted Postmaster General New as warning the publishers to accept the rate increase proposed in Congress, carrying a jump of $5,000,000 annually in postal charges, rather than the far higher rates which were likely to result from future legislation.

Serenity had marked the first morning's proceedings so far. An hour and a half remained by Mr. Newmyer's alarm clock when Harry Giovannoli, publisher *Lexington Herald,* was introduced to present the report of the committee on the printers' school of which he was chairman. "Now comes the fireworks," remarked one publisher in a stage whisper.

Mr. Giovannoli chose the narrative form for his report, telling how the school at Macon, Ga., was established by action of the S. N. P. A. in 1919 and opened in April, 1920, with six machines loaned by the Mergenthaler and Intertype companies. The school was under direction of Eugene Anderson, director of the Georgia-Alabama Business College and brother of W. T. and P. T. Anderson, owners of *Macon Telegraph.*

By July, 1921, Mr. Giovannoli stated, the school had graduated 75 students and was operating 39 machines. Publishers of the S. N. P. A. had contributed a fund for establishment of the school and had obtained the support of the A. N. P. A., which taxed its members $1 for each machine in their offices and turned the proceeds over to the Macon school. This support continued under A. N. P. A. convention authority until July 1, 1923.

Meanwhile, in January, 1923, the S. N. P. A. began an audit of the school's operations, which was delivered at the 1923 convention at White Sulphur Springs. It showed that the school was conducted under an agreement between the association's school committee and the Georgia-Alabama Business College, whereby the committee agreed to install all machinery and keep it in repair, and the college agreed to furnish buildings rent free, pay instructors and other operating expenses. Stock subscriptions were shown to have totalled during the period 1920-1922, $27,395. Equipment, maintenance and repairs were shown to have cost during this time $28,876. Inventory was $6,835, leaving net cost of operation chargeable to the committee at $22,043 for the period.

Tuition income totalled $73,370 and total operating expenses assumed by the college were $37,225, indicating a profit to the college of $36,145.

This report provoked considerable discussion at last year's convention, W. T. Anderson stating that the apparent profit resulted because the school's budget made no provision for the tremendous amount of supervisory work done by the school's head and for such other items as would ordinarily go into an institution's overhead charges. Mr. Anderson also told of a supplementary agreement he had made with the school as chairman of the association's school committee, whereby the former had assumed all responsibility for maintenance of the machines and would receive from the committee the sum of $5 a week for each machine in working order.

Considérable opposition arose to continuing the school at large expense to the publishers and at an apparently substantial profit to the operator, but other counsels prevailed. The school was continued under the existing arrangements pending consideration of all phases of the controversy by the new committee.

Mr. Giovannoli, as chairman of the committee, was the whole committee by his statement to the meeting, as none of his colleagues attended any meetings of the body. W. T. Anderson had endorsed a note of the school for $2,500, in anticipation of contributions expected from the A. N. P. A. and the note remained unpaid in October, 1923, as the expected money had not been paid by the A. N. P. A. This was finally settled by payment of the note by the A. N. P. A. after the April convention.

During the A. N. P. A. convention the S. N. P. A. directors decided to terminate the contract between its committee and the school as of July 31, 1924, and to notify the A. N. P. A., the Georgia Alabama Business College and the machinery companies of its action. The latter stated their unwillingness to furnish machines free to a school operated for profit and, as the feeling prevailed that the Macon school was in this class, it was agreed to withdraw the machines.

Mr. Giovannoli expressed the opinion that the school idea should not be abandoned under present conditions in the printing trade and stated that other schools conducted on a co-operative basis were operating satisfactorily. Future action was left without recommendation to the association.

W. T. Anderson then qualified as the "silver-tongued orator" of the occasion. He detailed in passionate terms his efforts to convince the S. N. P. A. that such a school was necessary, of his success in that field, and his further efforts to secure funds from publishers in all parts of the country, and his equal success there. He decried as unjust the clamor about the profit that the Macon school apparently had made, stating that for the past five years it had averaged about $7,000 per year and that the head machinist was paid that much to keep the equipment in order

He told the publishers that the 1,000 printers turned out by the school had cost the members of the S. N. P. A. about $3 apiece and had cost the publishers of the entire country who had contributed to the

(*Continued on page 24*)



1924 Assembly at Grove Park Inn, Asheville, N. C.

1,000 REPORTERS SEE DEMOCRATS THROUGH

Gruelling Garden Seige Hardest Story in Many Years—Hearst Puts Over a Beat—Visitors Laud New York Hospitality—New York World and Baltimore Sun Thanked.

By PHILIP SCHUYLER

POLITICAL writers early Thursday morning this week completed reporting the most extraordinary party convention since 1860. And on Thursday evening the Newspaper Club of New York outdid itself in presenting them with the "World's Greatest Show."

Nearly 1,000 ,strong, these politically-inclined newspaper men and women had invaded New York and Madison Square Garden 16 days ago; had sat through nine desperate deadlock days; had pursued prominent Democrats from hotel quarters to club, to Garden; had fought their way through crowded aisles on the convention floor; and had button-holed "big bosses" under the speaker's platform for "inside dope," which time and again proved false.

Varied in their forecasts, the valiant one thousand and one agreed unanimously they were glad the convention was over, when on Wednesday John W. Davis was nominated for President and Gov. Charles Bryan for Vice-President. And the "one" was the long, lanky and renowned Jim Preston.

On Thursday evening those who stayed longest displayed their gladness at the New York Newspaper Club, where they cheered Tom Brown and his 30 saxophonists, Will Rogers and the Tiller Girls from the Follies, Estelle Carey from the Strand, Fred and Dorothy Stone, Eddie Cantor from Kid Boots, Hazel Dawn of the Keep Kool Company, Vincent Lopez and his orchestra, and the Four Marx Brothers, and other headliners provided under the direction of Charles Hambidge, of the *New York Times*, and Christopher Bohnsack, of the City News Association.

The last few days of the convention were the hardest for the newspaper men and women.

The majority worked Tuesday evening past midnight until 4 o'clock in the morning, and it was nearly 3 a. m. on Thursday before Gov. Bryan was nominated for Vice-President.

On Tuesday evening William Randolph Hearst scored the one outstanding scoop of the convention, obtaining for the *New York American* first news of the meeting between William G. McAdoo and Alfred G. Smith at the Ritz-Carlton Hotel. It was also then forecast that Davis would be nominated.

Wednesday evening's session was interesting from the newspaper man's point of view. Who in the press section failed in applause when the nominator of Maj. George L. Berry, international president of the pressmen's union, declared in reference to the Major's ability to run a country newspaper successfully:

"Greater skill than that has no man."

Norman E. Mack, publisher of the *Buffalo Times*, always in the convention limelight, shone brightly Wednesday as proposer of Smith's right to the speaker's platform and presenter of a resolution expressing the thanks of the convention for the "careful and accurate reporting" of proceedings by the press.

The *New York World* and the *Baltimore Sun* also received a vote of thanks by the convention for their hospitality.

Front seats of the press section were well filled during the last struggle. For "Among those present," see EDITOR & PUBLISHER of two weeks ago.

In the *New York American* section, Arthur Brisbane was conspicuous by his absence. Wednesday, it seems, is the day he devotes for writing his Sunday editorials.

The Chestertonian bulk of Heywood Broun also failed to loom in the stall of the *New York World*. Walter Lippmann, the *World's* chief editorial writer, who was there, informed the writer Broun was taking a month's vacation at Stamford, Conn. Lippmann seemed particularly happy Wednesday night. His newspaper, he believed, had followed out its editorial convention policies in excellent fashion. And Davis was a "splendid choice."

Newspaper women, it was agreed, did more work at this convention than at any other national political gathering in history. But many possibly hope it will be their last. The next 4 years is time enough to marry.

"I favor a monarchy," mourned Imogene Stanley, of the *New York Daily News*.

This statement the writer considers of utmost importance and significance, because the inspiring Imogene is far-famed as absolutely the only newspaper woman who has danced with the Prince of Wales. And His Royal Highness will shortly arrive in America.

Other women who did yeoman work included: Katharine Trenholm, *New York Sun;* Marguerite Ely, *St. Louis Globe-Democrat;* Anne Dunlap, *New York American;* Patricia Dougherty, *Chicago American;* Dorothy Shumate, United Press; Helen Fox, International News Service; Jane Dixon, *New York Telegram and Evening Mail;* Mary Watts, *New York Sun;* Louella Parsons, *New York American*, and Mazie Clemens, *New York World*.

Among the newspaper men, even the veterans Louis Seibold, *New York Evening Post;* Robert Lincoln, *Chicago Tribune;* Robert Bender, United Press; E. Barry Faris, International News Service; Frank S. Whitehead, *Washington Post;* Charles Michelson, *New York World;* Richard V. Ouhlahan, *New York Times;* Robert Barry, *Philadelphia Public Ledger;* George Holmes, International News Service; L. C. Probert, Associated Press; Raymond Clapper, United News; Louis J. Lang, *New York American;* J. Fred Essary, *Baltimore Sun;* Boyden Sparks, *New York Tribune;* William Hard, and many others too numerous to mention were fagged out when peace and harmony was finally declared.

By the tail end of the convention even the humorists had lost their laughter and didn't know where to find it. Yet they kept right after the funny bone until the finish. Among this class were: H. I. Philipps, *New York Sun;* Frank Sullivan, *New York World;* H. L. Mencken, *Baltimore Evening Sun;* Walter Mills, *Oklahoma City Times;* Will Rogers, McNaught Syndicate; Rube Goldberg, and Neil O'Hara, *New York Evening World*.

Undoubtedly many a newspaper man echoes today the sentiments of Ralph E. Renaud, of the *New York Tribune*, who wrote:

"Your correspondent has heard all the noise he can stand for the rest of his term in the newspaper business. From now on he is going down on Long Island somewhere and listen intently for hours on end to the growing pains of the oyster plant."

At any rate, this writer followed the footsteps of Fred Edwards, of the same newspaper, who recalled:

"Years and years ago we used to know a place called bed.

"We're going to find out if it is still there."

Seen and Heard at the Garden

AS the National Democratic Convention struggled into its third week, the nearly 1,000 newspaper men on the assignment, denied opportunity for sensational reporting, demonstrated grit and loyalty by remaining in their hard pine press section seats during the dull deadlock at Madison Square Garden.

Although there was little inspiration or excitement these newspaper men and women stuck to the story to the finish.

Veterans in the press section agreed it was the "most wearisome" convention on record. Many pointed out that this was one of few political pow wows without a scoop or two.

O. H. P. GARRETT of the *New York World* failed to report at the press section in the Garden Monday this week. With Mrs. Garrett and their few months' old baby boy, Peter Leigh Garrett, he journeyed down east to Maine and cool weather. Peter Vischer of the World staff took his place writing the daily picture story.

EDWARD S. BECK, managing editor of the *Chicago Tribune*, commenting on the "scooplessness" of the convention, recalled a soiled clothes basket in the Southern Hotel, St. Louis, used by delegates at that political gathering as a letter box to tip off individual newspaper men to stories which lead to sensational beats.

"Perhaps the character of the delegates has improved," Beck remarked.

Beck declared he believed New York an ideal political convention city from the newspaper man's standpoint.

"The hotels are convenient and the facilities are the best of any political convention I have ever attended," he said.

The *Chicago Tribune* Managing editor worked so hard during the convention he was unable to take advantage of the entertainment provdied by the New York Newspaper Club. Last Sunday, even, he worked until 2 o'clock in the morning. He and Mrs. Beck are going to take a long vacation immediately after the sessions. They plan to sail from Quebec on the S. S. Empress of France July 16 to be abroad until the first of September. They expect to spend part of their vacation on a motor trip through Cornwall and Devonshire in England, and part of the time on the Continent.

"MY ninth and worst political convention," commented J. Fred Essary of the *Baltimore Sun*. "It was the worst," he added, "because it was the longest. At the same time it was the easiest convention to report in my experience. Everyone got every item of news. No one discovered any hidden information."

Essary was of the opinion that the Standing Committee in charge of press arrangements of which James Wright of the *Cleveland Plain Dealer* is chairman, should be handed a bouquet for the fine work they did at the convention.

"I never saw convention facilities more to my taste," he declared.

This same sentiment was expressed by many other newspaper men to EDITOR & PUBLISHER.

"THIS was my sixteenth national political convention, and the press facilities here were in some respects the best of any of the 16," remarked James P. Hornaday, Washington correspondent of the *Indianapolis News*. "New York has treated the visiting correspondents with fine courtesy. As for the convention as a whole, I should say that it has been splendidly taken care of. If this had not been the case, the long deadlock would have worn out everybody."

JOSEPH B. FINAN, publisher of the *Cumberland (Md.) Times* wrote special articles on the convention for his newspaper as did Frank B. Shutts, publisher of the *Miami (Fla.) Herald*.

JAMES H. MOORE, editor of the *Knoxville (Tenn.) Sentinel* wrote editorial comment on the convention every day for his newspaper. It was his opinion that editors could arrive at better judgment by reading newspapers than by being on the spot. Moore is more than 60, and has been in newspaper work pretty constantly since he was 16.

JOHN T. BOURKE of the *Cleveland News*, who has been in newspaper work 39 years and has been writing politics since 1905, finds that now-a-days he has to write with a view to a large feminine audience.

"Women are becoming more interested in reading political news than the men," he declared.

Besides being political editor of the *News*, Bourke is president of the Ohio Legislative Correspondents Association. He was assisted at the Garden by Carl D. Ruth, Washington correspondent of the *News*.

HENRY GRIMES, formerly with the United Press, now running a business news syndicate in Washington, reported the convention for the *Wall Street Journal*.

EMIL J. STEINHAUSER, for 21 years secretary to Arthur Brisbane, taking many of his reports direct on the typewriter, reminds EDITOR & PUBLISHER that this was the first use made of a noiseless typewriter at a political convention. In 1916 at Chicago Brisbane dictated his running account to Steinhauser and the noiseless was the envy of the pencil-pushing brigade at that memorable G. O. P. steam roller demonstration.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

In New Orleans it's THE ITEM

PUBLIC VICTIMIZED BY WRITE-UP MILLS NOW GRINDING IN BIG CITIES

Grafters Posing as Newspaper Men Sell Glory Pieces to Stock Cheaters for Publication in Mythical Magazines—Non-entities Pay $50 Up for Publicity in Newspapers

By F. R. DANIELL

EDITORIAL NOTE Mr. Daniell is an experienced newspaper man whose acquaintance with the publicity mills began after the New York Herald's sale, which made him seek employment elsewhere. He was connected for a few hours with the organization described, having been attracted by an advertisement in a New York paper for "experienced fast re-write men."

FREQUENTLY the charge is made that newspaper men are taking bribes for printing or withholding some item of news. Instances where the charge has been proven are so rare that they are considered as fables of the city room. And yet that there is some ground for the complaint cannot be denied, for recently there has sprung up a group of unscrupulous parasites, of whose existence most honest toilers in Grub Street are totally unaware.

They pose as members of the press and wheedle large sums from their "clients" for their alleged services. While their operations are legal, this ring of "grafters" constitutes a menace to the public and is throwing a great deal of discredit on the entire body of newspaper men. In many ways these purveyors of false news and usually worthless publicity bear a strong resemblance to the "We Boys" of an earlier day.

These more modern journalistic highwaymen, by promoting all sorts of questionable enterprises, are potentially much more harmful than the "We Boys" who confined themselves to exploiting the vices of a selected victim. Now instead of selling a membership in a mythical club they sell subscriptions to circulationless magazines and charge staggering sums for questionable publicity.

There are at least three fairly large organizations of this sort active in New York and employing from ten to twenty men as writers, collectors, and telephone salesmen. Undoubtedly there are more.

One man seems to be the guiding genius behind the whole ring. In his office were a number of letterheads bearing the name of the second company, while the name on the door of the third company's office is simply a rearrangement of the letters in his name. He has a branch office in Philadelphia.

The method of operation varies according to the exigencies of the moment. It is very simple. From a rather expensive method of gratifying one's vanity it runs to the promotion of swindles of all descriptions.

In one case this man has bought space in a large city daily outside New York, and can guarantee publication of any article he wants printed, the only condition being that his client pay enough. Six or eight of his screeds appear every day in neat little boxes throughout the paper in the guise of "success stories" or "exclusive" financial news. In addition to this fruitful source of revenue he controls two magazines that will print any article that comes along if the person with whom it deals will buy copies enough. These magazines have no other circulation. Right here is where the new crop of workers differs from the "We Boys," for instead of the man who is approached by them being the victim it is the general public which suffers most.

This can best be understood by explaining more in detail just how the game is played. Advertisements in all sorts of publications are clipped for "leads." Quack medicines, bogus stock selling schemes, real estate developments and all sorts of other enterprises are grist for the mill. With no investigation whatever a man is assigned to write a story extolling the honesty and integrity of the company's officers and emphasizing the opportunity for sudden riches if the reader will buy stock or real estate in this particular firm. Often the writer has no information save the name and address of the company on which to base his story. Some legitimate businesses have paid for this sort of publicity but more often it is the other type that is more interested.

The use that is made of the C. O. D. eulogy is easy to imagine. Fancy the advantage a stock salesman would have if he could show a long article of this sort in what is ostensibly a New York business men's magazine or a similar story in a large daily paper. The power of the printed word cannot be overestimated.

On dull days names and addresses are selected at random from the telephone book or the city directory and paeans of praise are written around the name. This form is harmless for no one is the loser. The little shopkeeper who likes the idea of having his name mentioned in connection with Napoleon or Alexander the Great has a right to spend $50 or $100 for the privilege of seeing it so on the printed page. It isn't only the little shopkeeper, though, for doctors, lawyers and luminaries of Broadway have been known to send good-sized checks for having published what they would like to believe about themselves. This species is harmless enough. It is the man who is financially interested in having the public believe falsehoods about himself that constitutes the danger.

It is when the story is written and when the salesman is trying to induce the man to pay for it that they pose as newspaper men. As the prospect has usually not been approached before the article was written considerable tact must be used in getting him to pay for something he hasn't ordered.

He is called on the telephone and told that he is speaking to the New York office of the ——— Gazette. From there it goes like this. "One of our boys picked up a nice little story about you today. Would you like me to read it to you?"

If the answer is, yes, as it usually is, the story is read over the telephone. Then if all goes well the prospect is told that the man who wrote it is a newspaper man of unusual brilliance who is having a hard time getting along. The publicity hound is told that other men have shown their appreciation by a gift of $50 or $100. If the gift is not forthcoming of course the article is not printed.

That is for the harmless publicity seeker. Methods much more blunt but not so revolting are used on the promoters of stock-selling schemes and land developments. They are asked flatly for $100 for printing the article, payable when the paper is produced. In the case of the magazines, the prospect is asked to buy a large number of copies—usually the minimum is 500 at 25 cents each. His advertisement is solicited at the same time.

As not all the stories that are written can be sold it is necessary to keep a staff of writers busy all the time preparing the little glory songs so that the salesmen may have something on which to work every day. The aim is to recruit these writers from the ranks of the regular newspaper men. So far this phase has met with little success.

Recently an advertisement has been appearing intermittently in the Help Wanted column of one of New York's most reputable papers. Each time it is the same:

Wanted

Newspapermen—for rewrite, experienced, fast. Box B-27345.

The applicant for a position is told that he is to write a series of human interest and success stories for an out-of-town paper. No one could be fooled by that for more than an hour, for no newspaper printed could possibly use one-quarter of the stuff that is turned out. The legitimate newspaper man induced to seek employment by means of the advertisements stays just about an hour before he realizes what sort of business he is in. Almost invariably he leaves at the end of an hour or so. Those that stay are for the most part men that have never been known in the editorial rooms of the metropolitan papers.

SONGS OF THE CRAFT

(*Copyright* 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE REPORTER

Behold him!
He is the omnipresent, the ubiquitous,
The everywhereful!

He springs from nowhere,
Eager, as a hound is eager in the chase,
His nose sniffing
And his ears a-cock.

In his pockets are many stubs
Of pencils gone in service—
Stubs bit and chewed,
Sawed off and sharped again,
All waiting to leap forth
And mark their histories
Down on paper.

For him the copy readers wait,
And the linotypes,
The soup, the dope, the autoplate,
The great presses, tons of steel,
Elephantine Things that grind
To make men's fortunes or
To break their pride.

Into the thick of life he plunges,
Into its comedies, its tragedies,
Its heartbreaks and its romances!
Here listening to the halting lies
Of a too willing witness;
There viewing the remains
Of a hooch-driven Juggernaut!
Or dolled up for the party,
Taking names of those present
At Mrs. Thingumbob's Whatchacallit!

Behold him!
With two fingers he hammers
His intelligence through
The wreck of an office typewriter!
With sang froid and aplomb
Turns in his offering,
Watching sourly as it is ruined
By an incompetent underling
Of a cold-blooded Copy Desk.

He is the Reporter,
The Omnipresent and Ubiquitous,
The Everywhereful!

THEODORE NOYES IN CHILE

With Mrs. Noyes Washington Star Editor Receives High Honors

SANTIAGO, Chile, July 2.—Theodore W. Noyes of the *Washington Evening Star*, and Mrs. Noyes, who are visiting Chile, had lunch today with a number of prominent Chilean newspapermen at the American Embassy. President Alessandri will receive Mr. Noyes later today and Mr. and Mrs. Noyes will be guests this evening at a banquet given by Senator Carlos Aldunate Solar.

Merger in Scottsbluff

The *Scottsbluff* (Neb.) *Daily Tribune* was purchased last week by the *Star Herald*, a semi-weekly publication. The semi-weekly will now be discontinued and under a new consolidation the Star Herald will be a daily publication. H. J. Wisner is general manager and managing editor of the new paper. The company has been incorporated and the incorporators include, besides Mr. Wisner, A. B. Wood of Gering, C. C. Cross, C. H. Trickett and F. H. Kothe.

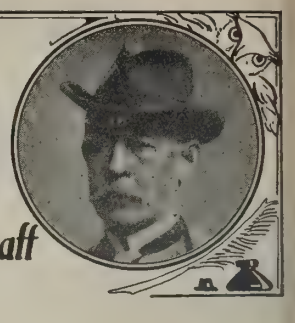
The Sure Sign

Of a Strong Medium

THE BASIL L. SMITH SYSTEM, INC.
International Classified Advertising Counsellors
Otis Building Philadelphia



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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CHAPTER FOURTEEN—(Continued)

Beach, who seems to have been much more reckless and unguarded in his slanderous assertions than the "foxy" Noah, went a step further and questioned the paternity of Mr. Bennett's baby son. The result was, so to speak, cataclysmic: Mr. Bennett at once appealed to the courts and Beach was speedily indicted for criminal libel and also was sued for damages.

His reporter, Horatio S. Bartlett, swore that he was instructed by Mr. Beach to write the article libelling Mrs. Bennett. Before writing it, he remarked to Beach that "it would be very hard for Mrs. Bennett to be thus shown up in a public print." To which Beach replied: "I know, but it's the only way to make the ———— feel," adding that he couldn't touch Bennett in his business or about himself, and that his family was the only point by which to reach him.

Mr. Beach, through his lawyer, pleaded "guilty" in the Court of Sessions on June 9, endeavoring, however, to fasten the blame on Bartlett, and saying, "I regretted the publication of the story immediately after it appeared." Beach's retraction and apology was no palliation of the offence, according to Mr. Bennett's lawyers, and the Herald the following morning had a savage editorial, excoriating Beach and his "miserable advisers."

"In reference to Beach we have a word to say. His 'recantation' as it is called; his confession in court and out of court, we regard with contempt. If it be possible to conceive any blacker and meaner degree of wickedness than the libel, it is to be found in his recantation.

"After having spent several months in looking up among my discarded servants, whether he could not find some wretches base enough to swear falsely—after being foiled in his attempt to suborn Baker—after being abandoned by his own wife on numerous charges of crime and wickedness—this man, Beach and his advisers, have the bold effrontery to avow to the world that they had to make a thorough search in the private records of my family, before they could believe it moral and respectable.

"We perfectly understand all this business. The infamous conspiracy in which Beach has been caught did not originate with him. He is only the low minded vulgar villain, who has more effrontery, but less cunning than the others. * * *

"Private slander, secret espionage and all sorts of tricks were resorted to put down Bennett—to put down the Herald—to put down its influence and power. Spies were deputed to watch my home in Chambers street, and if a shutter was opened or closed, it was marked and told of as something very mysterious. If I went to Saratoga—to Rockaway—or to any other public place—little knots of the 'salt pork' aristocracy would get together and circulate every species of slander and falsehood against my family.

"The purpose was from first to last to destroy us—to destroy our family peace—to destroy our establishment by every species of falsehood, persecution, untruth and private slander. Happily we were made of that stern stuff, that could meet—resist and overcome the whole confederacy.

"The day of retribution is now come. We are in a stronger—a better and more invulnerable position than ever—and the knaves shall feel it, before it is all over."

In another editorial, Mr. Bennett said:

"From facts and affidavits in our possession we can unfold one of the most diabolical conspiracies to destroy and blast by perjury, slander and defamation the reputation and peace of a high principled, faithful, domestic and affectionate wife and her infant child, merely because the husband of that wife has succeeded in establishing and maintaining against all rivalry, the Herald newspaper in New York."

The case against Beach was adjourned from term to term.

The Herald editorially referred to these delays and efforts to modify the sentence, by giving a list of eleven criminals who had been that day speedily tried and sentenced, while Beach remained unpunished for his atrocious libel, in these scathing words:

"These persons were poor devils, and could not afford to have affidavits put in by way of mitigation, or pay counsel fees to cavil on points of law, and thereby secure postponements. Of course the punishment should follow the offence—like the report the flash of the percussion cap, or the thunder the lightning, but Moses Y. Beach is altogether a different personage. He is set down in the 'Book of Wealth,' published by himself, to be worth $150,000—he is the proprietor of several banks, excellently adapted for shaving the poor out of a quarter or half per cent on their hard earnings every Saturday. The Ulster bank—the Jacksonville Bank—the Malone bank, are the names of banks in which he has been concerned, one of which, the Jacksonville, broke and left its remains upon the community. Of course these features make all the difference in the world, and so they ought."

Finally on January 12, Beach was arraigned and sentenced to pay a fine of $250. "When it was heard, a general hiss rose up in the court," said the Herald.

Noah and the Restoration of the Jews

Mr. Noah had long eagerly advocated a movement to restore the Jews to Palestine, and in 1844 lectured upon the subject, directly appealing to the Gentiles to financially aid the great undertaking. Mr. Bennett severely criticized Noah's scheme, and boldly summarized the lecture as quoted:

"Christians, that Jesus, whom you worship, was an imposter—a humbug—an impertinent fellow, who, under the pretence of a mission from Heaven, created considerable popular tumult in Jerusalem and the land of Judea. He was very properly arrested, tried, condemned and put to death under the Jewish law. In this enlightened day, he, in all probability would have been more mercifully dealt with; but, as it is, you are blindly adhering to a system of imposture.

"We are the descendants of the men who executed this imposter. We have unfortunately and unjustly been deprived of our ancient heritage. Will you aid us in regaining it?"

The Herald concluded the article with the remark that Noah "brings to the task, the same vulgar mind, the same low ambition and the same narrow capacity of old."

The Herald's condensed report of the long winded lecture, to which an admission fee of 25 cents was charged, created a great sensation, and brought down on poor old Noah's head undeserved obloquy. The result was that he abandoned the chimerical dream of the Restoration, which remained to be solved as one of the results of the recent Great War.

Both Bennett and Beach ran various businesses "on the side." Bennett was publishing The Lancet, a medical magazine; the Athenaeum, a literary periodical, and the New York Artist Magazine. Beach issued various pamphlets, and dealt in the depreciated bank currency of those days, while oysters were on sale in the cellar. Both editors conducted small book shops, and the rivalry grew so keen and bitter, that Mr. Bennett, as a clever move, brought his infant son, "Baby Jim" (as he was known in the office) into the conflict.

We quote a couple of the announcements, introducing James Gordon Bennett, Jr., to the public:

"NEW LITERARY DEPOT OPENED:—James Gordon Bennett, Jr.,—in other words, *le jeun editeur* has opened at his papa's Herald Office, n. w. corner of Nassau and Fulton Streets a depot for the sale of all the fashionable and current literature of the day. He means by this to take the wind out of the sails of Moses Y. Beach, and to confine that sleek rat to his Jacksonville, Ulster and Malone shinplasters, including also his oyster cellar. For a catalogue of the works for sale see advertisement.

James Gordon Bennett, Jr.,
His X mark."

"THE GREAT LITERARY WAR:—The astounding competition for the sale of the light literature of the day, between James Gordon Bennett, Jr., *le jeun editeur*, and Moses Y. Beach, the Jacksonville shinplaster financier and oysterman, goes ahead with a perfect rush. All the elegant young ladies decidedly prefer to buy of *le jeun editeur*, on account of his sweet smile and his irresistible ways. Beach is now 49 years of age, and *le jeun editeur* is only 19 months, yet the latter says: 'Wa-wa-wa-boo', which being translated means, 'I'll lick Beach at anything he can fix it.'

James Gordon Bennett, Jr.,
His own particular X mark."

New York, February 6, 1843.

An aged physician, a friend of Mr. Bennett, Sr., informed the writer in 1878, that Mr. Bennett frequently brought his son with him to the office, where he was the pet of the clerks in the counting room. Later in the day, Mrs. Bennett came after him and took him home.

(To Be Continued Next Week)

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST



A Presidential Year need not be an "off year" in *your* business!

Politics may slow up business extensions and new ventures, but the buying power of the American people continues to create markets for fighters.

AS regularly as the country enters the first stages of a national campaign, the old tale is revived that "presidential years" are not good years for business.

Facts deny the tradition. The table printed on this page shows how little foundation economists find for the doubt which acts as a drag on the selling effort and sales volume of all who hold it.

For manufacturers who ignore it, the "presidential year" handicap hardly exists. They accept the ebb and flow of general business as unavoidable. But they recognize that the margin between normal volume of trade and its lower levels is so small that individual concerns can wipe it out by aggressive selling co-ordinated with intelligent advertising Particularly when competitors are settling back to wait for "trade to pick up again."

Market Zones Are Economic units

They know also that the United States, with its 110,000,000 mouths to feed and backs to clothe, is not actually one great sprawling market, but a group of regional markets, each with its own economic conditions, each largely independent in the main factors that create prosperity or depression.

It takes little in the way of inquiry and analysis to mark the prosperous zones—and only the simplest sales strategy to concentrate selling and advertising effort in the markets where people have the money to buy and *are* buying what they need and fancy.

A Market of Unusual Stability

The Chicago Territory is that kind of a market. It is almost alone among the economic divisions of the country in having no dominant industry, district or class that labors under a financial handicap. It draws its strength from so many varied sources—farming, mining, transportation, wholesaling and manufacturing in an endless number of fields—that violent fluctuations in business conditions seldom occur.

Only 3 in 28 Presidential Years were marked by business depression

Of 24 "off years" in business since 18 2, only 3 came in Presidential years. 13 of the 24 were bad years also in England and France.

(Table from "Industrial Depressions" by George H. Hull. Additional facts from "Economic Crises," by M. Bouniatian). Presidential years printed in full. Years of Depression are marked "D." Years when depression also occured in England and France are marked "D*".

1812	1828	1844	1860	1876	1892	1908
13	29	45	61	77	93D	09
14D	30	46	62	78	94D	10
15	31	47D*	63	79	95D	11
1816	1832	1848	1864	1880	1896D	1912
17	33	49	65	81	97	13
18D	34	50	66	82	98	14D
19D*	35	51	67D*	83D*	99	15
1820	1836	1852	1868	1884D*	1900	1916
21	37D*	53	69	85D*	01	17
22	38D	54	70	86	02	18
23	39D	55	71	87	03D	19
1824	1840	1856	1872	1888	1904	1920
25	41	57D*	73D*	89	05 2d half	20D*
26D*	42	58	74	90D*	06	21D*
27	43	59	75	91	07D*	22

Chicago, itself, had 6% more money in its savings banks in May than the average for last year, 1923—and 20% more than the average for 1920, at the peak of post-war inflation. Check transactions reported by local banks to the Federal Reserve Bank of Chicago indicate a daily volume of business of $130,000,000. For an anchor to windward, Chicago also has a building and construction program—public and private work already begun or authorized and soon under way—amounting to the enormous total of one billion, three-hundred million dollars ($1,300,000,000). Other improvements still in the plan stage, will add another billion dollars to local expenditures for construction in the next few years.

Whose Products will they Buy?

Having money in the bank, money coming in and future earning power assured, the 18,000,000 people living in Chicago and The Chicago Territory form, right now the largest and most responsive market group in the world. Their buying power is normal for the products of American factories—from bathtubs and furnaces to cosmetics and chewing gum. They have to be sold, of course. If not by you, by your competitors.

Let a Chicago Tribune man call and show you how you can multiply your sales, cut your unit selling costs and speed up turnover in The Chicago Territory. You'll find he knows merchandising as well as advertising.

The "presidential year" bogy is only a stuffed shirt. Your 1924 business will be as good as you will allow The Chicago Tribune to make it.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery.

PRESS FINDS RADIO AN ALLY, NOT FOE, IN REPORTING NEW YORK CONVENTION

Many Minutes Saved to Metropolitan Editors by Instantaneous Flash on Ballots—Wire File and Circulations Unaffected

By PHILIP SCHUYLER

Radio was very much in the limelight this week as a political reporter, covering the National Democratic Convention at Madison Square Garden, New York.

The radio trade estimated that fans paid $1,000,000 to listen in on the battle of ballots and addresses. This figure was based on parts purchased for radio sets and for the recharging of batteries during the convention period.

An audience of 10,000,000 persons was said to be a conservative estimate of those who tuned in on all important convention news.

H. P. Davis, vice-president of the Westinghouse Electric & Manufacturing Company, called the "Father of Broadcasting," expressed the belief that broadcasting of convention proceedings "has aroused such national interest that the greatest poll of votes ever cast at a Presidential election will result." In a statement issues by Davis, it was recalled that four years ago the first political news was broadcast—the election returns in November, 1920.

By the editorial side of New York newspapers, radio as a reporter was welcomed as a most efficient friend, while circulation managers declared they were not the least bit "frightened over radio," and displayed figures showing big increases in newspaper sales during the convention period.

"We found our radio set very useful in covering the convention," declared Carr V. Van Anda, managing editor of the *New York Times*. "It saved us the trouble of having our men send frequent bulletins from the convention floor."

"It made many an edition possible for us," stated William Preston Beazell, assistant managing editor of the *New York World*.

On July 8, the writer found Victor Watson, managing editor of the *New York American*, seated before a radio set in his office in the American building. He had a clerical force about him keeping track of the votes cast.

"It beats the telegraph, our own reporters, and everything else," he vouchsafed. "The radio has enabled us to put editions to press every night before the balloting is actually finished on the floor. No. Radio hasn't cut into circulation. Our circulation has increased beyond expectations."

The *New York Telegram and Evening Mail* and the *Brooklyn Eagle* also made extensive use of the radio.

The effect of radio as a political reporter out in the field was more difficult for the writer to check up in New York. He learned from the Associated Press that the *Boston Herald* and the *Washington Post* were making definite tests, and awaits with interest statements on the results from these newspapers and from the many others, which must have used radio as a convention reporter.

Two methods of checking up the activities of Reporter Radio, in covering the convention for newspapers outside of New York, offered themselves: the opinions of press association chiefs, and Western Union figures. It would seem that in no way did radio cut into the wire news purchased by the nation's press.

"As far as I know, radio hasn't cut into our service at all, unless, perhaps, to a few outlying districts, where country newspapers used radio to pick up convention news," declared J. J. Welch, vice-president of Western Union.

Western Union handled "slightly less than a million words a day" to all parts of the country, according to F. S. O'Connor, chief operator in charge of the Western Union convention office in the basement of Madison Square Garden.

"In volume of news dispatched over the wires, this convention beats any other ever held," he said. "Approximately 600 to 700 newspapers were supplied with their own stories sent by Western Union.

"We had the largest and best facilities we ever had for handling a convention, consisting of two multiplex circuits and approximately 200 exclusive Morse convention circuits to all parts of the United States, placing dispatches direct into newspaper offices."

J. J. McDermott, superintendent in charge of the commercial department of the Postal Telegraph Company, said the Postal wires from the Garden basement handled an average of slightly more than 450,000 words daily.

Jackson S. Elliott, assistant general manager of the Associated Press, E. Barry Faris, associate editor of the International News Service, and Fred S. Ferguson, vice-president of the United Press Associations, all agreed that radio was in no way a competitor of press associations. None of the press services used radio as a news vehicle.

With prominent New York editorial men, these press association officials agreed in the opinion that radio, rather than decreasing sales of newspaper, rather promoted sales, in that it had aroused public interest in the convention proceedings.

THIRD MILWAUKEE SURVEY

Journal Issues 276-Page Printed Volume of Consumer Statistics

The *Milwaukee Journal* has published its 1924 consumer analysis of the Milwaukee-Wisconsin market in a 276-page printed volume. The edition contains facts and figures on the Milwaukee market as to package goods sold in grocery stores, cosmetics and accessories, household appliances, cigars, cigarettes and tobacco, men's clothing and radio. It also contains general information on the Milwaukee market and statistics on the Journal.

To obtain the information, questionnaires were mailed to 10,000 citizens selected at random from the city directory. Three thousand replies were used for the survey. A 6-page folder containing more than 150 questions was used. Separate questions as to the brands used, amounts consumed, buying habits, etc., were asked.

The 1924 survey showed the leading brands in each of the fields covered. In the chapter devoted to grocery products, leading brands are named for 39 products. Where changes have occurred in the popularity of certain products, merchandising and advertising activities are reported showing what effect these activities have had upon the sale of the products.

This is the third year that the merchandising and research bureau of the Journal had prepared a survey from the consumer angle. To supplement facts reported by consumers, a dealer investigation was also made. In many cases, particularly in the food line, it was found that dealers' reports did not coincide with those of housewives. Many products that had no consumer demand were listed by dealers.

June, 1924

FOR the month of June the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,999

The five Sundays in June show an average net paid circulation of 177,571 for The Sunday Sun.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

IOWA FORMS PRESS SCHOOL

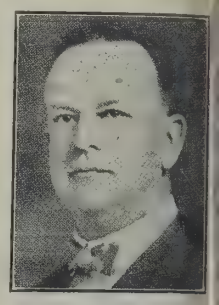
Takes Over Courses from English Staff —Lazell a Professor

Organization of a school of journalism at the University of Iowa was announced by Prof. C. H. Weller, university editor, who assumes the post of director. This school will absorb the courses and faculty of journalism which have been in the English department. Fred J. Lazell, editor of the *Cedar Rapids* (Ia.) *Republican*, is to become a professor. Prof. William S. Maulsby, who was formerly with the *Christian Science Monitor* and the *Springfield* (Mass.,) *Republican*, will teach reporting, editing and feature writing. He has been connected with the school for several years. The new department will be housed in two buildings, one containing the plant of the *Daily Iowan*, and the other a library and offices for the departmental editors and faculty. The *Iowan* will continue as the laboratory where students will be given practical experience in journalism.

BELL NOW CONTROLS NEWS

Savannah Publisher Has Headed Morning Paper for Years

F. G. Bell, president of the *Savannah Morning News* and publisher of the paper, has secured control of the company



F. G. Bell

Mr. Bell joined the paper during the lifetime of John H. Estill, who made it one of the representative newspapers of the South. He was with Mr. Estill for many years and on Mr. Estill's death was left a considerable interest in the property. Mr. Bell was elected president of the company and has since been the dominating figure in the corporation. Mr. Bell has been a prominent figure in the Southern Newspaper Publishers' Association, of which he is past president. In Savannah Mr. Bell is a member of the Board of Education and is prominent in the Rotary Club. Mills B. Lane, a banker who has been interested in the Morning News for several years, retains his stock.

Iowa County Bars Road Signs

Construction of signs and billboards along public highways and primary roads in Van Buren county, Iowa, have been declared illegal by the county supervisors.

Who's Who in the CONSOLIDATED PRESS



OWEN L. SCOTT

OWEN L. SCOTT, special staff writer of the Consolidated Press, with headquarters in Chicago, is one of the best trained newspaper men in the central west as well as one of the most graphic writers.

His dispatches analyzing the Robert Franks case in Chicago were praised by editors as among the best newspaper stories of the year. Everyone wanted to know the background of the two young murderers of wealth and education; the environment from which they were evolved.

Supplementing the spot news associations, these stories answered questions on the lips of every reader. Scott's revelation of the "third degree" methods of the Chicago police was a gripping story.

Owen Scott received his training in many years of service with the Associated Press. With the latitude of a special writer his dispatches answer the newspaper readers' questions "What is it all about?" and "What does it mean?" exclusively for the newspapers receiving Consolidated Press Association leased wire service.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.



There are certain fundamental beliefs upon which we have built this business

SIMPLE OPERATION

In every detail of its construction, the Linotype reflects the fundamental principle of conserving the operator's time and effort to the last second.

If you do not have The Big Scheme of Simple Operation, we shall be glad to send you a copy on request

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.5-F

Composed entirely on the LINOTYPE *in the Benedictine Series*

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



EDWIN R. COLLINS

"NEWS, to be successful, must be a combination of accurate information and gripping entertainment."

That's good Hearst doctrine for you. It came from Edwin R. Collins, managing editor of the *Los Angeles Evening Herald*, a Hearst newspaper.

"In other words," Collins continued, "news must be information palatably conveyed."

The Los Angeles Evening Herald claims the largest daily circulation of any newspaper in the far West.

In conversation with the writer, the Los Angeles managing editor had been asked how circulation is best built. He had come back with the standard reply:

"The success of a newspaper depends upon the quality and quantity of its local news."

Then as an artist mixes colors on canvas, Collins had spread over the dull gray of routine copy, the sunset hues of entertainment.

"The modern newspaper shouldn't be wholly confined to news," he asserted. "News is the first consideration, to be sure; but the real business of a modern newspaper is, above all else, entertainment."

Collins is a cheerful fellow. One can well imagine it is quite easy for him to seize upon and enhance pin point bright spots in the daily news. A veteran of many newspapering years, he of course realizes that each day a newspaper must be built out of the best things available; that some days the grip of entertainment will be flabby; the accuracy of the information doubtful. Yet, it is plain, Collins belongs among the beaming faces of optimists.

"Newspapers are on the upgrade," he will tell you. "Strictly speaking, in every department they are better today than ever before, mechanically, typographically, ethically, in the quality and selection of news and features."

And such talk is good news, when it comes from a man who has sung the song of the daily press for more than 28 years. They are usually so fond of the "good old days."

Collins first made the rounds for news on the *Walla Walla (Wash.) Morning Union*. There, for some time, he chronicled the small town doings, before going to Portland, Ore., where he worked on the *Journal* and *Telegram*. He was in Portland when the Spanish War broke out and served as both soldier and war correspondent.

On the *Portland Telegram* he had reached the city editor's desk, but he left to go back on the street for the *Los Angeles Examiner*. This was in 1905. He has been on Hearst newspapers ever since. He became night editor and in charge of the Sunday edition for the Examiner. Then for 3 years he took charge of Hearst's *Boston American*. In November, 1911, he returned to Los Angeles, when the Morning Herald was made Evening Herald. Since then he spent part of a year as news editor on the *Chicago American*. He was made managing editor of the Los Angeles Herald in August, 1913.

SUN STOCK OVERSUBSCRIBED

So Reports Long Beach (Cal.) Official, Probing Daily's Failure

In a hearing before Deputy Corporation Commissioner H. A. I. Wolch recently, an astonishing condition was revealed regarding the failure of the *Long Beach* (Cal.) *Morning Sun*. According to testimony the paper had a deficit of $143,000. Wolch will report to the grand jury and district attorney that there has been a violation of the state corporate securities act. Wolch points out that the stock was oversubscribed to the extent of $54,250.

R. L. Roussel, auditor of the company, admits that there is an operating deficiency of $113,000.

In selling the stock the company employed the unit method; 25,000 shares of preferred and 25,000 shares of common were offered, the preferred being 8 per cent cumulative. The par value of both classes of stock was $10, but two shares of preferred and one of common being a unit was offered for $20. Much of the stock was sold to small purchasers on the installment plan.

The real condition of the paper's affairs was not generally known until a suit came up in the Superior Court to have a receiver appointed. W. E. Garner, a well-known newspaper man, was designated as receiver.

The present directors of the Morning Sun are Ross Abdill, real estate operator, president; vice-president, Andrew C. Ripley of Los Angeles; vice-president, C. C. Lewis, Long Beach jeweler; secretary, Miss Louise Hylman; attorney, George Hart.

Daily Edition for Florida Paper

An afternoon edition of the *Fort Lauderdale* (Fla.) *Sentinel* will be started within 60 to 90 days, according to a statement by George G. Mathews, editor. Machinery for the plant has already been ordered. The paper will take Associated Press service.

Nearly 5,000,000
Excess

The New York Times in six months this year published 13,293,132 *agate lines of advertising, a gain of* 711,106 *lines over the corresponding period of* 1923, *and* 4,693,018 *lines more than the second New York newspaper.*

RECORD OF NEW YORK MORNING NEWSPAPERS

	6 months of 1924 agate lines
THE NEW YORK TIMES..	13,293,132
Second newspaper	8,600,114
Third newspaper	8,562,198
Fourth newspaper	7,805,858

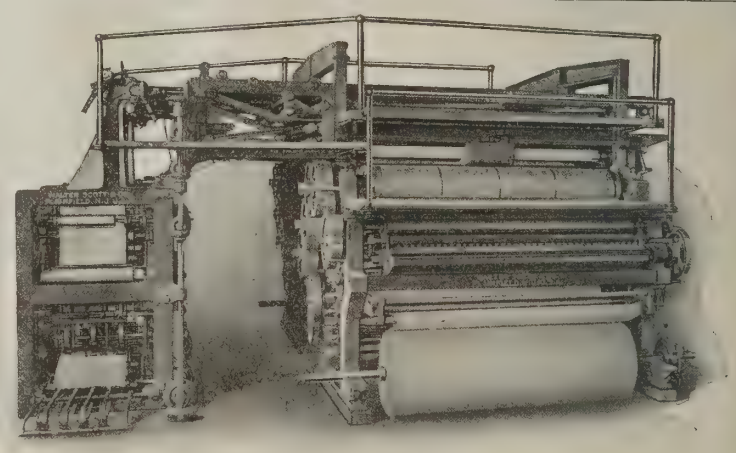
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This Is Your Opportunity

to secure for early delivery a used SCOTT MULTI-UNIT Quadruple Press consisting of two four page wide Units and Two Folders. Length page 23 9/16 inches 8 columns to page. Press and Folders in good condition, replaced by larger press.

ADDITIONAL UNITS AND FOLDERS CAN BE SUPPLIED

Write, telephone or telegraph

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 1441 Monadnock Block

NEW YORK 1457 Broadway, at 42d Street

The Most Successful of all Newspaper Consolidations

The average net paid circulation of The New York Herald Tribune for the months of April, May and June 1924, was as follows:

Daily Average (exclusive of Sunday)	Sunday Average
276,340	332,921

The consolidation of the New York Herald and the New York Tribune has proved the most successful in the history of American journalism. The circulation, both Daily and Sunday, represents units of purchasing power and responsiveness unexcelled by any newspaper in the country.

The New York Herald Tribune

EDITORIAL

MASTER AN ART

YOUNG man, wondering whether you are ever going to "amount to anything" in the newspaper business, take notice of the ideas which buzz in the pages of EDITOR & PUBLISHER weekly! To really succeed in this high-powered day, you must either be instinctively talented, possess some rare native ability, or you must closely study this business, find a specialty, know it through and through as no one else does, and find the right place to practice your art.

Amid many direct and indirect suggestions held out in these columns last week for the imaginative and truly ambitious, we noticed the remarks of Russell A. Law, of the well-known financial advertising agency of Guenther-Law. Said he: "There is not a financial advertising agent that could write a bond-offering advertisement. He has not the ability to do it. He is not familiar enough with the properties involved to do it. He has not the legal mind to do it." He declared that only corporation lawyers and bankers are able to write such advertising, owing to the technical character of the copy and the liability involved.

Mr. Law speaks from long experience and we do not question his statements. But we do believe that it is possible to train a man to write advertising copy for investments which are at once true and legally sound and much more entertaining and plain to the average mind than the advertisements which lawyers and bankers write. Here, then, is a specialty field for some able man.

No day passes that some newspaper man does not appeal to us for advice regarding a new position. Many are able and find locations. They know what they want and how to "put it over the plate" when the opportunity opens. But sadly futile is the quest of the man who only knows that he wants a job, needs it for the support of his family and is willing to "do anything." Just as you are more interested in a fact than in a generality, so are you more interested in an employe who represents a specific need than in one of general and therefore doubtful service.

You know something about advertising when you know something about the distribution and sale of merchandise.

DIRECT-BY-MAIL FRAUDS

ANOTHER instance of the ease by which fraudulent advertising, barred out by honorable newspapers, is carried to the "sucker public" in the "direct-by-mail" vehicle, is revealed by the National Vigilance Committee of the Associated Advertising Clubs of the World.

Here are some gems, taken from the literature of Harold G. Wise, so-called investment banker of Houston, Texas:

"Remember, we are not promoters, nor brokers, and we do no margin or promotion business. Our profit all comes from the very safe and conservative business of the Investment Bank."

"These units may be purchased through our 'brokerage department' for prompt delivery at $9.00 per unit."

"How would you like to make $750 in 60 days from a five-dollar bill?"

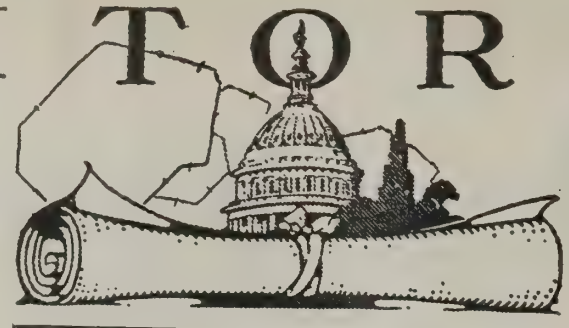
"We have been merchandising securities for 7 years without the loss of $1.00 to any investor."

"We will give you an opportunity to make a profit of from $300 to $2,000 in the next 60 days by an investment of $2.50 to $10.00."

The National Vigilance Committee challenges these statements which were sent broadcast through the mails in a continuous stream, an indictment was returned by a Federal Grand Jury and on June 16 Wise made a plea of guilty to charges of fraud.

"Direct-by-mail advertising has gained great popularity by promoters like Wise because periodical copy has been too carefully scrutinized to allow the 'get-rich-quick' fraternity to ply their craft undisturbed," according to the National Vigilance Committee.

Men who would scorn and socially ostracize a fellow caught cheating at cards, often only shrug their shoulders when they encounter the double-crosser, perjurer, frame-up thug and downright thief in the game of business.



PROVERBS

CHAPTER XXII. 1.

A good name is rather to be chosen than great riches, and loving favor rather than silver and gold.

RADIO NEWS SERVICE

EDITOR & PUBLISHER does not, for sound reasons, "view with alarm" the advent of radio-telephony as a news carrier competitor of the daily newspaper. It is folly, however, to ignore significant radio events of the past month as they have related to the great news of the national political conventions. Circulation reports will not, we are confident, show any appreciable effect, but it is a fact that broadcasting of the speeches and excited balloting at Cleveland and New York dulled the edge of newspaper reports among sections of the population of the large cities and many rural settlements.

The radio truck, with its battery of loud-speaker instruments, found its place on crowded city streets and in parks, holding crowds of idlers for hours and busy passers-by for as many minutes as they could spare.

The home radio and the restaurant radio were in active use and we know of instances where vacationists took radio instruments to the mountains, seashore and farm and got almost as much first-hand information concerning the proceedings of the conventions as did the reporters in the press stands.

Some newspapers took advantage of the situation and co-operated effectively with the radio, publishing as news the radio accounts of the big political gatherings.

We listened-in on the Madison Square Garden convention during the night session of July 7. The open proceedings, as they appealed to the ear, were as definite to us as to any auditor seated in the great hall. There was a good running description of the events, so we were able to vision the color of the event. As the reporters present were making totals of the balloting more rapidly than the official count, the press wires were probably a few seconds or minutes ahead of the official announcements. The chair promptly announced the delegation votes and the radio listener might himself have kept a tally sheet even with the sheets written in the press stand.

Except for what was going on behind the scenes, under the platform among the leaders, which required reporter skill to determine, listening-in was to all purposes and effects equal to actual presence in the convention hall. When the listener retired at night he was possessed of information he would ordinarily look for in his morning newspaper.

We heard the chairman of the Garden convention announce the tragic news of the death of President Coolidge's young son, which, by the way, was received at the Garden over press association wires and was thus announced to a listening public which does not contribute to press association operating costs, and we heard the convention's "groan of compassion," as Charles Michelson expressed it.

There is no gainsaying that radio is a wonderfully interesting method of reporting. It carries a new thrill. It is something to meet and EDITOR & PUBLISHER reiterates its suggestion that organized journalism consider this subject with a view to control of radio broadcasting as auxiliary to the newspaper, rather than permit it to take a competitive place in the general scheme of public information service.

It cannot replace the newspaper for many reasons, chief of which, as we see it now, is that no ordinary citizen can give the time that radio requires for a recital of the news. The selective feature of a newspaper, which is one of its leading attractions, is wholly missing in radio broadcasting. You accept what is given to you. In newspapers you select what you desire to read. The average reader is, for instance, only interested in the totals of a convention ballot. With the radio you must sit and listen for an hour to the polling of the states before you arrive at the desired total. Nothing would be so dull as a "radio newspaper." The announcer must wade through a column of stock market quotations, in which you have no interest, before he arrives at a sporting event or a news flash for which you have been waiting. There is no means by which radio owners can be called to their instruments to receive the class of news which interests them, unless such delivery be made on a time schedule and spot news ordinarily cannot await delivery by such method and retain its interest.

The great problem is to make radio broadcasting profitable. Free service merely to make a sale for equipment seems uneconomic. The day may come when instruments may be keyed to receive only waves intended for such instruments and this controlled service be sold by the week or month.

Broadcasting is at present falling off. We are informed by Carl Butman at Washington that the Department of Commerce only this week reduced the number of broadcasters to 534, 39 less than a year ago. The answer is that the service is not profitable.

It is reported that the Radio Corporation of America is at work on a plan to affect general, nation-wide broadcasting, from five or six stations over the country, operating independently of newspapers and rendering both entertainment and information service, presumably to sustain sales of radio equipment.

Radio is a newspaper subject, requiring the best thought of its votaries.

Imagine the business acumen behind an advertising car card, costing $10 per month per car, which reads: "Watch the newspapers for our latest offerings in high-grade bonds."

CALLING THEM "BOYS"

"GOOD morning, boys!"

The "boys" in question may be middle-aged, or old men.

They are being patronized by some iron-jawed political arrivist, whom they have seen climb to certain fortune and doubtful fame by the well-beaten skeleton route.

"Good morning, boys!"

He is all smiles and flattery when he wants you to write some self-serving thought into the consciousness of the public.

He is all scowls and his words dodge and hedge when adverse winds are blowing.

He writes "confidential" letters to your editor about your reports when they are "agin' the noble cause," but when you are puffing him he smilingly says, "Good morning, boys!"

July 12, 1924 Volume 57, No. 7

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Published Weekly by
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Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

PERSONALS

WILLIAM RANDOLPH HEARST, Mrs. Hearst, George Hearst and Mrs. George Hearst planned to leave New York either Friday or Saturday of this week to spend the summer on the Hearst ranch at San Simeon, Cal.

Frank G. Huntress, publisher of the *San Antonio Express and Evening News*, was guest last week at the home of his wife's parents, Mr. and Mrs. C. C. Johnson, Palmyra, Mo.

Fred Mitchell, owner of the *Excelsior Springs (Mo.) Standard*, is a candidate for the Republican Congressional nomination in the 3d Missouri District.

Dwight H. Brown, publisher of the *Poplar Bluff (Mo.) American*, has filed as Democratic candidate for State Senator.

Edgar A. White has resumed charge of the *Macon (Mo.) Republican* after an extended absence.

Edwin U. Sowers, one of the publishers of the *Lebanon (Pa.) Report*, accompanied by Mrs. Sowers, left for a tour of Europe and the Holy Land.

James Kerney, editor *Trenton (N. J.) Times*, spent several days last week with his family at Buck Hill Falls, Pa.

Frank B. Nichols, publisher of the *Bath (Me.) Times*, and Mrs. Nichols have returned from a four months' tour of Europe.

E. John Long, editorial writer and column conductor on the *McKeesport (Pa.) Daily News*, is touring Europe this summer. He is writing a series of travelogues under the caption of "The New Innocents Abroad," which is being printed in the News.

Right Rev. Mgr. Francis Clement Kelley of Chicago, who has been in editorial work on several Catholic periodicals, has been made a bishop by Pope Pius XI and assigned to the diocese of Oklahoma.

Mr. and Mrs. C. Neill Baylor have returned from their wedding trip and are living at Hagerstown, Md., where Mr. Baylor is editor of the *Morning Herald*.

L. E. Fay, former publisher of the *Clinton (Ia.) Advertiser* and in late years a resident of Cocoa, Fla., has announced his intention of establishing a campaign paper, *Fay's New Democrat*. There is no Democratic paper in the county.

Gaston Petrequin of *Le Journal*, Paris, returned home on the *France* this week.

IN THE EDITORIAL ROOMS

CHARLES V. SLATTERY, *Chicago Herald & Examiner*, made the best gross score, 92, and the low net score, 77, in a tournament of the Press Golf Club of Chicago, June 30. Harry Munzell, *Herald & Examiner*, was next, with a low net of 78, and Sidney Sutherland, *Tribune*, and Basil G. Wyrick, Associated Press, tied for third, with 80.

Michael W. Straus, assistant city editor *Chicago Evening Post*, and Mrs. Straus have returned from a wedding trip to South Carolina.

First Lieut. William J. Slater, of the *Springfield (Mass.) Union*, is in charge of the Camp Devens press bureau.

Phil L. Anderson has resigned as night commercial reporter for the *Sioux City (Ia.) Tribune* and is now with the *Moline (Ill.) Dispatch*.

Clifford Gessler has taken charge of the book page of the *Honolulu Star-Bulletin*. He has been connected with the *Chicago Daily News*, the *Indianapolis Star* and the *Milwaukee Sentinel*, and has been with the *Star-Bulletin* for the past year.

Randall Gould has become news editor of the *Peking (China) Daily News*. He was formerly associated with Chicago and San Francisco newspapers and with the United Press.

Fred Gaiser, staff artist of the *Trenton Times*, has just returned from Scranton, Pa., after a serious illness.

Joseph E. Hennessy, erstwhile marine reporter for Providence (R. I.) papers, now at the state capitol for the *St. Paul Daily News*, is taking his vacation among the northern Minnesota lakes, leaving his work to James A. Peterson, political writer.

Fred Turner, day city editor of the *Buffalo Courier*, is recovering after an attack of blood poisoning caused by a boil.

Justice Fleischmann and Theodore B. Goetz, formerly of the University of Buffalo, are recent additions to the *Buffalo Evening News* city staff.

Willis F. Forbes, day city editor of the *Sioux City (Ia.) Journal*, has been elected first vice-president of the local Junior Chamber of Commerce.

George W. Pratt has resigned as courthouse reporter for the *Sioux City (Ia.) Journal*. He has been succeeded by L. S. Harvey.

Horace F. Wulf, telegraph editor of the *Sioux City (Ia.) Tribune*, and Willis F. Forbes, day city editor of the *Sioux City (Ia.) Journal*, have been named elected members of the board of directors of the Junior Chamber of Commerce of Sioux City.

Harry Flannery, formerly of the *Hagerstown (Md.) Daily Mail*, who has completed a year's post-graduate work at University of Notre Dame, Ind., will go to Chicago this summer on the staff of the *American*.

A. Russell Carty, cartoonist and former advertising man on several New York newspapers, is back at his desk with the *Richmond News-Leader*, after spending two weeks with his family at the New York seashore.

Griffith Bonner has resigned, after several years on the *Topeka Capital*, to become associated with the Farm Mortgage Company of Topeka.

James F. Small, of the *Steuben (N. Y.) Advocate*, recently observed the 51st anniversary of his connection with that newspaper.

William C. Gill, associate editor of the *Elmira (N. Y.) Sunday Telegram*, is confined to his home, following a stroke of paralysis.

Murray Metten, a member of the local staff of the *Wilmington (Del.) Evening*, has gone to Europe for the summer.

Miss Patricia Dougherty, who, as "Princess Pat" is one of the best known newspaper women in the United States, has returned to the *Chicago Evening American* after an absence of several months in New York.

Hazel Belle Perry has been made editor of the *Junior Journal*, juvenile section of the *Chicago Daily Journal*. She succeeds Mrs. Crystal Kennedy, who was married recently.

Henry Weinberg, Albert F. Koepcke and Joseph E. Fleischman are new reporters on the *Chicago Daily Journal*.

Glenn Griswold, managing editor, *Chicago Journal of Commerce*, is on a fishing trip in Canada.

IN THE BUSINESS OFFICE

WILLIAM G. HOBSON, formerly manager of national advertising of the *New York Journal*, has been appointed director of advertising to succeed E. M. Alexander, now publisher of the *New York Daily Mirror*.

Clarence J. Pyle, business manager of the *Wilmington (Del.) News-Journal*, has gone to Europe to attend the international advertising convention in London. Before leaving he was presented with a golfing outfit by his co-workers.

George W. Gibbs, formerly advertising manager of the *Portland (Me.) Press-Herald*, before leaving for New York was given a party at Willard Inn, near Portland, by co-workers and friends and presented with a traveling bag. The presentation was made by Austin Ward, of the advertising department of the *Press-Herald*.

Miss Helen Havely, recent graduate of the University of Kansas journalism department, has become advertising manager of the *Dodge City (Kan.) Globe*.

HOLDING NEW POSTS

HILTON BUTLER, former Mississippi newspaperman, and recently secretary to Congressman T. Webber Wilson and Washington correspondent for a string of dailies, to managing editor of the *Charlottesville (Va.)* Progress.

Marion Shipley, from *Dodge City (Kan.) Globe* news staff to advertising promotion staff *Kansas City Star*.

Phil LaMar Anderson, from *Sioux City (Ia.) Tribune* to city hall and police, *Moline (Ill.) Dispatch*.

B. H. Brown, formerly *Port Arthur News*, to *San Antonio Evening News*.

FOLKS WORTH KNOWING

ALBERT S. CROCKETT, editor, World Traveler Magazine, who assumed his present post about 3 years ago, does not say, with stuffed sagacity, "I was a newspaper man once."



A. S. Crockett

He says, "I am a newspaper man."

Crockett worked on the old New York Sun, the Times and the Herald. Aside from other reporting on the Sun, he specialized in a column of interesting hotel news which was copied all over the country. Prior to that he was sent to London by James Gordon Bennett, first as reporter for the Herald, then as foreign correspondent.

In the latter part of 1915, the late George C. Boldt engaged him to be publicity man for the Waldorf Astoria. Crockett treated the hotel as a small city and gave himself assignments to obtain interviews and get the stories. During the war, he served as a dollar-a-year man on the hotel, restaurant, dining car, and steamship division of the Food Commission.

John McE. Bowman, knowing that Crockett wished to become an editor, bought the controlling interest in the World Traveler, and put the newspaper man in charge. Under the cloak of a series of noms de plume, he wrote several articles, a set of editorials, and numerous fillers for his first number, September, 1920.

Soon the manuscripts began to pour in. Now he has to look over from 100 to 200 articles. Advertising for the old publication apparently sold for what could be obtained, and the back cover brought $60. Today it sells for $475.

James F. Massey, formerly *Wichita American*, to *San Antonio Evening News*.

Sam Jackson, formerly editorial staff member of the *Denver Express*, to *San Francisco News*.

Paul Grimes, copy desk, *Chicago Daily Journal*, to copy desk, *Chicago Evening American*.

MARRIAGES

MISS YVETTE BIGONNAISE of Ticonderoga, N. Y., for the last five years secretary to the advertising manager of the *Boston Herald* and the *Boston Traveler*, to "Jack" Sullivan, of the *Herald-Traveler* advertising department. The couple will make their home in Arlington, Mass.

Merle Woods, city editor *El Reno (Okla.) American*, and Miss Sara Scott of El Reno.

Roy Dillon, journalism instructor Kansas City (Kan.) High School, and Miss Ethel Munger, journalism teacher at Fredonia and Kansas City.

Eric Philbrook Kelly, formerly of the *Boston Herald* staff, now a member of the Dartmouth College faculty, to Miss Katherine Collins Merrill, in Portland, Me., July 2. They will live in Hanover, N. H.

William M. Braucher, copy reader *Cleveland Plain Dealer*, to Grace Waggle, with the newspaper's private telephone exchange, June 30.

Miss Estelle Callopy, widely known advertising copy writer of Chicago, to Lawrence John Hau, June 30.

C. E. Phillips, manager of classified department of the *Rockford (Ill.) Register-Gazette*, and Mrs. Clarice Olson of business staff of the same paper, July 2 at Geneva, Ill.

Gerald F. Blessing, of the editorial staff of the *Waynesboro (Pa.) Record-Herald*, and Miss Mabel G. Mondel of Rouzerville, Pa., in Hagerstown, Md., recently.

Maxwell G. Greedy, assistant telegraph editor of the *Denver (Colo.) Post*, to Miss Elsie May Stitt of Denver.

PRESS ASSOCIATION NOTES

JOSEPH L. JONES, assistant foreign editor of the United Press Associations, is engaged to marry Miss Helen Sullivan of Kansas City. The wedding will take place this autumn

Raymond C. Cook of Wichita, Kan., has been appointed general manager of the Sioux City branch of the Western Newspaper Union, succeeding A. A. Sorenson, who has been made general manager of the Des Moines (Ia.) branch.

Sam Whitmire, of Universal Service, has gone to Atlantic City to spend his annual vacation.

As soon as the Bonus Bill was passed the Haskin Information Service began taking care of all inquiries coming from the newspapers it represents.

IN THE AGENCY FIELD

FELSHEA CO., INC., 159 North State street, Chicago, has obtained articles of incorporation authorizing it to engage in a general advertising, publicity, printing and sign-painting business. The authorized capital is $8,000. Incorporators are: Maybell Shearer, Joseph T. Shearer and Emil Feldman.

A. C. Smith has resigned as space buyer for Williams & Cunnyngham Company, Chicago. He has been succeedded by Dick Jamison, formerly of the U. S. Advertising Corporation, Toledo.

The Advertising Producers Associated, 538 South Clark street, Chicago, have moved to 332 South LaSalle street.

Articles of incorporation for the Smith-Paulson Advertising Service, Inc., 400 North Michigan avenue, Chicago, have been issued. It is authorized to conduct a general advertising business. Incorporators are: Alfred Klarecki, George B. Weiss and Jack Ades.

O'Connell-Ingalls Advertising Agency, Boston, has been elected to membership in the American Association of Advertising Agencies.

NEW PLANTS AND EQUIPMENT

MT. CARMEL (PA.) ITEM is now occupying a new four-story building of reinforced concrete.

Zanesville (O.) Publishing Company has added a Ludlow for use on the *Zanesville Signal*, the *Times-Recorder* and the *Sunday Times-Signal*.

Winona (Minn.) Daily Republican, a new Goss press.

Johnstown (Pa.) Tribune recently purchased an additional Ludlow Typograph.

Adrian (Mich.) Telegram is enlarging its plant and installing new equipment. The offices will henceforth be located on the second floor, with the plant on the ground floor.

Erection of the 20-page tubular duplex press in the new *Quincy* (Mass.) *Patriot Ledger* plant is now under way, directed by L. S. Maddock, erector for the Duplex Printing Press Company of Battle Creek, Mich., who recently completed installation of the presses for the *New York Bulletin*.

NEW PUBLICATION

Bowling Green (Mo.) Herald, established by J. T. Lanigan, former editor and publisher of the *Monticello (Ia.) Jones County Times*.

CHANGES IN OWNERSHIP

JOHN SOEMAN, owner of the *Lancaster (N. Y.) Enterprise*, has purchased the *Depew Herald*, formerly published by Anthony Fischer. E. M. Clemons will be editor.

Harry Nelson, editor and manager, *Vulcan (Alta.) Advocate*, has bought a half-interest in that paper.

Willis M. Pritchard has sold *Sloan (Ia.) Star* to J. F. Cooley.

G. E. Campbell, former city editor of the *Cedar Falls (Ia.) Record*, has sold the *Pierson (Ia.) Progress* to Edward T. Bramsen.

The *Ringling (Okla.) Eagle* has been sold by D. F. Spradling to his son, Quimton Spradling.

WHAT THEY ARE SAYING

ADVERTISING AND SPEED

"ADVERTISING and salesmanship can do little more than quicken the action of the article in selling itself. It formerly took three generations to build up a business. It now can be done in ten years."—C. H. Mackintosh, former president, A. A. C. W.

GOOD PRINTING WILL LIVE FOREVER

"GOOD printing will live just as surely as good literature or music. The difference between good and bad printing is much the same as that existing between Chopin's waltzes and 'Alexander's Ragtime Band.' Good printing is never blatant or obtuse."—A. Byrde Ingham, advertising director, Sheffield Fisher Company, Rochester.

WOMEN IN POLITICS

"WELL, they passed the resolution in favor of the child labor amendment and then all flocked to luncheon, where Jackie Coogan was guest of honor—something like the Congressmen who vote 'dry' and then go out and get a drink."—Miss Amy Wren, General Federation of Women's Clubs in California, as delegate for the Women's Press Club.

THE WEEK'S PRESS FLASHES

Now, how would our enthusiastic political reporters like to cover a fourth and fifth party convention?—N. H. in the *Brooklyn Eagle*.

* * *

Watch the man who's always patting you on the back. He may just be picking out a good place to plunge a knife. —*Evansville Journal*.

* * *

Mount Vesuvius has not got a thing on us. We have a national convention now and then.—*Atlanta Constitution*.

* * *

At any rate, the old-time robber baron didn't say he was going to serve the people.—*Birmingham News*.

* * *

Even the candidate who expects to win in a walk likes to have a special train.
—*Dallas News*.

* * *

Sometimes the nominee almost selects his cabinet at the convention. That's because there is a lot of wood there. Perhaps in the heads of the men there.
—*Greenville Piedmont*.

* * *

Combination of modernistic and fundamentalistic statement, of progressive and conservative ideas, of liberal and reservistic expressions—a political platform.
—*Savannah Morning News*.

* * *

A natural-born enthusiast is a man who can read either platform and get excited.
—*Baltimore Evening Sun*.

* * *

London is agog about a picture painted by a grocer. It should see some of the pictures painted by American real estate agents.—*Tacoma News-Tribune*.

* * *

All along the line there are people fishing for compliments with bated breath.
—*Philadelphia Bulletin*.

* * *

When a bald man removes his hat in an elevator, it isn't so much courtesy as heroism.—*San Francisco Chronicle*.

* * *

A French court has decided that a person whose name was once mentioned in a newspaper can demand indefinite publication of his replies. The well-known dictum, "The editor now considers the discussion closed," won't go in France.
—*Detroit Free Press*.

* * *

Some women take a life interest only in being dressed to kill.
—*Philadelphia Bulletin*.

Huntsville Star Suspends

The *Huntsville* (Ala.) *Star*, established in February by Col. Edward Doty and Associates, has ceased publication. The paper started as a morning publication and then switched to evening field.

Escanaba Press Buys Mirror

The *Escanaba* (Mich.) *Daily Press* has purchased the Escanaba Mirror and consolidated the papers as the Press.

WHAT'S WHAT IN THE FEATURE FIELD

James Swinnerton, creator of "Little Jimmie," has returned to his home in Palo Alto, Cal., from New York where he signed a 3-year contract with the King Features Syndicate.

Herbert S. Kamsler, formerly with the Herald-Sun Syndicate, New York, and more recently with the Consolidated Press Association in Washington, has organized a leased wire and supplementary feature news service in the Potter Building, New York, under the name of the Interstate Commercial News Service.

Patrick Sullivan, who draws "Felix" the comical cat, for King Features Syndicate, New York, returned to New York this week on the *Homeric* from a trip abroad.

L. De B. Handley, coach of the American Women's Olympic Swimming Team, is writing a series of articles on "The Art of Swimming" for the New York World Syndicate.

SCHOOLS OF JOURNALISM

TWO advanced courses in journalism copy editing and feature writing, have been added to the curriculum at Lafayette College, Easton, Pa., for the coming year. Instruction in journalism was started last fall by John E. Stempel, formerly with Indiana newspapers.

The School of Journalism of the University of Missouri has adopted as an official text book "The Menace of the Chains," a study of the distribution of food products in this country, written in collaboration by Fred Millis and B. W. Lewis, of Indianapolis.

H. E. Birdsong, journalism instructor at the Kansas State Teachers College, Emporia, has become head of the journalism staff at Butler College, Irvington, Ind.

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Development Branch—If you are considering the establishment of your industry in Canada, either to develop your Canadian business or export trade, you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to Canadian industrial raw materials. Information as to such raw materials as well as upon any practical problem affecting the establishment of your industry, including markets, competition, labor costs, power, fuel, etc., is available.

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C. P. R. Building

Windsor Station, Montreal, Can. — Madison Ave., at 44th St., New York. — 165 E. Ontario St., Chicago, Ill.

VANCE FOUND A WIRE IN OHIO TORNADO

A. P. Telegrapher at Sandusky Drove All Over Town in Commandeered Auto to Get His News Outside

An Associated Press telegraph operator, who knew that a story of death and terrible destruction was in the making and who was determined by all means to see that the "A. P." got the first break and a good early file, had the honor of breaking the news that a tornado had roared through Sandusky toward Lorain.

Jack Vance, operator at the *Sandusky Register*, turned the trick on the biggest story that that section of Ohio has ever known.

Vance had reported for duty June 28 at 3 o'clock to copy the proceedings of the Democratic convention. He was at his key when the tornado struck the city, unroofing buildings across the street and hurling wreckage against the office. Vance broke the wire to give the A. P. a 60-word bulletin on the storm—the first flash given the outside world that a twister was carrying destruction to the cities along the lake.

Before Vance could file a bulletin follow-up prepared by the correspondent, his wire went down. By that time the storm was at its height but he seized the copy and ran through the wind and rain lashed streets to the Western Union office. Not a wire there, he was told. He ran back to the Register office. An automobile was standing there. Vance doesn't know now whose it was. But he jumped in and drove to the B. & O. freight office—or what had once been the freight office. Then he hustled to the Big Four office. There he couldn't raise an outside point. There was one chance left. He speeded to the New York Central office, compelled the operator there to give him the single railroad wire still in service—and the story went out of Sandusky into Columbus.

Vance, with his first story off, hustled to the Western Union just in time to get the only wire set up at that place and then calmly, from dictation and prepared copy, gave the A. P. details of the disaster. Hours before staff men could get into Sandusky, the complete story of the storm which took nine lives in Sandusky and caused $2,000,000 property damage had gone into Columbus.

ASSOCIATIONS AND CLUBS

ROCHESTER, N. Y., AD CLUB has elected Arthur P. Kelly, director of publicity for the Eastern Theatre and School of Music, president to succeed Clinton R. Lyddon, president of the Lyddon & Hanford Company. The new vice-president is Walter W. Dixon, president of the Aseptico Laboratories. Charles R. Drake, General manager of the Line-a-Time Manufacturing Company, was elected treasurer. Three new directors, each to serve two years, are: E. Reed Shutt, attorney; William Oliver, business manager *Rochester Times-Union*, and Edmund L. Chapin. Glenn C. Morrow, executive secretary, remains in office.

Northern Minnesota Editorial Association had its summer outing at Alexandria, Minn., June 27-29. Among the speakers were Asa M. Wallace of Sauk Center, President C. W Carlson, Past President J. R. Landy, J. W. McGowan and John Casey, president and secretary, respectively, of the state association, and M. J. Forkner, secretary of the North Dakota Editorial association. The Seventh Minnesota District Editorial Association shared in the outing.

Shelby County (Ill.) Press Association has been organized and Hugh S. Lilly, Windsor, named temporary chairman, with James Shoaff, Shelbyville, temporary secretary-treasurer.

Colorado Editorial Association will hold its midsummer meeting at Boulder, July 18-19.

Indiana Republican Editorial Association is holding its summer outing at West Baden Springs Hotel, West Baden, Ind., July 11 and 12.

Virginia Press Association will meet in Roanoke July 24-26.

Spokane Advertising Club has named L. A. Lewis chairman of the better business bureau to succeed C. E. Frederick. Other members of the bureau named to serve during the coming year are B. L. Jenkins, George W. Kidwell, G. S. Hebberd, Glen Pattee and J. L. Mathieson.

Michigan Press Association will meet in Fowlerville July 18, and help George L. Adams, editor of the *Fowlerville Review*, celebrate the 50th anniversary of the founding of the paper.

Tulsa Advertising Club has elected L. P. Arnold, publicity manager Tulsa Public Service Company, president; Gary Vandever, dry goods merchant, vice-president, and Henry Robards, treasurer.

University Press Club of Michigan, composed of newspaper men from all parts of the state, will hold its sixth annual convention in Ann Arbor, Nov. 20, 21 and 22, under the auspices of the University of Michigan. The program will include addresses by Willis J. Abbot, editor of the *Christian Science Monitor*, and Herbert Bayard Swope, executive editor of the *New York World*. Representatives of the American Society of Newspapers are also expected.

Directory of Leading Features

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Daily Features

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Fiction

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Famous fiction of all lengths.
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"THE METROPOLITAN FOR FICTION"
Best Product of Modern Authors.
Short stories—Serials—Novelettes.
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Weekly Cartoon

"DOWN THE ROAD"
Weekly Automobile Cartoon by Beck.
Now Served in 3 col. as well as 4 col. size.
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

It's Not How You Say It But When and Where You Say It

Have you surveyed your territory?

Is your advertising pulling?

Questions like these should be answered by every advertiser. He should know. Space should be bought on its merits just as any other commodity. When you buy merchandise, you don't take the other fellow's word for it, you look it over, you must be shown. Why not use the same method in buying newspaper space?

Your medium in Altoona is the Mirror. No newspaper in the State of Pennsylvania covers its territory more thoroughly. The message you have for the 110,000 shoppers in Altoona will be delivered daily to every one of them if placed in the

Altoona Mirror

Average daily circulation for three months ending March 31st, 27,346

The ALTOONA MIRROR

ALTOONA, PA.

BUSINESS DIRECT

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By KEN KLING

Says He Became a Cartoonist to Keep from Working for a Living



KEN KLING, *New York World* cartoonist, claims he will never amount to much because he didn't sell newspapers for a living when a boy.



KEN KLING

He tells about his career in this manner:

"Right off the reel I want to confess that when I was a boy I had no widowed mother to support,, and didn't peddle newspapers in the ghetto.

"That's one reason why I'll never amount to very much, because, according to the magazine stories, every bird who ever had any kind of success always got his first kick out of life juggling some small town dailies.

"After I talked the teacher out of a diploma on graduation day in P. S. 5, New York, my folks shipped me off to high school, never dreaming that some day I'd become a cartoonist and wouldn't need an education. It didn't take me long to wise up to the fact that Latin and geometry never get anyone a ham sandwich if he was hungry, so I slipped out of the place that made waxed mustaches and patent leather hair famous, and looked for a job.

"After wasting a few useless years in an importing house trying to distinguish the difference between chiffon and cheesecloth at 9 berries per week, I decided that I didn't care for the idea of working for a living—and so started to draw cartoons—bootlegging being an unknown art in those days.

"It was in 1914 while the New York police force was handing the public a big laugh by playing hide and seek with a crime wave, that I started my first comic strip called 'Hank and Pete.' They were two cops. I drew the strip for 3 years and might have been still kidding the cops today had not the Kaiser tried to do some kidding of his own—and in 1918 I handed myself a laugh whenever I took a slant in the mirror at the trick spring outfit the navy handed me.

"After parking a white sea-going hat over my right eye and tripping on bell-bottomed trousers for two years—Congress decided that I wasn't earning my $30 monthly, so back I flopped into the stiff collar and derby.

"In 1919 I joined the New York World and put the servant girl on the map with 'Katinka'—a half-baked pot wrestler. Katinka and I were pals until one day while in a stupor I got married. I don't remember whether I was married by a judge or a fight promoter, but anyway one woman was enough for yours truly, so I sent Katinka on a one-way trip to her home country and sprung a brand new sap in the world, Joe Quince! Joe is one of those hicks who's so dumb he thinks July the 4th was a king!

"He once thought that an X-ray had revealed a piece of bird shot in his head, but upon close observation the doctors found it was his brain. Joe thinks the softest job in the world besides drawing pictures is to manage a fighter—that's why he went to Alaska and dug up Moco, his Battling Eskimo. Joe Quince will last as long as you'll stand for him. I wish he was the "Star Spangled Banner"—then you'd have to.

NEW RATE FIGHT PHASE

Baltimore and Washington Publishers Want Cuts on Ink and Cores

The fight of Baltimore and Washington publishers for lower freight rates on ink and steel cores for newsprint paper took on a new phase this week when the Baltimore publishers and representatives of Washington Newspaper Publishers' Association gave testimony before H. Fleming, Interstate Commerce Commission examiner. The publishers' organization also has pending before the Commission a complaint that unreasonable rates on newsprint paper exists between mill points and Baltimore and Washington.

In presenting testimony on existing rates on ink and steel cores, the publishers asked that refunds be granted in case lower freight charges are ordered by the Commission. Any decision on steel cores in this case will affect every newspaper east of the Mississippi River.

The railroads against which the complaints are lodged are the Pennsylvania, the Baltimore & Ohio and the Algoma Central and Hudson Bay Railroad. The reduction sought would amount to approximately 50 per cent on the present rates on steel cores.

Appearing for the Baltimore interests were: R. S. Carey, *Baltimore Sun;* J. D. Warren, *Baltimore American and News.* The Washington newspapers were represented by T. D. Geoghegan, of the Washington Newspaper Publishers' Association; W. H. Souder, *Washington Post;* Charles R. Ruth, *Washington Evening Star;* and W. D. Haines, *Times-Herald.*

KEEPING THE MIRROR BRIGHT

Stars from American and Journal Serving Without Titles

Staff of the *New York Daily Mirror,* new Hearst tabloid newspaper, includes the following:

Royal Daniel, Jr., formerly assistant city editor of the *New York American;* Leo A. Pollack, formerly in the dramatic department, *New York Journal;* A. W. Elliott, formerly with the *San Francisco Daily News;* George MacDonald, formerly with the *New York Daily News;* Gene Fowler, Lin Bonner, Arthur Medford, Jack Casey, Joe Zwerling, L. M. Catton and Hettie Cattell.

For the present, at least, staff members will have no titles, it was stated.

First four months of 1924

Carried more Musical Instrument advertising than any other newspaper in the City.

NEW YORK EVENING JOURNAL

The Deseret News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
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Los Angeles San Francisco

If You Are a SALESMAN

—Read This—

One of the largest business firms of its kind in the world has an opening in each of its branch offices:

Cleveland, O. Joplin, Mo.
Toledo, O. Bartlesville, Okla.
St. Joseph, Mo. Denver, Colo.
Danbury, Conn.

These are not soft jobs. They require real salesmen who are willing to work like blazes. Rapid advancement to field managers based entirely on results.

Advertising and specialty men are best fitted for these positions, selling one of the most popular and safest securities known.

Your earnings limited only by your efforts. Salary and commission basis.

Write telling us of your business history. List references. Address, C. B., P. O. Box 64, Trinity Station, New York, N. Y.

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as visualized by

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KNOWING HOW IS one thing, and knowing WHO is quite another matter. We, in this organization, after thirty years, know both how and who.

This means that we can cover a lot of ground, cover it effectively and cover it quickly.

It is merely another link in the SERVICE chain which links this office to results.

Always willing to talk representation with the right kind of newspapers.

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First IN CENTRAL OHIO
Columbus
IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,886,673 lines.

DISPATCH . . . 10,776,342 lines
SEC. PAPER . . 5,177,916 lines
THIRD PAPER. 3,711,753 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Your Richest Market

654,321 People with Taxable Incomes in Excess of $1000 a Year Live in the New England States

	Population	No. of Personal Returns	Net Incomes
Maine	768,014	44,397	$124,628,679
New Hampshire	443,083	32,410	82,352,496
Vermont	352,428	17,746	47,561,557
Massachusetts	3,852,356	388,442	1,153,008,156
Rhode Island	604,397	48,057	157,568,411
Connecticut	1,380,631	123,269	343,017,180
	7,400,909	654,321	$1,918,136,479

These 654,321 people had an average net income of $2,930 and paid a tax of over $72,000,000.

The per capita tax paid was $9.90 with 8.84 per cent of the population filing returns.

This group of states probably have the highest earning power in the country.

This territory demands an enormous volume of merchandise for the consumer. It is mostly city trade and you can sell them through the daily New England newspapers listed herewith.

SUCCEED BY USING THESE NEWSPAPERS

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.0375	.03
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	83,086	.24	.21
***Worcester Sunday Telegram	(S)	48,127	.18	.15

MAINE—Population, 768,014

		Circulation	2,500 lines	10,000 lines
***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,391	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

		Circulation	2,500 lines	10,000 lines
***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
***Bridgeport Post	(S)	20,565	.09	.09
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

LA FOLLETTE MEETING ATTRACTS PRESS

Representative Gathering of Newspaper Men at Second Cleveland Convention—Radio Broadcasting Is Not Used

CLEVELAND, July 8 — Cleveland's second national political convention held in the Public Hall auditorium and beginning July 4 with a spectacular demonstration by several hundred delegates and probably 10,000 visitors was a two-day affair, and was even more cut-and-dried than the June convention which nominated Calvin Coolidge to succeed himself.

The Independence Day convention, which set its approval upon La Follette for president and technically called the National Conference for Progressive Political Action, was followed by a convention of Socialists.

Arrangements for handling the La Follette convention were very good. Several hundred reservations were made directly in front of the stage for newspaper correspondents and telegraph and telephone facilities in a measure were a duplicate of those at the disposal of the 1,000 writers who reported the Republican convention, early in June.

Correspondents got a few thrills out of Robert La Follette's "declaration of principles" delivered by his son, Robert La Follette, Jr.

The convention was not broadcast but amplifiers in the hall carried the voice of stage speakers everywhere in the big auditorium. No runway was built for platform speakers, as was the case with the Republican convention.

While most of the feature writers who were in Cleveland a month ago were absent, they being held at Madison Square Garden by the Democratic political show, there was a good representation of the metropolitan dailies.

William J. Donaldson took the place of "Jim" Preston, kept in New York, in looking after seating and other press arrangements. He represented the national standing committee. James L. Wright, of the Washington bureau of the Cleveland Plain Dealer, deserted the Democratic show to come to Cleveland and aided in making things comfortable for the visiting newspaper people.

Paul F. Haupert of the Associated Press came on from New York to assist the Cleveland A. P. staff which was in charge of James W. McGuire, manager of the Cleveland office. M. E. Coleman of the Chicago A. P. office was also present.

The United Press corps of workers was under direction of Paul Mallon, assisted by the Cleveland staff.

The International News Service sent Kenneth Clark and William K. Hutchinson.

Locally, Wright, who wrote the leads for the *Cleveland Plain Dealer,* was primarily assisted by John Goad, labor writer for his paper. Marshall R. Hall featured the convention for the *Cleveland Times and Commercial.* Jack Heil, Ned Doyle and David Seitz and Alice Keuhn looked after the leading events for the *Press,* and William J. Lee covered the high spots for the *News* and the *Sunday News-Leader.*

Local labor papers, like the *Citizen* and the *Federationist,* were represented by their editors. Many out-of-town labor publications and trade papers were also represented in a special way.

Among metropolitan out-of-town representatives were: R. M. Ginter, *Pittsburg Gazette-Times;* L. C. Speers, *New York Times;* George Morris, *New York Herald-Tribune;* John W. Owens, *Baltimore Sun;* C. N. Wheeler, *Chicago Herald-Examiner;* Boyden Sparkes, *New York Herald-Tribune;* Martin Thistlewaite, *Indianapolis News;* Louis Beecher, *Toledo Blade;* J. G. Hayden, *Detroit News;* Maurice Judd, *New York Sun;* F. F. Shield, *Philadelphia Bulletin.*

Boston Writer Tells of Big Guessing Contest at Garden

By E. E. WHITING
(*Political Editor Boston Herald*)

FROM a newspaper man's point of view the best feature of the Democratic National Convention was that it lasted long enough and included candidates enough to give every newspaper man present a fair chance to guess right at least once. The convention was in session 14 days. If a trained newspaper man cannot pick the winner from a field of 15 candidates in 14 days, he is not devoted to his work. The difficulty at this convention was not to guess right, but to stay right.

As a matter of fact, there was a scarcity of "inside information" at this convention. A newspaper man could select his particular leader, boss, doorkeeper, prophet, hanger-on, lieutenant, hat-boy, or bell-hop, and write what he learned that way; and one way was nearly as good as another. There was just one way to foresee with approximate correctness the convention's outcome. That was the plain way of logic and a process of elimination. Here were many candidates, a dozen of whom were seriously in the race. There were two candidates in the lead, and it was a practical certainty that they would deadlock, as they did. The process of elimination then whittled away the remaining number. This is a process always possible when there is a large field of candidates—and only then. Also, it is a process that is as clear as crystal—after the event. Post-mortems are more or less interesting, but they deal with nothing permanently, except the corpse. Post-mortems of this convention are superfluous, or premature, anyway, because so few of the deaths incidental to that convention are permanent.

And as for the newspaper men who were inspired and who perspired during this 14-day battle of Madison Square, there were so many forecasts and prophecies made by them during the affair that they can spend four years before the next convention explaining what they wrote.

Seriously, this was a curious convention in its paucity of "official information" to favored ones. Men eminent in leadership in the Democratic party did their best by their newspaper friends with such information as they had. But the supply of confidential information did not equal the newspaper demand.

The newspaper men have had more exercise at this convention than they have had at any convention in this generation. Most of it has been guessing exercise. But I know we all have enjoyed it. The folks who looked after the newspaper men's entertainment have the gratitude and thanks of all of us. We have had a good time.

JUNKIN BUYS FAIRFIELD LEDGER

Transfers Ft. Madison Democrat to McGiffin Brothers As Payment

The *Fairfield* (Ia.) *Daily Ledger,* for 75 years owned by the Junkin family with only four changes in ownership during that period, has come into control of Paul S. Junkin, who transferred his holdings in the *Fort Madison Democrat* to Don and William J. McGiffin as part payment of the *Ledger.* Dean Taylor also held an interest in the *Ledger,* which has passed to Mr. Junkin. W. W. Junkin bought the paper May 26, 1853, and a quarter of a century later, to the day, his son, the late C. M. Junkin succeeded to the title. The McGiffens acquired control Jan. 1, 1917 and in October, 1920, through a consolidation with the *Daily Journal* took Mr. Taylor into ownership. The Tribune was consolidated April 1, 1923.

The new owner has operated a string of papers at Creston, Corning and Orange City, and for the last four years has been receiver for the Perfection Tire Company, and lately has been interested in the Junkin Paper Mills. He is president of the Iowa Press Association. Herbert F. McDougal, for two years editor, will remain in that capacity. The consideration is said to be about $100,000.

Ludlow takes the worry out of the Ad Room says Supt. Cowgill

of the Cleveland Times and Commercial

"IN my contacts with the most efficient publishers from coast to coast," says Louis M. Cowgill, "I have seen in operation nearly all the systems for getting out a newspaper, but I must admit the Ludlow System is **the only one.**

"The high quality of print in our paper is largely due to our Ludlow System, as all display type in ads and heads is new every issue.

"The Ludlow handles a small ad or a large one quicker, better and cheaper than could be done in the old hand-set days. It takes worry out of the ad room."

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

St. Louis Post-Dispatch Likes

JOHN HELD, JR.

Now's the Time to Get Aboard



Why do they always call you up when you are taking a bath, says Margy

(1 Col. Daily, ½ Page Sunday)

UNITED FEATURE SYNDICATE

World Building New York City

N. A. Huse, Gen'l Mgr.

Selling Churches Advertising

It can be done—but it's dreadfully hard work unless the churches have been in the habit of investing money this way. There are many clergymen and church officers who believe that no money should be spent by churches except for absolute necessities. Only after long persuasion by advertising solicitors will they see the advantages of investing money in advertising.

Many newspapers have found it profitable to sell a page to a group of merchants and professional men on behalf of all the churches in town. The names of all the churches are printed, and at the top a general invitation to worship somewhere, similar to copy offered by the Church Advertising Department of the A. A. C. of W.

Exclusive copy with special ads for special days may be obtained on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price is nominal.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

PENNSYLVANIA
Is Still the Nation's Keystone

This great commonwealth continues its century-old leadership in production of individual wealth and is more fertile as an advertising field than ever

Commercially, Pennsylvania offers everything one could ask for, and topping it all, Pennsylvania is a veritable Keystone State in prospects, purpose and push.

Pennsylvania's manufacturing and mining interests are permanent institutions. They cannot be moved.

Pennsylvania is a producer and with its workers comes a demand for goods of all kinds. It is a ready made, permanently prosperous market, presenting every conceivable trade advantage to be found anywhere on earth.

It offers trade advantages, sufficiently attractive and sufficiently diversified, to warrant the most intensive cultivation National Advertisers can concentrate in any field.

Intensive cultivation of this territory—co-operation with local dealers and local daily newspapers will open big trade for merchandise of all kinds.

Give your newspaper campaign a chance to make good. Try advertising by the year in these Pennsylvania daily newspapers.

It is the constant drop of water that wears away the stone. Persistent newspaper advertising promotes and maintains supremacy.

These Pennsylvania Dailies are splendidly prepared to render exceptionally efficient service to National Advertisers at a very low cost per line per thousand circulation.

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	30,627	.09	.09
***Allentown Call ..... (S)	19,595	.09	.09
†††Beaver Falls Tribune ..... (E)	5,702	.025	.025
†††Bloomsburg Press ..... (M)	7,130	.029	.029
†††Carbondale Leader ..... (E)	5,682	.025	.025
***Chester Times ..... (E)	15,547	.055	.055
††Coatesville Record ..... (E)	6,097	.035	.03
***Connellsville Courier ..... (E)	6,302	.02	.02
†††Easton Express ..... (E)	21,270	.07	.07
††Easton Free Press ..... (E)	12,711	.05	.05
***Erie Times ..... (E)	26,820	.08	.08
***Harrisburg Telegraph ..... (E)	38,546	.095	.095
***Oil City Derrick ..... (M)	6,765	.035	.035
***Pottsville Republican and Morning Paper ..... (E&M)	15,354	.08	.07
†††Scranton Republican ..... (M)	28,492	.12	.10
†††Scranton Times ..... (E)	41,544	.12	.11
***Sharon Herald ..... (E)	6,287	.0285	.0285
***Sunbury Daily Item ..... (E)	4,416	.025	.021
***Warren Times-Mirror .... (E&M)	9,090	.036	.036
***Washington Observer and Reporter ..... (M&E)	17,042	.06	.06
***West Chester Local News..... (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.... (E)	23,690	.08	.05
***Williamsport Sun ..... (E)	19,561	.07	.07
†††York Dispatch ..... (E)	18,317	.05	.05
†††York Gazette and Daily..... (M)	17,435	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

DIXIE'S FAIR ADVOCATE AT LONDON



Mary Belle McKeelar, of Dickinson Motors, Inc., Shreveport, La., decked in a creation of her own for the Costume Ball on board the S. S. Republic, bearing delegates to the A. A. C. W. convention in London. Her costume embraces headlines from 114 leading newspapers of the South.

(*Continued from page 7*)

fund about $27 apiece. The Empire State School in New York, whose director received a salary, although the Macon school head received none, had cost its supporters about $49 per graduate. "What kind of business is this?" he asked. "You members of the S. N. P. A. contribute your $3 per machine to the A. N. P. A. and you have deliberately turned away contributions by the A. N. P. A. to the support of the school which you founded, the first of its kind in the country. You are sending your money to New York to be spent on schools in the East, or the Far West, or anywhere except in your school in the South."

He called upon the members not to sacrifice the work that had already been accomplished merely because of pique that a profit had been made incidental to the success. The school had done all that it had been established to do, it was a going concern and its success would have been far greater, he said, if the S. N. P. A. members had carried out their original agreement to give the school advertising in their newspapers. He did not care where or how the school was continued, just so it was not allowed to die and carry with it all the good results that the past five years had brought about.

That about settled the argument. There was further discussion, but there was no opposition to a motion originally made by Mr. Anderson that the S. N. P. A. "create or continue" a linotype school and that its committee be empowered to make satisfactory terms or arrangements.

Under this resolution, the Messrs. Anderson conferred with the committee until the small hours of Saturday morning and agreed to continue the Macon school as the S. N. P. A. school.

Eugene Anderson will be paid a salary as director.

The S. N. P. A. committee will lease the machines from the Mergenthaler and Intertype companies.

Reports will be made at regular intervals by the school to the committee, showing the state of the finances and the progress of the students.

The association will not concern itself with the profit or loss resulting from operations.

Apparently everybody was satisfied with the new arrangement.

So ended the first day, Mr. Newmyer's alarm clock jangling a call to adjournment, luncheon, and golf at 1.30 p. m. sharp.

It rang again next morning in the lobby and on the council room table at 9 o'clock. Secretary Johnson started the ball rolling by reporting for the committee on traffic affairs. There was a note of triumph in his tale of how the committee had secured readjustment of the freight rate on newsprint paper by the principal railroads carrying newsprint to Southern points, thereby saving for many members several times the cost of their annual dues to the association. He also told how the committee had forestalled efforts of the carriers to change the description and classification of newsprint, with resultant increases in rate aggregating 10 per cent, and another plan to increase rates to certain Southern points.

Reduction in freight rate on cores shipped north to manufacturers had also been secured in several instances, Mr. Johnson reported, the new rate being only slightly higher than the rate on newsprint. The committee is now working to bring these rates on a parity.

Another achievement of the committee was the establishment of a minimum carload weight of 24,000 lbs., the carriers having held out for a minimum of 36,000 lbs. The Southern and Eastern carriers agreed last year and the water transportation lines had already concurred.

Threatened enforcement by the Shipping Board of Section 28 of the Merchant Marine Act, practically compelling shipment of foreign paper in American bottoms was averted by the committee's efforts, and it included in its report a recommendation that foreign paper makers be asked to ship their product in American vessels.

Several other inequalities in rates were noted as having been corrected and the committee recommended that the members consider united action in the handling of the 100,000 or more tons of freight controlled by Southern publishers to the end that rates might be stabilized and shipments be more carefully handled.

Successful conclusion of a fight before the Tennessee Railroad and Public Utilities Commission to prevent the American Railway Express Company from increasing rates on newspapers transported in intrastate commerce. The Tennessee publishers succeeded in having set aside the company's schedule increasing rates from 50 cents to $1 per 100 lbs.

V. B. Kemp, of the Washington & Lee School of Journalism committee informed the membership on behalf of Dr. John S. Cohen (the LL.D was conferred by Washington & Lee University a month ago on the Atlanta editor for dis-

(*Continued on page 25*)

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

"FIRST IN PUBLIC SERVICE"

The World

MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

REMEMBER

Texas is the Largest State in the Union.

It requires

The Beaumont ENTERPRISE

and

The Beaumont JOURNAL

to help cover it thoroughly. Ask Beckwith—he can tell you!

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

THE

PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION

167,395

NEW JERSEY NEWSPAPERS, INC.

National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

ETHICS CODE PROPOSED BY KNOXVILLE JOURNAL EDITOR

(Suggested by W. M. Clements, Managing Editor, *Journal* and *Tribune*, Knoxville, Tenn.)

WE recognize that as a newspaper's existence requires capital, justly entitled to a fair and reasonable profit, it must be operated upon sound business principles, which, however, need not and should not come in conflict with the duty it owes to the public, to the country and to the community that supports it.

Since newspapers were founded essentially for the purpose of providing news, a newspaper's first duty is to print that news honestly and fairly to all, unbiased by any other consideration, even including its own editorial opinion.

Its second duty is that of construing honestly and fairly in its editorial columns the happenings of the times at home and abroad, to the end that the people may realize their full benefits under a republic and require of public officials a faithful performance of the duties entrusted to them as servants of the people.

Its third duty is to protect its readers, insofar as may be reasonably possible, from evil influences in public life and from dishonest or misguided persons who through its own advertising columns might seek to mislead or exploit its innocent readers.

Lastly, its duty is to itself, its owners or stockholders—for unless a fair return on their investment is yielded, the publication must cease and, with it, its opportunity to perform any service to the public.

In furtherance of these duties we hold these principles to be compatible with both high editorial and news ideals and sound business conduct of a successful, prosperous and useful newspaper:

1. Fairness to its subscribers, its advertisers, to the public at large and to its competitors. Recognizing that honest differences of opinion exist among all people, intelligent or otherwise, we should not impute dishonest motives or unfair conduct to any person or any competitor until ample proof is available; until that time we may honestly differ and vigorously maintain our own opinions, but should not denounce others as dishonest.

2. Decency should be the guiding star in the printing news, editorials, advertising and all feature articles or illustrations. Even though at time pruriency, morbidness and a desire for sensationalism may seem to be in demand by a considerable element of the reading public, it is a newspaper's duty to keep its own columns decent and thus strive to hold steady the public mind in the path of right, morality and the service of God. "Is fit to print and to be read by my own mother, wife or daughter" should be the test, rather than "will it sell more papers."

3. Consideration for the unfortunate and for the guiltless victims of the faults of others. Though, knowing that publicity is the greatest deterrent of crime, we must expose fearlessly and without favor the name of law-breakers, we should protect the names of the innocent members of their families.

4. Respect and tolerance for those of different religions, races and circumstances of life. Ridicule may bring only pain to them, but its author cannot escape real injury in loss of the respect in which he is held by the public, if not by himself.

5. Honesty in our dealings with our readers, our advertisers, our employes, our competitors and all with whom we do business; to give a dollar's value for every dollar received and to pay a dollar for every dollar's worth of service. We should do no less and should not be expected to do more.

6. First, last and always, to be truthful to the limit of our ability; to be as accurate as human fallibility on the part of others as well as of ourselves will permit; to willingly mislead none and to be fair to all.

Though temporary prosperity may be achieved by violation of some of these ideals, we conceive it to be our duty to hold steadfast to these principles, and we believe permanent success will reward them.

:inguished service) on the progress made n collecting the $70,000 or more pledged oy association members at the last S. N. P. A. convention and appealing to the nembers to co-operate in further efforts o be made in the South to make the fund :ufficient for proper operation of the :chool.

Marco Morrow, of the Capper Publi:ations, then went to the platform on be:alf of Stanley Clague, managing direc:or of the Audit Bureau of Circulations. Speaking as a publisher and a director of the A. B. C., he outlined briefly how he A. B. C. had benefited the whole ad:ertising structure and that not the least of its benefits was in showing its pub:isher members the weak spots in their own and their competitor's circulation.

George D. Lindsay, publisher *Marion* (Ind.) *Chronicle-Herald* and president nland Daily Press Association, presented he greetings of the latter to its sister egional association and also an invitation or a joint meeting of the organizations o be held at West Baden Springs, Ind., ext year.

H. Galt Braxton, publisher *Kinston 'ree Press* and president of the North Carolina Press Association, welcomed the . N. P. A. back to North Carolina and escribed the many places in the Western art of the state suitable for the annual ssembly of Southern newspaper men in ddition to the beauty spot at Asheville.

Josephus Daniels, publisher *Raleigh ews & Observer*, scheduled for a Fourth f July oration, telegraphed his regrets om New York, where the Democratic onvention was holding him, and gave lace to Major Clark Howell, Jr., *tlanta Constitution*, who deprecated the lea of Independence Day orations and roceeded to deliver a good one.

Morton Caldwell, of the Chambers Agency, Inc., New Orleans, expressed his gratification that his agency had been chosen to prepare and place the advertising of the association and described in a five-minute address some plans he and his fellow members of the American Association of Advertising Agencies have for the gathering and distribution of market and circulation information. Greater details are to be found in another column.

One of the bright features of the convention came next in an address by John A. Davis, editor *Albany* (Ga.) *Herald*, on how his newspaper had induced the farmers to combat the depredations of the boll weevil in the *Herald's* territory. The county cotton crop in normal years is 20,000 bales, he said, and had been reduced in 1923 to 5,000 bales. The farmers were in hard straits and thoroughly disheartened. Nevertheless, agricultural experts had declared that another dusting of calcium arsenate in 1923 would have saved a good proportion of the crop, and Mr. Davis determined that the effort would be made this year.

The farmers were skeptical as to the value of any remedy against the dreaded pest and inclined to let nature take its course. Three problems therefore presented themselves to Mr. Davis:

1. The proper method of controlling the boll weevil.

2. Informing the farmers of this method.

3. Restoring the farmers' confidence.

A meeting was called of country agricultural experts and others proficient in Southern farm problems and a circular was sent out signed by these men telling the farmer what to do and how to do it.

Your Responsive Audience is in

INDIANA

Indiana has nearly three million population, an audience peculiarly responsive to advertising.

This audience has $724,210,000 deposits in the banks. It has nearly $500,000,000 income from agricultural production.

It has $52,789,000 income from mineral production. It has property assessed at $5,749,000,000.

It has an income in wages and salaries from manufactures exceeding $400,000,000.

This audience, last year, increased its automobile registration by 113,403, or 24%.

Indiana people are home people. For the most part these homes are of the American kind, each one a market for American goods. Indiana is thoroughbred American having the highest percentage of native born whites—92 per cent.

Are you telling your message in these American homes of Indiana?

This list of Indiana daily newspapers go into these homes every day. Put your message into their columns to reach these Indiana people.

		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718. (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

That disposed of problem one and part of problem two. The *Herald* then attacked the rest by a campaign against the boll weevil. A red line was carried across the top of page one every day for several weeks to the effect that "Southern Georgia Must Lick the Boll Weevil." It was hammered and hammered and hammered home to the farmers.

Then the Chamber of Commerce was induced to carry a large advertisement in two colors for the better part of a week, amplifying and emphasizing the message; for, of course, the business men were hit as hard as the farmers by the loss of the crop.

Next, the *Herald* went to leading business men—mostly non-advertisers, like banks, wholesale distributors, etc.—and induced them to use the two-color advertisements to clinch the argument. Editorials and interviews carried appeals from local leaders of all lines of work.

Success has apparently crowned the effort, as a recent survey shows that 87 per cent of the farmers have adopted the methods suggested. The boll weevil is present in smaller numbers than at any time since the beginning of the infestation several years ago and the outlook for a good crop is brighter than at any time since 1920. And, incidentally, the Herald is richer by $2,000, brought to the till by the special advertising.

Col. Ewing, Col. Clark Howell and F. G. Bell testified in succession to the excellent public service being rendered by Mr. Davis to his community. Col. Ewing told how northern Louisiana had combatted the weevil by forcing the cotton crop to maturity before the beetle reached its most destructive stage each season. Col. Howell declared that the weevil had been really a blessing to the South. It had taught the farmers what the editors had written in vain for twenty years—the need for diversification of crops.

Election of officers was next on the program and was concluded after a brief discussion in which all but members of the association were excluded from the meeting. As stated, Arthur Newmyer was re-elected president and Mr. Johnson had already been named secretary-treasurer.

Under the new by-laws there is no chairman of the board, his functions being exercised by the president. Directors for the various states were re-elected as follows:

Alabama—Victor H. Hanson, *Birmingham News.*

Arkansas—Elmer E. Clarke, *Little Rock Democrat.*

Georgia—Clark Howell, Jr., *Atlanta Constitution.*

Louisiana.—Col. Robert Ewing, *New Orleans States.*

North Carolina—H. Galt Braxton, *Kinston Free Press.*

Oklahoma—E. K. Gaylord, *Oklahoma City Oklahoman.*

Virginia—Allen Potts, *Richmond News-Leader.*

West Virginia—W. Guy Tetrick, *Clarksburg Exponent.*

New directors are:

Florida—Ross A. Reeder, *Miami News-Metropolis.*

Mississippi—T. M. Hederman, *Jackson Clarion-Ledger.*

South Carolina—F. C. Withers, *Columbia State.*

Tennessee—Wiley L. Morgan, *Knoxville Sentinel.*

Texas—M. E. Foster, *Houston Chronicle.*

SUMTER GILLESPIE'S BRIEF CODE

SUMTER GILLESPIE, editor and publisher of the *Greenwood (Miss.) Daily Commonwealth,* and president of the Mississippi Press Association, submitted for the consideration of S. N. P. A. members a statement for the code of ethics which most newspapers practice as follows:

"Article 1—We insist upon honesty in news, advertising, and editorial utterances, and will endeavor to protect the public from unfair practices and dishonest advertising.

"Article 2—We are business men and ambitious to succeed, but we are first ethical men and wish no success that is not founded on the highest ethical basis, with due consideration for our employes, the public and our patrons.

"Article 3—Our desire is to improve ourselves, increase our efficiency and enlarge our service, which can be done as an association only so far as each member will clean his own house, discourage unfair practices, fully realizing that we as an association cannot function properly without recognizing our full duty and high moral obligation to the public. We feel that our efforts, if exerted entirely for self, and without consideration for the good of others will defeat wholly the object of our organization.

"Article 4—We believe that by endeavoring to elevate the standards of the vocation in which we are engaged and by meeting together each year for discussion of fundamental principles we will be enabled to so conduct our affairs that our business activities will be more pleasant and profitable than would be otherwise possible, therefore we heartily subscribe to this code of ethics."

Committees were appointed to carry on the association's work as follows:

Advertising—Edgar M. Foster, *Nashville Banner,* chairman; Victor H. Hanson, *Birmingham News;* Clark Howell, Jr., *Atlanta Constitution,* vice-chairman.

Business Office Affairs—Ross A. Reeder, *Miami News-Metropolis,* chairman; Elmer E. Clarke, *Little Rock Democrat,* vice-chairman.

Labor—F. C. Withers, *Columbia State,* chairman; E. K. Gaylord, *Oklahoma City Oklahoman,* vice-chairman.

Printing School—F. G. Bell, *Savannah News,* chairman; G. J. Palmer, *Houston Post,* vice-chairman; Major Allen Potts, *Richmond News-Leader.*

Legislative—Col. Robert Ewing, *New Orleans States,* chairman; Major E. B. Stahlman, *Nashville Banner,* vice-chairman; Urey Woodson, *Owensboro Inquirer;* M. E. Foster, *Houston Chronicle;* and H. Galt Braxton, *Kinston Free Press.*

Washington & Lee School—Dr. John S. Cohen, *Atlanta Journal,* chairman; L. K. Nicholson, *New Orleans Times-Picayune,* vice-chairman; Powell Glass, *Lynchburg News & Advance.*

Traffic—Walter C. Johnson, *Chattanooga News,* chairman; E. B. Jeffress, *Greensboro News.*

Editorial Affairs—Wiley L. Morgan, *Knoxville Sentinel,* chairman; George R. Koester, *Greenville Piedmont,* vice-chairman.

Press Rates on Telephone Calls—Wiley L. Morgan, chairman; L. K. Nicholson, *New Orleans Times-Picayune;* John Brice, *Atlanta Journal.*

George E. Hosmer, *Fort Myers (Fla.) Press,* and a former president of the National Editorial Association, on Saturday morning stated that Charles D. Haines, former New York Congressman, had offered the Florida Press Association approximately $250,000 worth of property for the establishment of a newspaperman's home in Florida, including $150,000 in dividend-producing stock, $10,000 in cash, and 45 acres of land at Altamonte Springs, Fla. The project is to come before the Florida Press Association this week and Mr. Hosmer invited the support of the S. N. P. A. for the project. The S. N. P. A. voted to promote the plan in their bulletin and to give it their moral support.

D. B. G. Rose, familiar figure at circulation men's gatherings and one of the largest printers in the South, called for more intelligent co-operation between the newspapers and job printers of the South in obtaining men for their establishments and in maintaining proper control over their mechanical forces. He commended the printers' school plan as an excellent step in the right direction.

Wiley L. Morgan reported on efforts to secure a press rate for newspapers using the long distance telephone lines. Mail transmission of news was obviously too slow and the inefficiency of many small-town telegraph operators made the filing of important news over their keys a risky business. Conference with telephone company officials elicited the information that long-distance telephone lines do not need to give any reduction to the press to keep their lines busy, as they are already overburdened, especially at night, with low-rate commercial and social calls.

Mr. Morgan urged that newspapers develop the station-to-station call plan, rather than the person-to-person call, with the correspondent prepaying the call and settling with the newspaper when his news account was submitted for payment. Twenty per cent in tolls could be saved by this, he said.

He urged that a committee be named for further discussion of the press rate proposal with the telephone company, and the chair named Messrs. Morgan, Nicholson and Brice, as told above, with instructions to report to the 1925 convention.

Mr. Morgan's esteemed rival from Knoxville, W. M. Clements, *Journal and Tribune,* took the floor next with his proposed code of ethics, which, with another submitted by Sumter Gillespie, *Greenwood (Miss.) Commonwealth,* appear elsewhere in this issue.

General approval followed Mr. Clements' address, but the convention ex-

There is no unemployment in
PORTSMOUTH, OHIO
and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the
EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES
They cover South Central Ohio like the dew.
National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave. New York — 5 So. Wabash Ave. Chicago

When you come to London—
Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.
JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.
JOHN BULL
For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE
enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.
DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

Detroit
Fourth Largest City
Complete coverage with one paper.
The Detroit News
Offers advertisers unusual opportunities

The Greatest Force in British Advertising is
The Times
London, England

first!
—*in* daily circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis NEWS

In New Orleans
Consult the Latest
A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday
CITY CIRCULATION
Specials: East Beckwith
West Branham

pressed a desire for leisurely action in adoption of a code. W. T. Anderson, of Macon, called attention to a code of principles prepared by his predecessor on the *Macon Telegraph* and printed originally in EDITOR & PUBLISHER many years ago. Mr. Anderson asked the committee to consider these principles in formulating a code. It was not desired by the convention, with all its intention to avoid haste, to postpone the promulgation of the code for another year, so President Newmyer solved the difficulty by getting the association to vote that it wanted a code, that it was satisfied to turn the matter to a committee appointed by the chair which would report to the board of directors and await the latter's action. The committee appointed by the chair, under the chairmanship of Mr. Clements, was the entire board of directors.

Debate on future meeting places brought up again the old subject of meeting in various cities. Clark Howell, Jr., presented an invitation from the city of Atlanta, which glistened with the brilliant words of a Southern host.

"But, no thank you, Atlanta," was the association verdict. Mr. Anderson forgot state pride long enough to remind the convention that the average temperature of 61 degrees mentioned in the Atlanta invitation included about 49 degrees below zero in winter and that extra collars and ability to perspire freely were valuable assets for summer conventioners in Atlanta. He moved that the association decide not to resume its city-to-city wanderings of ten years ago and that a permanent meeting place be decided upon.

Mr. Lindsay's invitation to West Baden Springs embarrassed the courteous gentlemen of Dixie. Some of them liked the idea, others didn't, but didn't like to say so with the inland president in their midst. Finally, it was definitely decided to stay in the South and to let the board of directors choose the next meeting place, and unofficial advices are that Asheville again rules favorite.

In the golf tournament, which was held Thursday afternoon, forty members and guests competed.

G. H. Gunst, E. Katz Special Agency, with the low net score of 68, captured the prize offered by President Newmyer, a suit of Biltmore Homespun.

Charles P. Eddy, with a score of 85, won the travelers' clock, presented by the Mergenthaler Linotype Company, for the low gross score. John Budd was second, with a score of 86, and captured a silver cigar case with ash trays to match, presented by the E. W. Blatchford Company. Morton Caldwell, who also turned in a score of 86, was presented with a silk umbrella by the Magnetic Player Board Company.

George P. Lindsay, president of the Inland Daily Press Association, who was second with a net score of 70, won a leather golf bag presented by EDITOR & PUBLISHER. G. C. Willings tied for third place with E. R. Wheatley, and the former won an inkstand offered by John Budd, and the latter a cigarette case offered by the Intertype Corporation.

G. J. Palmer, *Houston Post*, turned in the high gross score, 145, which was labeled the worst, and won a percolator offered by the Cline Electric Company.

L. K. Nicholson, *New Orleans Times-Picayune*, won the golf bag offered by the Imperial Type Metal Company for the worst net score, with a score of 105. The first "Kickers prize" went to F. W. Bott, Mergenthaler Linotype Company, who, with a score of 76, won the golf vase offered by the Cutler-Hammer Company.

Fred P. Motz, John Branham Company, won a leather traveling bag as second prize with the same score. It was necessary for them to draw.

F. W. Schnell, Cutler-Hammer Company, won a sweater offered by the Miller Saw Trimmer Company as the third "Kickers prize."

BLUE RIDGE BREEZES

PRESIDENT NEWMYER managed to figure in the unusual several times. His alarm clocks provided sounds strange to the placid halls of Grove Park Inn; his laughing refusal to wear the tinned badges provided—nothing but gold would do—sent Secretary Johnson into the field desk for a relic of old conventions—a gilt badge with Newmyer's name therein, which was presented with suitable Dixie flourishes by Clark Howell; and Newmyer also received from Mr. Johnson a gavel made from Chattanooga hardwood.

* * *

IT was Mr. Johnson's reference to "Chattanooga's 1,800 diversified industries" in presenting the gavel to Mr. Newmyer that drew a booming "I object" from W. T. Anderson, citizen of Macon, Ga.

* * *

AND it was this same W. T. Anderson who was warned by fellow members that the speed cops would get him if he didn't watch out. That was after he told casually of driving the 400-odd miles from Macon to Asheville between dawn and dusk and his plaint that the car isn't as comfortable as his old one when hitting along at 50 per hour.

* * *

H. R. DWIRE, editor of the *Winston-Salem Sentinel*, was a silent and attentive listener to all discussions. He has been editing Southern newspapers for a score of years and outside the convention revealed a fund of newspaper stories.

* * *

H. CHARLTON WRIGHT, editor of the *Columbia (S. C.) Record*, was so tickled by complimentary reference to the number of "Flashes" he lands in EDITOR & PUBLISHER every week that he treated the correspondent to a suit of Biltmore homespun. Mr. and Mrs. Wright drove from Columbia in their new Cadillac.

* * *

MRS. WALTER JOHNSON was the demon trophy winner of the convention. Besides the great chest of silver that the association presented to her via her distinguished husband, she won by her own hand a Mah Jongg prize—one of the hammered metal vases that Grove Park Inn displays.

* * *

MRS. JOHNSON and the other ladies of the convention received special notice from F. L. Seely, the former Atlanta publisher who likes to entertain newspaper men at Grove Park Inn. Mr. Seely presented each lady with a suit of Biltmore homespun, made on the grounds of wool taken from the Inn's sheep-fold.

* * *

ONE of the convention's sideshows was the battle of the electioneers in the *Baltimore Evening Sun-Baltimore News* fight over the former's application for Associated Press membership. The Hearst interests were represented by J. Thomas Lyons, *Baltimore News;* A. B. Chivers, and James B. Nevin, *Atlanta Georgian.* The *Baltimore Evening Sun* merits were argued by J. K. Blondell, auditor of the A. S. Abell Company. The matter did not come before the convention, of course.

* * *

IF we do say it, as shouldn't, all golfers' eyes were turned toward the Spalding leather golf bag given by EDITOR & PUBLISHER, won by Mr. Lindsay, of Marion, Ind., and dubbed by President Newmyer the "best prize of the tournament." Newmyer wanted to carry it back to New Orleans, but was the only member of his foursome to come away empty-handed. Two of them won the prizes for worst scores and the genial president wound up one stroke too many to carry off the desired trophy.

* * *

WESTERN North Carolina had an able advocate in H. Galt Braxton, who, strangely enough, edits his *Free Press* 400 miles away from Asheville in Kinston. He fought a hard and successful fight to keep the convention for his adopted state.

IOWA—

Exceeds, in area, New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, Delaware and Maryland.

Iowa has over 219,000 farms. The average size of each is about 160 acres, and the value of these farms and property thereon is over Eight and a Half Billion Dollars.

That is seven times the value of the farms in the six New England States and twice the value of the famous orchards and farms of the three Pacific States.

The people of Iowa have more wealth per capita than the people of any other state in the Union. The per capita wealth for Iowa is $3,539. Nearly twice that of the United States as a whole.

There are two bank accounts in Iowa for every five men, children and women, which shows the even distribution of money among all the people, increasing your percentage of potential consumers.

Iowa has the second largest ratio of automobiles per capita among the States, the farmer owned prevailing.

Iowa leads all States in literacy. Only 1.1 per cent are illiterate. The State has a large percentage of native born whites, 89.8.

A State offering such a great potential market should be the first choice of every National Advertiser.

USE THESE DAILIES FIRST

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
***Cedar Rapids Gazette .....(E)	22,671	.07
***Council Bluffs Nonpareil.....(E&S)	16,132	.05
***Davenport Democrat & Leader.....(E)	14,485	.06
***Davenport Democrat & Leader.....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital.....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.03
†††Mason City Globe Gazette.....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .....(E)	13,375	.05
***Waterloo Evening Courier.....(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLERS

FOLKS in your city are being turned loose from offices for summer holidays these days.



Double truck ad built by several different stores might run under the caption:

"What do you need for your holiday?

Suitcases
Bathing Suits
Camping outfits
Hiking shoes
Tennis shoes
Golf sticks and bags
Tennis racquets
Women buy furs in summer.

It's an old idea, but how about selling it all over again to your local department store; something along this line:

"We're Equipped to Help You Make that Summer Dress"

Display:
Ginghams
Voiles
Silks, patterns,
Threads, etc.

NOW is the time for the automobile dealers to get busy in lining up closed car prospects for the fall. The newspaper can co-operate with the dealers in doing this by getting the dealers to run ads in which they would have coupons which could be cut out and filled in by people—these coupons stating that the signers were interested in closed cars for the fall. These coupons could then be mailed in by the signers to the auto dealers. This plan would get the dealers to use more advertising than they had planned to use during the summer months. —Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

"What I Saw and Heard Around Town," by Peggy Pence was a full page ad caption in a Dubuque paper. There were 16 ads and were woven about personal trips to the stores. The descriptions of merchandise were personal and catchy.—L. J. Jellison, *Times Journal,* Dubuque, Ia.

Where to park downtown. Stop smashing each other's fenders and tail lights. Park with us. Enjoy the convenience—Save money, time and police notices. Under this heading, a middle west paper prints garage cards. This can be run as display or in the classified columns.—George C. Marcley, *Republican-Journal,* Ogdensburg, N. Y.

Run a little corner under the heading "What Is Your Favorite Daily ——— Feature and Why?" Publish one of the answers each day. You will not only feel out your readers on which of your features are winners and direct you as to what class of features to buy, but will also create a lot of personal interest and will be a feature in itself which readers will scan the paper for each day.—Ehu Ghbert, Chicago.

A six-column advertisement used recently by Cheasty's clothing store, Seattle, Wash., made use of a column of clothing "news" items. Headed with three paragraphs on the business value of a good appearance, over the signature of Ray E. Bigelow, manager of the store.—L. J. Jellison, *Times Journal,* Dubuque, Ia.

The Fort Wayne (Ind.) newspapers recently co-operated with the local merchants with great success in putting on two "Better Business Days" on a Wednesday and Thursday on which all of the merchants of the city offered special bargains and for which they used extra advertising space in the local papers. The newspapers' contribution to the success of the event was the donation of quite a considerable amount of advertising space in which appeared snappy copy telling about Fort Wayne's recent splendid business achievements and particularly rosy outlook for the future. Undoubtedly other papers could do the same sort of thing with equally good results.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

By utilizing a caption such as "Vacation Companions," an opportunity is afforded to group a number of retail merchants in your town who will contribute personal and constantly used articles of great variety which are useful companions to the vacationist.—C. M. Littlejohn, Washington, D. C.

We are running a front page feature which has proven a good will creator for the publication. While soliciting advertising, we have opportunities to talk with business men about items of interest and get their opinions. Each week, under the head, "John Jones Says" (mentioning the advertiser's name) we run fifteen or twenty lines giving the merchant's opinion on a certain subject. This is enclosed in a box. The advertiser likes to see his name on the front page and the people always read it.—Donald O. Ross, *Washington* (Iowa) *Democrat.*

Under the title: "Which are you?" *San Antonio Express* featured a double page spread recently, that boosted San Antonio manufactured articles. The news item that followed the title was a conversation between Mr. Detrimental Citizen, a man who sends most of his money out of the city for things he has to buy, and Mr. City Builder, who shops at home, buying home-manufactured articles as far as possible. The title: "Which are you?" was aimed at the reader.—A. W. Roe, Box 182, San Antonio, Texas.

What filling stations in the paper's city are handling tires and accessories in addition to gasoline? It would be a simple matter to get all such filling stations to come in on a page of ads which had a heading urging all motorists to buy ALL of their wants—such as gasoline, oil, tires and accessories—from the filling stations listed on the page.—Frank H. Williams, 1920 Spy Run avenue, Fort Wayne, Ind.

CASH FOR CLASSIFIED

Peterborough Newspaper Collects Ads by Circulation Cars

To overcome the universally difficult problem of collecting for classified advertising, and also the clerical detail involved in posting such business in the account books, *Peterborough Examiner,* of Peterborough, Ontario, advertises that it will call for classified advertising and collect for it at the same time.

That newspaper does not insert classified advertising unless it is paid in advance. Only a few exceptions are made to this rule and in such cases a double charge is made to cover the cost of collecting and posting.

Addressing EDITOR & PUBLISHER the management of the Examiner says:

"We find it cheaper to send for the copy and collect at the same time, by one of our circulation delivery cars, than to get the advertising charged up and endeavor to collect it afterwards. A large percentage of classified advertising is received over the counter in our office."

In a catchy little illustrated ad on page 1, the Examiner advertises as follows: "Use a Want Ad! If convenient for you, call at the Examiner office, or 'phone 1600 and we will call for the advertisement and give you the cash rate. All orders in before noon, to be called for, will appear same day."

Prize for Slogan

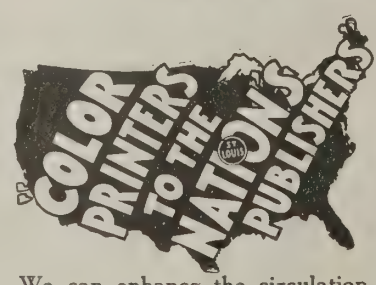
The Nursey industry of Newark, N. Y., working through *The Courier,* of that town, has offered a prize of $100 in gold for the best slogan to advertise Newark, New York, as the home of nursery stock. The competition is open to everyone, and any number of slogans may be submitted by one person. All slogans submitted must include "Newark, New York." The contest ends Monday, Sept. 1, 1924. All slogans should be mailed to "Slogan Contest Editor, The Courier, Newark, N. Y."

Over
ONE-THIRD
added
to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.
New Evidence of the Supremacy of
HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

The Washington Herald
Largest Sunday Circulation Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

Our Features:
Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

COMICS


We can enhance the circulation pulling-power of your comic page classics with unexcelled color printing.
Write for proofs and low prices.
The World Color Printing Co.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

Remember!
IT REQUIRES the use of only *one* medium — at one *low* advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—
The Milwaukee JOURNAL
FIRST - by Merit

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis —Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

A.A.A.A. PLANS MARKET RESEARCH BUREAU

Plans Nebulous, Headquarters States, Refusing Details of President Resor's Idea—Eductaor to Direct Work

Preliminary plans are being discussed by American Association of Advertising Agencies directors looking forward to possible formation of a market or circulation investigation bureau, EDITOR & PUBLISHER learned this week.

At headquarters officials declined to make any statement regarding these plans, declaring they were as yet too indefinite. Stanley Resor of the J. Walter Thompson Company, president of the A. A. A. A., is originator of the idea, and its development is awaiting Resor's return from the international convention of the A. A. C. W. in London.

It is understood the proposed bureau may concern itself with an investigation of "quality circulation" in a similar capacity as that now performed by the Audit Bureau of Circulations in its reports on quantity circulation.

While it was stated at the A. A. A. A. headquarters that no one has yet been selected to head the proposed bureau, EDITOR & PUBLISHER is informed it will be conducted by a prominent educator now connected with a large Eastern university.

AD TIPS

George Batten Company, McCormick Building, Chicago. Reported to be placing account of the Vitrolite Company, marble substitute, Chicago.

Brennan-Eley Company, 922 Republic Building, Chicago. Again making contracts with newspapers in various sections for the Marinello Company, beauty preparations, Chicago.

Burnet-Kuhn Advertising Company, 605 North Michigan avenue, Chicago. To use list of metropolitan cities on page copy on Liberty (magazine).

Chambers Agency, 614 Maison Blanche Building, New Orleans. Reported will use newspaper space in various sections for the Humble Oil Company, Houston.

Collins-Kirk, 750 North Michigan avenue, Chicago. Making 2,000-line contracts with newspapers in various sections for the Murine Eye Remedy Company, Chicago.

John Curtiss Company, 1476 Broadway, New York. Again making contracts with newspapers for Thos. Cook & Son, tours, New York.

Henry Decker, Ltd., Fuller Building, New York. Now handling account of the Kamac Products Corporation, "Beslin" pyorrrhea remedy, New York.

George S. De Rouville, 452 Broadway, Albany, N. Y. Placing orders with newspapers that have rotogravure sections for F. S. Mills, Inc., 'Locktite" tobacco pouch, Gloversville, N. Y.

Dorrance, Sullivan & Co., 130 West 42d street, New York. Now handling account of the Royal Typewriter Company, Inc., of New York.

Evers, Watrous & Co., 360 North Michigan avenue, Chicago. Sending orders to Michigan papers on Danish Pride Condensed Milk Company, Sheboygan, Wis.

Fitzpatrick Brothers, Chicago (Kitchen Cleanser). Increasing advertising appropriation to include some additional towns. California Peach & Fig Growers, Inc. Will not make up list until fall.

Foote & Morgan, Inc., 247 Park avenue, New York. Placing orders with newspapers in selected sections for Kem-o-Zone Laboratories, antiseptic, New York.

Fuller & Smith, 1501 Euclid avenue, Cleveland. Placing orders with newspapers in various sections for the Westinghouse Electric & Manufacturing Company, electric fan, East Pittsburgh, Pa.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Placing copy with newspapers in various sections for the C. F. Mueller Company, macaroni, Jersey City, N. J.

Green, Fulton, Cunningham Company, Steger Building, Chicago. Now handling account of the Kalamazoo Stove Company, Kalamazoo.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Sending out contracts to general list of newspapers on Pierce-Arrow motor car.

Henry Advertising Company, 420 West 33d street, New York. Now handling account of the Carbona Products Company.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. It is reported that this agency soon will prepare list on Pillsbury Company, Minneapolis, Minn.

Robert M. McMullen Company, 522 5th avenue, New York. Placing orders with newspapers in various sections for Gold Dust Corporation, New York.

Mattocks-McDonald Company, South 5th avenue and Commerce street, Duluth. Handling accounts of the Lewis Hosiery Company, Duluth, and the Paul Company, Duluth, manufacturers of the Paul automobile shock absorber and hydraulic jack.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending out orders to general list of papers on Sun Ray Products Company.

Frank Presbrey Company, 247 Park avenue, New York. Placing account for Goodman & Suss, Inc., Rochester, N. Y., manufacturers of Goodman & Suss clothes.

Fred M. Randall Company, Book Building, Detroit. Placing account of the Akron Lamp Company, Akron, Ohio, manufacturers of gasoline and kerosene lamps and irons.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Placing account of the B. F. Goodrich Rubber Company.

Ruthrauff & Ryan, 404 4th avenue, New York. Again placing copy with newspapers in various sections for the McFadden Publications, "True Story," Magazine, New York.

Sweeney & James, Inc., 1632 Euclid avenue, Cleveland Placing account of the Perfection Heater & Manufacturing Company, Cleveland, manufacturers of "Perfection" motor car heaters.

Sweet & Phelps, Inc., 210 East Ohio street, Chicago. Sending contracts to limited list of papers on Airlox Rubber Company.

J. Walter Thompson Company, 14 East Jackson Boulevard, Chicago. Has prepared list on Sun Maid Raisin Growers, Fresno, Cal.

Alfred Wallerstein, Inc., 70 West 40th street, New York. Again renewing some newspaper contracts for the Phillips-Jones Corporation, shirts. New York.

Washburn-Crosby Company, Minneapolis, Minn. Reported this company will so some advertising in newspapers. Agency not selected yet.

Winchell Advertising Company, 230 East Ohio street, Chicago. To use about six metropolitan newspapers on Kabo Corset Company, Chicago.

C. C. Winningham Advertising Agency, 10 Peterboro West, Detroit. Handling account of the Dover Manufacturing Company, Dover, Ohio, manufacturers of electric irons.

Zimmer-Keller, Inc., Detroit Life Building, Detroit. Again renewing some newspaper contracts for the Rickenbacker Motor Company, Detroit.

CLEVELAND NEWS MAY MOVE

Considering a Home in Less Crowded Section, But Plans Are Not Final

The *Cleveland News* and *Sunday News-Leader* may leave the present quarters in the congested section at Superior avenue and East Sixth street.

Some time ago the company acquired a large vacant lot at East 18th street and Superior avenue, a less congested section, but centrally located for making quick distribution to downtown corners. On this lot a publishing plant will probably be erected, but George F. Moran, general manager, states that the plans have not been settled. Whether the building, if erected, will be a skyscraper is also uncertain.

At the same time there is talk of moving the advertising and other offices of the two papers, now in the Leader-News building, where the papers are published, to the Hanna building, at East 14th street and Euclid avenue, erected by the late Dan R. Hanna as a monument to his father, the late M. A. Hanna.

Newspaper Cups for R. O. T. C.

Among the prizes offered to the cadets at the R. O. T. C. camp at Camp Custer, Mich., are the *Chicago Tribune* cup for the school having the highest record in record rifle practice and the *Chicago Daily News* cup for the school having the highest record in the physical test, it has been announced at the camp.

Prices Cut in Oklahoma

Simultaneous reductions in the price of street sale and news stand copies have been announced by the *Oklahoma News* and *Oklahoma City Times*. The Times reduced from three cents to two, the News from two cents to one. In both instances, the new prices are those which prevailed prior to the war.

For news of your profession—Read EDITOR & PUBLISHER—$4.00 a year.

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

The Pittsburgh Press

A Scripps-Howard Newspaper Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives

ALLIED NEWSPAPERS, INC.

New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus AND The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.

T. Harold Forbes — New Rochelle

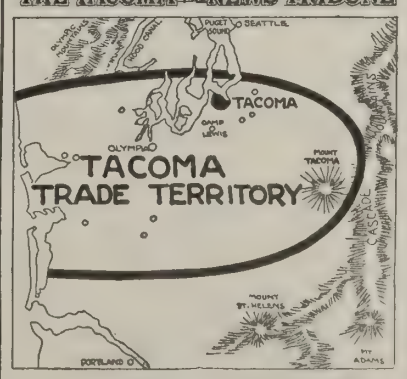
DETROIT TIMES

Over 200,000 DAILY

Over 250,000 SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

THE TACOMA NEWS TRIBUNE



Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

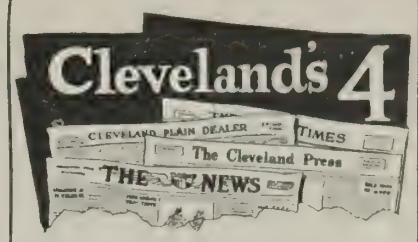
ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave Chicago, Illinois

R. J. Bidwell & Co.

San Francisco and Los Angeles, Cal.

Cleveland's 4



Depend on Imperial

CLEVELAND'S four big newspapers are leading factors in the lives of the Fifth City's citizens. Always standing for that which they believe best, these papers have played a most vital part in making Cleveland one of America's finest cities.

It is significant that Cleveland's big four should all see fit to depend upon the product and services of the Imperial Type Metal Company. Naturally we feel complimented on the reliance placed in Imperial Metal.

Cleveland's Four are not an exception in their selection. Publishers in many other leading cities are likewise depending upon the Imperial Plan. Nor is the Plan confined to larger papers. Village weeklies and semi-weeklies are also turning to the Imperial Plan.

Find Out Why!

Why are publishers adopting the Imperial Metal Plan? That question can best be answered by reading the Plan itself. Write and let us show you how this dependable, economical and stable Plan will add years of service to your metal and assure you against metal troubles.

Imperial METAL

LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.

Philadelphia—Cleveland—Detroit

DEATH OF J. M. DOVE, MONOTYPE PRESIDENT

Worked for 32 Years to Make Composing Machine Commercially Profitable—Man of Energy, Conscience and Vision

J. Maury Dove, for 32 years president of the Lanston Monotype Machine Co., Philadelphia, died at his home in Washington, June 26 after a lingering illness.

Surviving him are his wife, a daughter, Mary Carter Dove, and three sons, J. Maury Dove, Jr., Robert Carter Dove, and Edward Stellwagen Dove.

Mr. Dove was 69 years old. He was one of the best known and most respected residents of the District of Columbia and took an active part in all movements for civic betterment and was favorably known for his benefactions.

He was an indefatigable worker, controlled personally the destiny of the Lanston Monotype Machine Company, the greatest monument to his memory, and also owned a large coal business in Washington and was owner of the Shoreham Hotel.

His first job was to represent a Philadelphia book concern in Washington. He became clerk for a coal company there, and four years later went into a partnership with his employer, the following year becoming owner of the business. From that time forward his rise was rapid.

In the early nineties the Monotype Company was struggling to make the dream of Talbert Lanston come true; to perfect his single-type composing machine so that it would be a profitable proposition. At the solicitation of stockholders, the young coal merchant, J. Maury Dove, was persuaded to take the presidency of the Monotype Company. From that day he was active as its president and guiding genius.

It was through his energy that the machine was perfected until it became internationally known. He it was who fixed the company's policy that every improvement for the Monotype machine was to fit all existing machines. He was thus a pioneer in the policy of protecting the customer from obsolete models.

Much could be written about the personal characteristics of Mr. Dove—his fighting spirit, his fair attitude toward his own business associates, his love for his family, steady ambition, iron will, and complete understanding of financial and market conditions, his intense love of truth, and his hatred of red tape. The Monotype factory of Philadelphia was closed from the morning of his death until the following Monday.

"Like so many other American business men, Mr. Dove gave all of his time to business and none to recreation. In forty years he never took a vacation, and at any time, day or night, was always available for direction and assistance to the department heads and employees of the company. I wish the industry could have known Mr. Dove as I have known him and could have appreciated as I have that in making the Monotype his chief life work he was pursuing an ideal rather than financial gain. In other lines of business he could have made a great deal more money, but he loved the Monotype and his greatest pride was in its achievements."

Obituary

MRS. WILLIAM E. CURTIS, widow of William E. Curtis, Washington correspondent of the *Chicago Record-Herald* for many years, died June 20 at Champaign, Ill. Mr. Curtis died in 1911.

PERCIVAL W. SHEPHARD, for many years engaged in newspaper work in Pittsburgh, died suddenly at Findlay, O. Mr. Shephard was manager and one of the former owners of the *Pittsburgh Index*.

OTTO GUENTHER, Sr., 78, pioneer advertising man of Chicago, died July 2. After editing the *Milwaukee Herold* in the early '80s and managing the *Chicago Freie Presse*, he founded the advertising agency of Guenther, Bradford & Co., about 40 years ago. He was a native of Austria.

WALTER R. ALLMAN, 42, creator of the comic strip, "The Doings of the Duffs," died July 8 at Cleveland, O. He started his career as a cartoonist on a Toledo newspaper.

JACKSON L. DARRIMORE, 33, special assignment writer of the *Detroit Free Press*, is dead. He had also worked for the *Times* and *News* and was known as a brilliant writer. He had been in ill health for a year.

H. M. FLINT, father of Prof. L. N. Flint, head of the University of Kansas journalism department, died at Lawrence.

FRANK PHILBRICK, aged 37 years, political writer of the *Columbus* (Ohio) *Dispatch*, died there on June 21, after a brief illness. Before locating in Columbus, he was connected with the *Marion* (Ohio) *Tribune*.

Dean of L. I. News Men Dies

Halstead H. Frost, 92, dean of Long Island newspapermen, died at his home, East Norwich, L. I., July 9. He was owner and editor of the *Norwich Enterprise*.

World's Ad Chief Job Unfilled

No appointment has yet been made of a successor to the late Hal M. Fink as advertising manager of the *New York World*. Foster Gilroy, assistant advertising manager, is in charge.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.
Goss, Three Deck, Two Plate Wide, Straight-line Press complete with all Stereotyping equipment. Press is in wonderful condition; shipment can be made at once. Roy C. Goodwin, Geneva, N. Y.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

R. Hoe & Co.
We offer for sale at very low price and available for immediate delivery the following:
TWO USED WOOD Semi-Autoplate Machines suitable for casting, finishing and cooling semi-cylindrical plates for pages of 21½ and 23 9-16 inches in length.
Full particulars furnished on request.
504-520 Grand Street
New York City
No. 7 Water St. Boston, Mass. — 7 South Dearborn St. Chicago, Ill.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

For Sale.
Eight page Cox Duplex angle bar drive Printing Press. Prints 4, 6 or 8 pages. In first class condition. Can be seen running. Bargain to quick buyer. High Point Enterprise, High Point, N. C.

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

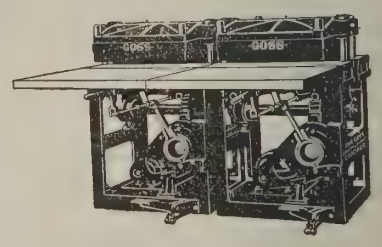
Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Joliet Herald,
Joliet, Ills.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾"
DUPLEX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22½"
SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
WOOD Octuple Press, Page Length 23¾"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"

Full particulars furnished on request
7 South Dearborn St. CHICAGO, ILL.
R. HOE & CO.
504-520 Grand St., New York, N. Y.
7 Water St. BOSTON, MASS.


Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.
GOSS

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Account Executive.
Manager of Steamship and Railroad Dept. of one of America's largest newspapers is anxious to connect with a first class agency as account executive. Have broad experience and good following. Highest references. Box B-605, Editor & Publisher.

Advertising Man.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to locate in city under 100,000 by September first or before. Minimum salary $50 a week. Age 31, family. Excellent recommendations. Address Box B-586, Editor & Publisher.

Advertising Manager.
A capable young man nearing 30 years of age, who began his professional experiences selling newspapers on street corners, is needing the consideration of a publisher wanting the services of an advertising manager to develop his advertising department. At present employed as Classified Advertising Manager of nationally known publicaiton. Is not wholly interested in an immediate "big" salary but a chance to work himself into a commanding position in a prosperous community where continuous efforts will repay his patience. Box B-589, Editor & Publisher.

Advertising Solicitor
with years of experience, selling advertising for daily newspaper, is open for position at once, either to take charge of Classified Department, expert at that, or to get out special editions, special pages, business pages and put them over, or both combined; well known, good references, for details address Box B-595, Editor & Publisher.

Assistant Publisher or Mechanical Superintendent.
15 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

Business and Advertising Manager
is looking for a position on a New England weekly, and he can fill the bill. Write B-583, Editor & Publisher.

Business and Advertising Manager
now representing in National field papers with which I have been associated for 6 years as active business and advertising manager. Desire to locate in city between 25,000 to 50,000, where publisher needs a man who can produce local, get production out of his men and who knows how to handle national advertising accounts. Age 36, married. Can furnish unquestionable references. Address Box B-539, Editor & Publisher.

Business Management
of small daily wanted—any location. Run down paper preferred. Will consider small investment with services. Address B-520, care of Editor & Publisher.

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Circulation Manager
of exceptional ability, open for engagement on short notice. Experienced on large and small dailies morning, evening and Sunday. Familiar with A. B. C. records, also promotion work. Efficient and economical. References. Address B-519, Editor & Publisher.

Circulation Manager
seeks position on publication where hard work and a keen knowledge of the game, coupled with 15 years' experience, can be used to advantage. Clean cut, pleasing personality; not a braggart, but with perfect confidence in own ability to produce results under the most difficult circumstances. Personal interview. Box B-578, Editor & Publisher.

Circulation Manager
with proven ability and good habits, desires connection with newspaper in Southern or Middle Atlantic States. Ten years' experience in using the different kinds of carrier systems. I am 28 years of age, married and member I. C. M. A. Reliable reference furnished. B-598, care Editor & Publisher.

Situations Wanted

Circulation Manager.
Competent experienced worker wants immediate proposition. Box B-591, Editor & Publisher.

Circulation Manager
desires charge of city circulation in city of 100,000 or over or entire circulation in smaller city. Fifteen years' experience. Capable promotion man with clean, successful record. Can handle men and boys. Member I.C.M.A. Satisfactory references. Desire for position with greater possibilities only reason for wishing to make change. Address B-540, Editor & Publisher.

Circulation Manager
who has been engaged in special work for the last year desires to return to the circulation field. Experience extends from that of carrier boy to circulation manager. Particularly strong on city circulation. Last position shows increase of 25,000 Daily and Sunday city circulation in four years. Prefers position as circulation manager in city of 75,000 to 100,000 population or city circulation manager in larger field. Address Box B-570, Editor & Publisher.

Classified Expert
Connect with writer. He will come to your newspaper, suggest methods, train your help or hire new ones, increase business; all classifications, 4 to 8 weeks. Make weekly charge for stated time; over 20 years experience, good references. Wire or write for details. W. H. Yale, 59 Derby ave., New Haven, Conn.

Classified Manager.
Available immediately. 3¼ years' experience. 10 months on one of largest classified mediums of country as assistant. Can show clean record. Past employers best references. Prefer Middle West city but would go anywhere that opportunity is right. No objection to second paper. Age 25, married. Write B-582, Editor & Publisher.

Editor, General Newspaperman.
Young man with grit and practical plans to double circulation and advertising income, will take complete charge of newspaper on commission or interest. B-587, Editor & Publisher.

Editorial Writer.
Paragrapher, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

Editor.
Young man, 30, desires permanent position in small city. Eight years' experience, including taking press reports from dictation over telephone; city editor, telegraph editor and reporter; references. Box B-594, Editor & Publisher.

General Manager or Business Manager.
At present engaged, but desirous of making change. Can bring youth (32 years old), coupled with 18 years' experience covering days from copy boy and cub reporter to Business Manager of one of country's great newspapers. Valuable experience abroad in past year and in New York financial world. Record amply attested to by past associates. A wire will bring me for an interview. Box B-604, Editor & Publisher.

Manager-Editor.
As manager-editor I built Indiana daily from $5,000 to $50,000 valuation. I am seeking connection with daily or weekly with exceptional field, preferring place where it will be possible to acquire interest. Size or location of town not material but must be desirable residential town. B-588, Editor & Publisher.

News Editor,
capable of taking complete charge of news department. Now employed in that capacity, but willing to make change if opportunity warrants. Has advanced from reporter to executive in seven years. Gained experience on largest and foremost middle western and southern newspapers. Knows how to handle men to get maximum production with minimum friction. Would consider managing editorship on paper in city of 25,000 to 60,000 population. College graduate; married; age 28. Available in 30 days. B-592, Editor & Publisher.

Newspaper Executive.
Managing editor and publisher's assistant, age 32, now employed, is available to progressive newspaper publisher in city of fifty to five hundred thousand. Can show clean active record, and refer to several well-known publishers. Experience gained with press associations and large and small newspapers. Address Box B-593, Editor & Publisher.

Situations Wanted

Political Features.
Am going on "hitch-hike" for summer. Can handle daily feature column on political situation for two or three papers. B-600, Editor & Publisher.

Sporting Editor
of Eastern paper wants to locate in Mid-West. Morning paper preferred. Am experienced man and would not consider anything else than sports. Can report first week of September. B-590, Editor & Publisher.

HELP WANTED

Advertising Man
to develop national advertising for two strong dailies with 30,000 combined circulation; $100 weekly, besides bonus. Box B-599, Editor & Publisher.

Advertising Manager.
An opening in the advertising department of a large and progressive mid-west daily paper will soon occur. Permanency and possibility of taking complete charge of the department are offered. Only those with proved ability should apply as we will expect to receive satisfactory details of past experience with first response. B-585, Editor & Publisher.

Advertising Salesmen
to represent both of our publications "The National Republican" and "Outdoors." We have openings in some of the largest cities in the United States. "It's a money maker to the right men." Address E. C. Johnson, Assistant Manager, 909 Munsey Bldg., Washington, D. C.

Classified Manager Wanted.
Young man equipped by experience (Smith System preferred), whose honesty is unquestioned; will start at $35; big opportunity and abundant reward when earned. First paper in quality, 2nd in circulation, city one hundred thousand class, New England. Box B-597, Editor & Publisher.

BUSINESS OPPORTUNITIES

Daily Newspaper
In prosperous eastern town for sale. Paper at present making profit. Owner must sell immediately because of other business. Terms reasonable. Address Box B-601, Editor & Publisher.

Daily Newspaper
in city of 20,000 population for sale at a low price. Owner can not give it his attention and property not making progress it should under present management. A real opportunity for a newspaper man. Address B-542, Editor & Publisher.

For Sale.
Kansas exclusive afternoon field; A. P.; Republican; four Linotypes; Duplex; job plant; 4,500 circulation; unlimited possibilities; big enough two partners; fairly priced; only $35,000 cash necessary; best buy in middle west. Address Box B-602, Editor & Publisher.

Wanted.
Experienced newspaper men with from $1,000 up to invest in going newspaper and job printing business in city of 15,000, and take charge of departments. A rare opportunity. Address Box B-551, Editor & Publisher.

NEWSPAPERS WANTED

Dailies and Weeklies Wanted.
New York State, New England, New Jersey. Do you want to sell, lease or expand? Not broker. Operate entirely for ourselves. Address B-563, care Editor & Publisher.

CIRCULATION BUILDER

Over 100 Leading Papers
Use magnetic baseball player boards. Order now. Geo. H. Reynolds, Treas., New Bedford, Mass.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

INTERNATIONAL PAPER COMPANY

New York, June 25, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable July 15th, 1924, to preferred stockholders of record at the close of business July 7th, 1924.

OWEN SHEPHERD, Treasurer.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

MIDDLE WESTERN PUBLISHER has just sold daily. Wants new connection as publisher, business, circulation or advertising manager. Thirteen years with one paper, advancing to circulation manager, business manager, and finally publisher. Experience has taught him to watch the overhead while increasing business. Age 42. State Normal education. Our No. 3865.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Are You Capable of Business Managing a Daily and Sunday Newspaper?

A Publisher of a progressive newspaper located in the Middle West in a city of about 300,000 wants a thoroughly capable man, whose years of experience have fitted him for the responsible position of increasing the value of an already successful newspaper, as its Business Manager.

If I could describe the man I want, would say he would be forceful, of pleasing personality and well posted on production costs.

He will be required to have and to execute ideas in promotional work in both the Advertising and Circulation Departments.

He must know Finance and Service, and be able to co-operate and co-ordinate with a well developed staff of men in each department. He must be a natural leader, and not a follower.

If your qualifications come up to these standards of requirements, address **B-584, Editor & Publisher.**

***A* Man — or *The* Man?**

There's more difference here than meets the first glance of the eye.

It's easy to find a man for a vacant position—but it's generally something else again to locate *the* man for the place.

It generally is—that is—unless you let an EDITOR & PUBLISHER "Help Wanted" ad do the locating for you.

But with one of these ads in your favor—*the* man is found in *the* easiest and most satisfactory way!

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

"WHAT was the most unique, the largest and smallest wedding fee you ever received? Ask your ministers this question and publish the replies. This is good copy for any day."—Phil J. Reilly, *Rockwood (Tenn.) Chamber of Commerce.*

Co-operative marketing has become the cry of the day among producers of all kinds. Chances are there is an A-1 co-operative story somewhere under your nose. Assign a man to get the unbiased facts pro and con and outline what other co-operatives are doing elsewhere. A story which handles the exact situation fearlessly and without bias is certain to win respect.—James M. Mosely, 39 East Concord St., Boston.

"What's Doing in Politics" will make an interest feature for your paper from now until the primaries and even to the election next fall. Make it locally as much as possible.—Lewis Hyman, *Pharos-Tribune,* Logansport, Indiana.

Why not a story on "Why parcels get lost or damaged in the mails?" Featuring poor wrapping. Post Office officials should be glad to co-operate in grouping a number of poorly wrapped parcels for a picture.—George C. Marcley, *Republican-Journal,* Ogdensburg, N. Y.

An interesting and instructive story can be obtained from your court officers regarding the activities of people as they are taking the oath to be a witness. Why do some people raise their left instead of their right hand? Are there any cases when the left hand should be raised? How about persons having both hands off? Do they ever swear people in as witnesses while they are seated? These are a few of the questions that might be asked and answered. A description and explanation of the proper position to take while taking an oath should be included in this story.—Lewis Hyman, *Pharos-Tribune,* Logansport, Indiana.

Parties of young people and old folks alike very often wind up with some kind of fortune telling stunt. It might be by coffee grounds, tea grounds, palmistry, cards, or any one of a dozen other methods. Why not prepare a series of stories on the various systems of telling fortunes, getting the information from local amateurs. It will prove highly interesting to the women readers.—W. Mark Miller, 1809 Ogden Ave., Superior, Wis.

Interview ice cream manufacturers and dealers, confectioners, etc. Find out how sales fluctuate with weather conditions. Is there much demand in the winter? Is the consumption of ice cream increasing each year and what are the reasons for it? What has been the effect of prohibition on the demand for ice cream? What flavors are most popularly demanded? What are favorite ice cream dishes? Such questions as these should suggest that a good story can be worked up about this popular summer delicacy.—G. C. Biggar, Illinois Agricultural Ass'n., 608 S. Dearborn St., Chicago, Ill.

"Everyone complains about the weather, but no one ever does anything about it," some sage remarked—but just the same, it is a topic of absorbing interest to the great majority of newspaper readers. It will pay any paper to keep in close touch with the local weather forecaster, and the result will often be a story of unusual interest that could be obtained in no other way. Telling the weather in advance is no dry-as-dust occupation—the modern day science of meteorology ranks with the romantic callings, and there are few of them left in the advancing age of precision machinery. Cultivation of the Weather Man's acquaintance by some member of your city staff will be repaid, if that scribe is discerning, by many a feature article—reminiscent or informative—that will be read far more closely than the routine news report of the day. —J. J. S., Boston, Mass.

The passion for invention is strong everywhere—and no city with an established daily newspaper but has its quota who are exemplars of the adage that "hope springs eternal in the human breast." Get the embryo inventors of your city to discuss their inventions—past, present or prospective—and, in the process, ask them to state for your readers what new things are most needed. You will unearth some queer characters, and hear some weird tales, but good stories are bound to result if the right reporter—preferably a woman—is given the assignment. One of the best stories a Central Massachusetts daily ever printed was an account of the formation of an inventor's protective society, to the organization meeting of which the reporter gained admission as a fellow inventor, deeply interested in the project. —C. L. Moody, Lynn, Mass. *Telegram-News.*

DISCUSS WIRE PRINTERS

A. P. Michigan Members May Want Them on Auxiliary Lines

Plans for increasing Associated Press Service to Michigan member newspapers were made at the semi-annual meeting of Michigan Associated Press Editors' Association at Muskegon June 28 and 29.

The mail service inaugurated by the A. P. to Michigan members has proved a success, according to David J. Wilkie, correspondent. The service distributed during the 12 months just closed approximately 475,000 words. In June 133 mail stories were carried. About half the mail service is supplied by the staff correspondents. News of interest to farmers is prepared by the Ann Arbor correspondent, who makes regular trips to the Michigan Agricultural College.

The question of using printers in place of operators on the auxiliary wires was discussed and the A. P. traffic department is to furnish data. Some of the papers operate three-hour auxiliary wires and owing to the short trick difficulty is encountered in obtaining a competent operator. The members expressed themselves as opposed to the printer on the general state wire of 18 points.

The next meeting will be held at Ann Arbor in November in conjunction with the University of Michigan Press Club. Frank Vanderlip of New York is to be one of the speakers and will talk on the question of whether the newspaper today is fulfilling its mission.

Arthur W. Stace, *Grand Rapids Press,* declined re-election as president. J. S. Gray, *Adrian Telegram,* was elected president and A. L. Miller, *Battle Creek Enquirer-News,* was named vice-president. David J. Wilkie was re-elected secretary. The advisory board is composed of A. E. McCrea, *Muskegon Chronicle;* Ray S. Foley, *Pontiac Press-Gazette,* and W. H. Gustin, *Bay City Times.*

Long Beach Press Will Build

Lease on property on Broadway and Pine avenue which was held by the *Long Beach* (Cal.) *Press* and on which they expected to erect a modern building, has been sold by them to the Marine Holding Company. Change in the newspaper's building plans result from its increasing circulation and need for expansion. The property would not permit of building a plant large enough to house the paper. The Press has purchased a quarter block at Pine avenue and 6th street, with 150 feet frontage on each street running to an alley on the north and rear sides. Plans have been drawn up for a new building calling for a 4-story and basement structure devoted exclusively to the Press. The investment in the site and building will represent almost $500,000.

TWO FOR ATWOOD

He Buys Another Weekly and Goes to Utica as Gannett Editor

M. V. Atwood, publisher of the *Groton (N. Y.) Journal and Courier* and the *Weekly Ithacan,* has purchased the *Trumansburg (N. Y.) Free Press and Sentinel.* It was also announced this week that Atwood had resigned as professor of extension teaching at the state college at Ithaca, with which he has been connected since 1918, to become managing editor of the *Utica Observer-Dispatch,* one of the Gannett newspapers.

Publicity for Pardons Board

For the first time in its history the Utah Board of Pardons has opened its meetings to the press. Members of the board declared the action meant that the public might be informed of the workings of the Board when attorneys or friends were not present to plead for clemency.

Are You Laying in Your Season's Line of Laughs?

STEPHEN LEACOCK

"Ace of Humorists"

ONCE-A-WEEK

Illustrated by KESSLER

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., General Manager

150 NASSAU STREET, NEW YORK CITY

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Thomas W. **Briggs Company**
Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

"THE QUIET CORNER"
by
WILLIAM T. ELLIS

A Brief, Inspirational and Religious Article for Daily Use

By the author of
The International Sunday School Lesson
which is being used in 83 Newspapers

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

Business Progress is Dependent on Advertising

OHIO FIRST

Newspapers Are First in Creating and Sustaining Progress

Ohio is **First** choice of many national advertisers who appreciate the value of intense cultivation of first grade territory.

Morning, evening and Sunday these Ohio newspapers swing over the State. They leave no section of the State untouched.

Ohio has five per cent of the population of the United States — nearly six million people—more than 80 per cent of the population is native born white.

Ohio leads all other states in the number of large centers, having five cities with a population of 200,000 or over. There are also 21 cities in Ohio with over 25,000 population and each city has its own daily newspaper.

While Ohio's identity is marked by tremendous manufacturing activity, it is well to keep in mind that Ohio's agricultural balance makes Ohio a leading state of the Union.

"Ohio First" newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

Ohio First newspapers give both QUANTITY of circulation and QUALITY of circulation — a winning combination.

Shrewd National Advertisers insist that their advertising must be kept continuously in the following list of "Ohio First" newspapers.

	Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal .....(E)	40,558	.10	.10
***Akron Times .....(E)	24,499	.06	.06
***Akron Sunday Times .....(S)	24,468	.07	.07
†††Bellefontaine Examiner .....(E)	4,706	.02	.02
†††Cincinnati Enquirer .....(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal.....(M)	43,588	.12	.11
†††Columbus, O., State Journal.....(S)	43,588	.12	.11
†††Conneaut News Herald .....(E)	3,095	.0225	.0225
††Dover Daily Reporter.....(E)	5,046	.025	.025
††Ironton Irontonian .....(M)	3,400	.0179	.0179
Kenton Democrat .....(E)	2,500	.014	.014
***Lima Republican-Gazette .....(E&S)	11,742	.05	.05
Lorain Journal .....(E)	4,866	.025	.018
***Middletown Journal .....(E)	4,345	.025	.025
†††Newark American-Tribune .....(E)	7,893	.025	.025
New Philadelphia Times .....(E)	7,904	.025	.025
Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times .....(S)	13,112	.04	.04
***Springfield Sun .....(M)	13,272	.035	.035
***Toledo Blade .....(E)	109,123	.27	.25
***Youngstown Vindicator .....(E)	27,441	.07	.07
***Youngstown Vindicator .....(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

The Significance of Dominating in Radio Advertising

THE SUN, New York, published 723,588 agate lines—2,400 columns—of Radio advertising in the first half of 1924; a greater volume than any other newspaper.

The Sun carried more Radio advertising in these six months than all other New York evening newspapers combined; more than all New York morning and Sunday newspapers combined; almost half of the Radio advertising carried by the ten New York morning and evening newspapers.

These figures constitute an excellent measure of the breadth of The Sun's large high-quality circulation. For Radio has a universal appeal among all those who can afford it.

Radio has entered the homes of the wealthy. Radio is found particularly in the homes of the prosperous middle classes. Radio is the present chief diversion of the well-paid, skilled mechanic with his genius for "putting things together."

That The Sun thus overwhelmingly dominates in Radio in New York is significant evidence that The Sun is the dominant newspaper among these classes in New York—that The Sun appeals to the intelligent and prosperous of all classes in the world's greatest market.

The more than 250,000 daily purchasers of The Sun constitute the largest circulation of high-class readers attained by any New York evening newspaper.

The Sun

280 BROADWAY NEW YORK

Net paid circulation more than 250,000 daily

THIS ISSUE:—COMPLETE CABLED REPORT OF A.A.C.W. CONVENTION

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Ever y Saturday

Vol. 57. No. 8 | NEW YORK, JULY 19, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign | 10c Per Copy

We like our own stuff

MOST of us have met the restaurateur who doesn't like his own grub. As he leaves his eating house to get lunch up the street he is almost certain to stop on the way out to tell some deluded customer how delicious is the ham and cabbage.



When we find a proprietor who eats breakfast, lunch and dinner in his own restaurant, our respect for the food increases considerably. Well, The Chicago Tribune likes its own stuff. In fact no feature is sold by The Chicago Tribune Newspapers Syndicate that does not appear regularly in The Chicago Tribune or The News of New York. Not a dish is offered to our customers that we don't serve *first* to ourselves.

We call our own newspaper, with perhaps more pride than modesty, the world's greatest. We use these features with the earnest belief that they help to make The Tribune the "world's greatest."

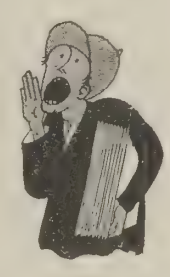
THERE is something in the make-up of the so-called human race that gets a kick out of other people's weaknesses.



In the sardonic humor of W. E. Hill we see our neighbors more often than we see ourselves. So we laugh—and this weekly page has become immensely popular. It always leads Part 2 of the Rotogravure Picture Section in The Chicago Tribune. W. E. Hill's picture page of sarcastic humor is a valuable feature for us and will be for you.

And we believe that most of the publishers who are buying our features have the same pride in the quality of their newspapers as we have in ours. So we neither use, ourselves, nor ask you to buy, imitation stuff—attempted copies of other successes—or any sort of hand-me-downs.

The News of New York and The Chicago Tribune lead the morning daily field in America in circulation (and The News leads all the dailies, morning or evening) not merely because they have the best balanced, most carefully selected and intelligently edited group of features, but because they tell the world they have them.



Please read the following list of features and write or wire for proofs and further information on any of them or all of them.

The CHICAGO TRIBUNE *Newspapers* SYNDICATE

Tribune Square, Chicago — *25 Park Place, New York*

Buy ———————— *Leadership*

Blue Ribbon
FICTION
First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
by Gelett Burgess
W. E. HILL

PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half page by Sals Bostwick

CARTOONS
John T. McCutcheon — Carey Orr — Gaar Williams

BURNS MANTLE
Weekly New York Theatre Letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper medical writers

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

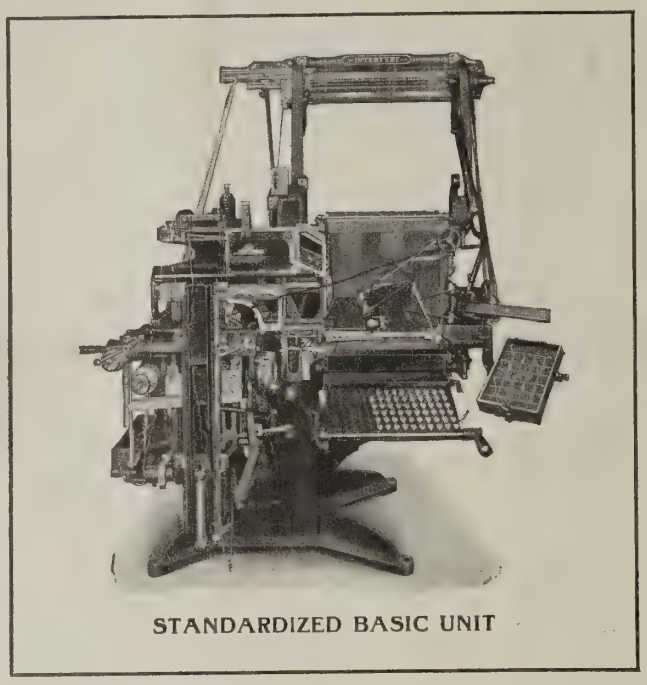
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's Page and Page of Sports.

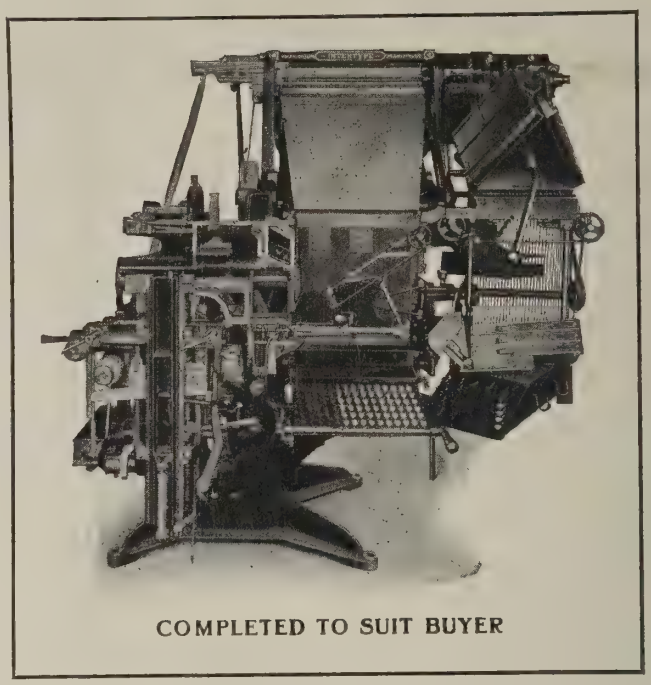
LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC
Photos
Organized by The Chicago Tribune and The New York Daily News, 25 Park Place, New York

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



STANDARDIZED BASIC UNIT



COMPLETED TO SUIT BUYER

One Basic Unit

When you buy an Intertype you do not tie up with any one "model" which may become obsolete in a short time. Instead you buy a standardized basic unit, completed to your order with just the equipment that meets your present requirements. Later you can add other units—more standard magazines, or a power keyboard side unit, or any new standardized improvements that may be developed in the future.

The pictures above tell the story. At the left is the standardized basic unit. At the right the machine is shown completed with three main magazines and a power keyboard side unit carrying three side magazines.

Your standardized Intertype never becomes obsolete, for you can always add new units, or new improvements, to keep it up to date.

Shall we send our nearest representative—without obligation on your part? Or do you prefer full details by mail? Write or wire collect.

INTERTYPE CORPORATION, **General Offices and Eastern Sales Department,** 50 Court Street, BROOKLYN, N. Y. **Branch Offices:** CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. **Sales Offices:** BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. **Canadian Representatives:** Toronto Type Foundry Co., Ltd., TORONTO. **British Branch:** Intertype Limited, 15 Britannia Street, Kings Cross, LONDON, W. C. 1.

INTERTYPE

And the greatest of these is—

¶ The rate book can tell you everything about a newspaper except one thing.

¶ And that thing is—the sort of people who read it.

¶ The Sunpapers *are* Baltimore. They are as much Baltimore as Mt. Vernon Place and The Shot Tower. They go into Baltimore homes on the basis of an old friend.

¶ Add *that* fact to the circulation figures—and you will understand.

¶ The Sunpapers are read because they are good newspapers. They are Baltimore newspapers. They have caught that intangible something called "local flavor."

¶ And they pay their advertisers.

June Average Net Paid Circulation

Daily (M. & E.) . .	**246,999**
Sunday	**177,571**

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"



Shoes of the *Biggest* Man in Philadelphia — *The Bulletin Reader*

The "big" man in all respects is logically the "biggest buyer."

The maximum market is logically reached by advertising to the "biggest" group.

In Philadelphia the Bulletin dominates in circulation. Talk to the "big reader" if you want to get "big results" in sales.

Besides the intensive covering power, the prestige of association with "size" gives added weight to advertising in the Bulletin.

The Bulletin's circulation is one of the largest in America, and goes daily into more than half-a-million homes in Philadelphia and vicinity.

"In Philadelphia nearly everybody reads The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

512,445

Average Daily Circulation for Six Months Ending March 31, 1924

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.
Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SATURDAY, JULY 19, 1924 No. 8

World Advertising Assembly Sweeps London in Spectacle of Royal Splendor

Week of Unprecedented Social Gaiety and Crowded Business Sessions—Lou Holland and Jesse H. Neal Honored by Re-election—Magnificent Reception of U. S. Delegations—"Houston, Texas, Next"

By HERBERT C. RIDOUT and JAMES W. BROWN
(*Cabled to* EDITOR & PUBLISHER)

LONDON, July 17.—America glorious in the Olympic games and the round-the-world army airplane flights shared a third triumph on Old World soil with Great Britain in the International Advertising Convention of the Associated Advertising Club of the World held on the British Empire Exposition Grounds near London this week. Two thousand delegates from the United States and Canada were engulfed from the moment of their landing in a tidal wave of hospitality that has left them breathless and wondering what this supposedly staid old nation still has in store for them.

"God help the city that gets the convention next year and tries to compete," ejaculated one of the Yankees.

And they put that job up to Houston, Tex., as everybody had expected after the magnanimous action of the Texans in giving way to Britain last year and after the magnificent bid that Houston made for the 1925 meeting in EDITOR & PUBLISHER a few weeks ago. Atlanta, Ga., had its name on the lips of delegates for a few moments early in the week but withdrew in favor of Houston before the dinner of the club presidents at the Piccadilly Hotel Tuesday evening. Houston's choice at the dinner was unanimously ratified by the convention this afternoon.

So also was the re-election of Lou E. Holland of Kansas City for a third term as president of the A. A. C. W.—an honor unprecedented in the history of that organization. Mr. Holland had no determined opposition. The impression of sincerity, candor and ability that he left with the British delegates who saw him at Atlantic City last year was passed to and accepted by the affiliated clubs of Europe. The North American delegates needed no further testimonial of Mr. Holland's right to a third term than the broadened scope and the increase in public respect that has come to the A. A. C. W. under the two years of his administration.

Jesse H. Neal, of New York, who has been Mr. Holland's associate for the past two years, was also given another term as secretary-treasurer. Both nominations were made unanimously by the joint assembly Tuesday and confirmed without a dissenting vote today by the convention.

And besides these happy endings, which are of interest primarily to Americans, was the "bloodless revolution" pictured by Harry Tipper of New York at the convention banquet given immediately after his arrival, several days before the American armada descended upon Southampton.

London made history in advertising when the hundred British representatives formed a delegation at Atlantic City last year. London put the "world" into the A. A. C. W., and made a thousand friends in the process—friends in something more than name.

Two thousand visitors from the United States alone—the conduct of an advertising convention to satisfy not merely her own folk, but the standardized requirements of A. A. C. W. laws—the height of hospitality lavished upon a hundred British delegates to be matched—the justification of Britain's claim for the convention—these were some of the problems that stared the little knot of British optimists in the face.

London's advertising men certainly struck a good promotion idea in their Tuesday convention luncheons. Throughout the year the initiation of various publicity clubs throughout the country was another effective means of propaganda. Gradually interest was worked up until on Saturday, July 12, a feverheat of tension and expectation had been created. It formed a wave that stretched from the Waterloo terminus of the Southern Railway at London down to the 80-mile-distant Southampton Dock.

At Waterloo a fidgety crowd grew larger every minute. This was the main guard of welcome, and the leaders of the convention—Harold Vernon, John Cheshire, Philip Emanuel, your correspondent, and others of the keener spirits to the number of near a score, were at the shore to see that their American friends made no slip 'twixt ship and dock.

And so that the visitors might not feel too strange, the faces of Harry Tipper, Earle Pearson, A. E. Mackinnon (who looked thoroughly unhappy because a British railway conductor would not allow him to sit upon a pile of baggage), and Herb Palin of Los Angeles, were pushed forward into the front ranks of the welcomers. As night was well advanced when the Republic, Lancastria and Leviathan were berthed, the reception committee went aboard at 6 o'clock the next morning.

A flood of grinning Americans rapidly overwhelmed the welcome party. It looked as though the American invasion had wiped out the Britons, for it was some time before the latter sorted themselves out and became a distinct entity with a self-imposed duty to perform.

Reception—a genial, youthful-looking man in robes and chain—the Mayor of Southampton murmuring pleasant words of formal kind, assuring the visitors from overseas of their first welcome on British soil—introductions, presentations, the signing of mysterious documents, a buzz of conversation and the ceremonial is over. But it should remain long in the minds of those in whose honor it was arranged, for such things are only done for captains and kings of distinction.

* * *

Away to London, the corridor coaches of the ten Southern trains permitting fraternization of visitors and hosts to continue as on American railway trains, and the two-hour journey flickered into seconds.

At Waterloo the fidgety crowd settled down to close scrutiny as the Republic train drew in. Harold Vernon was the first to alight and although it is believed that the honor of being the first American in the party to put foot on London ground had been reserved for Lou Holland, something like 200 actually tied for first, and the scramble looked like a party of first-year undergraduates home from college.

But what was this yelling? The Americans had been schooled into the incredible belief that their welcome to London would be signalized by a hush-hush reception in which the only sounds would be the murmur of "How do you do?" "Glad to know you," and the silent handclasp. What then was this vocal tornado that had let loose? Had the Americans forgotten their nice manners and given a college yell or similarly outraged the feelings of the quiet British?

No, sir! This is just the London advertising man forgetting himself and giving a rousing British cheer of welcome because he's so "damned glad to see you boys." The Briton is very human in his unguarded moments.

And it was pretty much all of an hour before Waterloo was clear of American accent, and a fleet of taxis had distributed the Yankees to their hotels—the

MRS. NEAL'S ALLEGORICAL STATUETTE PRESENTED TO BRITISH



British advertisers received with enthusiasm a trophy symbolic of the union of British and American advertising bodies, presented to them by the American delegation. The trophy is a bronze statuette by Grace Pruden Neal, of New York, showing two figures representing Columbia and Brittania, together carrying forward the torch of "Truth in Advertising." The base of the piece is inscribed "Associated Advertising Clubs of the World." The statuette, which was presented by President Holland, will remain the property of the British advertisers, who were the hosts of the convention. The artist, Grace Pruden Neal, is the wife of Jesse H. Neal, secretary-treasurer of the A. A. C. W.

THRICE HONORED



Mrs. Lou Holland was present when her husband received his third election as president of the Associated Advertising Clubs of the World.

parting injunction being "You're free till the Albert Hall reception at six."

* * *

The Royal Albert Hall resembles a mausoleum from whichever side you approach it, and a pretty-pretty globular decoration for a frosted cake when you view it from the air. It is a vast domed building in swell Kensington, with the glorified lollipop monument, the Albert Memorial, at its elbow. It is so old-fashioned that the directorate haven't even a photograph for publication, but it was the largest concert hall in London and for that reason was chosen as the only place likely to accommodate hosts and visitors for the convention reception.

Ten days before, Harold Vernon said he had received some 5,000 requests for tickets, from British folk alone. I think they all got in, as well as the American.

The Pennsylvania banqueting hall on June 1, last year, was a memorable picture, but this Albert Hall scene had it skinned. You enter the auditorium at about man's height from the level, and consequently get a view of the scene that is mightily impressive.

Right ahead in the distance it was possible to discern the features of men like Lord Leverhulme, and John Cheshire, with Lou Holland, Harold Vernon, Sir Charles Higham, Sir Herbert Morgan and W. S. Crawford, holding the higher ground as officers in control of the proceedings. A glance around and the eye loses all sense of focus. A sea of faces, smiles, laughter, but massed beyond recognition. The company is paired, each Briton with an American at his side, and as the vision embraces the scene it would seem that every man had found his brother. The conversation of these 6,000-odd men and women is a deafening din.

The ladies are radiant, their gowns gorgeous. "Peaches" was the term used by an impressionable young "Poor Richard" who had well-nigh forgotten Philadelphia already! Certainly lovely women added a colorsome and fragrant note to the picture. The dancing carnival continued until midnight.

The dance floor, with the platform, was decorated with a representation of the Mayflower. The dancing was interrupted at 9.30 by a procession of the Lord Mayor of London, in state dress, and the provincial mayors, for the reception of the convention officers. It was a wonderful picture of color, dignity and pomp.

The surprise of the evening came when the playing of "God Save the King" announced its end. Its end—yes, but the beginning of 6,000 friendships between men and women who find themselves strangely kinlike—men and women who learned to know each other even better in the week to come.

And so, as Pepys said, home to bed.

* * *

Sunday morning, as fair a day as ever dawned. London had been a surprise to our visitors on Saturday, with its ring-around-a-rosy traffic, but today it was a revelation. They had stepped out of their hotels into silent, almost deserted streets. All London's floating population had disappeared and some of our American friends confessed that they almost felt lonely.

But even London on a July Sunday can take on a cloak of picturesqueness—the strong shadows of the hot sun created many bizarre effects with the squat buildings and their varied styles of architecture.

This was the day of the religious festivals of the convention, and though our American friends had complete liberty of action and movement, it is noteworthy that the majority of them elected that their morning duty should be the Westminster Abbey service. High mass also was celebrated at noon in the Roman Catholic Westminster Cathedral.

So well arranged had the hotel accommodation been that all the caravanserai were within reasonable distance of the Abbey and a large number of delegates walked from their hotels.

The low, massive pile that flanks the Houses of Parliament proved an impressive sight to the visitors, their admiration merging into silent veneration as their feet rang upon the paving of the Abbey Cloisters.

Again a scene that will not be easily erased from the memories of those who took part. The ancient building that has been sanctified by centuries of worship and hallowed in English history for 900 years by the coronation of kings and queens—this was the holy place to which two thousand Americans were made welcome. The preacher was the Lord Bishop of Durham, the Rt. Rev. Herbert Hensley Henson, D. D. He took as his text Ephesians iv:25—"Wherefore putting away lying, speak every man truth with his neighbor; for we are members one of another." His sermon was a stirring discourse based on the recognition of advertising as a modern necessity.

But it was not the discourse altogether, or the singing of those fine old English hymns, or the form of service, that took hold of these Americans. It was the profound intimacy of the occasion, the solemnity and restful quiet of the atmosphere.

And then, in the afternoon, though the weather sorely tempted many to the cool, lovely haunts in the upper reaches of the Thames, came the wonderful inspirational meeting in the Central Hall, Westminster—the block facing the Abbey.

That was one point appreciated in our visitors. The call of the open, of the new delights in a strange land, must have been doubly strong in its appeal, but our friends were here on Convention intent, and they stuck to their job with a spirit that must have hit many a Britisher hard with the idea that these fellows meant business and Convention business at that.

The Central Hall was packed. As I imagined, there was a full complement of those who had attended Atlantic City; we knew what to expect.

Organ music by J. A. Meale, a short introductory address by Viscount Burnham, and then Fred B. Smith. His subject was "Advertising and World Good Will."

"Is War Incurable?" was presented to the convention by Mr. Smith as the supreme problem before the human race today.

"Nothing else matters much," he said. "If war is incurable, unpreventable, then every dream you are dreaming and every hope you are cherishing is idle.

"The whole world is swept today by a cry for peace the like of which has not hitherto been known in history, yet all the major nations of the world apparently are getting ready for war some time in the future. The political leaders do not say this. They are loud in declaring that they are all working for peace, yet they go steadily forward promoting policies which, if history means anything and the law of cause and effect still exists, is sure eventually to bring back the same old order.

"We have only to glance at the fact that of the four or five nations most conspicuous in influencing world affairs, every last one of them is in a red-hot, wild, almost insane competition for armament, and even though some of them have participated in conferences organized for the specific purpose of reducing armaments, on they rush toward preparation for war.

NEWSPAPER ADVERTISING PUT U. S. ON WHEELS

"IF the automobile had been invented before the printing press had made the newspaper possible, the fourth largest industry in the world never would have achieved its present proportions," said E. LeRoy Pelletier, advertising manager, Rickenbacker Motor Company. "Not that the automobile manufacturer began to advertise in the daily newspapers as soon as he began to manufacture motor cars," said Mr. Pelletier. "On the contrary, the industry was several years old—though it had not attained to any great proportions—before the first advertising man conceived the idea that the daily newspaper was the medium par excellence for the exploitation of his product.

"This year, fully 80 per cent of the $75,000,000 which will be spent in advertising motor cars, will go into American newspapers, daily and Sunday.

"And this pre-eminence, the newspapers have won against the most deep-seated prejudice, preconceived theories, and the most violent opposition not only of publishers of so-called class media, but of most advertising managers themselves."

RETURNED TO OFFICE



Jesse H. Neal, of New York, re-elected secretary-treasurer of A. A. C. W.

"This leads me to say to you, leader of this great power: the worlds need to be thoroughly, deeply, permanentl alarmed, lest by our indifference we dri back into those same complications whic finally broke out in the horror of 1914 1918.

"Surely we must magnify and continu to magnify yet more the fundament principle of arbitration. This is a Bi lical method handed down and as old a the knowledge of God. Where two me disagree, or a number of men disagre they ought to resort to the appointmer of arbitrators. My own judgment is tha this principle alone, if cultivated and b lieved in, will pretty nearly eliminate th necessity for the roar of guns and th rattle of sabres."

Such was the gist of Mr. Smith's mes sage, during whose delivery the minut hand made a complete circuit of the cloc There was no dogma. He expressed th brotherhood of blood, the friendship c peace, the world-blessing of publicity ap plied to higher things. The magic of h words, the magnetism of his earnestnes the grip of his style—all were there, y it was without apparent strain or effo that Fred B. Smith held his hearers en thralled.

Great Britain has preachers of a hig order. But I think never has an audienc of British business men heard so appeal ing, so thrilling an address as that i which Fred Smith sounded the note c the great 1924 convention.

Sunday evening saw the interests c our visitors divided. Many were draw to the special services organized b Frederick E. Potter at the City Temple Wesley's Chapel, the Central Hall, West minster Chapel, and Kingsway Hal Others seized the advantage of the sum mer-time lengthened evening for rive trips, walks into Hyde Park, etc., whil the principal officers foregathered at th Hotel Cecil as the guests of the Adver tising Association of Houston.

For Houston (Texas) after its littl thrill at Atlantic City, had made its pla

A BOON FOR BUSINESS

"OUT of this meeting I hope we can achieve some ground of common understanding so that when we return to our respective countries, what we read will be interpreted by what we ourselves have learned and I hope further that we will be strengthened in the observance of our responsibilities to the public in the discharge of our duty to business men, so that the work we do will make not only for the good of business, but for the common good and the upbuilding of international stability in all measures.—Harry Tipper, before opening session A. A. C. W.

HE SHOWED 'EM



Robert H. Cornell, assistant to the publisher of the Houston Chronicle, is the man who taught the British how to eat watermelon at the A. A. C. W. convention at Wembley, England, this week.

to get in "fust blow" in the way of convention hospitality, and had invited the London officers and various committee heads to meet them in London tor a special purpose—not divulged.

The special purpose was actually two-fold—one the presentation of silken flags of the United States and of Texas to the Thirty Club. The other was the consumption of real Texas watermelons.

President Patton of the Houston Club proposed the toast "London—1924," recalling the scene at Atlantic City and declaring that the present dinner was a token of appreciation and pleasure. On the presentation of the two flags, Harold Vernon, responding, said that the British had met their hosts as competitors and had left them as dearest friends. He took great pleasure in enrolling President Patton as an honorary member of the Thirty Club. Past President Cheshire of the Thirty Club proposed "Houston—1925" and was supported by Sir Charles Higham, who recalled the Dallas convention of 1912 and the true Southern welcome received there.

The watermelons produced by the Texans created a sensation, Bob Cornell of *Houston Chronicle* demonstrating how to eat these Dixie face-fillers. One hundred and thirty guests were present.

And then came Monday, the day which 50,000 Britons at least will remember as marking the break of a new epoch in advertising in their own country, and to which, equally, 3,000 or more Americans and other visitors would revert to as a day of days.

The stage was set in the conference hall of the great British Empire Exhibition at Wembley—an aggregation of Imperial wonders and works that outmatches anything in the exposition line since the beginning.

Ten o'clock was the time scheduled for the opening, but a full hour earlier delegates were making their way to Wembley and threading through brilliant greens, gay gardens and devious paths of the exposition grounds. Through the giant Palace of Industry, in which the candy-making plant, the bakery, and a hundred commercial booths were just waking to life. On through the music section, in which strangely enough, the final exhibit is a phonograph as famous on your side as on ours, and a dozen yards bring us to the steps leading into the great Conference Hall. Alongside lies the Palace of Arts, in which is housed the British Advertising Exhibit, but time does not permit of its inspection. The American Advertising Exhibit is in the Stadium Hall, about half a mile distant.

Already, though it is but thirty minutes off schedule time, the Conference Hall is well nigh half-full, and, as actually proved, the steady inflowing stream indicated that the capacity of the building would be taxed to its limits.

This day of all attracts the big crowd, for the genial Prince of Wales, beloved not only of his own people, but of America for his stay among them, had graciously consented to attend the first general session and open the International Advertising Convention in person. The honor was signal, a recognition of a great business movement, a stroke of royal diplomacy in acknowledging an occasion, which had drawn so many American, Dominion, and foreign business men to the heart of the British Empire. The British chairman for the opening session was the Right Hon. the Viscount Burnham, our greatest newspaper proprietor, supported by his excellency the American Ambassador, Frank B. Kellogg, Sir Eric Geddes, Harold Vernon, John Cheshire, Lou Holland, and Harry Tipper.

The Prince of Wales arriverd amid uproarious cheering, putting to shame the sober black of the officers on the dais with his light grey sack suit and all the badges the convention offered. His welcoming speech was enthusiastically received by a great crowd, many of whom stood about at the side of the hall, unable to get seats. The Price remained after his address until practically the end of the session and his frank sincerity made a big hit with all present.

"I am very proud to address this convention," His Royal Highness said. "You show in this assembly that you realize the principle 'Each for all and all for each.' Little as I know about the science and the art of advertising, I appreciate this much—its general aim is to provide throughout the world a more free exchange of commodities and a lower cost of distribution. The attainment of this aim would undoubtedly result in the elimination of unnecessary waste and consequent reduction of prices and unemployment."

Viscount Burnham coined one of the star phrases of the convention when he referred to it as the "greatest rodeo and business round-up in the world." It was not merely an advertisng convention, it was the Rialto of the world's markets. Advertising is a voice speaking to a world that does not know what it wants but won't be happy till it gets it.

Previous to the opening of the meeting, the orchestra enlivened the crowd by playing American and British popular airs. Loud cheers rose from the Texas delegation when "Dixie" was played.

After the Prince's greeting, Ambassador Kellogg welcomed the delegates to England, saying it was well they had come at this time when so many problems, political and social are to be solved.

J. H. Thomas, Secretary of State for the Colonies, added his word of bienvenu, not as representing the Labor Party or any section of the British people, but as the spokesman of the British Government. He tickled the delegates laughter nerves by his assertion that after the Prince of Wales, the Labor Government of Great Britain was the best advertising thing in the country.

President Holland read a brief but inspiring message from President Coolidge, extending his best wishes for the success of the convention and expressing the hope that the "Truth in Advertising" idea would lead to a new understanding between nations.

Mr. Holland expressed the thanks of the American delegation to their hosts. "We all marvelled at the arrangements that have been made," he said. "Nothing like them has ever been seen before."

The president continued with his report that $250,000 was spent last year to teach people more about advertising. The association now numbers over 40,000 members, though now only in its 20th year, and clubs affiliated with it total 313.

Within the last two months, he said, there had been launched in the United States a plan of operation which will make every advertising club a point of contact, a reporting agency through which the National Vigilance Committee and the Better Business Bureaus will be kept informed of the types of promotion and specific companies which may be in operation in any section of the country.

"Never in the history of the Truth-in-Advertising movement has the Vigilance Department handled so many cases involving misrepresentations in advertising as during the last year," said Mr. Holland. "With the development of a Case Department, wherein specific attention is given to specific lines of business, with a staff assigned to the consideration of cases in those different lines, the department is in a position to render a better and more comprehensive service to legitimate business than ever before.

"The movement is known today as a referee of business ethics. It is an outstanding organization, in fact, the only organization equipped and managed to deal specifically; as a non-prejudiced body, with this relation between buyer and seller which if subjected to the undermining influences of deception and fraud results in the impairment of good will which all recognize as the foundation of successful business."

Harry Tipper, of New York, chairman of the general program committee of the convention and one of its guiding spirits since last year, traced the change in the status of advertising men during the past 20 years and said his old aspiration to have an international convention had at last been fulfilled.

"Politicians may not want international co-operation, business may not desire it; but business needs it and people want it," Mr. Tipper said. "As the liaison officer between business and the public, responsible for interpreting one to the other, the advertising man knows the necessity of understanding. If we understand each other's language and business products, if we can rely on each other's business methods, we shall have come a long way toward the kind of understanding which

PRINCE CHARMING WOOS AD CINDERELLA



Houston has invited Britain's heir-apparent to attend the 1925 convention—and he will if he can.

HE CALLED IT A RODEO



Viscount Burnham made an urbane and genial presiding officer.

ART COLOR PRINTING FOR NEWSPAPERS NEAR ACHIEVEMENT—CLAYBOURN

Milwaukee Printer Tells Convention of Part Accuracy Plans in New Development—Vanderbilt Sees Tabloid As Daily of Future

"ORIGINAL color plates are usually termed the master plates from which the real printing plates are made," L. W. Claybourn told the newspaper executives Thursday. "These printing plates are produced by electrotyping, which is a very old and well-known art. It was not so long ago that grave doubt existed in the minds of the printer or publisher as to the results which could be obtained rom an electrotype, but development has put this problem behind us. Today, nickel steel faced plates are made, molded in lead, which reproduce the most minute detail of any delicately-etched plate, producing a printing plate that has many advantages over even the original from a printing standpoint. This is due mainly to the fact that the plate is more dormant and fits the cylinder or bed more perfectly than would a springy piece of rolled copper, which is the material on which the original plate is etched.



L. W. Claybourn

"The Claybourn Process Corporation of Milwaukee, of which I am president, perfected a method of electrotyping or, rather, a method of perfecting the electrotype. This method involves special precision machinery, plus a method of handling the work throughout that results in a perfect printing plate, which is tested under actual printing conditions and proven to the most minute detail. The finished plate is perfectly uniform in thickness so as to eliminate as nearly as possible all necessity of so-called makeready.



George M. Burbach

"Curved printing plates have been the bugaboo of rotary press printing, especially quality or color printing, as it was extremely difficult to curve a plate the exact diameter of the printing cylinder. The greatest difficulty was that the plate stretched in the process of bending it. With the development of our machinery, however, we have overcome these difficulties, now securing an absolutely non-stretch plate with a perfect arc of curvature, plus a plate that fits the cylinder so perfectly as to become an integral part of it. This not only insures better printing results, but permits of many thousand more impressions from the plate.

"During the process of making these plates they are subjected to treatment which condenses the metal under the solid areas of the printing surface, and makes them unyielding under printing pressures, eliminating the old theory that the solid portion of the plate had to be built up and the delicate or open portion of the plate had to be cut out. This old method was creating a condition that was uncontrollable, causing crystallization and wear.

"When one stops to analyze the delicacy of a half-tone dot and realizes that we are dealing with a total tolerance of two and one-half to three one-thousandths part of an inch, which is the average depth of a halftone dot, we naturally come to the conclusion that we are dealing with something very minutely precise. Therefore, our machinery for making printing plates must be equally accurate and our printing presses upon which these plates are used must be accurate.

"The real mystery of printing, or color printing, today, is in the pressroom where the old methods are still in vogue, and when we gaze upon the beautiful work produced by this old method we cannot help but have a great deal of admiration for the skill of the workmen who produce it. But we are living in a day of production and we have costs to reckon with, and if this same beautiful work can be secured giving us more productive time on our machines and less down time, we have advanced a step forward in solving our problems.

"I do not think that I exaggerate when I say that only 60 per cent of the total time in the pressroom is productive. If just one-half of the 40 per cent could be converted into productive time we would save thousands of dollars per year in the cost of color printing. We have a record of one large color printer whose books show an expenditure for one fiscal year of $313,000 for makeready.

"A large percentage of color printing is accomplished today on the flat-bed press, printing only one color at a time at a speed of about 1,000 sheets per hour. The sheet is permitted to dry about 24 hours, and the second color is put on in like manner. Two-color flat-bed presses, however, are now becoming quite common.

"Rotary or multi-color printing is also coming into prominence and in reality is the field to which we are looking forward to give us production, speed and quality. Sheet-fed rotary presses are today successfully used in high grade magazine and catalog color printing.

"Multi-color inks have played a great part in this development. The compounding of pigments or colors which have an affinity for one another had to be perfected and this was no small contribution to the development of this art; in fact, wet printing is still in its infancy and great improvements are looked for in this direction.

"In printing by this method we are again confronted with tedious long makereadies, taking from one to two weeks to start what we would call a sixteen-page color form. By the use of our new process plate, however, we have overcome this great obstacle and we can now put to press and register a form on a rotary press with almost the same rapidity as that of the flat-bed type of printing press.

"Irrespective of the size of sheet-fed rotary presses and the productive speeds we have thus far obtained, the ever-increasing demand of the publisher and national advertiser has urged us to still further develop the capacity of the sheet-fed rotary press, and we are now developing high-speed rotary web presses which will print four and five colors on one side and two or three on the reverse side, at a speed of about ten thousand per hour, thirty-two pages in color, sixteen pages front and back.

"It must be obvious to those who are following this industry closely that a great amount of new development has been necessary. For instance, referring to the photo-engraver again, he must etch

(*Continued on page 32*)

PRESIDENT COOLIDGE'S MESSAGE

I SHALL be very glad if you will take occasion to express to the delegates attending the convention of the Associated Advertising Clubs of the World my heariest good wishes and cordial greetings. I notice that the emblem of your organization bears the single word "Truth." Just as this word symbolizes the only real basis of friendly relationship between buyer and seller, so in a larger sense it is equally essential in the wider relationships of nation to nation. I am sure that this gathering of business men will lead to that clearer knowledge which will do away with misunderstandings arising from failure to know the truth.—Calvin Coolidge.

LIGHTS O' LONDON

HOUSTON'S alert representatives hope to make the star feature of their convention next year a visit from His Royal Highness the Prince of Wales. Negotiations have already started with St. James's Palace, which the delegates hope will be productive after their return to the United States.

* * *

HAROLD VERNON, in one of the bright lines with which the convention scintillated, called "advertising the Cinderella of Business" and added that she had been wooed by 'Prince Charming'" following the opening address by the Prince of Wales.

* * *

THE special edition of Editor & Publisher of June 21 was much in evidence and congratulations were universal.

* * *

FIVE members of the Advertising Club of New York formed the committee to extend the convention's greetings to the American aviators on their arrival at Croydon.

* * *

FOUR New Yorkers addressed the banquet given the delegates by the American Chamber of Commerce—F. E. White, James O'Shaughnessy, James Schermerhorn, and Louis Wiley.

* * *

OLD York in England received the memorial tablet presented by the commission appointed by Mayor Hylan of New York. The Lord Mayor of York accepted the gift, the presentation of which was attended by all city officials, the American Ambassador, and Francis H. Sisson, H. H. Charles, William H. Dodge, William H. Rankin and A. E. Mackinnon.

* * *

HOUSTON will rename its largest hotel Britannia as a special honor to the large British delegation which has been invited to the 1925 convention. A chartered ship will bear the British direct from a home port to Houston harbor.

* * *

PAUL DUPUY, publisher of *Petit Parisien,* is in London arranging for the French tour of 500 delegates which is to start immediately after the convention.

* * *

THE British press is paying great attention to the convention. A special issue of the Paris Edition of the *New York Herald Tribune* carried articles by C. S. Jackson and H. H. Charles of New York and others. Full pages have been given to convention news by many of the papers and every other available method of publicity has been used to let old London know the advertising men are in its midst. "Sweet are the uses of advertisement" is a favorite expression.

* * *

THE British Empire Exhibition is beyond the wildest fancy of the American delegates.

* * *

YOUNGEST among the convention visitors is Elaine Arnold, aged 13, of Houston, the mascot of the Texas delegation.

* * *

JACK GREEN, winner of a free trip by his essay, has just divulged that he spent the first twelve years of his life in England.

THROUGH the courtesy of Rodman Wanamaker, a farewell breakfast is to be given to the New York delegation and the British hosts at 8 o'clock Friday morning at the Carlton. It promises to be a spiffy affair.

* * *

LONDON HOUSE was fully equipped to take care of everyone. Extra telephones were installed with an operator. A commissaire on the door, messenger boys, an information clerk, and representatives of Cook's, Keith Prowse, and Western Union, answered pretty nearly every question that the hundreds of Americans hurled at their heads. A room was set aside for light refreshments, cigars, cigarettes, and looked like a clubroom with its bulletins, periodicals, and newspapers.

* * *

ONE demon statistician on Wednesday discovered that the convention speakers used 4,000,000 words in the general sessions and Lord knows how many to talk about their 125 various subjects at the departmentals.

* * *

CONVENTION arrangements under direction of Andrew Milne have been pronounced the best ever by veterans of a dozen American meetings.

* * *

MORE than 250 motor cars were placed at the disposal of delegates for trips into nearby England.

* * *

FORTUNATELY, there has been an unusually long stretch of warm days. The Americans don't know what you mean by "London Fog."

* * *

BRITISH cartoonists are having a lot of fun with the American men in stiff straw hats while the ladies are resplendent in their soft felt chapeaux. They order it otherwise in Britain.

* * *

MRS. BERNICE BLACKWOOD of Chicago was elected chairman of the Women's Advertising Clubs of the World and Miss Ethel B. Scully of Milwaukee will represent the women's clubs on the executive board of the A. A.C.W.

* * *

THE Wanamaker organization outdid itself as hosts to the New York delegation. All possible special services were arranged, including a buffet, cold drinks, theatre tickets, shopping tours, etc. Among their services was a daily cable to and from New York.

* * *

GORDON SELFRIDGE, the London merchant, was host to over 2,000 delegates at Lansdowne house Tuesday night. Sir Thomas Lipton was the lion of the occasion.

* * *

MANY luncheons and teas are keeping American wives and daughters out of mischief while father and husband attend the convention.

* * *

TOURS to Scotland, for which 500 Americans are booked, will leave over the week-end.

* * *

BOB CORNELL of Houston says it will cost $200,000 to duplicate London's entertainment, but Texas will do it.

* * *

THE Cecil engraving of St. Paul's Cathedral was presented by the Publicity Club to the Advertising Club of New York as a token of appreciation of the New York reception last year and what the New York club is doing for advertising. President Charles accepted in a graceful speech.

* * *

THE Lord Mayor of London and the Corporation gave a banquet to the American advertising agents Tuesday night.

* * *

LADY ASTOR was the big hit at the banquet and ball given Tuesday night by

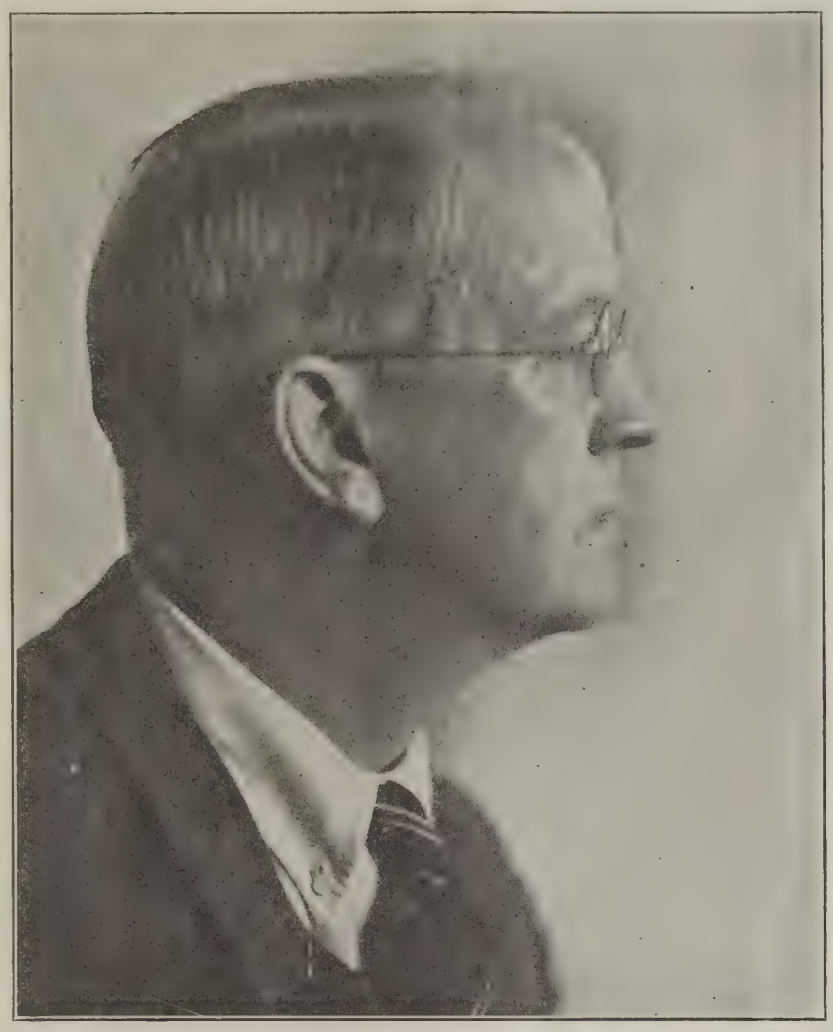
(*Continued on page 32*)

BRISBANE TELLS WHAT ADVERTISING IS

Genius Editor and Astute Critic of Selling Methods Reveals His Business Philosophy in Exclusive Talk to Editor & Publisher

By PHILIP SCHUYLER

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ARTHUR BRISBANE

Most recent and hitherto unpublished photograph.

ARTHUR BRISBANE, in an exclusive interview granted EDITOR & PUBLISHER this week analyzed advertising in its various phases for the benefit of newspapermen and members of the advertising profession.

The first question asked Mr. Brisbane was: "Where do you place advertising in the category of economic forces?"

"Close to the top," was his answer. "Advertising is to business what speech is to the human race."

"Where do you place it among man's inventions for material betterment and understanding?" was the second query.

"All great inventions save time and effort," he replied. "Advertising is among the greatest of time savers. It enables a man to do with his business, his book, his new idea, more in a three months' good advertising campaign than could have been done by old methods in three years or in a whole lifetime.

"What is effective advertising? Effective advertising was long ago outlined by me as follows:

"The advertisement must be SEEN.

"It must be READ.

"It must be UNDERSTOOD.

"It must be BELIEVED.

"And it must cause the reader to WANT the thing advertised.

"Futile advertising, like futile talk, futile building, futile planning, is the advertising that PRODUCES NO RESULTS. One kind of futile advertising is the advertisement written to please the man that PAYS for the advertisement, instead of being written to make money for the man that pays for the advertisement."

Asked what is the best "ad" he had ever seen and the elements that make it superlatively good work, Mr. Brisbane said:

"The best advertisement I have ever seen is the rainbow in the sky. It's one of the few advertisements that are written FOR ALL TIME. It advertises the fact that the world is not to be wiped out by flood again, and that's an important advertisement. The 'elements that make it superlatively good work' are found in the fact that it has excellent 'position,' has its entire advertising medium, THE SKY, all to itself, is seen by everybody, everybody knows what it means, and it's done in color.

"There have been many other good advertisements in history. One of the best was the writing on the walls in Rome telling what had happened in the Senate. That advertising was done by Caesar, who had brains enough to know that the way to get ahead in the world is to let the people KOOW what you are trying to do.

"Among modern advertising, one of the best lines ever written is 'You press the button, we do the rest.' Bear in mind that that would have been written, and forgotten, but for the fact that George Eastman of the Kodak company was actually able to deliver the GOODS. When you press the button, HE REALLY DID THE REST.

"An advertisement may be good, from one point of view, utterly worthless from another. For instance, Selfridge, the American from Chicago teaching London how to advertise, sent men to the Equator. On a road where perhaps a hundred people in a year would see it, and only one would be able to read it, he put a signpost saying: 'So many miles to Selfridge's.'

"That didn't bring him any purchasers from the EQUATOR, but it brought him FREE ADVERTISING."

The next question was: "What great advertisers have you known and why do you select them as extraordinary?"

"Among the best advertisements I have known are William Jennings Bryan, Lillian Russell, Einstein of the relativity theory, Duse and Maude Adams," Brisbane declared.

"The first three became widely known by talking to all comers. Einstein deserves especial praise, because he made everybody talk about his ideas, although not a dozen men in the whole world could understand them.

"Duse and Maude Adams advertised themselves well and probably without realizing it, by refusing to be interviewed, or to advertise themselves in ANY way.

"Bear in mind that for the individual to advertise himself is not egotism, but a duty. 'Let your light so shine' applies to every one of us. If you have anything worth seeing, or hearing, or buying, let the world KNOW of it.

"Among great business advertisers, I have known so many that I don't care to pick and choose among them. But of one of them, unfortunately dead, John Wanamaker, there is this to be said: In addition to being a great advertiser, he was, what is almost as important, AN INTELLIGENT EMPLOYER.

"One hot day, in the middle of July, I went to his New York store to talk to his manager about advertising in the *Evening Journal*. It was then a baby and required a great deal of care as babies do. Robert Ogden, the manager, was not in. But at his desk sat John Wanamaker himself, working and perspiring, with a long string of buyers waiting for instructions.

"To the question, 'What are you doing here in this kind of weather,' Wanamaker, already an old man and certainly entitled to a mid-summer vacation, replied:

"'I am here because this is the only way I can persuade Ogden to take a rest. He is overworked, but he is too much interested in the business to leave. Of course, he can't tell me that I can't attend to his work as well as he can. That wouldn't be polite, although he may believe it. So, when I come here and sit in his place and do his work, he consents to go away.'

"That little incident may help some employer to know why it is that John Wanamaker succeeded."

"Do you feel that the real power of advertising is today used or understood in general by either the sellers or users of space?" he was asked.

"No. I think that advertising in general and the real part that it might play in business, education, health and good government are as little understood by all of us as are the possibilities within the radio or the flying machine," he replied.

"No one actually REALIZES that the day is coming when a great student in his library, in an ordinary tone of voice, will talk to a hundred, five hundred, or a thousand million human beings. Few understand that the radio in ages to come will compel the adoption of a universal language on earth.

"And few, while they theoretically KNOW it, REALIZE that real estate values in Los Angeles, Seattle, Miami, Tampa will only BEGIN to develop fully when in the course of the next twenty-five years men and women fly comfortably to all of those places from Chicago and Cleveland, leaving after a late breakfast and arriving in time for luncheon.

"Advertising is THE SCIENCE OF GETTING AN IDEA FROM ONE BRAIN INTO ANOTHER. There is no limit to the usefulness and possibilities of that science.

"First, as the French critic, Boileau, said, the idea must be clear IN YOUR OWN BRAIN; and second, you must know how to find the easiest road, free of obstructions, into the other brain.

"You can't talk the same language, successfully, to a senior wrangler and to a native of the Gaboon country.

"By the way, and while it isn't literally true, it is not a bad idea for advertisers to remember what Tom Watson, of Georgia, a good speaker, although a biased thinker, used to say about his success in public speaking:

"'Always remember that it is IMPOSSIBLE to exaggerate the stupidity of the public.'"

"The question, 'Do you see radical improvements in methods and in what direction do they lie?' brought an instant affirmative.

"Yes. Luckily for the world, there is improvement in everything, from religion to engineering. Advertising has improved along all lines, because it has attracted some of the quickest, ablest, energetic minds in the country. It has had the benefit of criticism by able business men. Nothing is more valuable than criticism, based on experience.

"'The greatest single improvement in advertising I believe to be big display advertising IN COLORS. I am confirmed in this belief by Lasker, of the Lord & Thomas Company, who studies advertising possibilities carefully on behalf of clients and on his own account. He told me that he considered full-page colored advertising in the *American Weekly*, published with some four or five millions of Hearst Sunday newspaper, the most powerful advertising medium in the world. And I think he is right.

"I believe that display advertising will tend more and more to the use of color on certain days of the week or month."

"As I dictate this to the phonograph, with Philip Schuyler, of EDITOR & PUBLISHER, sitting beside me, waiting for the copy, I get a letter from Mr. Dayton, publisher of the *Evening Journal*, which I have shown to Mr. Schuyler, telling of one single advertiser, William D. Ward, the bread manufacturer, taking in one order 26 pages of color in the *Saturday Home Journal*, a special color supplement sold with the Saturday evening issue of the *New York Evening Journal* and the other Hearst evening papers throughout the country.

"In advertising, success comes to a man able to COMMAND *attention*. Lunching at the Waldorf one day with Mr. Whelan, head of United Cigar Stores, discussing advertising methods, I said: 'There are five hundred people in this room. One kind of advertiser would ask the woman at the desk how much to whisper, how much to shout.' If she said $5 to whisper, $50 to shout, the wrong kind of advertiser would buy TEN WHISPERS, and think he was advertising. The right kind of advertiser, with only $50 to spend, would buy ONE SHOUT and make sure that everybody heard him.

"Taking a full page in colors, when you can afford it, is TO SHOUT, otherwise to *command attention*."

Asked whether he believed in "newspaper merchandising service," Mr. Brisbane gave an emphatic affirmative.

"I believe in newspaper merchandising service," he said.

"All REAL service is GOOD service. Many newspapers have established a merchandising service, which can reach immediately without loss of motion, and with a certain hearing, the majority of all retailers that can handle his products. I know that the *New York Evening Journal* and the *Chicago Herald-Examiner* render REAL merchandising service.'

To the last question, "Why is the

newspaper the leading advertising medium in America?" the famous Hearst editorial writer gave the following answer:

"The newspaper is the leading advertising medium because REPETITION IS REPUTATION. Only the DAILY newspaper can tell the advertiser's story EVERY DAY. Only the DAILY newspaper can give to the advertiser 100 per cent in advertising.

"Proper selection of daily newspapers makes it possible to reach practically every possible purchaser, including even those that can't read. Many a father and mother has purchased a toy because the child unable to read brought the picture of a toy in an advertisement and said, 'I want it.'

"However, the fact that the newspaper is beyond question THE advertising medium, and in total results the GREATEST advertising medium, does not mean that the wise advertiser ignores other mediums.

"There are periodicals that appeal especially to women, concerning hats, dresses, etc., and reach them at the very moment when they are CONSIDERING such articles.

"There are monthlies that print magnificently, giving to the product advertised an artistic presentation with which even the best printed newspaper could not compete.

"The wise advertiser will keep pasted up over his desk the Bible text, 'Prove all things, hold fast that which is good.'

"And, incidentally, when the advertising solicitor sends in his card, he will look at that text and give the solicitor a chance to say what he has to say."

Man of action—every motion in capital letters, a fondness for which he displays in his editorials, characterizes Arthur.

Arthur Brisbane, editor, salesman of thought to the masses.

He was very busy. He always is. Newspapering, real estate, trust administration, long roads of detail over which he speeds ever faster to get out of his own dust.

His tiny office on the seventh floor of 238 Williams Street, New York, is as large as a moderate sized cupboard and looks like the dark back of a second-hand book shop. Books lined all available wall space behind glass doors in shelves from floor to ceiling. But the shelves were insufficient. An old discarded desk was piled with books ten deep; a trunk the same; and a flat topped table took care of some of the overflow. On this latter were also the current magazines.

It is a Brisbane tenet that one should crowd as much thought as possible in small spaces. He has followed this in his office, which is packed with thought compressed within book pages.

One book, closest to Brisbane's hand, was entitled, "Forty Thousand Quotations—Prose and Poetical", by Charles N. Douglas. On the shelf below was a well worn leather bound volume of the Bible. From between the leaves, many slips of paper protruded, possibly marking passages for frequent Brisbane use. Beside this book was another, "The Life of Jesus Christ."

Brisbane's own huge old-fashioned desk was a mass of papers. As a firm believer in modern time-savers, he manages to forego the pleasures of steel filing cabinets. The day's mail itself was a lofty foothill. Mountains of yesterdays piled up by this tremendous hustler towered behind it.

At this cluttered desk Brisbane sat. He had discarded his coat and his powder blue negligee shirt showed from under his vest. Not a tall man, rather inclined to roundness, his somewhat circular appearance was enhanced by the manner in which he bent over to snap out crisp phrases "in caps" into his dictating machine.

He was to lunch that noon with William Randolph Hearst at the Ritz. But he did not look like a Ritz habitué.

The spokesman and champion of the plain people was decidedly one of them, and yet far above them. In ordinary appearance, he might have been the owner of a small town grocery store. Nothing fancy about his plain gold-rimmed glasses. No black ribbon dangled across his vest to lend him vague dignity. His dark gray matter of fact suit was not superlatively pressed. High black shoes had none of the stream-line curves proclaimed by advertisers as necessary for the well dressed man. Rather they had those ugly bumps of comfort on their bunt, well polished toes. The light panama straw hat lying on a nearby chair was turning yellow, a mellow, musty yellow. Brisbane evidently doesn't think about himself; but rather where that self is going. That is why he gets there.

Yes, he was one of the plain people; but he had outclassed them. Why? By his nervous energy, perhaps. By working furiously he had created a demand, which he had to double activity to supply. By doing, instead of just thinking of doing.

I thought of Adams' book "Success," of which Brisbane is whispered to be the hero. I mentioned it to him. He said he had never read the book.

Adams' fiction hero keeps "everlasting at it" to a tragic ending. Brisbane is fortunately human. He has that likeable fallibility common to all humanity. One thing, for instance, at which he is not a wizard is remembering names of people. His mind may be a vast storehouse of apt quotations, but sometimes he slips up on name of people with whom he does frequent business. While I was with him, during about an hour, there were at least 3 occasions, when he was forced to press the button and have his able secretary do the memory work on names.

"She knows everything," he confided to me.

Yet the Hearst editor does work with the directness of a machine. With uncanny ability for concentration and versatility, he would give all his attention one moment to one matter, switching in a flash to an entirely different subject.

He would scold sharply into his "phonograph" as he calls it, answering an EDITOR & PUBLISHER question. The telephone would ring. A quick swing of his chair and he would be answering questions on entirely different matters. It might be whether or not the Fifty-seventh street side was the best for entrance to "that new apartment," in which he was interested; it might be in regard to a newspaper problem; or it might be a legal matter. Whatever it was, it was accomplished with speed.

In this swift way he has climbed upwards. Forty years ago he was a reporter on the old *New York Sun*. Now he very nearly tops his profession. And at 58, he still has the speed of 20.

He arrived and continues to climb by doing, instead of just thinking. And by doing, one learns how to think.

Songs of the Craft

Written Exclusively for EDITOR & PUBLISHER

By Henry Edward Warner

WHAT'S NEWS?

(Reprinted by Request)

"What's news?" the cub reporter said;
"What's news?" . . . The pink-haired City Ed
Glanced up and made reply: "Well, Son,
When everything is said and done
News doesn't happen every day—
That makes it news; in brief, I'd say
That news is something that's occurred
Unusually, as when a bird
Picks up an elephant and flies
Away with him; that's news—get wise!"
The cub reporter scratched his head
And cleared his throat, and smiled, and said:
"I see; I understand—I see!
You've made it very clear to me."
Then hied him forth, shy to enthuse,
But full resolved to get some news.

The day wore on; the clock ticked through
Its regular way till half-past two,
Then three, then four, then five, then they
Who toiled cleared all their junk away
And grafting passes for the show,
Put on their hats and coats to go.
And at that moment, through the door
Came one disheveled, weary, sore,
Unhappy and discouraged dub—
None other than the Hopeful Cub!
His brow was furrowed, and his cheeks
Were sunken! . . . He approaches! . . . speaks!
"I fear," he says, "I bring distress!
There is no news! . . . Go stop the press!
Things are in a most awful way!
The paper can't come out today!"

They helped him to a chair, poor boy,
So recently so filled with joy,
So fat with hope, ambition—Oh!
It was a shame to see him so!
"What's wrong?" inquired the City Ed;
He feebly lifted up his head:
"I've spent my whole day at the Zoo
Following the tip I got from you;
I've watched the elephant all day,
But not a bird came by that way!"

MAYOR SUBPOENAS EDITOR

Buffalo Official Hopes to Force News Source Revelation

Mayor Frank X. Schwab, of Buffalo, worsted in his first attempt to force a newspaper to reveal its sources of information, is going to make another effort along similar lines. Through the *Buffalo Evening News* it was revealed that two Buffalo detectives had beaten up Melvin Hummell, of Baltimore, mistaken by them for a confidence man. The detectives were brought before the mayor.

Midway in the proceedings, Police Chief Charles Zimmerman, of Buffalo, was handed an envelope saying the News had the names of three witnesses to the attack on the Baltimore man. The chief handed the letter to the mayor, who immediately adjourned the hearing for 10 days.

In taking this action he declared he would issue a subpoenae for William F. O'Connell, city editor of the *News*, and would compel him to reveal the source of information published by the News concerning the attack, which was not denied by the detectives, who plead self-defense and mistaken identity. Mr. O'Connell said later he would ignore any summons to appear before the mayor.

Recently the mayor tried to force the *News* to reveal sources of information relative to irregularities in the police department. Court action followed and the refusal of the *News* to appear before the mayor was upheld.

NEWSPAPER VETERANS MEET

National Amateur Press Association Elects Townsend President

Josephus Daniels, James M. Beck, Thomas A. Edison—of such was the creation of the National Amateur Press Association, which held its 49th annual convention in Boston, last week at the Hotel Vendome. The former Secretary of the Navy, who is also an editor, was one of the many "boys" who taught themselves the printer's trade back in the 60's. In 1869, a group of them met in Charles Scribner's office and formed the National Printers' Association. The organization was short-lived, but a number of its members later joined the Amateur Press Association which James M. Beck and Evan Reed Riale founded at Philadelphia in 1876, the Centennial year. Mr. Edison and Henry Lengler, city librarian in Chicago, were other early members. Mr. Riale was appointed historian last year by Mrs. Hazel Pratt Adams, president, and was judge of the history award, which went to Miss Edna Hyde of Palisades Park, N. J., for her "Memoirs of the Activities of the Association."

Mrs. Adams received honorable mention for her "Fifteen Years of the Blue Pencil Club." Edwin Markham judged the poetry contributions, giving the title of laureate to Max Kauffman of South Carolina. The Tryout, a club paper published in Plaistow, N. H., by C. W. Smith won the editorial award, with James F. Morton, Jr., of New York as Judge.

The association will meet next year in Detroit. In 1926, it will celebrate its 50th anniversary in Philadelphia. Officers elected were: president, Clyde G. Townsend, Pontiac, Mich.; vice-presidents, Anne Kramer and Miss Harriet R. Greenland of Brooklyn, N. Y.; secretary, William T. Harrington, Vermilion, S. D.; treasurer, W. Alvin Cook, Birmingham, Ala.; official editor, Harry R. Marlow, Warren, O.; executive judges, Mrs. Adams, George Macauley, Grand Rapids, Mich., and Miss Hyde; chairman of the committee on editorial awards for 1925, Edward H. Cole, Boston.

The delegates were guests of the Hub Journalists' Club during their three-day sojourn in Boston. The host club has been in existence since 1890.

AD STAFF MEETS

Chicago Tribune's Western National Department Confers in Chicago

Approximately 65 men attended the summer conference of the western national advertising department and business survey bureau of the Chicago Tribune, a few days ago.

At the morning session July 1, Arthur Gerken, George Morris, Harry Gould and J. M. Cleary discussed "How and Why the Business Survey Works for the National Advertising Department." At the afternoon session J. E. Sanford talked on "How and Why We Render Merchandising Service," and Vernon Brooks presented the "Tribune National Advertising Story."

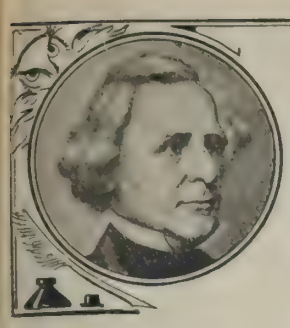
W. A. Smith, vice-president and general manager, Cribben & Sexton Company, told the group "How the Advertiser Sees Us," and Arthur Myrhum told "How to Sell Picture Section Advertising" at the Morning Session, July 2.

Col. R. R. McCormick, co-publisher of the *Tribune*, and E. W. Parsons, advertising manager, attended the Luncheon on July 2 and spoke briefly.

The annual field and swimming meet and barbecue of the Tribune advertising department was held at Col. McCormick's farm near Wheaton, Ill., on the day preceding the opening of the conference.

Woodruffs Sell Dansville Express

Ernest E. Quick has purchased the *Dansville (N. Y.) Express*, a weekly. Oscar Woodruff, who has been part owner of the newsaper since 1882, and Edwin R. Woodruff were the former owners.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

In March, 1843, Col. James Watson Webb made a ferocious attack on Bennett in the Courier and Enquirer, referring to him as an "alien," "unnaturalized foreigner," "rascal," "scoundrel," &c., and urged that concerted measures be taken to get rid of him. Mr. Bennett replied in a playful vein of ridicule that apparently effectually silenced the doughty colonel thereafter.

This final onslaught by Webb must have recalled to the public mind an amusing incident that occurred in June, 1842. Webb had fought a duel with Sen. Tom. Marshall of Kentucky, in the State of Delaware, and was wounded slightly in the knee. He was promptly imprisoned, and Mr. Bennett was the first to sign a petition for his pardon, and which the then Governor Seward granted. Some one in Bennett's name had sent a box of cigars to Webb, who wouldn't receive them, threatening to kick them into the street. Bennett's comment when he heard this was: "If he will apologize like a reinstated gentleman for that conduct and smoke one of these cigars, as the Indian does the calumet, as an emblem of peace, I will go to Delaware and settle his business for him quietly and satisfactorily."

Mr. Bennett ever presented a courageous, unyielding front to his critics and enemies, and in the case of the U.S.Brig. "Somers," so bitterly denounced Commander McKenzie, that his life was threatened by an anonymous correspondent who said:

"Oh, thou crooked, deformed, defaced lump! Thou slave of nature and son of hell! Beware! One word more of such abuse as your paper has teemed with, and your life pays the forfeit.

"You may affect to laugh at this—but try me. You have been threatened before, and think there is no danger, but your time is come. Go on a day longer, and your career is ended. One more attack upon McKenzie and you die!"

On June 26, 1843, Mr. Bennett for a time quitting the field of editorial conflict, sailed for Europe, "to secure better news facilities and to give the peoples of Europe a correct idea of the great American Republic, its present condition and future possibilities."

With him went his wife and child, and they did not return until late in the autumn. Again the burden of editorship was assumed by Mr. Atree, who had the able assistance of J. Sherwood Doyle, a famous reporter, and of Frederic Hudson, who had already developed marked journalistic talent.

Editorially Mr. Bennett said: "During the absence of the proprietor, the Herald will be conducted with the same energy and enterprise that has heretofore marked its course—and by the same gentlemen in their several departments, who have been connected with it for years past."

CHAPTER FIFTEEN

Mr. Bennett Defined His Political Attitude—Discussed the Doings of Certain Clergymen and Opposed Greeley and Socialism—Final Disgraceful Attack on Him in Book Form—Has More Fun With Colonel Webb

EARLY in 1844 began the attempt to organize anew the Democratic Party, and which was greatly aided by Mr. Bennett's whole hearted support and advice. He attacked the old Whig Party as "corrupt and dangerous"; gave a partial support to the "Young America" movement, which promised "great reforms in city affairs," lamented the "degradation of the present age," and finally on December 2, 1844, again clearly enunciated his own political views and policies as follows:

"The elements for the regeneration of politics are in our midst. Foremost among them is an independent press. This is an influence which will 'grow with the growth, and strengthen with the strength' of the Republic, and so far as our control over it extends—thanks to an intelligent public—that influence will ever be exerted for the circulation of the truth and the whole truth, wholly irrespective of party or sect—the inculcation of sound principles of liberal and enlightened legislation—the rebuke of intolerance, partizanship and demagogueism, and the promotion of true, intelligent and active patriotism."

In February, 1844, Col. Webb made desperate efforts to secure a full share of the estate of his wife's uncle, Robert Stewart, though he owed it $17,000 previously loaned to him. He published disgraceful attacks on Lispenard Stewart, the executor, and others in his paper, and generally made such a scandalous exhibition of greed and malice that Mr. Bennett devoted considerable space to the matter in the Herald, and finally inserted a clever hit at the Colonel's importunity in the following form:

"ADVERTISEMENT FOR A LEGACY:—Wanted, By a highly respectable military man, who formerly belonged to the 'regular army,' and who is a Christian to boot, a legacy of at least $50,000. If that amount cannot be left him by some generous individual in any part of the country, he would accept even of a legacy of $40,000; but on no consideration would he think of taking a legacy under $30,000—that being his lowest mark.

"The Advertiser has been living for 20 years past in daily and certain expectation of getting this legacy; and during that time he has obtained and expended several hundred thousand dollars, besides getting into debt for $200,000, for which he took the benefit of the Bankruptcy Act.

"He is now very clear of all debt. He is in a perfect condition of safety, and the only thing he wants to make his felicity complete in this world is that same legacy of $50,000. If John Jacob Astor or any rich man in New York, will take this matter into immediate consideration, he will feel very much obliged, and will publish for him in the columns of the Courier and Enquirer, one of the warmest eulogies and most effecting obituaries ever printed. For further information apply at 57 Wall Street. All letters must be postpaid, or be put down in the next schedule of bankruptcy."

The feelings of the Colonel on being lampooned in this atrocious fashion can be better imagined than described.

When the Madisonian, a Washington newspaper, collapsed in February, 1844, Mr. Bennett thus jokingly noticed the sad event:

"A WORD TO JOHN JONES:—Is John Jones used up? Had the Madisonian been knocked on the head? Do tell! We have not seen a copy of John's paper for several days past. What's the matter? Do let us know?"

Under the startling heading of "The Great Theological Cockfight," the Herald gave full reports, early in 1844, of the bitter controversy between Rev. Dr. Potts and Rev. Dr. Wainwright over some question as to Episcopal church polity—in fact, issuing an extra giving the correspondence in full, and Mr. Bennett, with reckless disregard of the conventionalities, thus depicted one of the first eager purchasers of a copy of the extra:

"A very singular looking, gentlemanly personage, was among the first who called and bought a copy. He had a roguish smile on his unhealthy face—a strange flashing in his burning eyes—and as he left the office, we saw a tail peep from under his Spanish cloak, and something like a cloven foot in his boots. Who was he? When the boy took his two cents they actually turned to brimestone in is hand, and blazing up in a blue light, entirely disappeared, being a new species of defalcation that we never saw before."

In a subsequent skit he discussed the question, "Can a church exist without a steeple?"

In the same year Bishop Onderdonk was tried by an Ecclesiastical Court on charges of indiscreet conduct with females and excessive use of stimulants. The trial was held in secret and rival reporters tried hard to get summaries of the evidence. The Herald, while giving all the authentic information it could secure, yet editorially treated the case in a fair minded manner and its impartial attitude was generally recognized and commended.

Mr. Bennett, however, vigorously combatted Rev. Theodore Parker's views as to the divinity of Jesus Christ, summarizing the clergyman's statements as follows:

"He regards Christ as a mere man, but of superior intellect. There are yet to come other Christs, Mr. Parker holds, and he probably regards himself as one of them. In this his creed resembles that of the great apostle of the Mormons, Joe Smith."

In 1844 Albert Brisbane, the father of William R. Heart's present chief editorial writer and executive, became a strenuous advocate of Fourier's new and fallacious Socialistic and Communistic theories. On his return from Paris he tried to convert Mr. Bennett to his views, but found the Scotch editor far too "hard headed" and practical to believe in the new doctrines. Brisbane then turned to Horace Greeley, who became a very docile disciple of the French apostle's teachings. Mr. Bennett described Brisbane and Greeley as two "very remarkable young men—devoted enthusiasts—somewhat eccentric—careless of their dress, but full of determination to remodel the social fabric."

Communities were established in Pike County, Pa., and other remote places, and later Mr. Bennett became genuinely alarmed at the results of their efforts, which he bitterly denounced as "having met with a tide of success almost astonishing, and which apparently threatens the whole social edifice—politics—morals—religion—property—marriage—everything!"

Later he ridiculed Greeley's fanatical zeal in advocating "such dangerous doctrines," and in trying to inject them into national politics. Greeley was furious and wrote a hot editorial, denouncing Bennett as a "liar" and a "villain." Brisbane was greatly shocked, disapproving of his comrade's violent language, and personally expressed his regrets to Mr. Bennett, who in later articles thoroughly exposed the falsity and danger of Fourier's rotten theories.

(*Continued next week*)

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Facts first, then fun—MARC A. ROSE

"LOOK to the suburbs" was the suggestion offered this week by Marc A. Rose, managing editor of the *Buffalo News,* a young newspaper maker with un-Babbit-like vision who won't stand still.

It is a suggestion, which, as Rose pointed out, applies equally to cities larger or smaller than Buffalo.

"Too frequently editors forget that their cities are going to grow," he declared. "When once their newspapers become metropolitan, they become content with national, foreign, and news of their immediate metropolitan district. They overlook the seemingly trivial stories from the surrounding towns and suburban communities.

"But we have found it wise to look to the suburbs. We favor them, perhaps, out of proportion to their desserts. We do it deliberately, because we believe that in trying to cultivate suburban readers we are cultivating the best elements of our circulation field—the readers who will pay our advertisers the most."

The *Buffalo News,* Rose explained, "looks to the suburbs" carefully, but not to the extent of trivial personal items. Care is taken to include all news of civic affairs in the suburbs, and the larger social entertainments. Space for this suburban news averages about two columns of agate daily. It is easily obtainable. Good correspondents are found in some of the suburbs; regular members of the staff who live outside of the city cover the news of their neighborhoods; while one reporter, with the use of an office automobile, has a run out through the larger nearby towns.

"And we believe it is a good editorial policy, because it works," is the assertion of Mr. Rose.

"We recently employed observers to watch the various suburban trains. The passengers wanted to learn the news of their communities. Our observers reported that the great majority turned to our suburban columns first of all."

Rose is a detail man. He is devoted to newspaper work and takes his affection seriously, not just sentimentally. He has never done anything but newspapering all his life; and he is doing just what he wants to do.

Since he left the *New York Sun* for Buffalo 4 years ago, he has consistently concerned himself with the building up of a complete newspaper. While he has been with the *News* he has rounded out and expanded all the departments of that daily. Its financial and business pages particularly have been vastly developed.

"I believe," he said to me at one time, "in the theory that the average newspaper reader buys his paper for the kind of stuff that the ordinary smart aleck reporter thinks is dry rot. What the fresh young newspaper man throws on the floor, I think holds subscribers year after year.

"I mean the marriage and death notices, shipping reports, real estate transfers, lists of deeds and mortgages, wills filed for probate, and every little thing that the city council does, carefully classified.

"In other words, I think people read their newspapers for information and solid fact information.

"I will never forget a talk I had one time with a very prominent man. I asked him what newspaper he read, and he named one, which, at the time, I thought horribly dull.

" 'Don't you find it dry, heavy, and unentertaining,' I asked him.

" 'Why,' he replied, 'do men read newspapers for entertainment? I think that the great big solid mass of people, Mr. Ordinary Every Day Average Citizen, is reading his paper first of all to find out what has happened. This gives him entertainment of a sort. But first of all, he wants facts.' "

Rose, who is now 36, began newspaper work when he was 12 on the *Waukegan* (Ill.) *Sun.* Of course, at first it was part time, but at 16 he settled down to newspapering in earnest.

He wanted to become a reporter on the *Chicago Tribune;* he decided at about this time, because he had heard that *Tribune* reporters sometimes made as much as $50 a week.

But he never "made the *Trib.*" Instead he worked successively on the *Joliet* (Ill.) *Herald,* the *Memphis* (Tenn.) *News-Scimiter,* the *New Orleans Times,* and the *Atlanta Georgian* before coming to New York, where he began with the old *New York Press.* On the *Press* and later on the *Sun,* he made all stops up to assistant city editor, which chair he was occupying when he left to accept his present position.

FORM PRESS GALLERY FOR MURDER TRIAL

Grand Jury Room Set Aside for Reporters Covering Franks Case in Chicago—Tickers Allowed in Court, If Noiseless

Complete plans for the accommodation of reporters and photographers at the trial of Nathan Leopold and Richard Loeb for the kidnaping and murder of Robert Franks, 14 years old, were announced this week by Chief Justice John R. Caverly, of the Cook county criminal court, The trial has been set for August 4.

Attendance is to be limited to approximately 250 persons, and there will be provision for about fifteen reporters. The largest ante-room of the grand jury quarters will be turned over to the newspapers and press associations. There they may install typewriters, telegraph and telephone wires. A guard will be provided to keep the public out of this room, which will accommodate 150 reporters.

As a measure of safety, photographers will be forbidden to take flastlight pictures, except during the first few minutes of the noon recess. News associations will be permitted to use so-called "noiseless" tickers—if they are proved actually to be noiseless—in a demonstration before the Chief Justice.

Feature writers and magazine men and women will be forced to take their chances with the general public, except that the front row of seats will be reserved for them.

A large corps of deputy sheriffs will be employed to enforce the court's regulations, Chief Justice Caverly said. The arrangements, he added, are based on his belief that the trial will be a long one.

NEWSPAPER LIBRARIANS ELECT KWAPIL

Public Ledger Man Named President at Saratoga Springs Meet—Methods Discussed—Permanent Group Organized

A permanent organization of newspaper librarians to be affiliated with the Special Libraries Association was voted at the first session of the Newspaper Group of the Special Libraries Association at a recent meeting held at Saratoga Springs, N. Y.

Joseph F. Kwapil, librarian of the *Philadelphia Public Ledger* was elected president of the group. Other officers named were: William Alcott, *Boston Globe,* vice-president; Miss Agnes J. Petersen, *Milwaukee Journal,* secretary; Maurice Symonds, *New York Daily News,* treasurer; Paul P. Foster, *Boston Herald,* Miss M. B. Goodman of the Congressional Index, Washington, Miss Emma R. Kiel of the *Buffalo Evening News,* and John H. Miller of King Feature Syndicate of New York, executive committee.

It was voted that the membership fee would be $1.00 and that charter membership be offered to all newspaper librarians who had responded favorably to the invitation to the conference.

The subject of standard classification was discussed. Members described salient points of their filing systems. The Dewey classification system, while approved for books, found no friends for its application to newspaper clippings.

Another subject taken up was methods of filing photos.

Mr. Miller described the system of the King Feature Syndicate, where photographs are filed not by prosaic subject, but by unusual titles, such as "Vampires," "Handshaking," "Drink," "Hoaxes," "Bridal," "Peace," "Race Suicide," "Large Families," "Titles," (to abolish), "Lovemaking," "Spendthrifts," "Courtesy" and "For Sale," the latter being that of the young woman who offered to sell herself in marriage.

A suggestion calling for a second meeting of the group in the fall is being considered by the executive committee.

Curfew for Newsboys

The police department of Portland, Me., has prohibited newsboys from selling Sunday morning newspapers on the streets after 9 o'clock on Saturday nights upon the complaints of mothers of the boys who claimed many of them were remaining out all night. The action was taken under the old curfew law.

46
out of every
100
men and women who
buy any New York evening
newspaper buy the
NEW YORK EVENING JOURNAL

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation.....118,000
Sunday Circulation...175,000
Member A. B. C.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



A Highly Concentrated Market

Here in Washington are nearly half a million well-to-do people—a greater population concentrated in the less than 70 square miles of the District of Columbia than is distributed throughout any one of eight entire states, covering hundreds of miles in area.

Washingtonians deposited in their local financial institutions during the last fiscal year almost a quarter of a billion dollars. They buy what their tastes and inclinations demand—and have the money to pay for it.

You don't get close to Washingtonians except through their local papers—but it is one of the half dozen notable communities in the country where ONE newspaper reaches practically everybody.

The Star's circulation is nearly equal to the number of homes in Washington—and goes directly into the home—which is where advertising has its supreme value.

Specific information concerning the Washington market will be furnished upon request.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

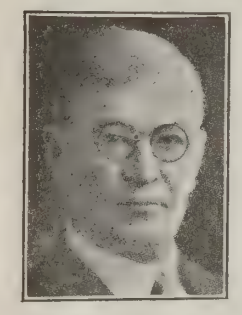
NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

BAKER OF ITHACA NAMED PRESIDENT OF N. Y. STATE PRESS ASSOCIATION

New Constitution Adopted—Secretary's Report Shows Membership Gain—N. E. A. Advertising Schedule Endorsed—200 Members Attend

ALEXANDRIA BAY, N. Y., July 12. —With an attendance which exceeded that of any meeting in recent years the New York Press Association today closed its 72nd annual convention with the elevation of John W. Baker, general manager of the *Ithaca Journal-News* to the presidency. The convention was marked throughout by its businesslike character. The members endorsed the schedule of advertising rates of the National Editorial Association and while it is impossible to bring about unanimous action among the 200 newspapers belonging to the New York Press Association, many of the publishers present expressed a determination to bring their rates into closer harmony with the N. E. A. scale.



JOHN W. BAKER

The Association adopted a constitution which will take effect in January. If the Association ever had a constitution it passed out of existence many years ago and the need for a basic law has been noted by the officers, especially since the extension of the work of the Association with the appointment of a field secretary nearly two years ago.

Under the new constitution newspapers and periodicals of New York State published not less frequently than once a month are eligible to active membership.

The associate membership is limited by the new constitution to retired publishers and newspaper workers and persons connected with industries allied with publishing.

Another change the new constitution brings about is in the meetings of the Association. After January 1 ,1925, the annual meeting will be held in February instead of in the summer. The constitution reads "the other meeting shall be a summer outing, to be held in June or July. Business may be transacted at the summer meeting, if necessary."

The annual address of President Peter A. Blossom was of an inspirational rather than an informative character.

Touching upon the duties of newspaper publishers as American citizens in his annual address President Peter A. Blossom said:

"Many associations have codes of ethics —the practice of which is absolutely essential and for the most part is practiced as between members of the press. But is there not even a more necessary code of ethics, which I am sorry to say is seldom thought of, let alone practiced, among the metropolitan press—that code of ethics which should guide newspapers in relation to the public. You can send anyone to heaven on a tombstone or drive them to hell in a newspaper headline. I appeal for the Golden Rule in headlines and news items."

Field Secretary Jay W. Shaw reported that during the past year the Association increased its membership from 172 active and 55 associate members, to 210 active and 49 associate members.

At the opening session Thursday morning, James A. Hamilton, Secretary of State, extended the greetings of New York State to the publishers and W. E. Flanders, secretary of the Alexandria Bay Chamber of Commerce delivered the address of welcome.

Other addresses on the program were as follows:

"Memorial to A. O. Bunnell," led by W. H. Clark, *Cortland Standard*, assisted by W. J. Kline, *Amsterdam Recorder;* Garry A. Willard, *Boonville Herald;* A. C. Kessinger, *Rome Sentinel;* E. S. Underhill, Sr., *Bath Advocate.*

"Supervisors' Reports," Elmer E. Conrath, *Cuba Patriot and Free Press;* "Cost of Printing Your Paper," R. D. Spraker, Cooperstown, *Freeman's Journal;* "Selling Expense of Advertising," A. B. Parker, *Watertown Daily Standard;* "Basic and Standard Advertising Rate," W. B. Sanders, *Nunda News;* "Developing Local Advertising," F. D. Rich, *Carthage Tribune-Republican.*

"Some Phases of Community Building," L. C. Sutton, *Massena Observer;* "What Your Readers Read," Ray F. Pollard, Schoharie County Farm Bureau Agent, Cobleskill; "The Newspaper and Job Printing," H. H. Hawkins, *Hamilton Republican;* "The N. E. A. Convention," T. J. Blain, *Port Chester Daily Item.*

"Importance of the Field Secretary," Carl Clarke, *Perry Record;* "Making a Paper Pay in a Small Town," J. Harvey Backus, *Andover News;* "General Features," Wheeler Milmoe, *Canastota Bee-Journal;* "Are Franklin Price List Prices too High?" Fay C. Parsons, *Cortland Democrat.*

At the conclusion of the business meeting, Saturday morning a special resolution was passed commending the work of the Empire State School of Printing at Ithaca and urging members of the Association to co-operate with the officers of the school in securing enrollment and placing graduates.

PRINTING SCHOOL ENDORSED

N. Y. State Publishers Vote to Continue Support at Ithaca Meet

Endorsement of the most substantial character was given the Empire State School of Printing, at Ithaca, N. Y., Monday, July 7, when members of the New York State Publishers' Association voted to continue assessments for the support of the school during 1924 on the same basis as for the last two years.

The financial report on the school showed that the association has obligations of nearly $4,500 to meet before it will own its $30,000 school plant free from incumbrance.

Director Ross W. Kellogg reported that the school now has 66 graduates at work in newspaper composing rooms and commercial printing plants of New York State, Vermont and Pennsylvania. Of this number 20 are working for members of the association.

Director Kellogg called attention to the financial assistance rendered the school during the last year by the American Newspaper Publishers' Association and the Publishers' Association of New York City, giving particular credit to Victor Ridder of the *Staats Zeitung* and Lincoln B. Palmer, manager of the A. N. P. A., for enlisting the support of these two organizations.

In an executive session, H. N. Kellogg of Indianapolis, chairman of the special standing committee of the A. N. P. A., led a round table discussion on labor problems.

HOLD SUMMER MEETING

Members of New York Associated Dailies Gather at Auburn

Although social features overshadowed business at the summer meeting of the New York State Associated Dailies, held Tuesday and Wednesday of last week at Auburn, N. Y., a "brass tacks" discussion of newspaper problems was held with the question box as a basis. This year the Associated Dailies confined their business sessions to an exchange of information and dispensed with formal papers or talks on publishing topics.

Tuesday evening at Springside Inn, Samuel Hopkins Adams, Professor Frank W. Moore and William G. Wendell addressed a banquet attended by members of the association and guests.

Business sessions were held in the library of the home of Thomas Mott Osborne, principal stockholder of the *Auburn Citizen* and noted prison reform worker.

Lanston Vice-President Dies

Theodore C. Camp, 68, vice-president of the Lanston Monotype Company of Philadelphia, and a director of several New York corporations, died July 16, after a sudden heart attack at his office.

NEW DAILY FOR LAKELAND

Farabee and Mullen of Hickory, N. C., Will Operate Evening Ledger

S. H. Farabee and Earl Mullen, of Hickory, N. C., will start publication of the *Lakeland* (Fla.) *Evening Ledger,* within a few weeks. Machinery is now enroute to Lakeland, it is said. Mr. Mullen is a brother of C. G. Mullen, general manager of the *Tampa Times.* Mr. Farabee has been connected with the *Raleigh Times,* the *Winston-Salem Journal* and later with his partner in the Lakeland enterprise, owned the *Hickory* (N. C.) *Daily Record.*

N. Y. Press Wages Arbitrated

Arbitration of a wage contract between the New York Newspaper Publishers and International Printing Pressmen and Assistants' Union ended Thursday with an award of a $6 increase, graduated over three years. In addition to the $3 increase awarded in the agreement settling last September's strike, the arbitrators allowed a $1 increase from Sept. 21, 1923, to Sept. 4, 1924, another $1 from Sept. 4, 1924, to Sept. 4, 1925, and a similar increase from Sept. 4, 1925, to Sept. 4, 1926. No retroactive overtime was allowed.

Kelty Buys Eugene (Ore.) Guard

Paul R. Kelty, for nearly 20 years news editor of the *Portland Oregonian,* has bought the *Eugene* (*Ore.*) *Daily Guard* in partnership with his son, Eugene Kelty. The elder Kelty will take over the editorial department while the younger man will direct the business end of the paper, which is one of the oldest in Oregon.



In Cincinnati One Daily Newspaper Has Mass Circulation Including Complete Class Circulation and No Waste Circulation

The population of the "City Circulation Area" of Cincinnati, according to A. B. C., is 141,000 families.

The same authority credits the Times-Star with a daily city circulation of 112,062. This is practically the entire native white, literate population of the city—the only population whose purchasing habits you could hope to influence by any advertising. Practically 100% mass market including practically 100% class market and no waste!

The only other evening paper of large circulation in Cincinnati reaches 84,534 families in the city circulation area,—75% of the city market.

No morning newspaper of comparable circulation in Cincinnati is a member of A. B. C. But the largest daily morning city circulation claimed by any publisher is 41,879,—a coverage of approximately 37% of the city market.

These circulation figures with their implications undoubtedly explain why the Times-Star for sixteen consecutive years has carried more display advertising, both local and national, than any other Cincinnati newspaper. Its leadership in 1923 broke all previous records and 1924 is showing a significant gain over 1923.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

—can you imagine

the successful retailer content to advertise to a hundred prospective customers when there are thousands in his market, or just a thousand if there are millions?

And further, that the same retailer would appeal to hundreds, thousands, or millions living in territory he could not serve?

Ridiculous? What about the manufacturer who does that very thing—the manufacturer with spotty distribution who misuses advertising in mediums of national circulation obviously reaching just a few, often less than a hundred customers right where his goods are on sale and thousands upon thousands where he hasn't a nickel's worth of distribution?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago · New York · Atlanta
Kansas City · San Francisco

Serial Advertisement No. 76

We could do business with smaller and less expensive offices, with fewer men and with a smaller organization and get by very nicely, but we do not want to just get by. We do want to serve and deserve.

E. Katz Special Advertising Agency 58 West 40th Street, New York City

MITCHELL THE TAILOR APPLIED FORD METHODS AND WON SUCCESS

Boston Man Combines High Values and Low Prices With Wide Newspaper Advertising and Reaps Sales—Uses Individual Copy

By HAMMOND EDWARD FRANKLIN

A CERTAIN advertising man said the other day: "If I were a retailer, I would aim to build my business on a Ford basis. I would buy in large quantities the best goods at the lowest prices, do business on a narrow margin, work all the time for huge volume, and use newspaper advertising in a big way to bring this about."

Mitchell, the Tailor, has achieved success on exactly this policy. Information as to what he has done should be passed along to other retailers in other lines as an inspiration as to what they can do.

Some 22 years ago W. H. Sullivan, who had been a Boston newsboy, bought out the name and good-will of Mitchell, the Tailor, who has been in business at Lynn, Mass. Sullivan decided to continue the same name when he opened up his little establishment on Washington street in Boston.

He was the whole business, but he knew textiles, cutting and fitting—and he had a real flair for newspaper advertising.

When his business was founded, it was quite the thing for men to have their clothes fitted to order. Since then ready-to-wear clothes have become common, but this man's business in making suits to order has grown immensely from that humble beginning years ago.

In checking up on how he did it, some time ago I found that Mr. Sullivan's organization had 400 employes and sold through 12 stores. His annual expenditure for newspaper advertising figures between $75,000 and $100,000, I was informed.

"First of all, we buy nothing but the best goods," M. F. Sullivan, manager of the Boston store and brother of the proprietor of the business, explained. "My brother does all the buying personally, direct from the woolen houses—not from the mills. He has found he can buy cheaper from the woolen houses than from the mills. He buys for cash and he buys right. He knows fabrics thoroughly.

"Value at a low price has always been a big talking point with us. At times we make special offers, such as offering free pants or fancy vests without extra charge.

"Some retail stores marketing ready-to-wear clothing do not have all sizes. A man may go to them in search of 37 when the store is out of it, although it has 36 or 38. Here we take measurements. We cut suits and overcoats to the exact fit of our customers.



Typographical beauty is not this copy's reason for life, but it appears to get results for the tailor.

"We have found it pays to be fair on adjustments. If a man justifiedly 'kicks' or almost without reason complains about what he bought in any way, we fit him to a new suit."

In one of the smallest stores in Boston, only 14 feet wide and 60 feet long, Mitchell, the Tailor, does what is without doubt the biggest volume of business of its kind in the city.

The store is located on Washington street in "Newspaper row" and the busy retail district. Its sales are handled by but 4 men, including Manager Sullivan. It also is headquarters for stores in other cities, which have included Providence, R. I.; Hartford, Conn.; Springfield, Mass.; New Bedford, Lowell, Worcester, Lawrence, Manchester, N. H.; Brockton, Mass., and 3 stores in New York City.

Advertising for these stores is placed from Boston. Located in nearby office buildings, adjoining the Boston store, are 5 coat shops, 4 pants shops, and 2 vest shops.

The other morning a man whose wife had just died came in at quarter of eleven. He received the suit that afternoon to wear at the funeral next day.

The Mitchell store clerks are paid on a straight salary basis, as also are the store managers. Mr. Sullivan believes the commission form tempts the salesman to oversell.

In addition to stores, he has men traveling in territories outside of cities where he has stores. These salesmen hold demonstrations in which they show 100 different styles of fabrics.

Eight months of the year, a huge horse-drawn display wagon, exhibiting suitings and their cost, made up complete, parades through the heart of Boston. Another does the same at Providence. These wagons, which cost about $2,000 apiece, have been real drawing cards. A wire strung along both sides of the wagon has cloth samples pasted on paper, with details and cost made into a suit. Many men have walked into the store with the sample in their hands to order a suit or have placed an order with the driver. About 200,000 samples have been distributed annually.

Newspaper advertising has spread the Mitchell, the Tailor, story throughout New England. Practically every man in that section is familiar with this advertiser, the success of whose copy is shown by the size of his business and the money he has made.

You perhaps can remember when the concave shoulder type of clothing was the rage. It is out of style now, but a picture of Mr. Sullivan's head on concave shoulders has been a trade-mark which has continued to be used in practically all Mitchell, the Tailor, advertising. If the full head and shoulders do not appear, the head alone does.

The copy is written in the first person, sprinkled with plenty of I's. It is positive and straightforward. It is written by Mr. Sullivan himself and as such carries an atmosphere peculiar to his thinking. It practically always is built around a special value.

A half-page in the newspapers said in part:

"Someone bought the eggs. Someone bought milk. Someone bought butter. I bought the woolens from the farmers of New Hampshire, Virgin Wool collected by an aggregation of New Hampshire farmers and made up into cloth in the state of New Hampshire. In order to keep a large force of help busy during the dull seasons, to each customer ordering a suit of New Hampshire woolens during the next ten days I offer a pair of pants free with suit to order, $19.75."

In an advertisement used a number of weeks ago, Mitchell, the Tailor, showed a drawing of a lamb, with arrows pointing out where the various kinds of wool come from. Instead of a lamb's head, the Mitchell head appears. The copy tells how the New Hampshire Farmers' Association again has sold its woolens to him. The tailor offers a three-piece suit to order for $17.75.

The Mitchell, the Tailor, stores are open from 7:30 a. m. to 9 p. m. week days. They remain open all holidays except July 4 and December 25. These stores serve between 1,500 and 2,000 buyers a week, a total of about 80,000 a year, all on a strictly cash basis.

W. H. Sullivan, who has developed this business through the policies outlined here, has become wealthy. He owns one of the most handsome homes in Massachusetts, has boats and motor cars. Nevertheless, he is on the job every day for long hours and is said by his friends to be as democratic as when he was the "whole works." He does no selling on the floor, but handles the buying, advertising and general management.

Without his other fundamentals right, Sullivan could never have achieved the success he has with newspaper advertising alone. But given the other essentials (à la Henry Ford), his newspaper copy has pulled big and fully justified his liberal annual expenditure for space (largely on the sport pages). The total of his advertising has grown greatly with the years.

CLASSIFIED
SUPREMACY

Does your Classified Section keep pace with your newspaper in growth, revenue and prestige? Or is it the second—or third—choice for the hundreds of wants that daily find expression in "Want Ads"?

If "Classified" is one of your problems, Mr. Publisher, there is now available a man who is successful in organizing, training and maintaining an efficient classified staff. He is experienced in the application of methods that have proved profitable.

An asset to his present organization, he may become a greater one to yours. For a personal interview he will be glad to call on any publisher east of the Mississippi. Address Box B-606, Editor & Publisher.

Write now for FREE SAMPLES of our DRY MATS.

You will be satisfied with the QUALITY as well as the SERVICE we are prepared to give.

TRADE MARK
MAXITYPE DRY MATS
REG. U.S. PAT. OFF.
[For Duplex Tubular Casting Boxes]

TRADE MARK
FLEXIDEAL DRY MATS
REG. U.S. PAT. OFF.
[For All Other Standard Boxes]

The FLEXIDEAL CO., Inc.
Sole U. S. and Canadian Distributors
13 William Street New York

ST. LOUIS POST-DISPATCH

Gains in Total Paid Advertising Local Display Advertising National Advertising & Real Estate & Want Ads for 6 Months ENDING JUNE 30

The Post-Dispatch was the only St. Louis newspaper to make a clear record of Gains in Total Paid Advertising, Local Display Advertising, National Advertising and Real Estate and Want Advertising during the first six months of 1924, and in addition established a new high six-month record for itself —and of course for St. Louis.

Total Paid Advertising for First Six Months of 1924:

POST-DISPATCH alone,	**11,733,400** Lines
Globe-Democrat and The Star COMBINED...	10,477,800 Lines
Post-Dispatch Excess Over Both.....	**1,255,600** Lines

As in Many Previous Semi-Annual Periods, the POST-DISPATCH Alone Carried More Advertising than the Globe-Democrat and The Star Combined

The Daily Post-Dispatch alone has more City Circulation than the morning and one other evening newspaper combined.

The Daily Post-Dispatch alone has over 50,000 more City Circulation than both other evening newspapers combined.

The Sunday Post-Dispatch alone has over 80,000 more City Circulation than the only other St. Louis Sunday Newspaper.

Compact Circulation Sustains Continued Concentration of Advertising

FIRST IN ST. LOUIS

ST. LOUIS POST-DISPATCH

BRAZIL REVOKES RIGHT OF U. P. AND A. P. TO SEND OR RECEIVE NEWS

Drastic Censorship Order Suspends Activities of Brazilian Bureaus—U. P. Correspondent Arrested—Both Services Appeal to State Department

THE rights of the United Press and the Associated Press to send or receive news dispatches in Brazil were revoked by a drastic censorship order issued by the Brazilian government Tuesday, July 15, effecting a complete shutdown of the services of these organizations to their clients in the South American Republic.



C. M. KINSOLVING

The order came unexpectedly as the most rigid regulation of a military censorship which had already obtained control of radio, telegraph and telephone in an effort to prevent all but official news of the Sao Paulo revolution from reaching the world.



U. G. KEENER

Charles M. Kinsolving, general manager of the United Press in Brazil, was arrested by the Brazilian authorities on July 9, on a charge of being defiant of the Brazil censor. His release was obtained after several hours by the American Chargé d'Affaires and he has enjoyed complete freedom ever since. A message to this effect was received by the United Press on July 16 and was the first information received in America that the Brazilian government was taking exceptional methods of controlling the news of the revolution.

With Kinsolving in Rio de Janeiro as news manager of the United Press in Brazil is U. G. Keener.

The Associated Press correspondent in the Brazil capital is Douglas O. Maylor.

Both the U. P. and the A. P. have called the situation to the attention of the State Department at Washington, with the request that official inquiries be made.

Efforts of both associations to learn the truth in regard to the situation have been hampered by their inability to get in touch with their correspondents. On Thursday, July 17, Karl A. Bickel, president of the United Press, stated that no word whatever had been received from either Kinsolving or Keener for 24 hours. Jackson S. Elliot, assistant general manager of the Associated Press, reported that no word had been received from Maylor for several days.

Two foreign news services operating in Brazil, the Agencia Americana and the Havas Agency, have not been restrained from transmitting news, according to advices received by the American associations. The Agencia Americana is the official subsidized Brazilian service, while Havas is the official subsidized agency of the French government.

"As far as could be learned, the services of the Agence Havas was not interfered with, indicating discrimination against the American press associations," a United Press dispatch received in New York Thursday declared.

That the Brazilian censorship is one of the most stringent ever placed in effect is seen in the fact that nothing but official government communiques have reached the outside world regarding the revolution for nearly a week. A few dispatches have come through from Buenos Aires, capital of the Argentine, but these have given but meagre and guarded accounts of the revolution.

All the afternoon newspapers published Wednesday in Brazil printed editorials condemning the government for its action in suspending the services of the American associations, a U. P. report from Buenos Aires declared. Rio de Janeiro newspapers of July 12 reaching Montevideo were filled with white spaces where the censors had stricken out matter displeasing to the government.

Charles M. Kinsolving, U. P. correspondent arrested in Rio, was born in Brazil, his father being Bishop of the Protestant Episcopal Church of Southern Brazil. He served with the Lafayette Escadrille during the earlier part of the World War, later joining the American Army. After the war he returned to Sao Paulo to become secretary of the American Chamber of Commerce. In 1922 he was brought to New York by the United Press Associations, and after working in the New York and Washington offices returned to Rio de Janeiro last year as Brazilian general manager.

U. G. Keener, Brazil news manager for the United Press, went to Buenos Aires in 1920 from Washington, where he worked for several years. He is 24 years old, and was born in Oklahoma. By way of adventure, Keener and a friend worked their way to Montevideo from Baltimore on a Norwegian sailing vessel, a voyage which took 65 days. After joining the United Press staff in Buenos Aires, he was sent to Rio de Janeiro as assistant manager of the Bureau in that city.

May Broadcast Murder Trial

The Chicago Tribune is conducting a referendum among its readers to determine whether they wish the Tribune's radio station, WGN, to broadcast the trial of Richard Loeb and Nathan Leopold, Jr., for the murder of Robert Franks. The trial is scheduled to begin Aug. 4.

Boyle Back in New York

J. Mora Boyle, for two and one-half years advertising director of the *Kansas City Journal-Post*, has been appointed advertising manager of the *Daily Mirror*, New York.

ITALIAN DAILIES FIGHT FASCIST CENSORSHIP

Refuse to Accept Government Plan for News Control Following Mateotti Murder—Plan Appeal to King

Attempts of the Fascist government in Italy to muzzle the press are being fought by newspaper publishers, Olindo Malagodi, correspondent of *La Nacion* of Buenos Aires and former editor of *La Tribuna* of Rome has cabled the South American daily.

The present censorship attempts have grown out of the Mateotti case which recently attracted the attention of the world and nearly wrecked the Mussolini regime. The Cabinet decided to invoke an edict which had been previously approved but never enforced, which would place the proprietor and editor, or one of them, at the mercy of the Prefect of his Command. The Prefect would be advised by an advisory council composed of at least one judge and one newspaperman. In the first offense the paper would be warned and in the second more severely warned and in the third virtual suspension of the paper would result.

When news of the proposed enforcement of the press control measure spread in Italy last week, a large majority of the newspapers including many pro-Fascist papers opposed it. Many expressed willingness to accept the sacrifice but only on a condition that it must be a temporary measure.

2 Simplicity OF LUDLOW

THE LUDLOW requires no machine, mold or magazine changes for different sizes or faces of type. Therefore several compositors can work at the machine at the same time, each producing new slug-line type for different jobs or all working on the same job without interfering with each other.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.
LUDLOW QUALITY COMPOSITION

first IN CENTRAL OHIO
COLUMBUS IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,886,673 lines.

DISPATCH . . . 10,776,342 lines
SEC. PAPER . . 5,177,916 lines
THIRD PAPER. 3,711,753 lines

364 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

MORNING PAPERS THE GET ACTION SAME DAY

The Huckster or the Grocer?
The Market-place or the Telephone?

Food Must Be Bought—
Food Must Be Eaten!

BUT the way it finds itself into the home is the problem; for that is what determines selling policies, advertising, merchandising. The next question is the market. Who consumes your product? The masses—the good, solid middle class or the upper class?

In Cincinnati, The Enquirer offers Food advertisers a well-defined market consisting of the big, strong middle class and the upper class, the kind of people that purchase staples and delicacies *through* the grocer.

The Woman's Pages of The Enquirer are recognized as an institution for the betterment of culinary art and attractive homes.

—Every month the MERCHANDISER talks with grocers and druggists about better merchandising. Is it any wonder that advertising in The Enquirer pays?

Route lists, surveys, etc., on application

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER
One of the World's Greatest Newspapers

An Outstanding Newspaper

The Memphis Commercial Appeal

National Advertisers' own sales records, various commercial agencies' reports, statistical bureaus, such as Babson's et al—all point to Memphis and its contributing territory as one of the bright and promising areas on the business map.

And reaching into every nook and corner of this wonderfully responsive section—eagerly and heartily welcomed each day into every worthwhile home, is the great COMMERCIAL APPEAL.

No other large American newspaper has attained such complete circulation coverage of its field. No other American newspaper enjoys, in greater measure, the confidence, trust, and esteem of its readers.

This complete coverage of a rich and prosperous field, combined with the respectful attention, the faith, and the confidence which its readers give to and feel in the COMMERCIAL APPEAL and its contents—news, editorial, and advertising—has made it tremendously resultful and valuable to advertisers of worthy products who use its columns.

The COMMERCIAL APPEAL stands first in local circulation, first in total circulation, first in local advertising, first in national advertising, first in total advertising.

The COMMERCIAL APPEAL during June carried nearly seven thousand more inches of advertising than the other two papers combined. The COMMERCIAL APPEAL carried double the amount of National advertising and double the amount of classified advertising carried by the others combined.

The COMMERCIAL APPEAL'S average net circulation during June was daily, over 100,000 copies; Sunday over 123,000 copies. 96% of the City circulation is carrier delivered right into the homes.

The COMMERCIAL APPEAL takes genuine and helpful interest in the advertisers' problems to secure maximum results. The COMMERCIAL APPEAL shares with its advertisers their desires to make every advertising dollar count big and strong, and proves it with action.

THE COMMERCIAL PUBLISHING COMPANY

MEMPHIS, TENN.

THE JOHN BUDD COMPANY, National Advertising Representatives

New York Chicago St. Louis Atlanta San Francisco Los Angeles Seattle

EDITORIAL

A BRILLIANT SUCCESS

CABLE reports of the international advertising convention at Wembley indubitably testify to an occasion far more brilliant and useful to the cause represented than its most sanguine votaries had anticipated.

The twentieth annual convention of the Associated Advertising Clubs of the World is plainly recorded as the classic event in the history of organized selling through the printed word.

We have relished the breezy atmosphere, the good humor, the down-to-earth cordiality, the intrinsic simplicity, the brothering and the plain, brass-tack talk of the convention quite as much as we have enjoyed the news of our delegation's graceful acceptance of whole-hearted British hospitality amid scenes of splendor and ancient glory.

The American advertising man, business from the heels up, ate plum pudding and drank tea with his English host, hard-headed conservative who knows not only how to create but how to conserve wealth, and for dessert the American cut a Texas watermelon and demonstrated how it might be eaten without dampening the ears, and a new fellowship was figuratively thus established, long to endure and certain to intensify with time.

Some of the greatest men in British trade and politics, under the personal patronage of the Prince of Wales, not only handed to the delegates the keys to the ancient and beautiful gray metropolis, but took them into the inner circles and with a spirit which has brought forth world-wide comment gave a thousand evidences of understanding, appreciation and sound friendship. Purely as a social event the convention is in many respects unprecedented.

EDITOR & PUBLISHER congratulates the A. A. C. W. and predicts for it a peak year of useful service. The re-election of Lou Holland, as president, and Jesse H. Neal, as secretary-treasurer, is a happy and well deserved tribute to them individually and represents the good sense of the delegates. Mr. Holland is particularly honored, for his selection for a third term is without precedent in the history of the organization.

"Houston, Texas, Next." That was inevitable and justifies the confidence of the public in the Texan to know what he wants and to get it. The appeal that Houston made for the 1925 convention was irresistible and EDITOR & PUBLISHER predicts for that city during July of next year "doings" which will rival even the brilliant spectacle of the current week on the "Tight Little Isle."

Of course, behind it all lies the promise of a better day for the great industry of selling through advertising, which means an improved science, a higher experience, greater prosperity, broadened freedom of the press through economic independence, with consequent and obvious public benefits. Many times, in a thousand practical ways, the A. A. C. W. has justified the purpose and the aspirations of its founders.

Light and gay—the summer mood in reading matter as in food and dress.

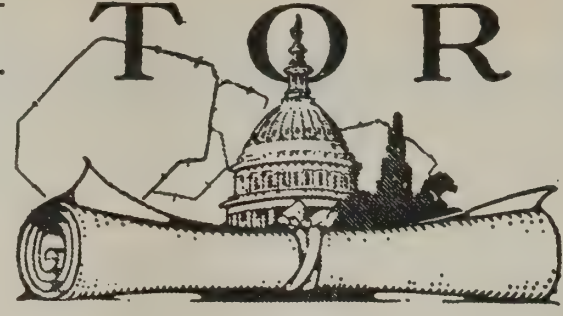
FRENCH STUNTS

WE have much to learn from the French press on the side of newspaper entertainment. The news reporting in many of the Paris newspapers amounts to literature, although much of it expresses opinion, even passion. The French press is notable also for humor, spiced and sparkling.

It is in the field of what we know as "stunting" that the French journalist excels. Guy Hickok, resident correspondent of *Brooklyn Daily Eagle,* calls our attention to an example of this peculiar publicity art of French editors.

On the eve of a transportation strike Robert de Jouvenel, late editor of *L'Oeuvre,* instructed his reporting staff to reach the office the next day in the most picturesque manner possible, and asked each of them to write a story.

De Jouvenel came himself on an old-fashioned three-wheeled velocipede. Another reporter rode in on a donkey, and a third arrived in a sedan chair borne by four carriers. A fourth came two miles on a pair of enormous stilts. L'Oeuvre's strike story that day was the most readable in Paris.



ISAIAH

CHAPTER XIV. 25.

That frustrateth the tokens of the liars, and maketh diviners mad; that turneth wise men backward, and maketh their knowledge foolish.

EVIDENCE OF FAILURE

MUSSOLINI continues to demonstrate to the sophisticated in journalism that his government must have grave faults, if it cannot bear the light of publicity, and requires a muzzle for a Roman newspaper for mild criticism of the Fascist regime. *New York World,* commenting on this latest act of suppression, said: "If by so doing he thinks he has stopped criticism, then he is like the proverbial person who stopped his watch to prevent time from passing by."

Local bankers, who know how much money is leaving your city for investment in worthless stock schemes, should support newspaper campaigns in paid space intended to conserve those funds for local and safe investment.

AN IMPOSSIBLE SITUATION

"THE tragedy of *Minnesota Star,*" farmer and labor daily of the northwest which recently collapsed, is discussed by a correspondent of *The Nation* who contends that the failure traces to the "false premise that a newspaper cannot be expected to draw support from the financial forces which it is founded to oppose." We think he is mistaken. Many newspapers operate successfully on policies which are opposed to or offensive to advertisers. Our understanding of the failure of the *Minnesota Star* was that it was bossed and policied to death. No editor or business manager can make much progress in producing a daily if they are constantly threatened and confused by rival camps of stockholders, each a zealous crusader or malcontent and each with a different idea of what the newspaper's policy and business administration should be.

Test of newspaper honor: To as freely admit the failure of the issue you have campaigned for, as to claim the honor of victory when you have won. Not often done, but nothing gains prestige so quickly.

July 19, 1924 Volume 57, No. 8

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building,* 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50

NATIVE SELLING WIT

"HEY, boss—shine 'em up like diamonds!"" It was a toothless kid with an old-fashioned boot-black box under his arm on City Hall Plaza, New York, possessed of native advertising wit. "Shine 'em up like diamonds"—an irresistible appeal if you felt the need of such ministration to basic respectability. He got our dime and a tip.

We have known newsboys who were able to coin selling lines, brilliant because of their simple and direct appeal. When flash extras were issued concerning Queen Victoria's death, after a lingering illness, we saw a boy on 14th Street, New York, passing them out as fast as he could make change and constantly yelling, "She's dead," "She's dead," "She's dead."

A boy who knew news values better than the editor of the paper he was selling was seen last week in Brooklyn passing them out like hot cakes with this winning cry: "Six runs in seventh give Dodgers' game."

In rough letters on a huge cardboard a Long Island farmer's boy, selling fruits and vegetables to passing automobilists, presented his wares with this line: "Yellow apples, soft and sweet, black seeds inside." Can't you fairly taste them? It took genius to suggest the ripe mellowness and sweetness that "black seeds" indicate in an apple.

An eight-year-old school girl, in an essay on her pets, described her "dear kitty" as: "Soft and curling in my arms and gurgling with love and with big wet eyes."

Barrie, in "Peter Pan," made millions of mouths water by his child's description: "Soft, damp cake."

Genius in advertising lies in brief analysis which creates instant and irresistible demand. The labored effort of the untalented professional cannot compare with the spontaneous coinage of sensitive, appreciative, honest and witty minds. The finest qualities in the advertising art are often native in bright children, whose wisdom is too often ignored by their elders.

Today I have added to my wealth a priceless treasure. To find it I did not have to dive to the bottom of the sea, nor blast the granite mountainside, nor drudge in field, quarry or mine, nor play a sharper's trick. I looked straight into man's clear eye, spoke a true word, received a signal of understanding and now, for life, I have a friend.

FREE AND EASY

WE are attracted by an address by A. W. Neally, of the Geyer-Dayton Company, at the world advertising convention at London, regarding methods by which the International Air Races to be held at Dayton in October are to be advertised. This gentleman said, according to the official report, that outdoor and novelty advertising would be used and also estimated that more than $1,000,000 worth of newspaper space would be obtained by the simple expedient of playing a fast press agent game. Oh, to be sure, every "story" sent to the newspapers would possess "news value," for a "regular newspaper man" would be employed to write the stuff. "No propaganda is to be sent out," said Mr. Neally, whatever he may have meant by the loose word "propaganda." The copy would have the "real news ring" and would be accepted, said he, confidently.

When Mr. Neally began to talk about his plans for outdoor and novelty advertising he spoke in straight commercial terms. There was no suggestion that the poster people could be depended on to furnish 24-sheet signs without compensation, nor novelty people supply children's skull caps, arm bands and pennants gratuitously. Only the newspaper could be counted on to freely yield space to promote this race.

Why not, when the very profitable game of baseball has been made a national sport by free newspaper publicity, when box fighting is made to yield millions to non-advertising promoters, indeed when any schemer may set a "regular newspaper man" to work to get for nothing $1,000,000 worth of advertising space

---

Give the boy a chance—he may show you how.

PERSONALS

E. C. HOPWOOD, editor of the *Cleveland Plain Dealer,* is taking a vacation in Alaska, accompanied by Mrs. Hopwood.

Hibbord A. Davis, principal owner and managing editor of the *Bloomington* (Ill.) *Daily Pantagraph,* who has been at his summer home in Glendale, Cal., is critically ill.

D. G. Millson, veteran Wichita, Kan., publisher and founder of the *Daily Wichita Vidette,* the first daily paper published in that city and later founder with F. A. Swoers of the *Wichita Beacon,* recently celebrated his 63rd wedding anniversary.

John C. Shaffer, publisher, *Chicago Evening Post* and other Shaffer papers, and Mrs. Shaffer are at Ken-Caryl, their ranch, near Middleton, Col., where they plan to remain until late autumn.

Frank E. Wood, editor and publisher of the *Sayre* (Pa.) *Times,* has been appointed director of publications of the State of Pennsylvania.

John L. Shields, editor and owner of the *Mt. Pleasant* (Pa.) *Journal* has been appointed burgess of Mt. Pleasant.

IN THE BUSINESS OFFICE

A. J. McFAUL has resigned as business manager and director of advertising of the *St. Paul Dispatch-Pioneer Press* and gone to Chicago. His successor has not been named.

J. B. Higdon has been promoted to advertising manager of the *San Antonio Express* and *Evening News,* succeeding Ed. Everett.

Clyde Newman has been transferred from the business survey bureau, *Chicago Tribune,* to the merchandising service bureau.

Homer F. Robinson, business manager of the *Salt Lake City Tribune,* recently celebrated the 42nd anniversary of his connection with that paper.

Clifford L. Teeter, formerly advertising manager of the Hutchinson O. Supply and Printing Company has joined the advertising staff of the *Hutchinson News and Herald.*

Ray Kimball, advertising manager of the *Parsons* (Kan.) *Daily Republican,* and Mrs. Kimball are the parents of a son, Charles Edward.

W. Fred Ellsworth, advertising manager, *Pratt* (Kan.) *Tribune* has been named alumni secretary of Kansas University.

IN THE EDITORIAL ROOMS

FRANKLIN C. BROOKS has resigned as city editor, *Oklahoma City Times,* and will go to New England. He is succeeded by Meredith Williams, assistant city editor.

Ashby Lovelace, former editorial writer, *Oklahoma City Oklahoman,* and Charles B. Ames, Jr., staff, *Oklahoma City Times,* are touring in Europe.

Arthur H. Johnson has resigned as manager of the financial department, *New York American,* to accept the presidency of the Rova Radio Corporation.

Griffith Bonner, church and golf editor of the *Topeka Capital,* has resigned to become publicity man for the Farm Mortgage Company of Topeka.

Elmer Smith has succeeded Jonathan F. Comstock as editor of the *Cranston* (R. I.) *News.* Mr. Comstock will confine his work to the advertising and business offices.

Joe Pierson, cable editor, *Chicago Tribune,* is spending a month at the radio station at Halifax.

Taylor Lytton has returned to the *Chicago Daily Journal* as a rewrite man.

Alfred O. Elden, who recently resigned as managing editor of the *Portland* (Me.) *Express and Advertiser,* was presented with a hammered silver set by his associates. With Mrs. Elden he will leave soon for England.

Miron Morrill of Superior, Wis., who has just completed 3 years of graduate work at Boston University, will direct the courses in journalism in Hamline University, St. Paul.

Randolph Edgar is now dramatic critic for the *St. Paul Dispatch-Pioneer Press.* Miss Frances Boardman will continue as music critic and will also start a humorous column in the Dispatch.

Miss Catherine Rockwell, society editor, *Manchester* (N. H.) *Union,* has resigned.

Ex-Mayor William C. Clarke, one of the oldest men in the newspaper game in Manchester, N. H., has recovered from an attack of double pneumonia and has returned to his duties as a free lance writer with the *Manchester Leader.*

Eugene Sharp has resigned from the *McAlester* (Okla.) *News-Capital* to join the faculty of the Missouri School of Journalism.

Charles Saylor, graduate of the school of journalism, University of Kansas, has been named city editor of the *Pratt* (Kan.) *Daily Tribune.*

Fred Turner has returned to the day city editor's desk, *Buffalo Courier,* after an illness.

Florence Whittier Tisdel, city editor, and her husband, W. L. Tisdel, assistant editor, have resigned from the *Cleburne* (Tex.) *Morning Review* to take a hiking trip.

PRESS ASSOCIATION NOTES

DAVID LAWRENCE of the Consolidated Press left Washington, Monday for Cape May, N. J., on his first vacation in 12 years. He will be gone 2 weeks.

Barry Faris, associate editor, International News Service, has left New York on a bureau inspection trip which will take him to the Pacific coast. He will be gone 6 weeks.

Davis Walsh, sports editor, International News, is in London after covering the Olympic games in Paris. He will leave soon for Greenland to report the passage of the American around-the-world flyers.

H. K. Reynolds of the Washington I. N. S. bureau is "sitting in" at the New York office for 2 weeks.

CHANGES OF OWNERSHIP

WILLIAM H. CHAIN, San Jose, Ill., has purchased the *Elmwood* (Ill.) *Gazette,* succeeding J. A. Peel, former editor, who has gone to Mexico.

James C. Nance has sold his interest in the *Lubbock* (Tex.) *South Plains Journal* and purchased the *Walters* (Okla.) *Herald* from Lon Boynton.

R. J. Mulford, for 25 years editor and owner of the *Spickard* (Mo.) *Grundy County Gazette,* has sold the paper to L. L. Steen, of St. Joseph.

F. W. Bailey of the *Plains* (Kan.) *Herald* and Leon Lester of the *Wakita* (Okla.) *Herald* have exchanged their respective properties. Bailey formerly edited the *Nash* (Okla.) *News.*

Albert C. Sweat, former publisher of the *Nashville* (Ga.) *Herald,* has bought the *Calhoun* (Ga.) *Times.*

Sloane Givens and C. C. Givens, Jr., of Madisonville, Ky., have taken active control of the *Griffin* (Ga.) *News and Sun.* The Givens bought the property recently from Mrs. Joseph D. Boyd of Griffin. Robert L. Duke retires as editor.

SCHOOLS

LAWRENCE W. MURPHY, graduate of the University of South Dakota, has been made assistant professor of journalism at the University of Illinois.

Nine students of the University of Missouri school of journalism are on a 2,500 mile journey through Missouri, Nebraska, Iowa and South Dakota, visiting newspaper plants.

A chapter of Alpha Chi Alpha, journalistic sorority, was established this week in Medill School of Journalism, Northwestern University.

FOLKS WORTH KNOWING

MAURICE L. CROWTHER who last Saturday joined the *Oklahoma City Daily News* as business manager returns to the newspaper field after 12 years spent with the *Oklahoma Farmer,* a Capper farm publication of Oklahoma City.



M. L. Crowther

When it was sold recently he was slated for a berth elsewhere, but had grown so fond of the southwestern city he did not wish to leave.

Mr. Crowther brings to his new connection long experience in the advertising field. Before joining the Capper Publications, 17 years ago, he was advertising manager of the *Leavenworth* (Kan.) *Daily Post.* Previous to that time he was owner of the *Osage* (Kan.) *Public Opinion.*

During his long sojourn in the Oklahoma capital city, Crowther was an active in forwarding the best interests of advertising.

He was vice-president and acting president of the Ad Club during the early stages of the war, at the time when the *Oklahoma News* was waging a fight against fake oil stock advertising in Oklahoma City newspapers. The Ad Club voted to condemn such advertising, and Crowther co-operated with the News in its campaign.

He was president of the Rotary Club in 1921 and 1922. Rothary Park was financed and built during his administration.

MARRIED

JOHN ALCOTT, Sunday room, *Chicago Tribune,* to Miss Winifred Lagorio.

Jack M. Meister of the circulation department, *Mount Vernon* (N. Y.) *Daily Argus,* to Miss Goldie J. Krasne, of Lexington, Ky.

Addison B. Palmer, reportorial staff, *Bangor* (Me.) *Commercial* to Miss Elva A. Stevens of Guildford, Me., July 5.

Edward W. Work, of the mechanical department, *Lowell* (Mass.) *Courier-Citizen,* to Miss Lena Mae Hubley, also of Lowell.

Miss Grace Winnifred Burns, formerly newspaper advertising manager of the Califoux Company and also the Bon Marche Company, department stores of Lowell, Mass., to John Joseph Shaughnessy, also of Lowell.

Merle Woods, city editor of the *El Reno* (Okla.) *American,* to Miss Sara Scott of El Reno.

NEW PLANTS AND EQUIPMENT

HOBART (OKLA.) *DEMOCRAT-CHIEF* has installed a new Goss Comet web perfecting press.

Marshfield (Wis.) *Daily and Weekly News* have just completed a new addition to the old plant which will be used as a press room and editorial offices.

Homestead (Pa.) *Messenger* recently completed improvements upon its plant. The editorial offices have been moved and the printing department segregated from the composing rooms. H. P. Wiggins is president of the company and Bert F. Kline manager and editor.

Peoria (Ill.) *Star* printed its edition of July 3, with its new Goss 64-page press.

St. Johnsbury, (Vt.) *Caledonian-Record* recently installed a Ludlow Typograph. Herbert A. Smith is publisher.

WITH THE ADVERTISERS

GEORGE BARNES won the *Des Moines* (Ia.) *Capital* cup presented by the Des Moines Ad Club at its sixth annual golf tournament; Harry Johnson won the *Register and Tribune* cup; Chester Cogswell, the *News* cup, and R. D. McFadden, the Ad Club trophy.

Harold A. Newton, of Boston, has assumed the duties of advertising manager of the B. Peck Co. at Lewiston, Me. He is a graduate of the Boston University College of Business Administration, and went to Lewiston from the Shepard store at Boston.

Harry W. Alexander, formerly director of publicity, Society for Electrical Development, has been elected vice-president of Beatty & Co., insurance adjusters and brokers, of New York.

HOLDING NEW POSTS

HARRY V. ROSS, from copy desk, *Chicago Herald and Examiner,* to copy desk, *Chicago Daily News.*

J. Earle Miller, from staff, *Chicago Daily News,* to *Popular Mechanics.*

H. F. Brown and L. C. Milstead to copy desk, *Chicago Daily Journal.*

Hal Foust, from staff, *Prescott* (Ariz.) *Journal-Miner,* to staff English edition, *Mexico City El Universal.*

IN THE AGENCY FIELD

C. F. WOOLLEY, vice-president of the Hower Advertising Agency, Denver, for several years, and M. F

This is the smallest announcement in the Editor & Publisher but it calls attention to one of the biggest features now being used by American newspapers—**The Heskin Service.**

Riblett, formerly manager of national advertising for the *Denver Post*, have formed the Woolley & Riblett, Inc., advertising agency with offices at 434-437 Steel Building, Denver.

H. M. Standbridge, formerly with Morse International Agency, New York, and the *New York Journal*, has joined the selling staff of the American Press Association, as manager of the Philadelphia office.

Forrest U. Webster, who joined the agency of Irvin F. Paschall, Inc., Chicago, early in the spring, has just been elected vice-president of that orgonization.

Carl Balcomb, commercial display designer, with the Paul Johnston Optical Company, Davenport, Ia., has opened his own advertising specialty studio in Davenport.

H. D. Cullen, president of the Cullen Bethea Advertising Agency, has purchased the entire interest of R. H. Bethea, and with Mrs. Cullen is now sole owner of the business. The name of the firm has been changed to the Cullen Advertising Agency, Inc.

Obituary

GEORGE L. KNAPP, 72, a director of the firm of "Publishers; George Knapp & Co.," which published the *St. Louis Republic*, oldest of St. Louis daily newspapers until it was absorbed by the *St. Louis Globe-Democrat* in 1919, died on July 5, at his summer home in Rye Beach, N. H.

DAVID COLSTON LIGHTBOURN, editor and publisher of the *Ada* (Minn.) *Norman County Index* ever since he founded that paper in 1881, died July 5.

HON. THOMAS L. REILLY, 66, one of the founders of the *Meriden*, (Conn.) *Journal*, died July 6, at his home in New Haven, Conn.

DAVID POLLOCK DOBYNS, 79, for 48 years editor of the *Oregon* (Mo.) *Sentinel*, died recently in St. Joseph. He was president of the Northeast Missouri Press Association.

WILLIAM H. SNEAD, 64 for more than 40 years employed in Boston newspaper composing rooms, including those of the *Post*, *Journal* and *Herald-Traveler*, died in Boston, July 8.

JACK STONE, for many years connected with the circulation departments of San Francisco papers and recently with the *Santa Barbara* (Cal.) *Morning Press*, died recently following an operation.

W. T. DAMERON, 70, former publisher of the *Huntsville* (Mo.) *Herald*, and one of the founders of the *Huntsville* (Mo.) *Times*, died in Tulsa, Okla., recently.

GEORGE FULTHORPE, 50, for 18 years electrician of the *San Francisco Examiner*, died July 10, after an illness of three months.

ROBERT DE JOUVENEL, 41, editor-in-chief of the *Paris L'Oeuvre*, died recently. He left diplomacy for journalism 20 years ago, specializing in parliamentary work of the two houses of the French parliament. He was a lover of his profession, and two works of his, "La Republique des Camarades" and "Le Journalisme en 20 Lecons" dealing with journalism, were widely read and often quoted.

WILLIAM WINN DAVIS, 70, veteran Kansas City, Kan., editor died recently.

ASSOCIATIONS

AMERICAN Association of Agricultural College Editors, in twelfth annual convention at Brookings, S. D., urged in its resolutions increased unity of action between the news service division of the United States Department of Agriculture and those of the state colleges of agriculture as one of the most important aids for the development of farm news.

Oregon State Editorial Association will meet at Tillamook, Ore., July 25 and 26. The principal speaker at the meeting will be Charles W. Duncan, advertising expert of San Francisco.

Portland Advertising Men's Association has elected William B. Ryan president, succeeding Ralph Morrison.

Tulsa (Okla.) Advertising Club has elected L. P. Arnold, publicity man for the Public Service Company, of Tulsa, president; Gary Vandever of the Vandever Dry Goods Company, vice-president, and Henry Robaras of the Sommers Sign Company, treasurer.

Kiwanis International elected Victor M. Johnson of Rockford, Ill., president at its recent convention in Denver. St. Paul was chosen as the next convention city.

Northeast Missouri Press Association has selected July 25 as the date for the summer meeting, which will be held in Paris, Mo. Twenty-one counties will be represented. F. E. Schofield, *Edina Sentinel*, is president and William M. Nolab, *Monroe City News*, secretary.

Sales & Advertising Counsellors Association, Chicago, re-elected Frank B. White president. Noble T. Praigg is vice-president and Louien M. Brouillette, secretary-treasurer. Directors are Charles Henry Mackintosh and George Landis Wilson.

ASSOCIATION CHIEFS

A. H. LUKER, editor of the *Grapeland* (Tex.) *Messenger*, the 1924 president of the Texas Press Association, took charge of his newspaper when he was 19 years old. Then he was called the youngest editor of a weekly newspaper in Texas.



A. H. LUKER

And what a newspaper!

The Messenger had been established March 1, 1899, with Dr. H. S. Robertson as first editor. The press and other equipment were crude hand affairs, and it was hard work indeed to turn out the four-sheet paper to the small subscription list.

But in 1905 Luker bought the handful of type and the other scant equipment, and by 1913 the subscription list was so built up, the advertising so increased, that he moved to a new office where he now occupies 2700 square feet floor space.

Luker joined the Texas Press Association in 1912 and has only missed one annual meeting since that year. He has served the association at various times as executive and on committees and was elected first vice-president last year at Galveston. Last April when Grapeland was incorporated, he was elected Mayor. His newspaper is a weekly 8-page all-home print, with a monthly 10-page magazine supplement, with extra page editions at special times.

Detroit

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City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

WHAT'S WHAT IN THE FEATURE FIELD

WILL ROGERS, cowboy humorist, who wrote Democratic convention articles for the McNaught Syndicate, is credited with getting the first rise out of William G. McAdoo after the New York long distance party was over. There was much speculation by political writers as to just what Mr. McAdoo was going to do about the nomination of Mr. Davis. He refused to tell. Some thought he would play ball with the party and some thought he wouldn't.

On the Friday evening after adjournment he went to the Follies at the New Amsterdam Theater where Rogers is appearing and Will spotted him in the audience. Breaking into his comment on political events Rogers told the audience that Mr. McAdoo would address them and McAdoo made good. He arose and said he was leaving for Europe the next day but that "now that the convention was over we must all get together and make sure we elect a Democrat."

Will got more information out of him than any of the news men had been able to do.

A new radio feature for Sunday papers is "Listening In on the United States," by Robert D. Heinl, Washington, D. C. It covers in a popular way radio legislation, control, patents and other things of interest to the fan in Washington and elsewhere. Mr. Heinl was for many years on the *New York Sun*.

A daily page of news photographs will be released by the Bell Syndicate beginning August 18. The page will be prepared and edited by the *New York Morning Telegraph*.

Rudolph Valentino will tell "How to Keep Fit" in a series of 30 daily physical culture articles to be released sometime after July 28, by the Bell Syndicate.

McClure Newspaper Syndicate will release in the near future a new daily service "Know Your Own Child" written by Dr. Albert Loyal Crane, New York psychologist. The feature will cover the psychological aspects of the relations of parents and children.

Readers Syndicate, Inc., will release a series of articles by Premier Mussolini of Italy and former German Ambassador Von Bernstorff about Sept. 15. H. R. Sharp, a representative of the syndicate returned to New York this week from a trip to the Pacific coast.

Lady Diana Manners, famous British beauty and one of the stars of "The Miracle" which recently closed a long run in New York has written her impressions of America for the McClure Newspaper Syndicate. The series is ready for immediate release. Another McClure feature now ready is the latest romance of E. Phillips Oppenheim, "The Wrath To Come."

FLASHES

One New York newspaper man has accumulated $50,007.35. Fifty thousand of this was left him by an uncle.—*New York American.*

==

London reports that "the Prince of Wales may be married in the fall." A better word is autumn. Fall is getting altogether too common in stories about the prince.—*Detroit News.*

==

A reporter who had been on the job ten days at Madison Square Garden remarked that he'd rather have the hot dog concession at the convention than the nomination. But, as is the way with newspaper men, he didn't get either one.—DON MARQUIS in *New York Herald Tribune.*

==

This talk about repeal of "nuisance taxes" is, as Henry Ford would say, "bunk." The real nuisance taxes are the ones that we still have to pay.—*Columbia (S. C.) State.*

==

"Where can I find a bootlegger?" asked the stranger.

"You'll find one most anywhere round here except in jail," grinned the native. —*Cincinnati Enquirer.*

==

The Prince of Wales, traveling incognito, is coming here again as Lord Renfrew. But what if some one recognizes him?—*New York World.*

==

What the United States needs is a new name for flappers.—*Columbia (S. C.) Record.*

==

It might do to call the tape in the Olympic distance races the Finnish line. —*New York Herald Tribune.*

AN OPPORTUNITY

We will have open shortly an opportunity for a young man willing to travel who has had general newspaper experience as a managing editor of a newspaper or with a press association. All replies will be treated as confidential. In first letter please outline previous experience, state age, and mention one or more references, which will not be used until the advertiser communicates with the applicant. Address Box B-636, Care of Editor & Publisher, World Bldg., New York City.

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WASHINGTON PRESS CORPS DEPLOYED FOR CAMPAIGN EVENTS

Most Newspaper Bureaus Have Not Yet Assigned Men to Candidates, and Vacations Are the Rule After Ordeal With Democrats at Madison Square Garden

By SAM BELL

(*Washington Correspondent,* EDITOR & PUBLISHER)

FOR the most part members of the shattered corps of Washington correspondents who fell back on the capital last week with the ending of the Democratic National Convention, are seeking recuperation from what, by all odds, was the most fatiguing political assignment in the journalistic record books.

In twos and threes they have been appearing this week in Washington news haunts, so that the foyers, ante-rooms and corridors of officialdom again have taken on the semblance of normalcy. Newspaper plans for the campaign are beginning to take shape in some quarters, but at the best, the present is a kind of "in-between" period in which many of the reporters are A. W. O. L., or vacationing against the strenuous weeks that will begin in late August to run through to the November election day.

There has been no controversy about the New York convention which has just passed into history. Washington newspaper men, who bore the brunt of the grinding news days and nights, unanimously voted the affair a "killer," and not a few of them still wear visible signs of the strain.

Even the tireless James D. Preston, of the Senate press gallery, whose wiry frame and irrepressible disposition have given the laugh to many a trying situation, is not so good, and thus far has lacked the energy to resume his duties as major domo of the Rock Creek Park Golf Club.

On the whole, the long weeks it took the Democrats to nominate a ticket and the postponment of the formal notification of President Coolidge because of the death of his youngest son, means a late start all around. For that reason the newspapers and even the press associations have been slow to formulate campaign programs. The disposition has been to leave the Washington situation to the "home guard" who struggled to keep the Washington date line on the front page in the days of the New York dog-fall and the La Follette love feast in Cleveland.

The Associated Press, with the nine men of its Washington Bureau who were in New York back on the job, has decided in the main upon the campaign plan. James L. West, head of the Capitol staff, left Wednesday for New York, where he will pick up John W. Davis and trail him throughout the campaign. E. Ross Bartley, regular White House man, and Francis M. Stepheson, now on a vacation, will watch President Coolidge, while Paul F. Haupert, who covered the Progressive convention in Cleveland, will be assigned to Senator La Follette. L. J. Sullivan, of the Chicago office, who worked on the New York convention, will catch the Dawes assignment, and the activities of Governor Bryan probably will be covered by representatives in the Omaha bureau.

George R. Holmes, chief of the International News Service Bureau, will follow the Democratic nominee, and George Durno will look after the White House and the President. Kenneth W. Clark, who had a look-in all five conventions, Republican, Farmer-Labor, Democratic, Progressive and Socialist, will be with Senator La Follette. The vice-presidential nominees will be covered by the I. N. S. from bureaus in the middle west.

For the United Press, Fraser Edwards will do the honors with John W. Davis; Dale Van Every and A. L. Bradford, the White House and the President; and Paul R. Mallon, Senator La Follette. James Colbert, of the Chicago bureau, will look after the vice-presidential nominees. Raymond Clapper, of the United News, probably will turn up at Madison if La Follette settles down there for campaign, and Robert Bender of the New York office may be expected to do "situation" stories for the United Press.

According to present arrangements, Winder R. Harris will be with La Follette or John W. Davis for the Universal Service and Philip A. Orme with President Coolidge.

For the bigger special bureaus in Washington plans are more vague at the present time. Grafton S. Wilcox is expected to go with Davis for the *New York Herald-Tribune,* and Carter Field, for the same newspaper, will make the swing around to size up the situation in the various states. On the situation story, also, will be found David Lawrence, of the Consolidated Press; Richard V. Oulahan, *New York Times;* Arthur Sears Henning, *Chicago Tribune;* Robert Barry, *Philadelphia Public Ledger;* Louis Seibold, *New York Evening Post;* Walker Buel, *Cleveland Plain Dealer;* Clinton W. Gilbert, *Philadelphia Evening Public Ledger;* Roy Roberts, *Kansas City Star;* Charles G. Ross, *St. Louis Post Dispatch;* Charles Michelson, *New York World;* Robert M. Ginter, *Pittsburgh Gazette-Times;* Harry M. Price, *Washington Post;* J. Fred Essary, *Baltimore Sun,* and many others who will deal with the situation as it affects their papers more or less locally.

Direct contact with the candidates and possibly the vice-presidential candidates will be maintained by at least a dozen of the larger papers, once the main offices determine upon their campaign plans. For those assignments the Washington bureaus probably will be drawn upon for the majority of the men.

"FOR WHAT PURPOSE DOES THE GENTLEMAN ARISE"



Of the thousands of newspaper cartoons made during the national political conventions this one by John Cassel, of the New York Evening World, contains elements of humor and news which make it unique and widely discussed in newspaper circles. Doubtless the radio assisted in making this cartoon a huge hit, because of the public familiarity with the parliamentary phrase of the Democratic National convention, often repeated during the long siege at Madison Square Garden.

OLD ARGONAUT SOLD

Holman Sells San Francisco Weekly to Samuel T. Clover

The *San Francisco Argonaut,* a weekly owned by Alfred Holman, has been sold to Samuel T. Clover, of Los Angeles. Holman now is editor of the *San Francisco Bulletin.* Clover publishes *Saturday Night* in Los Angeles. The papers will merge and be published simultaneously in both cities. The *Argonaut* was founded 48 years ago; *Saturday Night* 5 years ago. The suspension of the *San Francisco Journal* two weeks ago has caused a halt in the construction of California state highways. The *Journal* had a contract for advertising the bonds the legal number of times. The bonds ($3,000,000) were sold to a syndicate. The State Treasurer refuses to deliver the bonds because the *Journal* did not publish the advertisement the required number of times. The syndicate will bring suit.

Mrs. Shaffer Granted Alimony

Alimony of $30,000 a year was awarded to Mrs. Pauline Bullard Shaffer, July 9, when Judge Joseph Sabath at Chicago indicated he would grant her a divorce from Carroll Shaffer, general manager of the *Chicago Evening Post* and son of John C. Shaffer. The alimony was fixed by agreement. Trust funds aggregating about $300,000 have been established in Mrs. Shaffer's favor, with a provision that if the income falls below $30,000 a year Mr. Shaffer will make up the deficit. Mrs. Shaffer also obtained custody of the couple's three children.

Jilted Reporter Suicide

Refusal of a girl to accompany him to a dance is alleged to have been the motive which led Thomas S. Bulmer, 20, of Brooklyn, formerly a reporter for the *Newark News* and recently on the staff of the *Montclair* (N. J.) *Times,* to commit suicide by hanging at Lake Hopatcong, N. J., July 13.

FOUR-PAGE READY-PRINT WEEKLY COMIC SUPPLEMENT

Carrying The Popular Four-Color Pages

SOMEBODY'S STENOG—By Hayward
HAIRBREADTH HARRY—By Kahles
CARRIE AND HER CAR—By Cowan
RUFUS McGOOFUS—By Cunningham

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Exploit and Adventure
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A Weekly Page of Dash and Daring
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Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Fiction
LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

Radio
RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features
A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story
PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Features
PRE-EMINENT ARTICLES
A Lustrous Name—An Arresting Idea—Every Week
Metropolitan Newsp. Ser., 150 Nassau St., N.Y.C.

Weekly Pages
CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

RETAIL STORES LAUNCH EDUCATIONAL DRIVE

Seven St. Louis Firms Choose Dailies to Teach Public Constructive Retail Methods—Blumenstock in Charge

St. Louis, July 14.—Approximately $25,000 will be spent by 7 large retail stores of St. Louis on a newspaper advertising campaign which will have for its object the education of the public in honest and constructive methods of retail selling and advertising. The idea behind this co-operative effort is that consumers who understand the principles and methods of stores of the highest type will not become the prey of unscrupulous merchandising and advertising schemes. The campaign will be made up of 52 advertisements in each of two St. Louis newspapers, one an evening, the other a morning publication. Copy will be run on Monday in the morning paper and on Wednesday in the evening paper.

Louis Blumenstock, advertising counselor, (until recently advertising and sales manager of Stix, Baer & Fuller) is in charge of the campaign. Mr. Blumenstock was one of the organizers and first president of the Association of Retail Advertisers.

In his capacity as advertising counselor, Mr. Blumenstock will issue a monthly publication to be known as *Blumenstock's Bulletin* which will carry articles written by himself and staff advocating the stabilization of retail business through constructive advertising and selling.

In addition, Mr. Blumenstock will render a service for stores doing a business of from one to two million dollars annually, "which are lacking the talent necessary for the outlining of an advertising program on broad gauge principles."

TIPS FOR AD MANAGERS

George Batten Company, 383 Madison avenue, New York. After August 1 will handle account of the Fiberloid Corporation, Indian Orchard, Mass.

Bellamy-Neff Company, 127 North Dearborn street, Chicago. Now placing the accounts of the Halldorson Company, Chicago, manufacturers of radio sets and supplies and the Fireite Extinguisher Company, Masontown, Pa.

Brandt Advertising Company, Tribune Building, Chicago. Handling account of the A. E. Wright Company, Chicago, manufacturers of mayonnaise dressings and other food products.

Caples Company, 225 East Erie street, Chicago. Now handling account of the Garford Motor Truck Company, Lima, O.

Carlton & Hovey Company, 93 Market street, Lowell, Mass., manufacturers "Father John's" medicine, will conduct advertising campaign for their product which will be placed direct.

Colonial Advertising Agency, Webster, Mass., placing orders for advertising with New England newspapers for the Dello Sales Company, Boston; James A. Carrig, Cambridge, Mass.; Broadway Restaurant Company, Springfield, Mass.; A. G. Hubbard, Wethersfield, Conn., and R. H. Hinkley, Boston, Mass.

Dahlstrom Metallic Door Company, Jamestown, N. Y., manufacturers of metal doors and trim for office buildings, etc., will conduct campaign for their product which will be placed direct.

Richard A. Foley Advertising Agency, Inc., 219 North Broad street, Philadelphia. Placing account of William H. Luden, Reading, Pa., manufacturer of "Luden's Menthol" cough drops.

Charles H. Fuller Company, 623 S. Wabash avenue, Chicago. Placing account of the O-Cedar Corporation, Chicago, manufacturers of "O-Cedar" polish and mops.

Izzard Company, Times Building, Seattle. Handling account of the Northwestern Fruit Exchange, Wenatchee, Wash.

Koch Company, 432 Broadway, Milwaukee. Placing account of the Fernald Manufacturing Company, North East, Pa., manufacturers of motor accessories and household specialties.

Lennen & Mitchell, Inc., 366 Madison avenue, New York. Will handle the 1925 surgical dressing and institutional advertising of Bauer & Black, Chicago.

Charles F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Placing account of Kimberly-Clark Company, Neenah, Wisconsin for "hyloplate" papers.

George Harrison Phelps, Inc., 110 Rowena street, Detroit. Placing account of the Racine Rubber Company, New York.

Fred M. Randall Company, Book Building, Detroit. Placing account of the imperial Steel Range Company, Cleveland, manufacturers of steel ranges.

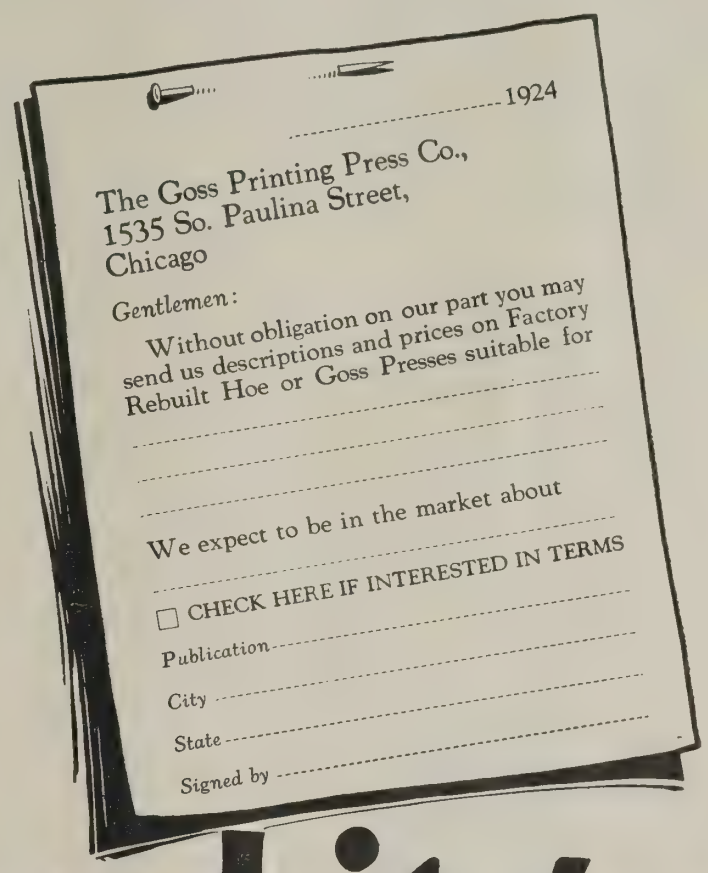
Joseph Richards Company, 247 Park avenue, New York. Handling account of the Ground Gripper Company, Boston, manufacturers of shoes.

St. Louis Post-Dispatch
Likes
JOHN HELD, JR.
Now's the Time to Get Aboard



Why do they always call you up when you are taking a bath, says Margy

(1 Col. Daily, ½ Page Sunday)
UNITED FEATURE SYNDICATE
World Building New York City
N. A. Huse, Gen'l Mgr.



Send it *today!*

If you will shortly need another press and desire to *save money,* let us know your requirements at once. We offer for IMMEDIATE or very early delivery—or delivery up to next spring—a complete range of

FACTORY REBUILT HOE AND GOSS
NEWSPAPER PRESSES

All sizes from sixteen pages to and including octuple capacity.

Attractive prices! Liberal terms, if desired! *Every press priced to sell quickly.* An opportunity that it will pay every publisher to heed. Get our offer on a press to meet your needs. Send above coupon or wire us — collect.

No time to lose! Act today!

GOSS PRINTING PRESS CO.

1535 SOUTH PAULINA STREET, CHICAGO
The Goss Printing Press Co. of England, Ltd. London

WORLD AD CONVENTION SWEEPS LONDON

(*Continued from page 5*)

forms the basis of international co-operation."

At the Monday afternoon session, Mr. Holland presided, and on the platform with him were the usual officers and Rt. Hon. Winston Churchill, Sir Philip Lloyd-Greame, M. P., former president of the Board of Trade; and Francis H. Sisson of New York.

Winston Churchill, booked to speak on "The Responsibility of Trade" enlivened the afternoon with an address that sparkled. He had been told all of his life, he said, that advertising was a gross breach of decorum; now he is reassured that it has become the first of the virtues.



HAROLD VERNON

Francis Sisson, a veteran of American advertising rostrums, was in his best form, his address on "Advertising the Creator of Standards in Business" being illustrated by many apt allusions.

Emerson's mousetrap maker he said must be brought together with his market by advertising, else he would starve albeit his mousetrap was the best in the world.

As to standards, he cited the case of an advertising campaign designed by a railroad president. "Much too florid, much too rosy" was the verdict of his staff, who compared the picture painted with the conditions as they knew them from inside.

"That copy stands," was the rejoinder of the boss. "Make the road live up to it."

Mr. Sisson was followed by Sir Lawrenec Weaver, who told the delegates of the art expositions at the Empire Exhibition. Then came Sir Charles Higham, whose rotund smile and command of oratory are almost essential to the success of an advertising convention in America these past few years.

"No other method of advertising is as valuable as the modern newspaper or periodical," said Sir Charles. "It is bought! It is read from cover to cover. It is alive. It is vital. It is dynamic and dramatic. It costs less to reach people effectively through its columns than by any other method—or, in fact by any method which is still to come. It is steadily improving in typography and illustration. Its advertisement columns are gaining greater respect. They are the market place of the world. They are the guide to the people as to what is new and worth buying. The influence of the modern newspaper and periodical has possibilities far greater than we have ever dreamed of."

The evening was spent in various ways. The A. A. C. W. officers held their annual general meeting and the joint assembly for the election of officers of the National Advertising Commission and the nomination of President of Secretary-Treasurer of the A. A. C. W. No officers were named by the National Commission, in the absence of a quorum to do business. Choice of dates for the 1925 meeting in Houston was left to the executive committee.

Tuesday's general session found another crowded house under the chairmanship of Lord Leverhulme, head of the great house of Lever Brothers, Ltd., supported by the Rt. Hon. Lord Kylsant, G. C. M. G., president of the London Chamber of Commerce; Sir Charles Higham, James D. Mooney, president of the General Motors Export Company, New York, and O. C. Harn, president of the Audit Bureau of Circulations.

Three members of the old Conservative Government held the floor at this session—Stanley Baldwin, Sir Robert Horne and Sir Philip Lloyd Greame.

Former Premier Baldwin added another to the long list of prescriptions of what the world needs today. His medicine is "good, honest, advertising between nations," so that the public, business men, and politicians and Governments might realize the true worth of each other. He suggested as a parallel organization to the League of Nations a league of honest advertising to maintain peace in the commercial world.

Mr. Baldwin said his term as Chancellor of the Exchequer had convinced him that advertising was necessary to business. Now that he had graduated to be a business director, he was working on this principle. He know what advertising had done in the United States, and he was out to follow that example and to see what it would do in England.

Sir Philip Lloyd-Greame then described his ideas on the chances for the development of advertising in Europe.

Mr. Mooney, spoke on the need for new leaders in the industrial world, who could undertake political power and work for the honest betterment of peoples. He saw advertising as a means of developing such leaders, and believed that the economic life of the nations would be benefited by advertising as time went by.



SIR CHARLES HIGHAM

Mr. Harn, the last speaker at the session, discussed "Essentials of Advertising Progress."

"The simple advertisement of yesterday had naught for its object but to announce," he said. "We used to call them announcements and our French members still so denominate their advertisements. Yesterday the advertising man assumed a desire, a demand, and in a simple and direct way sought to let people know where that demand might be satisfied.

"Today we go further. We seek through our advertisements to arouse desire, to create demand. Literature had long before experienced this distinction. Writers differed in their objectives. There was a wide divergence between the purpose of Gibbon in writing his 'History of the Roman Empire' and that of Victor Hugo in writing 'Les Miserables;' between the missions of Kant's 'Critique of Pure Reason's and Charles Dicken's 'Oliver Twist.'

"The writer of modern advertisements is a Charles Dickens, a Victor Hugo. He seeks to use every artifice of the pen to move men. He has created no new art. But he has seized upon every art which has been proved to be effective in moving men to action. Sometimes the modern advertiser loses sight of the thing which properly characterizes his art. His power is gone when he loses his militancy.

"But advertising is not just the writing of advertisements. This is the second big thing we have learned. Advertising is not even the printing of advertisements in pleasing typography, aided by good pictures intelligently selected. Advertising is influencing minds.

"It is in these purely modern aspects that our greatest development has come to pass. It is in these that our progress will lie. Advertising is an art which has its commercial considerations. We must excite desire at a minimum cost.

"The most important medium carrying advertising messages to the minds of men is the printed periodical. It is inevitably so, for the press many generations ago took its place as the chief means of influencing the minds of men.

The importance of the press to advertising and of advertising to the press has naturally led us to the most careful study of its use in advertising practice. Progress and development demanded it. The fundamental difficulty in using publications accurately arises out of the intangible nature of the thing for which the

(*Continued on page 26*)

WOMEN HAVE DIVINE SKILL FOR ADVERTISING

"WOMEN, everywhere are natural born advertisers," said Julia Coburn, publicity driector of the LaSalle & Koch Company, Toledo, addressing the Advertising Women's Conference. "From time immemorial, when women have met, they have discussed their possessions, their creations, their devices, their husbands, their children. Men, mingling more with the world, have always talked in abstractions—in ideas. Women, with their circumscribed lives, have talked *things*—concrete immediate things that go to make up the every day routine.

"Advertising can improve standards of living—it can change taste, and styles, and even habits. It can teach thrift, economy, careful purchasing. It can suggest wholesome recreation, encourage ambition and self-improvement—it can win a war or change a world. Have women no place in such a program?"

The Deseret News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Distinguished and Influential

THE SUN, New York, is a distinguished, influential newspaper, temperate in expression, read by the more intelligent and prosperous of all classes in New York City—the world's greatest market.

The Sun

Circulation More Than 250,000 Daily

Good Copy Is the Secret

Investigation among Presbyterian churches indicates that very seldom does a specific advertising campaign of local church fail to bring into the church treasury more money than the advertisements cost, to say nothing of the increased attendance.

But in no case has this result come about when the advertisement carried merely the topic of the sermon and the name of the church.

Better advertising on behalf of all the churches in town is possible—and profitable, if the paper wishes it to be. Copy for such joint advertising may be had without charge from E. H. Harris, The Palladium, Richmond, Indiana.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

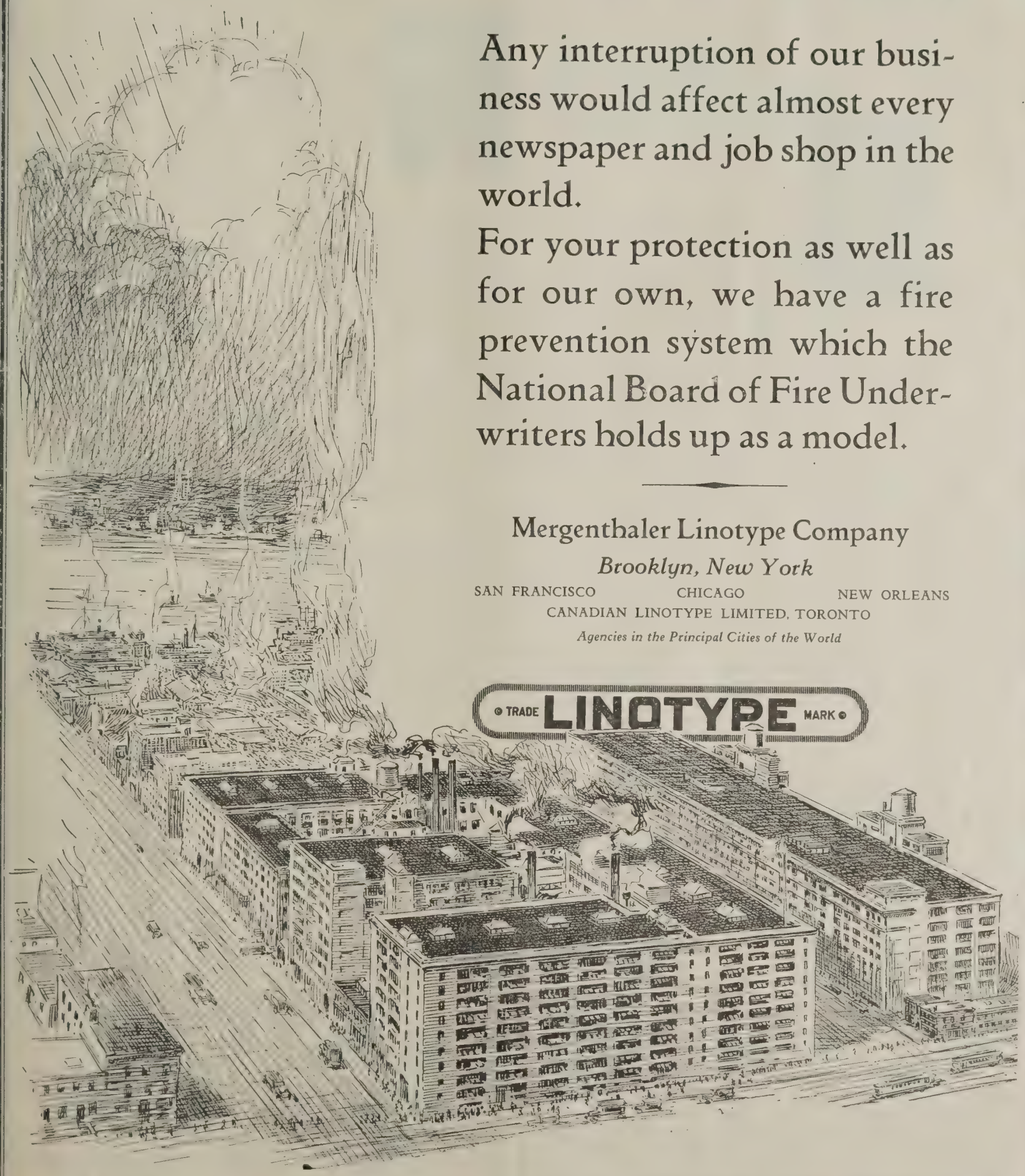
There are certain fundamental beliefs on which the Linotype Company has built its business

YOUR INTERESTS AS WELL AS OURS

Any interruption of our business would affect almost every newspaper and job shop in the world.

For your protection as well as for our own, we have a fire prevention system which the National Board of Fire Underwriters holds up as a model.

Mergenthaler Linotype Company
Brooklyn, New York
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World



528.24 5.F

Composed entirely on the LINOTYPE *in the Benedictine Series*

CONVENTION SWEEPS LONDON

(*Continued from page 24*)

advertiser pays his money. One buys merchandise and he can count it, weigh it, feel of its quality, test its strength. In buying periodical advertising what does one buy? White space? God forbid! We used to call it that. We buy the privilege of speaking to the minds of men and women. How many? What kind? Where? When? The buyer, singly, individually cannot examiner has purchase. This has been the greatest obstacle to using periodicals wisely for advertising purposes.

"'Ask the publisher, he knows.' This was once the only solution offered. That it was inadequate is clear upon the most superficial examination.



SIR HERBERT MORGAN

"In the first place, for a long time the publisher did not himself know. To the credit of the publisher be it said that he was among the leaders in correcting this state of affairs. The most far-seeing of his class saw that if advertising was to increase in effectiveness for the advertiser, the advertiser must be enabled to buy with discrimination. Also they saw that only under such conditions could the worthwhile publication draw to itself the advertising patronage it deserved. If the facts were not known there could not be any real comparison of values as between publications.

"Moreover, it was not altogether a question of honesty. One of the defects of the system of individual statements of circulation and other facts about periodicals was that there was no uniformity of language. Words and terms meant one thing to one publisher and quite another to others. There was no moral turpitude involved but the effect was the same.

"I am not fully informed as to how this matter of cooperative verification and circulation and other facts about periodicals stands in the other countries represented here but in the United States and Canada we have solved the problem. Ten years ago the situation was intolerable in these two North American countries. It was intolerable both for the advertiser and the worthy publisher. We solved it very simply. The publishers, the advertisers and the advertising agents joined together, worked out a set of uniform terms which formed an advertising Esperanto and jointly built an auditing machine which gets the facts about every cooperating publication for the benefit of all cooperators and advertisers generally. Auditors trained in the subtlties of circulation-getting methods go impartially into all details, not only in the publication offices but at distributing points. Not only the quantity of circulation but its character as revealed by many facts are set forth. Only the co-operation of the publishers themselves with the advertisers and agents makes the system possible. This co-operation is readily given because the publisher of the good advertising medium, the one whose methods are above reproach, is as great a beneficiary of non-partisan audits as the advertiser. This is not the time to go into details. Suffice it to say the system works and as an American advertiser I unhesitatingly place this accomplishment at the head in the march of advertising progress of the last ten years."

The delegates Tuesday night enjoyed the unique honor of attending a banquet given by the Associated British Advertising Agents in the ancient Guild Hall, in which the Guild merchants of olden times used to sit, and which is seldom used except for municipal functions of the highest importance.

The Lord Mayor, Sir Louis Arthur Newton, the principal speaker, recalled the history of Dick Whittington, thrice Lord Mayor of London, and his unique advertising agent, his famous cat. He said that this was the first time in history that this celebrated banqueting hall had been used to shelter a gathering of advertising men, self-confessed as such.

Stanley Resor, President of the Association of American Advertising Agencies, responded. The Americans particularly appreciated the occasion, and one New Jersey delegate recalled that an ancestor of his had, 200 years ago, presided over banquets as Lord Mayor.

The delegates who did not attend the Lord Mayor's banquet and who were not entitled to sit at the meeting of the club Presidents were entertained at a banquet given by the Society of British Advertisers. They numbered nearly 1,000 and were received by Viscount and Lady Burnham, Viscount and Lady Leverhulme, Lord and Lady Ashfield and Viscount and Lady Astor.

A free press and international peace as a result of advertising were urged by Edward A. Filene of Boston, in an address.

The cost of publishing the modern newspaper, Mr. Filene explained, far exceeds the returns from circulation or the price paid by readers and subscribers. Six million dollars a year—more than a million pounds—has become a very ordinary figure, he said, for "producing a great daily in our large cities."



H. H. CHARLES

"It is clear, therefore," he continued, "that the press is under an ever-increasing necessity of meeting competition by enormously expanding the sources of its revenues." Additional revenues are obtained by a "free press," he explained, principally by means of advertising. Those newspapers that are not "free," he declared, may obtain their additional revenues from "special interests." "In the long run," he warned, "there is no single factor more threatening to world peace than a press controlled by 'special interests.'"

Big advertising, the speaker said, might not always overcome the influence of "special interests" on the press; and on occasions and over short periods of time big advertising itself might attempt to control newspaper policy.

"But in the long run big advertisements can be paid for only by big sales," it was pointed out. "And big sales will not come unless readers have confidence that the paper can be relied on for its news and editorials.

"Big advertising is not an economic waste," the speaker continued. "It is a social service. It is more than that. It is the basis of a press that is financially free. It is the fundamental factor upon which depends the ability of the press to furnish facts disinterestedly and thus promote the outlook for world peace."

"Mass production is well under way in most countries of the world," declared Mr. Filene. "Trusts, both vertical and horizontal, which exist and are coming to the front in ever-increasing numbers, are in line with the best interests of social progress—even though at this pioneer stage they have all the faults of pioneering."

The speaker explained that mass production and mass distribution were inevitably dependent on mass selling and that the entire program was dependent on big advertising.

The speaker pointed out that advertising in the United States in 1923 reached the "amazing figure of $628,000,000. Advertising in the daily press

(*Continued on page 28*)

NATIONAL ADVERTISING—$300,000,000

"THE modern advertising agency has a responsibility in business that has grown to huge proportions in recent years. It is responsible for the vital promotion of the business of the manufacturer whose advertising it handles," said James O'Shaughnessy, executive secretary of the A. A. A. A.

"That was not true until very recently. Seven years ago the American Association of Advertising Agencies was formed for the purpose of bringing the better agencies together to counsel among themselves as to the best methods and practices in their work.

"In the seven years that have followed they have succeeded to almost revolutionary extent.

"In their hands the total of good national advertising has increased from about $80,000,000 to the unprecedented total of $300,000,000 for the current year.

"When the volume was at the smaller figure it was even then not so profitable to the advertiser, dollar for dollar, as it is today."

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

REMEMBER

Texas is the Largest State in the Union.

It requires

The Beaumont ENTERPRISE

and

The Beaumont JOURNAL

to help cover it thoroughly. Ask Beckwith—he can tell you!

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

First in National Advertising

The New York Times in six months this year published 3,134,526 agate lines of national advertising, a gain over the corresponding period of 1923 of 139,272 lines, and 818,304 lines more than the second New York newspaper. Over 800 national advertisers use The New York Times, 200 of whom make their announcements in The Times exclusively among New York morning newspapers.

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News
Supreme in Texas

In New Orleans Consult the Latest A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday
CITY CIRCULATION
Specials: East Beckwith
West Branham

From Long Island to the Lakes

RIGHT now, New York State is in the midst of providing entertainment for hundreds of thousands of vacationists and tourists. Almost every mile of this great State has something to offer in the way of vacation lands.

It has miles of wonderful seashore, miles of beaches on the numerous lakes, it has mountains, forests, country and vacation cities with its resorts. New York State and its people are busy accumulating wealth.

"Even the woods and waves help to produce New York's wealth," somebody has said.

If you would "catch the eye" of hundreds of thousands of tourists and vacationists, who will in turn spread the fame of your product to the far corners of the entire United States, plan to place your advertising immediately in these daily newspapers.

There is no vacation period for the creators of wealth in this state. There is a constant demand for labor because New York-made products are recognized as the products of merit in all markets throughout the world.

Where there is so much industry there must be many dollars. And where there are so many dollars, there must be many sales.

To the wealth produced, must be added the great accumulations of money left here by the millions of vacationists who come to the mountains, lakes, forests, farms and seashore of the most wonderful state in the Union.

New York must head the list of every advertising campaign, if such a campaign is to be successful.

		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News	(E)	18,746	.08	.08
***Albany Knickerbocker Press	(M)	30,537	.10	.10
***Albany Knickerbocker Press	(S)	52,354	.13	.13
†††Auburn Citizen	(E)	6,429	.04	.035
***Batavia Daily News	(E)	8,728	.04	.04
***Brooklyn Daily Eagle	(E)	66,079	.22	.22
***Brooklyn Daily Eagle	(S)	76,284	.22	.22
***Buffalo Courier and Enquirer	(M&E)	78,058	.18	.18
***Buffalo Courier*	(S)	118,603	.25	.22
***Buffalo Evening News	(E)	123,852	.25	.25
***Buffalo Evening Times	(E)	94,043	.18	.18
***Buffalo Sunday Times	(S)	96,618	.18	.18
†††Corning Evening Leader	(E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser	(E&M)	32,915	.11	.11
**Geneva Daily Times	(E)	5,537	.04	.04
***Glens Falls Post-Star	(M)	9,065	.035	.035
***Gloversville Leader Republican	(E)	6,877	.035	.035
***Gloversville Morning Herald	(M)	5,927	.03	.03
***Ithaca Journal-News	(E)	7,308	.04	.04
***Jamestown Morning Post	(M)	10,515	.04	.035
***Middletown Times-Press	(E)	6,434	.03	.03
***Mount Vernon Daily Argus	(E)	9,490	.05	.05
†††Newburgh Daily News	(E)	11,564	.05	.05
New Rochelle Standard-Star	(E)	7,000	.04	.04
†††The Sun, New York	(E)	260,026	.60	.54
†††New York Times	(M)	345,149	.70	.686
†††New York Times	(S)	576,321	.85	.833
New York Herald-Tribune	(M)	276,340	.594	.576
New York Herald-Tribune	(S)	332,921	.6435	.624
†††New York World	(M)	360,908	.595	.58
†††New York World	(S)	575,672	.595	.58
†††New York Evening World	(E)	271,114	.595	.58
†††Niagara Falls Gazette	(E)	17,582	.055	.055
***Port Chester Item	(E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise	(E)	12,098	.05	.05
***Rochester Times-Union	(E)	66,574	.20	.18
†††Syracuse Journal	(E)	42,103	.14	.14
***Troy Record	(M&E)	23,568	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

CONVENTION SWEEPS LONDON

(*Continued from page* 26)

has grown by leaps and bounds—is growing—will grow at an increasing pace as we go on to meet the future."

"Geographically and climatically, there are very pronounced barriers which might easily have prevented any welding of the United States market," said E. T. Meredith, publisher of the Meredith farm publications, Des Moines, speaking on "How Advertising Has Welded the U. S. Market" at the Thursday session, presided over by Harold Vernon.

"Industrial production is largely concentrated in the northeastern quarter of the United States. For instance: Steel, largely produced in western Pennsylvania, with only one or two other areas contributing to the total production of approximately $4,000,000,000.

"In New England is a great textile section from which the total production of the country is approximately $5,000,000,000.

"In Michigan is the center of the motor vehicles (automobiles and trucks), having an annual value of $2,500,000,000. These three items show something of the concentration of industrial production.

"The great north central section raises considerably more than half of the meat and cereals produced in the country. The total meat production of the United States is $2,200,000,000, and cereals $3,800,000,000.

"The western states, supplemented by the production of Florida, produce most of the fruit, valued at nearly $70,000,000.

"The northwestern states produce most of the wool, valued at $27,000,000.

"How is national use possible in view of all these barriers? The answer, to my mind, is ADVERTISING.

"How has advertising done this?

"It has established brands or trade names nationally in the minds of the population.

"National advertising has established the standards which accompany the trademarked products.

"Consumers in every nook and corner of the United States have been given a definite knowledge of these widely advertised products.

"Advertising has established in the minds of the consumer the honesty of the product and its producer.

"Advertising has done this, because in carrying these messages and establishing in the minds of the consumers the brands and standards and knowledge and truth, it has given him confidence in the product, and 'confidence gained is a sale made.' With confidence established nationally, national sales naturally follow."

"Widespread and persistent advertising for the last forty years has made Canada an El Dorado to the European emigrant," said E. W. Beatty, president of the Canadian Pacific Railway, addressing the convention Thursday morning.

"The question may arise—Has it been a wise policy to solicit new settlers by means of advertising? Would it not have been more prudent to allow the country to develop on lines of natural growth without this artificial or forced increase of population? The answer to that question is that unless we had advertised for and found virile and energetic people willing to come and help us develop our country, Canada would have become an incubus instead of an asset to the British Empire. Instead of being a prosperous, vigorous, self-reliant country, Canada would be known as a weak and anaemic neighbor of the United States, her chief usefulness to the Mother Country being as an occasional dumping ground for remittance men and undesirables. Instead of maintaining a well-equipped highway from Great Britain to her outposts in the Orient and Australia, the Canadian Pacific would be bankrupt and in disrepair, whereas owing to the settlement it has secured along its lines and its resulting financial strength, the Canadian Pacific was able from its own reserves to provide financial assistance in the form of loans and guarantees to the Allied Cause during the Great War to the extent of $100,000,000. The strength of Canada's position is peculiarly evident today, when, owing to economic circumstances, there is a considerable surplus population in the Eastern hemisphere ready to emigrate to the West."

Tuesday afternoon saw the opening of the Departments, and while these tied up a large number to Convention business, a goodly proportion found themselves at liberty to seek further amusement in the Exhibition or elsewhere. It was noticeable that many were simply collared by individual British hosts and hauled off to their homes for social intercourse and little jaunts to give the visitors the full flavor of British hospitality.

And as a New York Ad. Club man, resigning himself to such treatment, said to me "Say, is this sort of thing a habit with you folk? Because if it is, I'm coming again. It suits me."

To which the answer is "We'll larn you!"

WE'VE ONLY BEGUN

"SOME people seem to think we've reached the summit of endeavor. The fact is we've only just begun. We may fly in the air and move under the sea, so inventive is the modern brain; but we've not yet produced an entirely healthy, prosperous, clear and clean-thinking world, and until we have done that we've failed.

"Advertising is the quickest, most efficient way of accomplishing these ends, because its method is to startle, impress, educate, in the shortest space of time. Advertising has fostered more good habits than any other force. This statement is made without qualification of any kind."—Sir Charles Higham, at A. A. C. W., Wembley Convention.

"Spark" for Vanderbilt Carriers

The *Los Angeles Illustrated Daily News* has issued for its circulation force *The Spark*, a "tabloid tabloid." It follows the make-up of the News, with two pictures breaking the text on page 1 and a center double-spread of photographs. The editorial page, signed by B. B. Marcum, director of circulation, carries the Rotarian slogan "He profits most who serves best."

NOTHING REGISTERED

Going out to lunch, the department store advertising manager handed a copy of "Poor Bob's Almanak" to his office boy, and told him to fertilize his mind a bit.

When he returned he asked the kid what he thought of it, and got this:

"Aw, you think you're reading a darned good story, and the first thing you know you bust your nose up against the BROOKLYN STANDARD UNION.

"Naw, nothin' to it."

Poor Bob's Almanak

ART EXHIBITS DRAW CONVENTION CROWDS

Combined British and American Shows Will Tour Business Centers of United Kingdom After August 4

By HERBERT C. RIDOUT
(*London Editor,* EDITOR & PUBLISHER)

The advertising exhibits on view at the British Empire Exhibition have formed an important feature of the A. A. C. W. Convention Week, the comprehensive character of both British and American exhibits being such that they attracted considerable attention and afforded an interesting opportunity of comparing the respective methods employed, as well as the differences in copy and style, between the publicity of the two nations.

American exhibits are on view in the large gallery of the Stadium, which has been fitted with special lighting for the purpose. The exhibits consist of:

Original drawings and sketches by American artists.

Reproductions in colors by American lithographers.

Engravers' proofs and reproductions by American engravers.

Posters, showcards, labels, cartons, catalogs, booklets, and other examples of the work of American printers.

Newspaper and magazine advertisements, produced by American advertising agents and counselors and by American advertisers.

In addition to the American exhibits at the Stadium, there are shown in lifesize two units of poster advertising and one of painted display in construction and service in every detail upon the terrace, just above the main entrance to the Stadium.

The British exhibits of advertising art have been embodied in a special Exhibition of British Advertising Art and Painting, which the British Empire Exhibition has arranged to be held in the Palace of Arts, July 11 to August 4.

The exhibits include:

Original drawings and painting by British artists.

Engravers' proofs and reproductions by British blockmakers and engravers.

Posters, showcards, catalogs, booklets, labels, cartons, and other examples of the work of British printers.

Press advertisements, produced by British advertising agents and consultants and by British advertisers.

In addition to the exhibits in the Palace of Arts, two special hoardings have been erected in the space between the Palace of Arts and the Palace of Industry, on which selected posters, produced by British artists and printers will be shown. This will be called "Poster Street" and will become a permanent part of the Empire Exhibition.

After August 4, the American and British exhibits will be combined into one exhibition and sent to the principal business centers throughout Great Britain and Ireland.

The Washington Herald
Largest Sunday Circulation Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

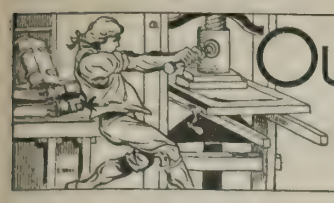
before consolidation
The New York Tribune
131,810 Daily—136,039 Sunday
and now!
276,340 Daily
332,921 Sunday
THE NEW YORK HERALD
New York Tribune

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

TRENTON NEW JERSEY
It serves an industrial city of 129,000, also prosperous suburban territory.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

Ahead on its Merits
Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of
The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star
Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle



Our Own World of Letters

By JAMES MELVIN LEE

THE editor of "Crain's Market Data Book and Directory of Class, Trade and Technical Publications" has completed his work on the fourth edition. He has produced a book that is even more valuable to the advertiser and the manufacturer by a number of changes which, in every instance, have been an improvement over former volumes. Some one, doubtless the editor, has seen to it that this remarkable collection of facts relating to markets has been so indexed that matter wanted is easily accessible.

This volume of over 500 pages testifies to the importance of the business and industrial press in this country. But the book is something more than a mere collection of statistics. It has valuable information about advertising and sales methods, and about buying habits and sales seasons of the various industries.

The amount of space devoted to statistics about class trade and technical publications is larger than ever. Advertising rates are given somewhat in detail and the sources of the circulation figures are plainly indicated. In addition to publications printed in the United States there are sections devoted to Canadian and other foreign business publications.

Of the value of this book to every marketing manager there can be no question. It is published by G. D. Crain, Jr., 537 South Dearborn street, Chicago, Ill.

* * *

OUR magazines now and then publish articles which attempt to portray present-day tendencies in the press. A typical one is "Our Newspapers Now —and Then," recently contributed to the *Saturday Evening Post* by Roy L. McCardell. Like similar articles to which I have called attention, this one views with alarm recent consolidations in the newspaper field and boldly asserts that it is the press agent who grabs most of the space once given to star and cub reporters' beats and scoops.

Of the part played by the press agent in newspaper production Mr. McCardell speaks as follows:

> So the press-agent cuckoo in the newspaper nest has thrown out the star reporter and the cub, and the demon city editor followed after. But to many magazine editors the newspaper story of the supercilious star reporter whom the despised cub outshines in securing the scoop, while the demon city editor barks at them both, is still dear as it was in the days of Richard Harding Davis. The magazines are still supplied with the rococo romances of the city room, mainly by press agents, who, as they say, write fiction in their spare time.
>
> Alas, the cub reporter is now the harried and hustled leg man. The star reporter has gone on the copy desk or has been relegated to rewriting. He puts in his eight hours a day chopping adjectives out of publicity matter.

Criticism of propaganda and press agents—enough and to spare—has been printed—so far as personal opinion is concerned. What is wanted is some one to take an issue of a metropolitan daily and prove his case by marking, column by column, what is the work of the press agent and what is the work of the reporter. Let the facts speak for themselves.

I have just been glancing through the New York papers and have been studying somewhat carefully the reports of the political convention. I have tried conscientiously to separate the wheat of the newspaper reporter from the chaff of the candidate's press agent. I may not be a good judge, but of the latter's work I can only find "traces" of impurity in the news —to borrow the chemist's phrase in his analysis of water. An honest difference of opinion may obtain whether certain stories are news or propaganda. But this so-called propaganda, I find on investigation, comes from men who are in the employ of the newspaper and not in the employ of the candidates for the nomination.

I hold no briefs for press agents. But I do wish the press agents of the anti-propaganda campaign would adopt that excellent motto of the news room, "Accuracy First."

Some editorial writer on a newspaper ought to use a half-column or so on the topic "Our Magazines—Now and Then." Personally, I regret that periodicals of enormous circulation have driven out those smaller magazines which had so much charm and personality behind them.

If the modern daily newspaper has no use for the reporter he ought to find a comfortable chair on the editorial staff of a magazine. Has the magazine editor any mortgage upon features which bring circulation? Has any political convention produced any finer examples of political reporting than can be found in the newspapers of the present month? Was there ever a time when the reporter was given such freedom to sign good stuff as today? Would any of the New York papers, whatever might be the opinion of the editorial page, refuse to print the statements of all candidates?

I am open to conviction, but I still would like facts rather than personal opinion to show me that newspaper publishers have turned their papers over to press agents. It would be an interesting experiment to have the next magazine editor wishing an article about the press instruct his contributor to keep to facts and omit editorial comment—such instructions as a city editor gives to a reporter. A good news story about newspapers would make interesting reading.

Some of the tendencies mentioned by Mr. McCardell are to be regretted. Publicity has taken from the press many able men. But the high moral regard with which they were held by newspaper associates cannot be displaced by a clever, satirical paragraph. It yet remains to be proved that these former newspaper men have sold their birthright for a mess of pottage.

The rapidity with which great financial and industrial corporations have added publicity men to the payroll is startling. But this fact may simply be a reflection of the radical change in business from "the public be damned" to "the public be informed." Newspaper editors are cynical and sophisticated. They may be using, but I question whether they are being used by press agents.

* * *

WILLIAM J. McNULTY, who has been connected with various newspapers in Bridgeport and New London, Conn., as well as in New York and Boston, has an article in the *Current History Magazine* for July on "The Demand for Secession in Canada's Maritime Provinces." This magazine, as most readers know, is published by the *New York Times Company*.

* * *

CHARLES AUSTIN BATES, who was a pioneer in writing about advertising, has just published "Does Advertising Pay the Consumer?" Briefly, the pamphlet is made up of twenty-six short talks on advertising which Mr. Bates syndicated in a number of daily newspapers. Many will be glad to have these talks in a permanent form.

On the subject of newspaper advertising Mr. Bates remarks in his introduction:

> When the conditions of a business are such that newspaper advertising can be applied, it offers the broadest, quickest, most flexible, most economical method of getting a message into the minds of the people.
>
> Newspaper advertising is not always applicable, but it must always be considered.

Mr. Bates is very modest when he says that his excuse for this small book is his belief that many people, not only advertisers, but also consumers, will not be harmed by a reminder of the A B C's of advertising.

THE KEY TO ILLINOIS AND HER MARKETS

is the merchandising and advertising departments of these daily newspapers.

It is an ideal tryout territory for nationally advertised goods and you can't make believe you're covering Illinois in a national campaign by the use of national mediums alone.

To get the full benefit of the almost limitless market that Illinois offers, you have to use the Illinois Daily Newspapers. They, and they alone, put you in direct touch with the market.

These Illinois dailies reach the homes of people in Illinois. They tell these people what the home merchants have to sell. They form the point of contact between the buyer and the seller. They function every day—regularly.

The merchandising and advertising departments of these listed daily newspapers will gladly furnish detail reports regarding market possibilities specifically and in general.

Question These Papers About Where They Go and the Field They Cover

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

CHURCH AS A BUSINESS A. A. C. W. TOPIC

Appraisal and Reorganization Needed, Says Cherington—Brown and Oswald Discuss Use of Advertising

"In America we use all forms of advertising in church promotion work. They include newspaper advertisements, posters, street car cards, printed circulars sent through the mail and distributed by hand to residents and to passersby in the street; bulletins, announcements, etc.," said John Clyde Oswald, publisher, the *American Printer,* addressing the Church Advertising Department.

"A great church outside the churches of the United States" was pictured by James W. Brown, publisher of EDITOR & PUBLISHER, in his address on "Space for Church Advertising in Newspapers."

His statistics showed that only 40 per cent of the population of the United States profess church affiliations, but that practically 100 per cent of the population expressed their confidence in the daily newspapers by their regular and continued patronage. The newspaper was obviously the gateway to the hearts of the 60 per cent who are not regular church attendants. Space for a church advertising campaign should be ample for presentation of the Christian message, Mr. Brown advised, and should be used on a regular schedule, not spasmodically nor only on special occasions.

"The task of the church as it is today, and as it has always been, is not selling but giving," said Paul Cherington, director of research of the J. Walter Thompson Co. "This makes a sharp contrast at the very outset between the work of modern business and the work of the church. The relations between the Church and the people not only are intensely personal, but they do not involve the idea of an adequate, measurable *quid pro quo.*

"There are four main groups into which the work of reorganization of the church would naturally fall. The first probably is the application of modern standards of business to its work. A system of scientific accounting which would enable the church to know where it stood financially, certainly ought to come in any attempt to reorganize.

"In the second place under business standards there would come the application of modern principles of organization, not only for mobilizing the talent of the general body, but mobilizing the forces of the community in relation to the Church. Certain estimable evangelists have been teaching during the last few years something of what could be done by careful organization.

"The third step would be an adjustment of the product of the market. I am one of those who believes that with the rise in average intelligence the world is nearly ready for an appeal to men's minds in connection with matters of religion, and that the time for talking down to the people in religious affairs is past.

"After all these things are done we come to the fourth, and what may be called the last stage—that is advertising—setting before the people in the right way the right message concerning a product and a producer and an equipment which beforehand had been made as right as possible."

"During the last three years the Church Advertising Department of the Associated Advertising Clubs of the World has been a constructive force in urging on churches and on newspapers the use of copy which attempts to persuade non-churchgoers to go to some church, it matters little which one, and thus to raise the whole level of thinking of the community," said Herbert H. Smith, of the Publicity Department of the Presbyterian Church. "Newspapers have responded in numbers to this effort.

"The Work of the Church Advertising Department of the Associated Advertising Clubs of the World in taking the message of better advertising in newspapers has been tremendously helped by the co-operation of EDITOR & PUBLISHER, the leading American paper for newspaper makers. By the donation of space in this weekly publication the Department has been able to suggest for the last two years definite plans whereby newspaper publishers can enlarge their community influence by co-operating with their local churches."

USE PAPERS AND POSTERS, SAYS LATTER'S SPOKESMAN

"TODAY, if a national advertiser is seeking massed sales in the cities and towns of America, there are two methods of intensive advertising open to him," said Clarence B. Lovell, Advertising Manager, Poster Advertising Company, Inc., addressing the Poster Advertising Association and the London Bill Posters Association at the international convention of the Associated Advertising Clubs of the World. "I refer, of course, to Newspapers and Posters. The two mediums have much in common. Both are flexible. They can be used just ahead of salesmen, or right on their heels. Both represent millions of invested capital. Both are large customers of other industries—the Newspaper of presses, paper and ink—the Poster of metal, lumber, paper, ink, lithography, etc.

"I have touched on the similarities of these two mediums of advertising. The difference, as I see it, is this—Newspaper Advertising gives the logic and argument ('reason why' if you like), and Poster Advertising contributes the powerful suggestive value of color—a picture—and three or four words pregnant with meaning. No wonder that these two work so well when they are harnessed together."

Ulster Host to Ad Vanguard

A complimentary luncheon was given June 30 in Belfast by the Advertising Club of Ulster to A. E. M'Kinnon and Earle Pearson, New York, and Fred Hatch, Los Angeles, the vanguard of the American delegation. S. G. Haughton, president, occupied the chair, and the guests included the American Consul, H. P. Sterritt.

In New Orleans it's THE ITEM

The Greatest Force in British Advertising is

The Times

London, England

TEXAS ALREADY BUSY ON 1925 WELCOME

Houston Will Remodel Auditorium for General Sessions of A. A. C. W.—$100,000 in Hand for Entertainment of Delegates

By M. E. FOSTER
Publisher of the Houston Chronicle
(*Exclusive Telegram to* EDITOR & PUBLISHER)

HOUSTON, TEX., June 16—Houston has already received advertising of the greatest value in connection with the annual meeting of the Associated Advertising Clubs of the World. The name of Houston and its port have been impressed upon the minds of millions of newspaper readers. They know more today of Texas history and of Texas development they know more about our great crops and our vast oil interest.

Now that the next convention has been unanimously awarded to Houston, our next job is to get ready. It's a big thing we have agreed to undertake. We will entertain several thousand delegates, representing big business and many forms of advertising. In London the delegates were entertained in a most hospitable and lavish maner. Last year it was Atlantic City that had the great gathering. The year before it was Milwaukee. Each city has been a remarkable contrast.

Houston will be entirely different from the other three, but its entertainment of the delegates will be on the same big scale. Fortunately we already have ample hotel accommodations. The big city auditorium is to be remodeled for the general meetings and several smaller halls will be ready for the departmental gatherings. There was no need to ask such a big gathering of brainy, enterprising men to come here from all parts of the world unless we could give them ample accommodations. We can do it. We will.

For the proper entertainment of our guests our city will raise a fund of $100,000. We have already told them of Houston's hospitality and of the desire of our citizens to properly greet the delegates to the next convention. We must fulfill every promise to do more. We must prove that Houston is the South's greatest city, and that her citizenship appreciate the great gathering that will assemble here.

"Publishing in the United States has attained to unexampled heights; and that is also true of the advertising agencies," said Newcomb Cleveland, vice-president of the Erickson Company, New York, addressing a meeting of the American Association of Advertising Agencies and the Association of British Advertising Agents.

"While these advertising agencies who have built up such effective organizations, generally for promotion and development of advertising, the name 'advertising agency' is beginning to be regarded as somewhat of a misnomer. They are being regarded now as marketing engineers, and actually, advertising which is the basis of their operations is in effect only a part of their work. While they are the agents of the publishers, they are also employes of the advertiser, very much as a lawyer might be who is employed to direct certain phases of affairs.

"The work they do for the publisher is selling his space as it always was and making the use of the space profitable to the advertiser."

MAGNIFICENT — WANAMAKER

"If the founder of this business were here today he would acclaim your great convention as a distinct forward step in that merchandising and advertising progress to which his life was devoted. Can anything bring the peoples of the world more closely together than a common recognition of the ethics and standards of their mutual business relations which must be a part of everybody's life. In the accomplishment of all of this your great organization is doing magnificent work.—RODMAN WANAMAKER.

Connecticut Daily Suspends

The *South Manchester* (Conn.) *Manchester Daily News* suspended publication with the issue of July 12.

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

LINKS WITH BRITAIN

CAMBRIDGE
EMMANUEL COLLEGE

Cambridge is a sleepy little market town dating back to the time of the Romans. Its colleges are, of course, world famous, but that of most interest to Americans is probably Emmanuel, the Puritan College, known as the Mother of American Universities. Here, those who afterwards became leaders of the pilgrims were trained for the ministry. John Robinson, Zachariah Symmes, John Cotton, Samuel Whiting, Thomas Hooker, John Harvard — these are among the seventy divines who had their training at Emmanuel, and subsequently took so large a part in the founding of the Puritan Colony at Plymouth, Mass., from whence the great American nation sprang. To visit the beautiful old city of Cambridge, therefore, becomes a duty as well as a pleasure to every keen American.

London & North Eastern Railway from Liverpool Street Station, London

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

F. E. GANNETT ISSUES NEW A. P. BRIEF

New York State Publisher Replies to Hearst Book With Additional Argument in Membership Proxy Contest

Frank E. Gannett of *Rochester Times-Union* this week sent to all Associated Press members a 14-page booklet, written by him in response to the booklet recently broadcast to the same membership by William Randolph Hearst, as an additional argument in the contest of *Rochester Times-Union,* together with *Baltimore Evening Sun,* to obtain Associated Press memberships, which applications are protested by Mr. Hearst's *Baltimore News* and *Rochester Journal and Post Express,* the Associated Press to decide the issue in a "proxy convention" on July 31.

Mr. Gannett says that the Hearst Organization brief made two points, as follows:

"1. Mr. Hearst says he has large property interests in Baltimore and Rochester that would be impaired in value if these memberships were granted.

"2. Mr. Hearst says that to grant them would establish a bad precedent."

Mr. Gannett denies the contention that ownership by Mr. Hearst of International News Service is not involved in the issue and declares: "This is the outstanding, vital fact in the whole situation."

The Gannett booklet then reads: "Why? Because the force and validity of both of Mr. Hearst's points depend upon his loyalty and unreserved interest in the welfare of the Associated Press. And it seems too clear to be doubted that Mr. Hearst, the newspaper publisher, cannot be loyal and unreservedly interested in the Associated Press, as a member, while Mr. Hearst, the owner of a competing news service, exploits that service as greatly superior to the Associated Press, and sells it to his clients on the basis of such claims.

"The answers to Mr. Hearst's two points are very simple:

"1. Mr. Hearst has a right to hold unimpaired his property interest in the Associated Press afternoon fields in Baltimore and Rochester only on the assumption that his newspapers in those fields are giving the Associated Press that kind of *member loyalty and member service* that warrant their continuance in *exclusive control* of their fields.

"Membership in the Associated Press is not an *unconditional gift* in perpetuity *from the corporation.* It is a reciprocal obligation. On the member's part, it is based—and in justice to all can only fairly continue—on a *loyal and undivided service from* the member *to the corporation.* That we do *not* believe the Associated Press is receiving *from Mr. Hearst as a member* in either Baltimore or Rochester.

"2. If the foregoing is true—as we honestly and sincerely believe it to be—then it follows, as a matter of course, that to give memberships in the afternoon field in Baltimore and Rochester to newspapers that would ably and truly and loyally *serve the Associated Press and its members* would be to establish a *good precedent,* instead of a bad precedent."

Mr. Gannett then argues the two points in detail. He recites his view of the International News Service — Associated Press ownership of news case, charges that the suit cost the latter $100,000 and asks: "Had Mr. Hearst been successful, of how much value would your membership in the Associated Press have been?"

Follows a review of the *Oakland Examiner* Associated Press case, as seen by Mr. Gannett, and asks: "Did the *Oakland Tribune* have property rights in its Association Press membership," and "Did the action of Mr. Hearst and his *San Francisco Examiner* 'constitute an unjustified impairment' of those property rights? Mr. Hearst's book says it is a question of whose ox is gored. Sometimes it is. Whose ox was gored when the Associated Press spent several hundred thousands of dollars in fighting the 'Common Carrier' case against William Randolph Hearst, in the 'Property in News' case against his International News Service, and the 'Oakland Edition' case against his San Francisco Examiner?"

Mr. Gannett declares that he entered his application for Rochester Times-Union membership "at the urgent request of members of the Associated Press, friends of mine, who insisted that it was my duty to do so in order to protect the general membership of the association from Hearst control of the afternoon field in Rochester." He says he greets with skepticism "Mr. Hearst's newly discovered interest in the welfare of the other members of the Associated Press." Here is a sentence from the book: "If Mr. Hearst's power in the Associated Press grows to the point where he controls many more important centers of news gathering and news distributing, so that the Associated Press service from those cities becomes a Hearst Service, your property rights in the Associated Press won't be worth a tinker's dam!"

Discussing the claim made for Mr. Hearst that his newspapers in Rochester and Baltimore now have the best organizations in the history of those papers, at the disposal of the Associated Press, exclusively, Mr. Gannett asks: "Where does the I. N. S. get its service out of Baltimore and Rochester?"

He says that a fight against the Hearst papers for expulsion would mean prolonged and expensive and difficult litigation for Associated Press members, with facts hard to prove in court.

In conclusion he asks A. P. members who "feel as I do about the Hearst methods, and their danger to the Associated Press," to "vote with us."

For the Hearst General Management Victor H. Polachek this week said to EDITOR & PUBLISHER: "We have no additional statement to make; the matter was clearly stated in our book."

NEWSPRINT PRODUCTION UP

Total Output in Past 6 Months 3 Per Cent Above 1923

Newsprint production for the first 6 months of 1924 for U. S. and Canadian mills totalled 1,425,487 tons, of which 750,338 tons were produced by United States mills and 675,149 tons were made in Canada. The increase in total North American production is about 3 per cent over the corresponding period for last year, while Canadian production shows an increase of about 8 per cent. American production is off about 1 per cent. The figures are taken from the report of the Newsprint Service Bureau, New York.

Observers of newsprint conditions believe these figures indicate that the Canadian production will surpass the U. S. mills' total by the end of the year, unless there is considerable curtailment across the border. A number of American mills have gone off production in the last few weeks. American production in January was 129,685 tons; in June, it was 120,723 tons; Canadian January production was 109,875 tons and in June it was 107,667 tons. Shipments of newsprint ran about 11,000 tons behind production.

EMPLOYES BUY CONTROL

New Ad Methods Built Paint Company's Sales Preceding Deal

Controlling interest in the Devoe and Raynolds Company, Inc., New York, manufacturers of paints and varnishes, was taken over this week by 16 employes. All of them are young men, none being more than 40 years of age. E. S. Phillips, new president of the company is but 31.

The transfer of the stock was made on July 1.

Due to the new policy of advertising and the modern methods of merchandising adopted by the younger generation, a statement by the company said, its sales have doubled in the past 5 years, at an annual increase of about 25 per cent.

ONE OF THE SMALLEST IN SIZE

West Virginia

Not such a big area on the map of the United States—BUT a mighty big area on the map of the space buyer.

The population of approximately 1,500,000 averages about 50 persons to the square mile.

There is no great dominating population center in West Virginia such as is found in other states of the east, that are rich in natural resources. There is no one dominating center.

The chief distributing and newspaper centers are strategically situated and cover the state with merchandise and news.

One of the Greatest in Wealth

West Virginia is the home of essential industries. It possesses vast supplies of cheap fuel—coal, oil and gas and tremendous potentialities for hydro-electric power.

The wealth, that has come from West Virginia hills, has been poured back into her cities with the result that every one of her cities can boast of homes and temples of business that are the equal of those of any other state in the Union.

YOU COVER THE STATE COMPLETELY WITH THESE DAILIES

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

COLOR ADS FOR DAILIES NEAR PERFECTION

(*Continued from page 6*)

his plates to obtain the desired effect of printing done wet as against his former methods of printing one color at a time and letting each color dry between printings. The screens used for this work differ somewhat for wet and dry printing; for instance, a 120-line screen will resemble closely a 133-line screen printed in multi-color, for the reason that the dot is hitting wet pigment and there is a little closer blend to the dot than when printed dry and separately. The effect, however, is very pleasing and distinct.

"Multi-color printing also has a classification practically all its own. It is not quite as soft and dull as that which is known as offset printing, nor has it the shine or sheen of dry printing.

"When the photo-engraver is etching plates for multi-color purposes he must be provided with a proof press which will prove these various colors simultaneously the same as they are printed on the multi-color presses. This involves some very intricate automatic machinery which permits the proofer to register flat plates, ink them in their respective colors and take a cylinder impression almost instantly while the ink is freshly applied. This machine permits the proover also to print the various colors in different sequence; for instance, he can print in the order of black, yellow, red, blue, or yellow, red, blue and black; or any other selection of color sequence he wishes to try. If his tone value is not in the plate, he re-etches or corrects his plate and prooves again until he has a perfect multi-color plate. The plates must be entirely satisfactory before they are sent to the electrotyper.

"The use of the proof press also permits the operator to mark on his progressive proofs the exact formula of inks, or any corrections that were made in these inks, so that all colors may be ground properly in the ink department. We are now able to send plates into the pressroom that have actually been tested.

"The newspaper field has the greatest distribution of advertising in the world. Color has attracted the newspapers and our greatest field of endeavor points in that direction, and I predict that within a short period of time the newspapers will not only distribute a weekly colored magazine with beautiful color prints, but you will also see color used in the newspapers which are distributed on our streets daily."

"Obviously it is advertising that covers a people, and, therefore, one of the most efficient types of national advertising is newspaper advertising, for only newspapers reach the full depth as well as the breadth of nations," said W. E. Donahue, local display advertising manager of the *Chicago Tribune*.

"The big reason why the newspaper is a great national advertising medium is because newspaper advertising can be tied up close with sales work through the co-operation of the merchandising service rendered by the great American dailies.

"The test of the medium is not the volume of circulation alone—but how much circulation—what kind of circulation—how much buying power and how much responsiveness."

"The tabloid newspaper idea did not originate in the United States, it originated right here in London and today tabloid newspaper owners are still looking to the British Empire for many of the new ideas which they incorporate in their newspapers," said Cornelius Vanderbilt, Jr., tabloid newspaper owner, before the newspaper men.

"There was a time a very few years ago when those who were interested in the development of a large town would always mention, among other things, the fact that such and such a paper published in that city contained a superlative or near-superlative number of pages. It is not expecting too much of the near future to believe that the sons of these men will point to a paper with a comparatively insignificant number of pages and say that it gives all the worth-while news in the world every morning condensed to such a point where the busy man on his way to the office or to lunch will be able to keep in touch with the world. Instead of columns of verbiage he will find a few paragraphs of colorful facts, into which has been condensed all that was meant to be said in the long article. Instead of massive headline, destined to awe him into giving attention, he will find a short dynamic line, which in itself will tell much of the story."

Attendance at the departmental sessions ranged from 50 to 200, and the newspaper, agency, and national advertiser meetings averaged about 150 at every session. Col. E. F. Lawson, *London Daily Telegraph,* and George M. Burbach, *St. Louis Post-Dispatch,* presided at the newspaper sessions.

Other prominent speakers on the newspaper department program were Sir Andrew Caird, *London Daily Mail;* Louis Wiley, *New York Times;* Sir James Owen, *Exeter Express;* William H. Rankin, New York; E. LeRoy Pelletier, Detroit; J. C. Kirkwood, London; James Gourlay, B. S. C., J. P., *Glasgow Herald;* James Heddle, *London Daily Sketch;* Lord Riddell, *News of the World;* Sir Stanley Reed, *Times of India;* John R. Scott, *Manchester Guardian,* and President Holland.

TRUTH CAMPAIGN WORLD-WIDE—HOOVER

The London Convention of the Associated Advertising Clubs of the World marks a farther step in the elevation of the fundamental principles of business and a distinct advance in the world fight for "Truth in Advertising."

Moreover, such an international conference will undoubtedly extend its influence beyond the field of advertising. Broader knowledge, fuller understanding, and common appreciation among business men of each other's problems and viewpoints in all phases of human activity are sure to dull the sharp edges of traditional prejudices, and stimulate friendly trade relations through which peace and prosperity are firmly established. I wish the conference the best of success.—Herbert Hoover.

LIGHTS O' LONDON

(*Continued from page 6*)

the Incorporated Society of British Advertisers.

* * *

"EDITOR & PUBLISHER providing free ice water for delegates. Much appreciated." The home office staff got a thrill when this cable rolled in.

* * *

THE Poor Richard Club presented the Lord Mayor of London with a letter and gavel at Wednesday's luncheon and a flag to the Thirty Club on Thursday. Arrangements are being made to present a gavel from Independence Hall to the President of the Paris City Council July 28.

LIEUT. LOWELL H. SMITH, commander of the American globe-circling air squadron, was given the following resolution by the committee from the convention:

"Nearly three hundred in the delegation of the Advertising Club of New York now in London at the 20th Annual Convention of the Associated Advertising Clubs of World greet you and most heartily compliment you on the epoch-making achievement of your world flight arrival at Croydon Field, London. You bring the spirit of pioneer America. Your 1,700 fellow citizens in advertising here at Convention and the many thousands of fellow Americans sojourning in British Isles applaud in your winning of these victories of peace. May your demonstration bring to the thought of mankind a realization of ease by which all nations can work in harmony, and may your arrival coincident with convening of a conference of European leaders on the reparation problems give to those gentlemen added enthusiasm for a successful attainment of their objectives."

CIRCULATORS MEET

New England Group Holds Annual Convention at Portland

The New England Association of Circulation Managers held their annual meeting in Portland, Me., on Wednesday and Thursday of this week.

The program included an automobile trip and luncheon at Poland Springs, and a dinner tendered members of the association by the *Portland Press Herald* and the *Portland Evening Express and Advertiser.* Another feature arranged was a shore dinner at New Meadows Inn, and still another was an automobile trip to Old Orchard, Maine's "Atlantic City."

The committee of arrangements for the meeting consisted of Leigh D. Flynt of the *Augusta Kenebec Journal,* D. Minster of the *Evening Express* and Ralph E. Gray of the *Press Herald.*

DETROIT TIMES

Over 200,000 DAILY

Over 250,000 SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST - by Merit

In Northern Ohio The Plain Dealer has the BUYERS! that's why The Plain Dealer ALONE Will Sell It at ONE Cost

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

There is no unemployment in

PORTSMOUTH, OHIO

and this city is in very prosperous shape. An average of $20,000,000 is spent in Portsmouth every year and this prosperous market can be reached only via the

EVENING TIMES
MORNING SUN
SUNDAY SUN-TIMES

They cover South Central Ohio like the dew.

National Advertising Representatives
ROBERT E. WARD, Inc.
501 Fifth Ave., New York — 5 So. Wabash Ave., Chicago

first!

—in daily circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

Efficiency—Accuracy—Speed—Economy

In addressing and mailing systems this quartette is found only in the

Pollard-Alling Addressing and Mailing System

The Pollard-Alling Company has the enviable record of never having lost a daily newspaper customer.

Without exception they recommend its use to fellow publishers.

Write us for complete list of users and tell us the size of your mailing list and we'll be glad to tell you the cost of a complete outfit suitable for your needs.

POLLARD-ALLING MFG. CO.
Addressing, Mailing & Listing Machines
220-230 West 19th Street
New York, N. Y.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. — Lytton Bldg., Chicago, Ill.

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



IT is a good time to feature electrical equipment for the household, during these Summer days, to facilitate work and make it possible for the housewife to enjoy more time outdoors. There are vacuum cleaners, electric stoves (less heat), washing machines, electric ironers and the electric sewing machine to lessen the task of preparing and altering the wardrobe for the vacation trip.

These are days of blissful forgetfulness, but one must look ahead and plan for the cosy home in the Fall. August sales for furniture, with storage inducements, would help people decide *now*.

Many people prefer to go bareheaded in Summertime, but the sun soon teaches them that it is Midsummer madness and no doubt they would welcome some suggestions about cool caps, shade hats, parasols and umbrellas.

Those who have dreamed about "hobbies" and have decided to make them realities on this vacation trip might want some advice about fishing tackles, rubber boots, golf outfits, tennis rackets and riding habits.

The *Fort Wayne* (Ind.) *News-Sentinel,* runs two ads of the same size every day on the page where its real estate ads appears. These two ads are from the traction company and the city light and power plant and both of them solicit business. Aare YOU getting all the advertising you should get from the local public utilities? And couldn't you hook up such ads more successfully with the building operations in the city?—Frank H. Williams, Fort Wayne.

One of the neglected fields of advertising in cities where the Sunday morning edition has a large country circulation is that of mercantile houses catering to parcel post customers. Regular advertisers can be induced to take extra space on special "Parcel Post" pages as it makes an especial appeal to a class of readers who do not react to the usual ads where the suggestion of shopping by mail is absent. Weekly merchandise features for parcel post customers offered through such ads should also be suggested to houses, such as local mail order establishments and smaller stores, not regularly using space.—A. N.

An Iowa newspaper has started a contest to see who is the oldest subscriber to its publication. When the contest is over, the newspaper advertising department will have a nice list to show advertisers in order that they may know that people like the paper so well that they take it for several decades. —Donald O. Ross, *Washington* (Ia.) *Democrat.*

During the Elk's National Convention in Boston recently daily newspapers in that city pulled many a dollar of advertising revenue with a classified section entitled, "Where to Park Your Car" or a similar heading. With traffic congestion steadily growing more of a problem, this is worth trying anywhere where an unusually large number of visitors throng the city, and the results are likely to surpass expectations.—F. F. L.

As a courteous welcome to convention delegates, or visitors to celebrations which will attract a number of persons to your town, why not get up a heading such as THE LATCH STRINGS ARE OUT AT—and have the lunch rooms, hotels and retail stores contribute special ads catering to the visitors?—C. M. Littlejohn, Washington, D. C.

"What you don't know about my business," was good for little stories and some advertising contests. The interviews were personal and impersonal. The writeup and ads made up a page.—L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

Utilize pre-election campaigns in your circulation promotion plans. Solicit candidates for wholesale numbers of editions in which their speeches are published; many of them will want to mail out copies to their constituency. A good circulation stunt, also, would be to run a series of personality sketches of the men—and women—who are running for office. Most of them, doubtless, will order many extra copies on the days when they are featured. Newspapers with job printing plants may also use this idea for handbills.—David Resnick, *St. Louis Times.*

The French bob, the shingle, "La Garconne," permanent waves and other styles of hair dressings for women, under a ribbon "Coiffures Artistiques," furnished a very attractive display in a Washington (D. C.) paper last week. Under this banner were grouped many ads from shops specializing in modern hair dressing and hair cutting.—C. M. Littlejohn, Washington, D. C.

Black's, a Waterloo, Ia., department store, in the Tribune on the occasion of their 32nd anniversary ran a full page featuring 140 pieces of silks at various prices and a special anniversary discount on remainder of stock. The idea was carried out in the entire ad featuring all departments. It was unique and a puller in novelty advertising.—L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

Shake-Up On Baltimore News

A shake-up on the *Baltimore News* this week left 15 vacancies on the editorial staff. Some of the men were released, others resigned. Among the latter were some of the oldest men on the paper in point of service, men who had been with the Munsey organization before Hearst bought the *News* and the *American,* including Warren Wilmer Brown, critic of art and music for more than 10 years, Edward Green, telegraph editor for almost as long a time, Hammond Brown of the sporting department. Richard D. Steuart, city editor, was transferred to the rewrite desk. "Will" Wayne becomes city editor in addition to news editor.

Rubber Industry Advertising

To EDITOR & PUBLISHER: I want to assure you of our appreciation of the splendid article by Hammond Edward Franklin in the June 21 issue of EDITOR & PUBLISHER on the Crepe Rubber Sole.

Under the cut of the ad which you illustrated you say "British copy for the rubber industry, which is now being duplicated in American newspapers." This statement is not the fact. This advertising campaign is planned entirely and executed entirely by the Dorland Agency, Inc., of New York. It is also true that the Rubber Growers Association Inc., is a client of our London Office, Dorland Advertising Agency, Ltd., of Regent street, London. However, one of the principles on which we do business is where an advertising campaign is to be on in a country it must be planned and executed in that country.

It would be preposterous to layout, plan and execute a campaign for the British Rubber Growers Association in England. It must be done in this country if it is to be carried on.—R. A. PORTER, Dorland Agency, Inc.

Houston Press 13 Years Old

Through a typographical error in EDITOR & PUBLISHER for June 21st it was recorded that *Houston Press,* Houston, Texas, was established September, 1916 This should have been September, 1911. Since this date this enterprising Scripps-Howard newspaper has kept pace with the rapid growth of Houston and, today, boasts of a circulation of over 27,000, of which 24,000 is distributed in the city of Houston.

Milwaukee Daily Plans Radio Show

Air mail service and radio were both recently used by the *Milwaukee Journal* to advertise its forthcoming radio show. Three hundred and twenty letters were sent to as many radio manufacturers last week telling of the plan for the exposition to be held September 1 to 7. The exposition will be held under the direction of the Milwaukee Journal and in co-operation with the radio dealers of Milwaukee.

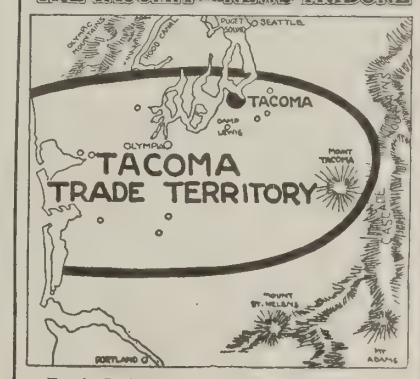
Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of
HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

Our Features:
Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

THE TACOMA NEWS TRIBUNE



Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

The National Campaign Is Approaching
What are you doing to give your readers an understanding of the vital problems of the country?
Big American Problems by Big Americans
is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.
They are interviews on the very biggest problems, with the Americans best qualified to discuss them.
Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

"FIRST IN PUBLIC SERVICE"
The World. MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg., Chicago — General Motors Bldg., Detroit

ONE out of every THREE Homes in Milwaukee receive
THE MILWAUKEE LEADER
"Unawed by Influence and Unbribed by Gain."
Advertising Representatives
FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

LA CROSSE TRIBUNE'S FINE NEW OFFICES

F. W. Burgess Receives 6,000 Fellow Citizens in Remodeled Building—New Equipment for Thriving Daily

WHAT F. W. Burgess, publisher of the *La Crosse* (Wis.) *Tribune*, calls the feat of "changing a sow's ear into a silk purse" was successfully completed on Friday, June 27, when the *Tribune* opened to the public—6,000 of them—its newly remodeled building. The plant was originally erected for a wholesale plumber, was bought by the *Tribune* seventeen years ago, remodeled to some extent five years later, and has now been completely converted into a thoroughly modern newspaper plant.



F. W. Burgess

Until this year the *Tribune* occupied only the ground floor and a one-story annex, which was built to house the composing room in the first remodeling a dozen years ago. This year the *Tribune* expanded to occupy all three floors of the building, and turned the composing-room annex into a pressroom.

A 48-page Scott multi-unit sextuple press with a capacity of 36,000 papers an hour, was installed, and the *Tribune* signalized the opening of the building by printing a 48-page edition. A feature of this paper was a three-page section devoted to personal sketches of every man and woman on the staff, accompanied by a half-column cut of each. The sketches were written in a complimentary, rather personal vein, and each described the individual's particular job on the paper.

The building was rebuilt literally from cellar to garret during the six months taken by the remodeling, and during that time the *Tribune* was published every day and Sunday under, over and through a mighty mess made by carpenters, masons, electricians, press mechanics, movers, plasterers and other varieties of building workmen. The staff heaved a mighty sigh of relief when the last painter was out of the building the day before the opening, and Frank Burgess left two days later for a trip to the Associated Ad Clubs' convention in London, as soon as the opening was over.

The business office on the ground floor of the new *Tribune* plant is about doubled in size, taking over the space formerly used for the press. The publisher's office was turned into a handsome rest-room for the women members of the force. A carrier's room and a file-room are also on the ground floor, as well as the pressroom, stereotype, foundry and mailing room. The second floor is devoted to the composing room and editorial rooms, which latter are twice the size of the older editorial offices and include a suite of four rooms, the big city room and smaller offices for the editor, Mark R. Byers, the Associated Press and the society and woman's page editors. It is divided from the composing room by a glass partition which may be opened, getting a sweep of ventilation from end to end of the building. The building has light from all four sides, and is one of the lightest and most airy plants that could be imagined. Modern steel furniture was installed throughout the composing room, and the business office was also completely refurnished to match the dark oak paneling of the lobby and woodwork.

Publishers from five states attended the opening, and were guests of the *Tribune* at a supper at the leading hotel of the city in the evening. The building was crowded all day by local visitors.

West Virginia Daily Sold

The *Elkins* (*W. Va.*) *Inter-Mountain*, evening daily, with a weekly edition, has been sold to the Teter Publishing Company.

MACFADDEN'S DAILY TO APPEAR SOON

Magazine Publisher Confirms Report He Will Issue New Tabloid Evening Paper—To Be "Radically Different"

Bernarr Macfadden, publisher of *Physical Culture* and other magazines, in a statement this week confirmed reports that he had purchased the plant of the old New York Evening Mail and intended to start publication of a daily illustrated tabloid in New York within the next few weeks. It is understood the paper will appear evenings.

The mechanical equipment of the Mail plant is being overhauled and a staff is being engaged.

According to Macfadden the daily will differ radically from other papers.

"For more than 40 years I have read, studied and criticized daily newspapers," he declared. "The majority of them are not unlike a factory brand of shoes, all alike made in the same mould controlled by the same oldtime wornout prejudice.

"You must know what the readers want; you must dramatize the news and features in such a manner that they will not only interest them but will have an uplifting influence mentally, morally and physically. I believe that such a paper can be made that will appeal to the masses in their own language, and yet so human and real as to teem with the breath of life.

"Sensationalism will be used where it serves a good purpose but we will not confine our idea of news to murder, suicides, and divorce scandal."

It is understod that Emile Gauvreau, managing editor of the *Hartford Courant* has been appointed managing editor of the new daily and John C. Cook, former business manager of the old *New York Globe*, business manager.

Monday was wash day once. Now it is the day we get the list of killed and injured in Sunday accidents.

—*Columbia* (S.C.) *Record.*

ADDITIONAL CLASSIFIED

Artist Cartoonist.
Newspaper and magazine; cartoon sport, sketch, caricature and commercial art experience; have developed new original features; samples. Will go anywhere. B-640, Editor & Publisher.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

SUPPLIES & EQUIPMENT

For Newspaper Making

Wanted—A Router
for routing electrotypes. Price must be cheap. Nu-Method Matrix Co., 233 W. 35th St., New York City.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
Goss, Three Deck, Two Plate Wide, Straight-line Press complete with all Stereotyping equipment. Press is in wonderful condition; shipment can be made at once. Roy C. Goodwin, Geneva, N. Y.

For Sale.
4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for $50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

USED NEWSPAPER PRESSES
Goss Comet Flat Bed Press
prints 4, 6 or 8 pages.
Two R. Hoe & Co., Quadruple Presses; prints up to 32 pages.
Two Scott 24 Page Presses
prints 8 col. paper.
Scott Multi-Unit Quadruple Press
with 2 folders. Prints up to 32 pages.
Write for Prices if Interested.
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block CHICAGO
1457 Broadway NEW YORK

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
Ills. State Journal,
Springfield, Ills.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO — NAME, SERVICE, FAME, QUALITY — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	DUPLEX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22½"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"	WOOD Octuple Press, Page Length 23¾"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"	WOOD Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾"	WOOD Sextuple Press, Page Length 23 9/16"

Full particulars furnished on request

7 South Dearborn St. CHICAGO, ILL.
R. HOE & CO.
504-520 Grand St., New York, N. Y.
7 Water St. BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

.8c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

3c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to locate in city under 100,000 by September first or before. Minimum salary $50 a week. Age 31, family. Excellent recommendations. Address Box B-586, Editor & Publisher.

Assistant Publisher or Mechanical Superintendent.
5 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

Business Manager.
Successful young newspaper man with experience in all branches of small city newspaper work desires permanent connection with Eastern daily where opportunity will be afforded to make investment in the business. Record of achievement and references. Write Box B-638, Editor & Publisher.

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change, where he can settle down for keeps, being assured of a future if he works for it. B-624, Editor & Publisher.

Circulation Manager.
Aggressive successful executive seeks position requiring proven capabilities. Box B-634, Editor & Publisher.

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member of I. C. M. A. References furnished. Address Box B-612, Editor & Publisher.

Circulation Manager
with proven ability and good habits, desires connection with newspaper in Southern or Middle Atlantic States. Ten years' experience in using the different kinds of carrier systems. I am 28 years of age, married and member I. C. M. A. Reliable reference furnished. B-598, care Editor & Publisher.

Circulation Manager
with twelve years' successful experience on morning, afternoon and combination newspapers desires change to larger field. Best reference from past and present employers. Now handling circulation of 26,000. A. B. C. records show large increase on every paper. Address B-621, Editor & Publisher.

Circulation Manager
desires charge of city circulation in city of 100,000 or over or entire circulation in smaller city. Fifteen years' experience. Capable promotion man with clean, successful record. Can handle men and boys. Member I.C.M.A. Satisfactory references. Desire for position with greater possibilities only reason for wishing to make change. Address B-540, Editor & Publisher.

Circulation Manager.
Now Director Circulation of Eight Dailies and four weekly papers in middle-eastern States. Desires position with a paper or papers in the west or mid west, was formerly circulation manager mid west paper and increased circulation over 100 per cent during my first year after paper had made no progress for fourteen years. Am originator of several forms of circulation promotion and systems. Address Box B-609, Editor & Publisher.

City Editor.
City under 50,000 preferred; have had both small city and metropolitan experience. Now employed but can come on short notice. B-631, Editor & Publisher.

Classified Advertising Manager.
Young man 27, married, now employed as classified advertising manager on Southern daily in city 30,000 population, desires connections with larger paper in the South or South West, either as classified manager or assistant to manager. Can furnish the very best of references. Address Box B-622, Editor & Publisher.

Classified Advertising Manager
having 12 years' newspaper experience and 6 of these as classified advertising manager of nationally known publication seeks new position. The cause of this desire can be adequately explained. At present employed in city of more than 100,000 population. Prefer place where workable ideas will be given consideration and the possibilities of expansion, both departmental and personal, depend upon the prudence of the applicant. References of the best. Age 26 years. Unmarried but stable. Box B-611, Editor & Publisher.

Editor-Manager.
Capable taking complete charge of newspaper in moderate sized city; experienced on both editorial and business side. Prefer run down paper that offers real opportunity to live man. B-633, Editor & Publisher.

Editorial Connection Wanted
with technical trade journal or periodical featuring science and industry. Advertiser has Ph. D. degree and is well qualified in engineering and chemistry; is experienced editor, abstractor; reads five foreign languages. Address Box B-629, care Editor & Publisher.

Editorial Writer.
Experienced and capable, desires to make change. If you need a man write to him for specimens of work. Address B-623, care Editor & Publisher.

Editorial Writer.
Paragrapher, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

Editor-Reporter.
All around newspaper man seeks connection as managing editor, city editor or reporter. Fifteen years' experience. Available in ten days. B-632, Editor & Publisher.

General Manager or Business Manager.
At present engaged, but desirous of making change. Can bring youth (32 years old), coupled with 18 years' experience covering days from copy boy and cub reporter to Business Manager of one of country's great newspapers. Valuable experience abroad in past year and in New York financial world. Record amply attested to by past associates. A wire will bring me for an interview. Box B-604, Editor & Publisher.

Journalist.
Young man, 25, wishes any position with daily newspaper or weekly trade journal. New York and Mexico City experience as desk-man, layout, make-up, etc. Speaks and writes Spanish fluently. Intimate knowledge of Mexican affairs. Permanency essential. Any salary whatever. Box B-630, Editor & Publisher.

Layout Man.
Practical printer of long experience desires to connect with a firm where the knowledge of type and printing in general is essential. B-628, Editor & Publisher.

Managing Editor.
Honesty, decency, fairness and accuracy give a paper character and standing; enterprise and brightness give it demand. This combination, in the long run, always wins in business office profits if consistently and continuously pursued. I am 39, product of middle west, experienced in northwest, New York, and twelve years in South, four of the latter in business for myself. Handled metropolitan and country executive positions. Long with big organization, but dissatisfied with its polices and demands and would consider other connection with good evening paper in promising field. No gamble propositions. Would welcome chance to turn part of salary into moderate block of stock. Want permanency where conscientious work of a man who knows all angles and technique of the game thoroughly is appreciated. I believe the business office statement is the ultimate test of success, and I know how to cooperate with the business management for financial success. Am now open for consideration of a proposal, any size city. Address B-613, care Editor & Publisher.

Managing or News Editor.
I have been accused of only one crime, by some, the fact that I am but 29 years of age; yet I have a successful record as managing and news editor on semi-metropolitan dailies. On the contrary, should not a man's youth be in his favor. I desire a change for "happier surroundings" and am available on reasonable notice. Address B-618, Editor & Publisher.

Newspaper Executive.
Managing editor and publisher's assistant, age 32, now employed, is available to progressive newspaper publisher in city of fifty to five hundred thousand. Can show clean active record, and refer to several well-known publishers. Experience gained with press associations and large and small newspapers. Address Box B-593, Editor & Publisher.

Newspaper Publisher,
who has just sold his paper, is now available as publisher, business manager, or advertising manager of progressive daily. Age 31, married. Considered unusually successful. Excellent education, strong personality, long experience. References as to ability, energy, and personal qualifications will be furnished interested publishers, or owners. Location not paramount but city of 10,000 to 30,000 in Pacific Northwest or Mississippi Valley preferred. Salary and bonus. Write B-607, care Editor & Publisher.

Newspaper Woman,
well experienced in all phases of newspaper writing, particularly in covering lectures and political meetings. Have covered important court trials for foremost New York Dailies; also have had London experience. Prefer position in New York, but will consider any good proposition that offers a chance to display real writing ability. B-610, Editor & Publisher.

Reporter.
Can fill place as reporter or adv. solicitor work for $25 a week. Walter Hudnall, Box 162, Spray, N. C.

HELP WANTED

Circulation Manager
wanted for rapidly growing evening daily in southern Florida. Excellent field. Must be capable and able to build up circulation and hold it. We want a man who knows the "game" and will pay accordingly. Permanent connection if satisfactory. Write fully what you can do and salary expected. Address P. O. Gorder, Palm Beach Times, West Palm Beach, Florida.

Classified Manager Wanted.
Young man equipped by experience (Smith System preferred), whose honesty is unquestioned; will start at $35; big opportunity and abundant reward when earned. First paper in quality, 2nd in circulation, city one hundred thousand class, New England. Box B-597, Editor & Publisher.

Classified Advertising Manager.
An independent morning and Sunday newspaper located in the central south in a city of 100,000 inhabitants, wants a high grade, experienced, hard working classified advertising manager. To the right man the opportunity for success is beyond doubt. Address Box B-637, Editor & Publisher, with references, experience, and salary wanted.

District Sales Representative.
Established, fast growing manufacturer of printing machinery has field opening for effective, high-grade business builder under 40. Increased responsibility and unusually interesting connection for right man, who should net over $5,000 salary and commission with expenses paid. A real worth-while opportunity for man whose record proves his fitness. Describe fully your age, experience, qualifications and give telephone number. Box B-626, Editor & Publisher.

Reporter.
National Fraternal Weekly has a real opportunity for an experienced reporter, who is thoroughly capable of covering Congress and is a good rewrite and special assignment man. Prefer man who has gained his experience in town of 150,000 population that desires to make good in Washington. Successful applicant must be a native-born, Protestant Mason. Give full details regarding experience, qualifications and fraternal connections in first letter. The Fellowship Forum, Washington, D. C.

Wanted.
Experienced advertising man, capable of developing and holding local business and handling foreign accounts; must be reliable, energetic, good mixer, and efficient. Only paper in city of 30,000 in good section. Southern man preferred. Write B-620, care Editor & Publisher.

CIRCULATION BUILDER

It's a Whale.
Beats 'em all. Magnetic Baseball Player Board. Geo. H. Reynolds, Treas, New Bedford.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WEEKLY NEWSPAPER AND JOB PLANT, one of the best in New England, offers controlling interest (80%) for $12,000, part deferred. Annual business around $20,000, which, by new capital and enterprise, can be doubled. Inventory alone exceeds the sale price. Equipment is needlessly good. Mention our No. 3971-B.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

Daily Newspaper
In prosperous eastern town for sale. Paper at present making profit. Owner must sell immediately because of other business. Terms reasonable. Address Box B-601, Editor & Publisher.

Daily Newspaper for Sale
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

Do You Want a Good Newspaper?
Due to failing health one of the best tri-weekly newspapers in the country is for sale. Has 4000 circulation. Strictly modern equipment including four linotypes, Goss press and completely equipped job plant. Equipment recently appraised $49,000. Serves good portion of richest industrial valley in East. Only paper in growing town with fifty industries. Business, both newspaper and job, can be greatly increased. Low rent and labor costs. Lowest price $75,000. If you cannot finance please save my time. Apply Floyd B. Kulp, 36 S. Front street, Philadelphia, Pa.

Wanted.
Experienced newspapermen with from $1,000 up to invest in going weekly newspaper, only one of its kind in community of over 750,000, and take charge of departments. A rare opportunity. Jewish Chronicle, 44 Court Street, Brooklyn.

NEWSPAPERS WANTED

Dailies and Weeklies Wanted.
New York State, New England, New Jersey. Do you want to sell, lease or expand? Not broker. Operate entirely for ourselves. Address B-563, care Editor & Publisher.

Newspaper Wanted.
Evening daily in city of 10,000 to 25,000, Washington or Oregon preferred or Middle Western States. Have $10,000 to $40,000 for cash payment depending on size of property. Rundown, second-rate properties not considered. Write B-608, care Editor & Publisher.

Wanted to Lease
Small Democratic Newspaper (weekly). W. M. Sherrill, Morganton, N. C.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

HOW many stars are there in the American flag? Ask a banker, a lawyer, a school teacher, a public school pupil and other people. Incorporate the answers in a story—without mentioning any names—and then urge folks to know more about their flag. An interesting story could be easily framed along this line.—Frank H. Williams, Santa Ana, Cal.

A feature story with a new angle for your automobile page: Find out what makes of cars the various officials of your city buy for their personal use and why. Short chatty bits, with some summary figures, are sure to go well.—James M. Mosely, Boston.

Keep the police department friendly with your paper. Give credit where it is due by telling some of the brave things the officers do as a matter of duty. There are perhaps several, often many, patrolmen who actually "flirt with death" in performing their tasks. Stories about such officers will make interesting reading as well as create considerable good will at the police stations.—A. C. Regli, Eau Claire, Wis.

Daily features on birthdays of prominent men, under stock head, with a tabloid history under cut is proving popular on St. Louis daily. Is goodwill feature and helps build up morgue.—I. K. Fagan, *St. Louis Times.*

There is a wealth of good feature material in the information girls of your telephone companies. In one Iowa town a man asks for Smith's telephone number living at Sixth street and there are eight of 'em on the same street. Really good stuff.—G. Smedal, Sioux City, Iowa.

A real drag for country weekly newspapers in towns of any size large enough to support a few industrial plants or large business houses can be had by getting out a very personal annual vacation number such as contained in the *Two Rivers* (Wis.) *Chronicle* of July 9. This enterprising newspaper went to every business house and factory in the city and obtained the names of all who were going or had gone on summer vacation trips and published them together. It took about two pages which were illustrated with cuts of the business streets and factories concerned. No doubt, this feature will prove more valuable to the Chronicle than so much advertising.—S. J. Harris, Sturgeon Bay, Wis.

Here's a feature that will prove to be popular! Under the heading "What Folks Say" give 5 quotations from different people in town every day, Let them talk about anything they wish and keep them down to 50 or 60 words. A cut of one of the people now and then will add interest to this feature. A few minutes a day will give you a much talked about feature.—R. John Gibler, St. Louis.

Every one follows to some extent the proceedings of the national Republican and Democratic conventions. How many persons in your district, however, actually understand the procedure followed in the election of a president? A reporter sent out to interview the average man or woman on the street would be almost sure to bring back some amazing answers. This assignment should make a stimulating educational feature.—William G. Colgate, Montreal.

WHAT OUR READERS SAY

Mr. Vandenberg's Amendment

To Editor & Publisher: I am gratified that Editor & Publisher should have emphasized my suggested amendment to the Canons of Journalism to the extent of condemning it in a lead editorial of generous length, which is to say that I do not in the slightest resent your strictures inasmuch as they will be the means of directing more scrutiny to the proposal itself. But I am sure you will allow me to say that your critic has wholly failed to sense either the necessity or the purport of my suggestion. Possibly a better understanding of it might induce a better warranted conclusion. I hesitate to intrude upon your good nature by way of rebuttal. But perhaps you will concede that you yourself raise a serious question when you deny the importance of constitutional acknowledgments, along with the other acknowledgments which journalism is supposed to accept under its Canons. On that point, if you desire, I should be glad to be heard further.

This is the amendment I have informally suggested for the Code of Ethics—an amendment inserted in the preamble describing general journalistic obligations:

"To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States."

(1) You say you do not believe that I intend this to chain journalism to an "unalterable" Constitution; yet you proceed to demolish my suggestion on the theory that I intend otherwise. Is that candid The major plaint you voice is that "nothing could be more dangerous than a pledge to remain fixed to a fallible exisitng order." Yet you admit, in advance, that no such intent lies in my purpose, and I submit that no such rigid reactionaryism can be logically ascribed to my proposal.

The Constitution contains within itself the machinery for its own "alteration." A pledge of fidelity to the Constitution embraces everything, including this machinery for amendment. Therefore my suggestion has no relation to an "unalterable" Constitution. But one of the big menaces of our time—foreseen in the original Federalist papers—is an inclination to change the Constitution without amending it. Do you wish to deny that the Constitution should be "unalterable" except as the "alterations" proceed pursuant to constitutional requirement? You certainly do not. Yet this specification is the sole possible pertinency of your criticism upon this particular score. So far as constitutional "alterations" are concerned, this proposed code amendment can mean but one thing: namely, fidelity to the method of "alteration" contained in the Constitution itself. You would not defend the negative of that proposition. Yet you attack the affirmative.

(2) You object to the phrase "intelligent fidelity"—with particular challenge to the adjective. May I say that you are very hard to please? Your initial complaint fears that fidelity may be "blind"; your immediately subsequent complaint fears lest it be "intelligent." I submit that "fidelity" alone is not enough.

Journalism, presumably the great teacher, must know why it is faithful; it must know the historical roots of its faith; it must understand constitutional theories in order to instruct its constituency in them; it must be able to support its instruction with accurate argument; in a word, it must be "intelligent" in its "constitutional fidelities" or it cannot be convincing, and it cannot meet its fundamental duty to the Great Charter, which is the source of its own greatest freedoms. The sanctity of constitutional institutions rests primarily in the hands of the American press. It cannot repel, let us say, communistic invaders by mere bombast or by mere flag waving. In the language of the street, it must "know its stuff." It must be constitutionally "intelligent."

Queer "ethics" indeed would be those that rejected "intelligence" as not useful. You mention the Eighteenth Amendment. May I say, parenthetically, that there is no "intelligent fidelity" in defying (your word) the Eighteenth Amendment; neither is there any "intelligent fidelity" in denying the right of the majority to amend or repeal it if they have the votes under the Constitution.

(3) You ask, "Why must newspaper editors be singled out to pledge fidelity to the Constitution?" That's too easy. For the same reason that judges and legislators and all other public servants are "singled out." None of these latter carry one whit more responsibility for our constitutional destinies than do "newspaper editors." Are we, or are we not, "The Fourth Estate"? To deny it would be to deny palpable fact plus the prides we frequently boast. To affirm it is to embrace more than an opportunity and a privilege; it is also to embrace a desperately vital responsibility and obligation. Is it "absurd" (your word) to acknowledge the latter as well as the former? It is never "absurd" to be intelligently patriotic.

This whole contemplation, let me say in conclusion, is academic. By the same token, the entire Canons of Journalism are academic. Yet they are vitally useful in establishing the high goals of professional dedication. My only proposition is that since we have undertaken, at last, to describe and locate these goals, we should not ignore the most vital of all journalistic responsibilities—namely, to the roots of all American stability and progress and prosperity. The canons dedicate us to "truth." In the spirit of your editorial, one might say that it is "absurd" to announce "truth" as an aspiration—because no one would dare acknowledge any other aim. Yet "truth" has its place—its proper place—in the new code. By the same token the Constitution of the United States, totally ignored in this code, deserves specific acknowledgment. I respectfully dissent from your observations to the contrary.

Cordially and faithfully yours,
A. H. Vandenberg,
Grand Rapids Herald.

Values Big Number

To Editor & Publisher:

Editor & Publisher will be so smothered with appreciations of its "On to Britain" number of June 21 that I should take pity on it and forebear; but for the life of me I cannot help adding a stone to the cairn of richly merited recognition. I believe the number in question to be the best special edition of a trade paper ever published. It gives in compact shape a wealth of information about London, the British Isles and our own Texas and the Southwest that should make it a book of reference for those outside the newspaper profession.

But in a larger sense the publication is of much more vital import. It makes for the real endless universal peace that most of us pray for. The Briton is no longer the Yankee's "cousin," but his brother. Let us solemnly swear that nothing shall estrange them again to the end of time!

The "On to Britain" book is doubly welcome to the library of our society in that it contains bits of authentic history in form so concise as to save readers the trouble of ransacking weighty tomes of world record. It will be indexed carefully, well bound and preserved as long as our new building on Capitol Hill, St. Paul, endures.

John Talman,
Newspaper Librarian, Minnesota Historial Society.

"THE QUIET CORNER"
by
WILLIAM T. ELLIS
A Brief, Inspirational and Religious Article for Daily Use
By the author of
The International Sunday School Lesson
which is being used in 83 Newspapers
Write for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

"DOWN THE ROAD"
Irresistible Weekly Automobile Cartoon by
BECK
Creator of "Gas Buggies"
Now served in 3-Column as well as 4-Column Size
Place it anywhere in the Paper; Wherever you place it becomes a Funny Spot.
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

Thomas W. Briggs Company
General Offices
Memphis, - Tenn.
We increase your Local Display 10,000 lines Monthly With Our Permanent Weekly Business Review Page
Look us up in Dun or Bradstreet's

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

NEA NEA
WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

Times Have Changed In the South

		Circulation	2,500 lines	10,000 lines
ALABAMA				
•••Birmingham Age-Herald	(M)	30,930	.08	.08
•••Birmingham Age-Herald	(S)	49,177	.10	.10
•••Birmingham News	(E)	75,304	.18	.18
•••Birmingham News	(S)	83,228	.18	.18
•••Mobile News-Item	(E)	11,217	.05	.05
•••Mobile Register	(M)	20,227	.07	.07
•••Mobile Register	(S)	31,962	.085	.086
FLORIDA				
•••Daytona Daily News	(ES)	3,165	.03	.03
•••Florida Times-Union, Jacksonville	(M&S)	39,226	.09(.10S)	.09(.10S)
•••Miami Herald	(M)	19,492	.06	.06
•••Miami Herald	(S)	23,404	.07	.07
•••Orlando Sentinel	(MS)	5,965	.025	.025
•••Pensacola News	(E)	5,372	.03	.03
†††St. Petersburg Independent	(E)	7,236	.03	.03
•••Tampa Times	(E)	14,770	.05	.05
•••Tampa Tribune	(M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA				
•••Augusta Herald	(E)	16,024	.05	.05
•••Augusta Herald	(S)	16,562	.05	.05
•••Macon Telegraph	(M)	23,878	.07	.07
•••Macon Telegraph	(S)	25,135	.07	.07
•••Savannah Morning News	(M) 19,882..(S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY				
•••Lexington Leader	(E)	18,432	.05	.05
•••Lexington Leader	(S)	18,538	.05	.05
•••Paducah Sun	(E)	8,759	.04	.04
NORTH CAROLINA				
•••Asheville Times	(E)	7,096	.04	.04
•••Asheville Citizen	(M)	10,277	.055	.055
•••Asheville Citizen	(S)	11,009	.055	.055
•••Greensboro Daily News	(M)	22,424	.07	.06
•••Greensboro Daily News	(S)	29,807	.07	.07
•••Raleigh News and Observer	(M)	27,984	.06	.06
•••Raleigh News and Observer	(S)	32,372	.06	.06
•••Winston-Salem Sentinel	(E)	14,218	.06	.06
SOUTH CAROLINA				
•••Columbia Record	(E)	15,695	.05	.05
•••Columbia Record	(S)	15,366	.05	.05
•••Columbia State	(M)	22,023	.06	.06
•••Columbia State	(S)	23,079	.06	.06
•••Greenville News	(M)	18,214	.065	.06
†††Greenwood Index Journal	(E&S)	4,378	.025	.025
•••Spartanburg Journal	(E)	3,799	.04	.04
•••Spartanburg Herald	(M) 6,014....(S)	8,023		
TENNESSEE				
•••Chattanooga Times	(M)	24,122	.08	.08
•••Chattanooga Times	(S)	24,355	.08	.08
†††Nashville Banner	(E)	58,892	.10	.10
†††Nashville Banner	(S)	56,989	.11	.11
VIRGINIA				
Alexandria Gazette		3,900	.025	.025
•••Danville Register and Bee	(M&E)	12,225	.05	.05
•••Danville Register (Sunday)		7,890	.05	.05
•••Newport News Times-Herald	(E)	7,660	.05	.05
•••Newport News Daily Press	(S&M)	5,725		
•••Roanoke Times & World-News	(M&E)	25,048	.07	.06
•••Roanoke Times	(S)	17,596	.07	.06
•••Staunton News-Leader (M), Leader	(E)	6,588	.035	.035

••• A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

Many manufacturers, especially those who have been in business long enough to remember conditions as they were before the World War, think of the South as it existed then.

Before the World War the labor question was not so much of a question as it is now.

Before the World War the natural products of the South were not as valuable as they are now.

The increase in prices—the tremendous demands have served as incentives for Southern planters to adopt intensive and diversified farming—and has called for many more field hands.

The demand for steel products has intensified the demand for labor in that industry.

The new mills and factories which now dot the entire South have called for hundreds of thousands of operatives.

The present trend of development in the South is toward industrial and trade enterprises. The South has caught step with the manufacturing centers of the country and is no longer content to send its raw materials North and East to be converted into finished goods. They are being worked up at home in increasing volume, with resultant stimulation to all branches of trade.

The South wants merchandise. The South wants labor-saving machinery, tractors, trucks —everything that will help speed up production and increase the earning power of the section.

These people—particularly Southern women who are doing their own work—demand the most modern, labor-saving devices. They want prepared or semi-prepared food. They want kitchen conveniences. They want washing machines, bread mixers, sewing machines, and hundreds of things they never thought of previously.

Go to these people through their local dealers and local newspapers. In these listed newspapers you will find a tried and tested class of mediums for covering the vast Southern market.

A REMARKABLE PROPHECY

THE CONSOLIDATED PRESS calls attention to a remarkable prophecy made by David Lawrence with reference to the Democratic nomination of John W. Davis, a prophecy which ranks with the accurate prediction made of the outcome of the 1916 election.

Again it was not a mere guess but a story based upon logic and matured analysis of American politics. It was also a piece of skillful reporting, for the discovery of the sources of John W. Davis' strength among the delegates enabled David Lawrence to state positively many days in advance of the action of the convention that the West Virginian would be the ultimate selection.

Just a year ago—July 10, 1923—when President Harding was still alive and the discussion of Democratic candidates was beginning, David Lawrence wrote the following:

> "John W. Davis of West Virginia is one of the most brilliant men ever suggested for the presidency of the United States. In intellectual attainment, oratorical ability, legal achievement, and international background he has few equals in America today * * * * * Mr. Davis' chances of nomination lie particularly in 1924, as they did in 1920, in the possibility of a deadlock. He is the type of candidate to whom the party beset by extremes might turn as a compromise."
>
> Before convention began balloting, David Lawrence wrote on June 28 the following:
>
> "The McAdoo men will never go to Smith. The Smith men will never go to McAdoo * * * * * Just now John W. Davis has more second choice strength than any man in the convention. And that's why—assuming that neither McAdoo nor Smith can be nominated—he can be looked upon to emerge as the beneficiary of both."
>
> July 1—"The chances of a victory for Davis appear brightest at the moment as he has a strong following in both the McAdoo and Smith camps. * * * * * Here and there are scattered votes for Davis but his biggest opportunity lies in the fact that he is second choice of scores of delegates and is looked upon as a logical compromise."
>
> July 9—When McAdoo released his delegates, David Lawrence promptly wrote that the nomination of John W. Davis was assured.

Let David Lawrence cover the national campaign for you. Arrangements are being made now for exclusive rights in a limited number of cities. Make your reservation now.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:——SECRETS OF TABLOID NEWSPAPER SUCCESS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING. NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Ever y Saturday

Vol. 57. No. 9 | NEW YORK, JULY 26, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5 Foreign | 10c Per Copy

What Your Chicago Buyers Read

If you sell any sort of legitimate merchandise in Chicago and its nearby suburbs, the majority of your customers are regular readers of The Chicago Daily News, because—

The 400,000 circulation of the Daily News, concentrated 94 per cent in Chicago and its suburbs, is largely a homeward bound circulation, and that means, at a conservative estimate, that The Daily News has 1,200,000 daily readers.

In the great majority of financially competent households of Chicago, where English is read, The Daily News is an established habit—a part of the family life.

It is read with zest and trusted with full confidence by the young and the progressive as well as the older and more conservative citizens, because it renders the most efficient newspaper service to its readers that they can buy. It gives all today's important news today—12 hours earlier than the same news appears in any morning paper, and more comprehensively and dependably than in other evening papers.

And its readers read it not only for its news and editorial features, but for advertising information and guidance. It is the advertising directory and guide of one of the largest, most compact and most diversified markets in the world.

Consequently in its field it leads all its competitors in volume of advertising carried. In the first six months of 1924 it carried 7,945,765 agate lines of display advertising, as against 5,989,555 carried by the Chicago daily newspaper having the next highest score—a morning newspaper.

Thus, reader interest and reader confidence react in advertising effectiveness and advertising leadership as "cause and effect." These elements of journalistic efficiency combine to make

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

in Northern Ohio the Plain Dealer *has the* BUYERS!



THE audience that it really pays to cultivate is made up of people who are able to buy what you have to sell, when you have to sell it.

Northern Ohio's 3,000,000 people have the money—no question about it. Payrolls totalling well over $800,000,000 annually go into the pockets of the workers who help make this great prosperous territory the second in the country in diversified industries.

Figures *prove* that The Plain Dealer has the BUYERS.

And results back up the figures.

Advertisers *know* that The Plain Dealer *alone* reaches and sells the buyers of Northern Ohio. They *know* it puts the stories of their wares into the front doors of the *buying homes*—into the hands of the men and women who are readily responsive to their advertising.

That's why The Plain Dealer *regularly* carries MORE National advertising than ALL other Cleveland newspapers *combined.* Likewise, why The Plain Dealer GAINED nearly three times as much National advertising as ALL other Cleveland newspapers during the first 6 months of 1924.

It is not enough merely to *reach* a large audience. Profitable advertising must *sell* your market. The Plain Dealer ALONE will sell it.

Surveys prove these FACTS

—In districts where the rent averages $40 to $50, The Plain Dealer reaches
41% of all homes

—In districts where the rent averages $50 to $75 The Plain Dealer reaches
77% of all homes

—In districts where the rent averages $75 and up, The Plain Dealer reaches
88% of all homes



J. B. WOODWARD
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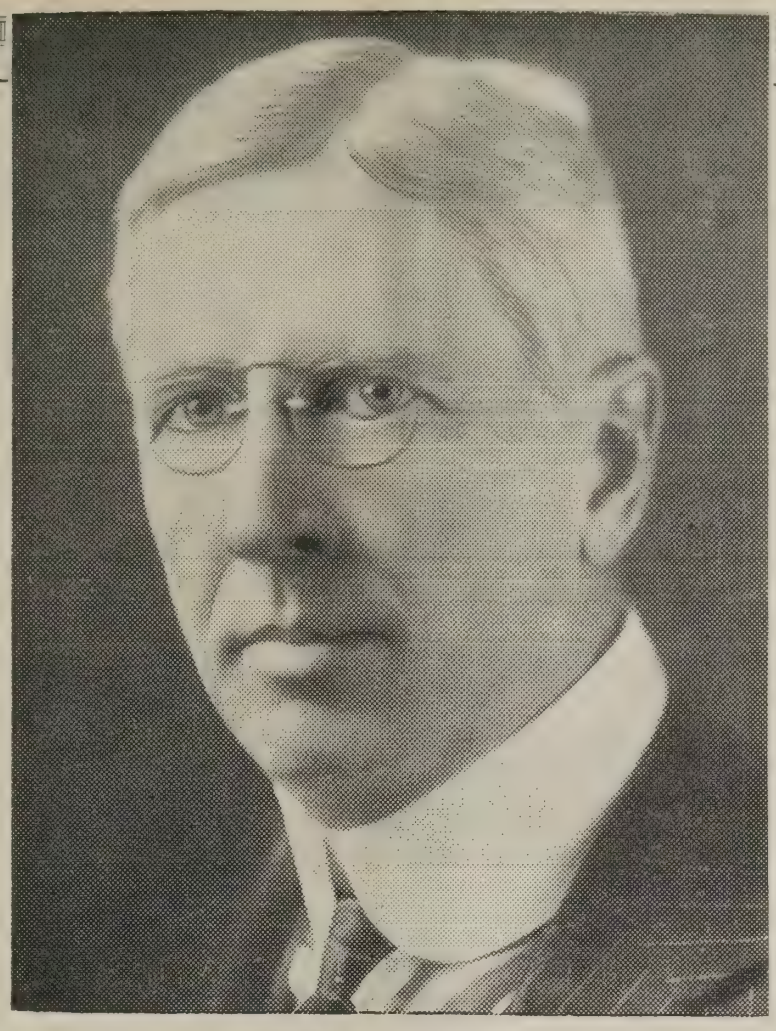
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Classic Posthumous Analysis of Reporting By Able Reporter Macfarlane

Writer Whose Tragic End Grieved Many Friends Wrote with Understanding and Keen Appreciation of Colleagues in Journalism—Hitherto Unpublished Text of Notes Left to Missouri School

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PETER CLARK MACFARLANE, whose suicide at San Francisco brought sorrow to many, was a great reporter. Born in Missouri, he traveled much and always with wide-open eyes. A student, he knew books and hearts of men, cities and camps and war's immortal woe. A preacher, actor, author, journalist, the friendliest of men, he was first and always a reporter. He was a reporter with keenness of observation, clearness of statement, vividness of picturing, and of big heart.

At the International Press Congress in San Francisco in 1915 he was asked to speak. He chose for his subject "The Work of the Reporter." The notes of his speech, hitherto unpublished, are in the library of the School of Journalism of the University of Missouri. "Use them, if you will," said MacFarlane, "they may help some young reporters to realize the tremendous responsibility of their great calling."

Editor & Publisher regards this address as a classic and herewith presents the full text:

"Reporting is not a career," said Mr. MacFarlane, "it is a cycle in a man's life. Your reporter begins young—eyes as big as saucers, ears as big as sails, hope as big as heaven. Everything is a story and every story is big. Enthusiasm is large, and vision larger, ignorance largest of all. Those are a cub's characteristics. At one end of the city room, excitable, imaginative youth; strike a match and he believes a bomb has been exploded! At the other end, experience, old at thirty-five, so blase that you might explode a bomb under his chair, and he would finish the sentence he was writing, bend over and knock the ashes out on the edge of the cuspidor (can't you see him?) and look around and say, 'Who struck that match?' But the odd thing is that the man who is necessary to the paper is not the man who knows so much, but the man who can feel so much. Every year a new flock of cubs come into the desks, and the city editor frowns and looks suspicious, and the copyholders growl, and yet we have to have these boys to make the paper. There is something in the sparkle and tang of life that has to go into the pages of the paper, something that comes from nowhere but the heart of youth. The cub is big and clumsy, inexpert of life, the world seems to him as it does to a baby, a great big buzzing doll. But they are the boys that put the news in. And it is an odd thing that as a man ceases to be young and foolish he is in danger of ceasing to be a good reporter. It is odd but it is a fact. As the flock of cubs come in, the stream of the old boys goes straggling out. People sometimes feel sympathetic about these victims of remorseless time, but you can spare your tears. With the exception of those who wear hats in the house almost all of us here have a sprinkling of gray hairs, and I observe some old reporters. Our legs are not so tireless as they used to be, we are not always first on the scene, we do not grind out as much copy as we used to, but I think we do it better. There is not as much enthusiasm, but, I suspect, more sense. We have learned how to take care of ourselves, and we slip on to be editors, or business men, or fiction writers, or become secretaries of the navy, or secretaries of state, and you do not need to pity us so very much. And there are a few of us that—well, that come into the Home for Superannuated Newspaper Men in time; but even then, we have played our part in the greatest game there is; we have seen a few big things in our day, have written a few big stories: once, far out on the line, a managing editor sent us a telegram with the words 'Thank you,' and we kept that and showed it until it was worn out; but the memory has not worn out at all.



The Late Peter Clark Macfarlane

MACFARLANE EPIGRAMS

The reporting man must be a writing man.

The reporter who takes nothing to the fact will bring nothing away.

You will probably write best if you write like yourself.

The time for dull grey writing is past, like the time for dull grey living.

News is power.

"Something has gone out of us, it was not wrung out of us, we gave it out into the story, into the paper, into the thought or the word. It is a great thing to be a news gatherer, and everything that is published, hourly, daily, weekly, monthly, annually, depends for its value on the news in it. If a book of fiction is not news, it is not a best seller; if an advertisement is not news, it is not a successful advertisement. The 'Man with the Hoe' was a poem, too, but it was news, and it went all over the country. When the Bible ceases to be a book of news, it will cease to circulate. Let me write your news, and I do not care who writes the editorial. The typewriter of the correspondent is bigger than the cannon. The biggest jar in this war did not come from the shell or the submarine; it came from a few lines telegraphed from a battle front by a reporter who said that after eight months of preparation the soldiers of Great Britain were halted because they had not the right kind of ammunition. The greatest piece of reporting done in America in these recent months was just the publication by the papers of a personal letter written by Mr. Woodrow Wilson on the other side; the power in that was not in any armament that backed it, it was not in any beautiful style that expressed it, it was in the news the letter contained. News is power. Let the eyes of the press burn brilliantly, and society will take care of itself. Put out the eyes of the press, and the world and society will grope in blindness. News, however, cannot exist without the reporter. There is an impression that possibly the reporter is becoming extinct like the dodo. It is said that we have two new sets of men. They are called the leggers and the rewrite men. The leggers are the young men with big eyes and big ears and long noses, butting into everyone's affairs and rushing to the telephone. At the other end of the telephone sits the rewrite man with the high-priced imagination. He undertakes to translate the inaccuracies of the leggers into news, to spread before his readers an accurate impression of things he has not seen, of sounds he has not heard. There is an impression that to make an up-to-date paper, these are the means that you must use to get to the ears of the people, but if a paper does this very long the result is that, as it screams louder and louder, it by-and-by loses its voice entirely. But without preaching, I want to say that the newspaper which depends upon somebody's imagination for this kind of work is going to be less interesting, and day in and day out that paper which depends upon the writer, upon the vividness and power of his imagination, rather than upon the vividness and power of the news stories, upon the individual reporter who goes out and exposes himself to the infection of the fact will not stay interesting.

"Then we come to the reporter himself. The reporter must go out and see and find and hear and know; and then he must write so you will go where he has gone, and find what he has found, and see what he has seen, and hear what he has heard, and know what he has known. To be a reporter is not to be a human camera or a phonograph. The reporter is not a machine, he is an intelligence. He does not allow the fact to lie on his mind as upon a blank page, he allows it to act upon his intelligence. The reporter who takes nothing to the fact will bring nothing away, not even the fact itself, when he comes back to the office. The measure of the reporter is almost always the measure of the man He has limitations. Talk to the man of the ordinary city paper and you will find he feels his limitations to be enormous. But it is for him to remove the limitations. He has to force his way through every channel and write into his pages what no blue pencilling can put out. He may give you an impression that his paper is a great machine that grinds him up into sausage meat, but it is his meat, is it not? And he can have the satisfaction of knowing that has forced himself through.

"But not only must the reporter see, he must write. The reporting man must be a writing man. That does not necessarily mean flowers and phrases and fine words, though it may. You may write like Marie Corelli, or Mister Roosevelt, if you can, or like Woodrow Wilson, if you can; but you will probably do your best if you write like yourself. There are no rules for writers that are not modified by the personality of the individual. The point is to get originality, to set down facts that glow and quiver and have the light of life in them. Some get that light one way, some another way; but you must get it if the combination of words which you use are to give the reader the same view that you as a writer have. The time for dull gray writing is past, like the time for dull gray living. You cannot write a successful magazine story today in the sober and mature stride incul-

cated twenty years ago, and have enough people read it to make it pay. The successful article must depend not only upon the interest of the subject matter but the manner in which the matter is presented. That is not a sign of deterioration in public taste. It is an advance. It marks the abandonment of a pose, the demand that vital interest shall appear in vital form. It asks the reporter that he be human, that he yield somewhat to the play of the fact upon himself. The result will not be less true, but more so. The psychologist has told us that we have done about nine-tenths of our thinking below the neck; the reporter had better do a good deal of his writing below the neck, or it won't be a human document. The time for the stilted construction, for the long involved sentence, is past. People have not the time to explore your sentences. They are apt to think if you don't express the thought clearly you have not got it clearly, that if the paragraph does not glow, the fire must have gone out; that if your sentences do not squirm, and wriggle, and leap out from the page, they must be dead.

"We allege that our papers demand sensation. There is sensation everywhere—in the papers, in the theater, in the pulpit. I am not sure that it is anything to be complained of. This is a noisy age. If you want to make yourself heard, you have got to lift your voice. But the disposition to judge a thing by the amount of sensation it creates is a pretty fair instinct. If there is not much pulse, there is not much life. Jesus was pretty sensational that day when He picked up a cat-o'-nine-tails and whipped a lot of the highbinders out of the temple. But that sensationalism was an expression of His personality, of the intensity of His moral nature. The thing to complain against is not the demand for sensation, but the habit of furnishing a false sensation when there is no real one, or when the wit of the reporter was not keen enough to get the real one. In every piece of news that happens, in every event, there is a certain sensation that may be real, but may be altogether false, and it is easier sometimes to write the false sensation than the true one. It is easier to write fiction than fact—I pretend to know because I pretend to do both. It is the reporter with the surface mind who sees the surface fact, and writes the surface story; and it is a thing that will be accepted by some surface minds that read it, to its hurt. That thought confers a pretty high respondsibility. When the whole population of San Francisco turns over a clean page of its mind this afternoon to be smudged by a lot of men and women who tell the happenings of the day, that means a pretty high responsibility. It leaves a big responsibility on the press, a responsibility that is all through journalism, and on the reporter.

"The editor of a few years ago said the people only wanted facts. 'Never mind about the writing,' he said, 'put it down, put it down!' They advocated an enormous mass of facts. But have you noticed in the last few years, especially in the afternoon papers which are read by people who have a little more time, columns of comment, of personal advice to the lovesick, and so on and on? Do you know what that all means? It means that people are tired of a diet of hamburger steak, and now they want something garnished, something made digestible by the vital juices of some personality. The day of the writing man has come, and he is important to the community. This is a supreme moment, it seems to me, for the man who holds the pen poised in his hand. Big events have always made big writers. In every newspaper office there is a tradition that some one man; some plodder who once was swept clear out of himself on the tide of some big story, a man hitherto without imagination whose imagination suddenly awoke and took fire. He had been a man dull of words, now his phrases seem to blaze. He had had the ability just to generalize, and then something happened that made him seem to hold the universe on his pen.

"This is a great day. The world, society, is going to be recreated in our generation. There is new spirit of social development abroad in this world of ours that has made men enlarge their ideas. A few years ago achievement seemed the great object. I suppose, if you will permit a personal reference, I have seen into the hearts, in the last three years, of the men doing the big things in America, and the things I bring back from the heart of every great man is this new sense of social service, of the knowledge that their work is bigger than bread and butter. Journalism is greater than bread and butter. It does not exist for our bread and butter, but to supply the want of the world; and as we supply that want, our work will be good or ill.

"I was talking one night a few years ago with one of the greatest newspaper men in the world. The hour was late, the last edition was put to sleep; far off the rumbling of the press was dimly heard. No telephone rang, no copy boys came, and the man was just showing me his heart. He was telling me the story that has never been published, the story of his beginning in the slums of a great city where, the day that Garfield was shot, Gladstone walked down the street and bought his paper. At the time he was managing editor of what boasted itself as the greatest newsaper in the world. He began to tell me then what things he hoped to do. He was still an employe. He was not rich. He did not even own the paper that he had helped to make great; but the plan he had evolved and that he was telling me about was just a little scheme for the good of the race. I do not even know if it was practical. But that was the thing that this man, whom the world almost feared because he dared to wield the scepter of his power without fear, had before him as his dream. His dream was just a dream of helping things on. Then, as if he thought perhaps I should be surprised, he suddenly said: 'Do you know that the big newspaper of tomorrow is not going to be built of scoops or beats, but of service? The paper that renders the largest service to its subscribers is going to be the greatest paper.' That was not said to me as the sentiment of a soft-hearted man, but as the deliberate judgment of a hard-headed man.

"I sat one morning with Henry Ford listening to him talk reminiscences. Then he began to talk about his little cars. He was not talking about his output, not about the millions. He was rejoicing in the comfort and the happiness that his cars were bringing to the little people. He did not boast of the product of his factory, but of the producers. He told me what good citizens they were. Now that man is a type. He did not make the new social sympathy, the new social sympathy made him. And writing men were the men who spread this social sympathy. Their writing was the ether on which this social sympathy traveled in heat waves from the heart of the country. Your reporter is a great asset. When you stop and count up the compensation in pelf, it is not very large, but if a reporter can feel himself somehow akin to Homer and Moses, there is reward; if a reporter can see himself sometimes the engine of divine wrath, sometimes the ministering angel, sometimes the light that leads men kindly, there is compensation enough.

"To be a reporter is a great calling."

Hotchkiss Wins Puzzle Prize

Professor George Burton Hotchkiss, chairman of the Department of Advertising and Marketing, New York University, won first prize of a dozen golf balls in the Victor Cross Word Puzzle Contest held on board the Lancastria.

FIRST PICTURE OF THE ADVERTISING CONVENTION



His Royal Highness the Prince of Wales addressed a packed hall when he opened the London convention of the A. A. C. W., first pictures of which arrived this week. At the right of the Prince can be seen Viscount Burnham, presiding officer, and in the row behind the speaker are seated Harold Vernon, Lou E. Holland, H. H. Charles, Frederick Potter, Andrew Milne and others of fame in advertising.

EMPLOYES' PENS BLUNT NATION'S EDITORIALS

And Underpaid Writers Cannot Keep Essential Contacts With the World, In Opinion of Alfred Holman, San Francisco Bulletin's New Editor

By TRUMAN HANDY

"THE writer who cringes, or hedges, neither gets his readers' respect nor keeps his own.

"There must be no mincing diplomacy in editorial expression; no tilting at windmills,—nothing but frankness in the declaration of one's opinions supported by adequate reason.

"Where I can see no solution of even a public evil I leave it alone. I do not believe in threshing the air with an impossible idea."

These views of Alfred Holman, editor of the *San Francisco Bulletin* and former publisher of the *Argonaut*, whose pen in recent years has marked him as one of the most trenchant and widely-read editorialists in the country, attach a broad significance to current newspaper ethics.

And Mr. Holman, as a newspaper owner-publisher and as a member of both the advisory board of the Pulitzer School of Journalism and the board of trustees of the Carnegie Endowment for Peace, of which Elihu Root is chairman, occupies not only a rare position today in American journalism but is, like Fremont Older and the later Harrison Grey Otis, an outstanding figure as a pioneer in Western newspaper dictatorship.

He is distinctly a thinker and of rather unusual status. Inasmuch as the majority of his life has been devoted to writing almost exclusively for his own papers, his work quite naturally has been characterized by a frankness, a freedom, that rarely can be the product of an employed pen.

At the same time he is no radical. One finds him thoroughly tolerant, deeply interested in the young newspaper man of today, in the maker of future newspaper history. He is quiet, calm, cosmopolitan. Scholastic in aspect. A man of broad conceptions.

When the *Bulletin*, San Francisco's oldest daily, changed ownership recently, there was a dubious flurry in Pacific newspaper circles.

Who would the new editor be?

Would the *Bulletin*, avowedly a paper of extreme popular flavor, continue its stand *for the people* with its new comptrollers comprising a group of particularly eminent local capitalists?

How could such a merger of extremes possibly be accomplished?

At length Holman was announced the new editor—the same Holman who for nearly two decades has been personally responsible for the discerning and basically reliable *Argonaut* that has the distinction of being the first journal of opinion published in the West to run in harness tandem with the *Dial*, the *Nation* and others of similar category.

And, incidentally, it was the *Argonaut* which, under Holman's guidance, first scraped sundry politics out of a rather bilgy mire and, in addition, brought to light Ambrose Bierce, whom each fleeting years sees more acclaimed the equal, if not perhaps the peer, of Poe.

Holman was busy making certain rearrangements of the Bulletin when interviewed for EDITOR & PUBLISHER. In fact, his guiding force there is already vastly apparent.

"Writing," he said, "must be an honest expression. No man writes convincingly of views which are not his own conviction and thinking. Editorial writing, to be effective, must deal in the main with matter that is current, with the best of it explaining the meaning of things not obvious to the reader. *It should interpret the news.*

"The man who brings to current events the support of illustrations and principles drawn from history and lessons of life *as he has seen them* makes a vital contribution to public intelligence.

"As I appraise the editorial writing of the country its main fault, I find is that it is too largely the work of employed pens.

"Also, editorial writers have too little opportunity for contacts that keep them in touch with the active forces of their time and without which no man can be intimately conscious of the facts of an atmosphere that should inspire him.

"The man who lives in a Harlem flat and who touches life only through the office of his newspaper can have only poor equipment for his work.

"The fault is largely with the publishers. Not one in 20 pays those who write his paper with a liberality that enables them to mingle on free, equal terms with the world on the one hand of which they write and the other of which he addresses.

"Only a few months ago Mr. Munsey told me there was not an editorial writer in New York who had the opportunities for contacts that his job required. It is a case now of either permitting men freedom or of paying them enough so that they can properly support relationships for their works."

Nor, as has been said, does Holman speak from the standpoint of an outraged hireling. His interest in the paper he now edits is partly proprietary and, with the exception of various contributions to the *North American Review, Century* and other magazines and, in recent years, to the *New York Times*, he has been, since 1888, publisher and editor of the *Seattle Post-Intelligencer* and owner-editor of the *Pacific Rural Press*, of San Francisco, the *San Jose Mercury* and the *Sacramento Union*, as well as the *Argonaut*.

Despite his proprietary interests he rebels against commercialized journalism. For instance:

"In my several publications the centre of gravity has always been in its head rather than in the stomach, with the policy made in the editorial room rather than in the business office. I hope I do not boast when I admit of a series of modest successes under this regime. *It can be done!*

"An editor has no more right to juggle with opinions and judgments than a judge on the bench. Opinion is *not* a commodity than can be bought and sold successfully. Nor is the influence which, in one degree or another every editor may exercise, something he may lend or give away.

"While one may accord or withold publicity at his pleasure he may not, if he be an honest man, apply the same principle to his opinions. I would as soon feed poison to my readers as to give them biased information or twisted judgment."

For the young journalist Holman has the highest ideals and a strict doctrine, prescribing what Polonius epitomized: "To thine own self be true." It was brought out forcefully to him early in his career, he says, by the late Harvey W. Scott, for half a century publisher of the *Portland Oregonian*, and who gave Holman his real introduction to journalism as his personal assistant.

Scott's theory was, "Give your readers strong meat," and, throughout the years, Holman has purposely followed it.

"Looking back over a fairly long career," he said, "I regard journalism as one of the most inviting professional careers, extending opportunities to a young man afforded by none other—opportunities of distinction and service that are hardly paralleled.

"In any legitimate view it calls for no moral compromise and any other than legitimate journalism should be avoided like any other evil thing.

"The small newspaper remains the best training school for unseasoned writers for, while the great papers hold men to a narrow classification of work, in the smaller ones all columns are open to initiative and industry.

"I would counsel the young man: (1) Take your character with you always; (2) make no compromises; (3) always do your best work; (4) extend your contacts with men and things, and (5) read unceasingly what is going on in the world and read the best books.

"Your work should be done in the professional spirit. If this can't be accomplished in one association go somewhere where it can be done. No other road leads to the kind of success that is worth having; it is the only way to build character and to maintain self-respect in journalism or any other career."



ALFRED HOLMAN'S FIVE POINTS

(1)

Take your character with you always.

(2)

Make no compromises.

(3)

Always do your best work.

(4)

Extend your contacts with men and things.

(5)

Read unceasingly what is going on in the world and read the best books.

CAPPER HOST TO 17,000 CHILDREN



Seventeen thousand young and grown-up children of Topeka, Kan., were guests of Senator Arthur Capper at the picnic with which he celebrated his 59th birthday, July 14. For the past 16 years Senator Capper, publisher of the Daily Capital, has marked his anniversaries by giving the city's children an outing, and last week's turnout made a new record, according to George C. Cobbe, city circulation manager of the Capital, in charge of arrangements.

ASKS $150,000 FOR LIBEL

Ex-Employe of Vanderbilt Paper Sues Ladies' Home Journal

Captain Edward J. Ralph, formerly of the army and Aid to the Assistant Secretary of War, recently filed suit in Los Angeles against the Curtis Publishing Company of Philadelphia, asking $150,000 damages for alleged libel, as the result of an article published in the *Ladies' Home Journal* for May, 1924.

The article referred to purported to be an interview with Cornelius Vanderbilt, Jr., whose corporation publishes the *Los Angeles Daily News*, and of which Captain Ralph was one of the original directors.

The article detailed Mr. Vanderbilt's efforts to start his paper in the face of a "widespread conspiracy and the efforts of treacherous executives within the organization." The article stated that "three of the executives were discharged summarily on ample proof of their treachery."

Captain Ralph, with two others, was asked to resign from the corporation, but, he declares, not for the reasons given in the Ladies' Home Journal article, which he asserts is untrue.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from Last Issue*)

All the way through the pages of this little book portions of Herald news stories are torn and twisted to suit the libellous purposes of the author, though he must have been perfectly well aware that a "live" newspaper like the Herald covered *all* the news, however sensational or repulsive might be the cases of immorality and criminality that had to be written up. The author made use of every form of abuse; attacked his private character, and even dragged in the names of his wife and infant son to increase the force of the blows struck at him anonymously.

The following repulsive pen picture of Mr. Bennett was drawn by his prejudiced assailant:

"James Gordon Bennett is six feet high, when he stands straight; lean, raw boned; lanthorn jawed; with a very long, crooked nose; a disagreeable mouth; small grey eyes, squinting so terribly, that their apparent angle of vision does not extend more than half an inch from the narrow bridge of the nose. He has a narrow forehead; grizzly hair and whiskers, and speaks with a broad Scotch accent. He is exceedingly violent and profane in his language to those in his empoly, treating them habitually with the most vulgar abuse."

The concluding sentence of this waspish little volume is a barefaced denial of the facts regarding the Herald's steady growth and increasing prosperity. Here follows the venomous paragraph:

"The whole establishment exhibits decrepitude and decay. Bennett, as malicious as ever, has not even the miserable power to do mischief. With failing energies and a tottering establishment, he is the serpent without his fang—the viper without his venom—hissing but stingless."

Mr. Bennett entirely ignored this last impotent attack and the book practically fell dead from the press.

Both Beach and Bennett plainly intimated that each other's competing newspaper was "going down" rapidly, and Mr. Bennett expressed this view one day in the following squib:

"The Sun is now rapidly going down, in consequence of its inertness, want of talent, want of principle, and want of enterprise. The Herald is going up and we mean to maintain our admitted supremacy."

In 1844 Mr. Bennett made a notable addition to his news gathering facilities by establishing a daily express between New Orleans and New York, enabling him to secure news in from one to four days in advance of the mails. He systematically covered the entire Southern field, including even Havana and the then disturbed territory of Texas.

CHAPTER SIXTEEN

Mr. Bennett As a Censor of Newspaper Morals—Prosecutes Noah for Libel—Is Publicly Whipped—Herald's Use of the Telegraph

MR. BENNETT kept a close watch over the struggles of his contemporaries for existence, and for any derelictions from the "straight and narrow path," and early in 1845 caught the Tribune in the "fabrication of 'important' foreign news," pointing his editorial finger at poor Greeley, who was too mortified to reply. It was well understood that the Tribune was far from prosperous, and was constantly being beaten by the Herald in the collection of news.

Another editor and publisher to be given some unwelcome publicity about this time was "Cheap Jimmy," the fate of whose little daily is thus described:

"ANOTHER NEWSPAPER GONE.—The *American Advocate*, recently started by a person calling himself 'Cheap Jimmy'—and cheap enough, we suppose he now feels himself to be—disappeared one morning, bright and early last week, and has been added to the number swallowed up by the Aurora and the notorious Plebeian. Such is the end of another of those fruitless and bootless attempts, by persons unacquainted with the business, to start newspapers. 'Cheap Jimmy' announces he has lost $2,000. If that be all, he has reason to congratulate himself as having made a very good bargain. Some of the papers that have exploded recently have lost from $10,000 to $20,000 each, and others now in existence will probably lose as much before they learn sense and clear out of the way of those who know how to manage newspapers."

The Aurora was pretty bad, but the Plebeian was "much worse," according to Mr. Bennett, being "coarse, vulgar and obscene."

Again, in the fall of 1845, Mr. Bennett drew the attention of the public to another of Noah's freak schemes, in the following skit:

"VOICE FROM AN OLD CLOTHES SHOP.—We are very much gratified in perceiving by a notice in one of the small papers that M. M. Noah, formerly an editor in this city, of some celebrity, is still alive, and is endeavoring with laudable ambition to make a little noise in the world before closing his mortal career. Not having heard much of him of late, we supposed he had been buried amongst old clo', or had been slumbering amongst the dead. But it seems he is actually still alive and kicking. He intends, we understand, to get up a Convention—a 'Native Convention' of all native editors for the purpose of adopting resolutions to effect the exclusion of all foreign born editors, reporters and newspaper proprietors. According to the most recent accounts, it seems a large proportion of the independent press of this country is managed by persons born in other lands. 'Old Clo' thinks this highly dangerous! Hence his patriotic effort."

This attack spurred Noah on to repeat some of his slanders against Mrs. Bennett in his paper, the Sunday Times. His reckless and vindictive policy thoroughly roused Mr. Bennett, who on January 29, 1846, in a slashing editorial, announced his prosecution of Noah for libel, both civilly and criminally:

"PROSECUTIONS FOR LIBEL AGAINST M. M. NOAH.—We have given directions to our lawyer to begin fifteen or twenty separate and distinct suits for false and malignant libels, published by an old Jew, called Mordecai Manasseh Noah,* against my family during the last five or six months. These will be civil suits, but I shall at the proper time lay all those aggregate and atrocious offences before the Grand Jury.

"For more than six years, this man Noah has been defaming my reputation and character by the publication of the most atrocious falsehoods against myself, until by his conduct he has broken down and been driven from every newspaper with which he was connected. For these libels on myself, I care nothing—and never would have noticed them in any shape, but during the last six months he has had the audacity and brutality to try to defame and insult all the female members of my family. ********** For these mean and brutal attacks—conscious of being equal to any person in this community, either in birth, education or reputation, my family have too much spirit—too high a personal character—and too much contempt for the source they spring from, to give them a moment's uneasiness. But it is a duty which I owe to society—to the good name which will be transmitted to my children, during their future career, to take this brutal man, Noah, from the sink of corruption and beastliness into which he has fallen—to bring him into the courts of justice and to punish him and exhibit his beastly career as a warning to others.

"The cause of this atrocious conspiracy against me and my family may be readily traced to the remarkable success of the newspaper establishment which I have created in this country without money or rich friends. The surprising success has so far surpassed the expectations of my contemporaries that they attribute to my prosperity and untiring enterprise the downfall of their own schemes, and the destruction of their own miserable papers. Hence the jealousy—the rivalry—the hatred—the intense hostility which many journals entertain toward the *Herald* and its proprietor.

"I came to this city nearly thirty years ago. I started the *Herald* in 1835, and have succeeded by my own talents, industry and the generosity of the American people to place it at the head of journalism in this continent. This has excited the mean jealousy of my rivals, and in this brutal mode of warfare this Jew, M. M. Noah, has been from the beginning one of the principal instigators and ringleaders, but it is only during the last few months that I could catch the wretch on his own responsibility, or under his own name."

Bennett's contemporaries did not take his quarrel with Noah very seriously and made fun of both of them. Greeley in the Tribune thus referred to the subject:

"TIT FOR TAT.—Mr. Bennett, of the *Herald*, states that he has commenced fifteen or twenty libel suits against Major Noah for articles recently published in the *Sunday Times*—being, we presume, the 'Black Mail Lectures' which have made that paper almost as popular as the *Mercury*, under the refreshing 'stated preaching' of Dow, Jr. We learn further that the Major is fully up to snuff, and announces his intention of bringing thirty or forty prosecutions against Bennett. Every time the Major is served with a writ, slap! go two writs upon Bennett's shoulder. Bennett will lose at this game, unless he plays it very extensively."

Mr. Bennett Is Whipped

As luck would have it, the same day that Mr. Bennett's violent editorial appeared, he was attacked with a dog-whip by an enraged citizen, the following account of which appeared in the Tribune:

"Mr. A. A. Clason, of the firm of Clason & Paine, 31 Wall street, attacked James Gordon Bennett, yesterday morning, at the corner of Maiden Lane and Nassau street. Mr. Clason has been contemptuously alluded to several times by the *Herald* in connection with the affair of McLachlan and Templeton, and yesterday morning the parties met, and Clason

'Drew a dog-whip
From beneath his coat,'

and struck Bennett, who put up his arms and attempted to cover his face with his cloak, exclaiming, 'None of your nonsense.' After some half dozen blows, the whip broke and the affair was over—Bennett coolly picking up Mr. Clason's hat, which had fallen off in the fray, into the mud, and handed it to its owner."

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*In the Encyclopædias Noah's name is given as Mordecai Manuel Noah.

(*To be continued next week*)

WHAT IS THE LURE OF THE TABLOID PRESS?

Pictures, To Be Sure, But Even More, News Shorn of Waste Verbiage, Say Editors of the New Type—Economic Conditions Will Force Its Universal Adoption Within a Few Years, They Believe

WHY is a tabloid?

What is the lure of this half-size newspaper?

Why do more New Yorkers, for instance, buy the five-year-old *Daily News* than any other of the older dailies?

What kind of people read tabloid newspapers? Are they all "gum-chewers" as the editor of *Time* describes them, or are they Sweeneys and Stuyvesants, Morgans and Cohens, as the advertising manager of the New York Daily News declares?

Can the tabloid say it with pictures only, or are news stories which defy the camera necessary to popular acceptance?

Can the tabloid newspaper along present metropolitan lines succeed in smaller cities?

How many page layouts of news pictures need be used to attract and hold attention, without undue expense?

Can the total number of pages be increased indefinitely without loss of the tabloid identity?

How many columns can be included in a page with an eye to symmetry, readability and economy?

Are long train rides between home and business essential to success of a tabloid?

What contributions have been made by tabloid journalism toward the science of newspaper publication and to the public welfare?

These and kindred questions were recently submitted by EDITOR & PUBLISHER to the editors and managing editors of the half-dozen tabloid daily newspapers which have appeared and lived since the armistice. Their answers, direct and illuminating, are given below. Before taking them up, however, it may be well to trace briefly the course that this journalism has followed during its early American career.

It is not new. Tabloid journalism was established in England even before the war and the *Daily Graphic, Daily Mirror* and *Daily Sketch* are circulation leaders in London. In the United States, tabloid format has been employed for years by picture periodicals and for almost 20 years by *Women's Wear,* a New York textile trade daily, has followed this style, with 5 columns to the page.

None of these had developed the news technique that marks the tabloids of 1924, all of which are modelled to a great extent upon the *Daily News* of New York, which in turn took its early inspiration from the London picture papers. During its first 5 years, which ended June 26, this newspaper has long since turned its eyes from England and has evolved its own thorough-going scheme of operation.

None of the American tabloids has shunned the possibilities inherent in tales and pictures of ladies in bathing suits or in difficulties that bring them before "the authorities." None of them ignores the news element in murder or triangular amours. Some of them do scrub the hide of a "juicy" story until the blood runs, but all of them prefer not to be known as "yellow journals." The *New York Mirror* avows entertainment as its chief mission, but the others stress news, and in their own ways, avoid the marks that people associate with sensationalism—for instance the diagram with cross indicating the *corpus delicti.*

The success of the New York News has been duplicated on a smaller scale in other centers, though some attempts to imitate it have met disaster. In Seattle, the *American,* which floundered for a year before starting, managed to live only a few weeks before the mortician was summoned. In Baltimore the *Times* was equally short-lived, its backers apparently in deep and complete ignorance of the field and the medium. For days the paper appeared without a local picture or story of importance. The *Baltimore Post,* a Scripps-Howard evening tabloid which took the mark with the Times, felt its way, studied its field and is now enjoying, after 2 years, a measure of prosperity.

Similar conduct marked the Scripps-Howard *Daily News* in Washington, which is also on the road to success.

In Des Moines, the *News,* an old-established Scripps-Howard paper, switched from regular to tabloid make-up and back again within a year, with indifferent results.

Detroit's *Daily Ledger* gasped only a few breaths before finding the pace too fast.

The *American* in St. Louis also suspended recently after a brief experience.

Boston's experience has been unique. The venerable *Morning Advertiser,* kept alive by W. R. Hearst as a four-page paper with negligible circulation for the sake of its Associated Press membership, suddenly bloomed as a tabloid. Next Hearst purchased the *Evening Record,* companion to the Advertiser in a prior existence, and converted it also to tabloid format. Then Hearst's *Evening American* put out a nearly edition sold in competition with the tabloid Advertiser, while its later editions vied with the tabloid Record. This trial and error method resulted in the expunging of the Record after a few weeks, the transfer of its A. P. membership to the American and undisputed possession of the tabloid field to the Advertiser. The latter has had a slow and somewhat irregular growth during four years.

Meanwhile, on the Pacific Coast, Cornelius Vanderbilt, Jr., stepped up to show the old timers how to do business, combining purity and profits in journalism. He sold 150,000 advance six months subscriptions for his *Illustrated Daily News* to the people of Los Angeles, which appeared last September as a two-cent morning paper. Apparently, his policies of clean news won the approval of more folks than the members of the women's clubs who first endorsed them, for his circulation reports claim well over 200,000 copies sold daily. Its price is now one cent. Advertising is carried in fair volume.

In San Francisco, Vanderbilt launched the *Illustrated Daily Herald* last December, and, in accordance with his slogan "The Public Be Served," he has kept his readers fully informed on a number of alleged plots to end the existence of that paper. The young man appears to like personal journalism and is quoted frequently in his own columns. This paper claims 150,000 circulation at one cent a copy.

Vanderbilt's future plans call for similar newspapers in Detroit and Seattle, at least, and probably in other cities as his earlier ventures become established.

And latest among the metropolitan tabloids is the *Daily Mirror* in New York, under the Hearst aegis. Hardly a month old, it should not be given much more here than the mention that a number of the most capable Hearst officers have it in charge and that it has had the close attention of Mr. Hearst's three oldest sons. Its infant lineaments are similar to those of its five-year-old contemporary, the *Daily News.* It is geared to high speed.

Which brings us back to this precocious scion of the 77-year-old *Chicago Tribune,* whose co-editors and publishers, Col. R. R. McCormick and Capt. J. M. Patterson, found the energy, money, and brains to give New York a new kind of newspaper. Capt. Patterson has been the genius of most of the promotion that gave this daily a firm foothold and sent its circulation climbing in bounds of 100,000 copies.

Philip A. Payne, who has been with the paper almost from its birth and has been its managing editor for the past two years, and by that token speaks with authority, has this to say of the tabloid:

"Sir Philip Gibbs was the most popular war correspondent because he painted a vivid word-picture of the struggles he witnessed. His pictorial pen gave readers of his stories a mental picture of the war. To envision the war as Gibbs saw it, however, readers had to spend an hour or more reading columns of type. Had the News existed in war days, its readers would have seen at a glance scenes from the great battles; they would have seen the tired soldiers Gibbs described and all the other phases of the war. No written words would have equalled the vividness of the picture.

"That paragraph is in part an answer to your questions:

"'What is the lure of the tabloid newspaper for the public? Are the pictures the chief attraction?'

"Certainly pictures are the chief attraction, for they are the very essence of tabloidism.

"Every good picture is a story told in a flash, with the added value of having given the reader the feeling of a person actually seeing the event.

"A large part of the lure is based on the feeling it gives the readers of being eye-witnesses to the big news of the day.

"It is true that certain big stories cannot be covered satisfactorily by the use of pictures and captions exclusively. The Democratic convention was a sample of the kind of story that needs a great deal of type-telling, too. Yet it is safe to say that the conventions this year were presented to the public more clearly than any others, due to the increased use of pictures by all newspapers.

"Editors of the *News* are trained to think in terms of pictures all the time. There are few stories, even of the statistical type, that cannot be pictured in some way; if not by the camera, then by an artist.

"Stories such as the Wall street explosion, the funeral of President Harding and the Lorain tornado can be told much more effectively in pictorial form. Editors of all newspapers, including the most conservative, are realizing this and devoting more and more space to pictures.

"The tabloid newspaper has come to stay and is going to grow so that within the next ten years every city of importance will have one. I do not think the tabloid can prosper in a city of less than 500,000 population. It is the hustle and bustle of a metropolis that has much to do with tabloid success. The rush of a big city makes most readers want their news in such a form that they can grasp it quickly.

"During the Democratic convention, every New York newspaper devoted from 5 to 10 pages daily to the story. I venture to say that not more than one out of every hundred readers of the regular dailies had the time to wade through this mass of type, much of which was repetition. The News presented to its readers all of the essential facts and many features of the convention, but we did try to avoid repetition. Brevity, next to pictures, has most to do with a tabloid's success. It is the tendency to print overwritten stories that is going to make the tabloid more popular.

"With pictures alone a tabloid could not gain the vast circulation of more than 800,000 daily that the News has acquired in five years. The public must be supplied with all the news of the day. A careful check on the columns of the News will show editors that practically every important story carried in any other metropolitan newspaper is carried in tabloid form.

"Every day a report is received by me giving a detailed list of all stories printed in other New York newspapers with a check against any the News did not carry. There are few check marks on these reports. We try to make the News 100 per cent informative and to keep out of its columns anything that could be considered dull.

"EDITOR & PUBLISHER asked among other things, if long subway or train rides between homes and business are necessary for success of a tabloid. Such rides are no more necessary for the suc-

(*Continued on page* 34)

SONGS OF THE CRAFT

(*Copyright* 1924 *by* EDITOR & PUBLISHER)

By Henry Edward Warner

YOURS TRULY

When I was the devil in a small town plant
In the days of the old print shop,
I was sticking type about half the time
And the other half pushing the mop!
I pushed that mop till the floor was clean,
Then I took my take like a man,
And I stuck my thousand in an hour, too,
Right along with the clean-cased clan.

And I was a devil of a devil, too,
When brevier was the pin-point size;
And many a time I have shown type lice
With a squirt in a new boy's eyes!
And many a time I have lingered long
When the work of the day was done,
At the Gentlemen's Club of the old print shop,
Jeffing on the make-up stone!

Now where is the devil of the old hand type?
He has gone with the Dinosaur!
He sleeps with the Dodo . . . he has gone his way
To be seen in the shop no more!
And the old kick press in the junk heap lies,
And there it will rust and lie
Till the printers jump at Gabriel's horn
And the form is a mess of pi!

When I was the devil! . . . O the memories fair
In the smell of the old print shop!
When I stuck brevier about half the time
And the other half, pushed the mop!
Let the world wag on as it will, but I
Shall dream when I may, and smile
With love for the devilish little devil I was,
Back yonder a devil of a while!

BAD WEATHER CUT SPRING BUSINESS LINEAGE STATISTICS INDICATE

New York and Other Cities Show Great Improvement in June Over Earlier Period, Even Discounting Extra Sunday Last Month

TEN of the thirteen Greater New York newspapers whose advertising was measured by the *New York Evening Post* Statistical Department carried more business during the first six months of 1924 than in the same period of 1923. While the combined deficit of the three papers showing losses was 1,348,422 lines, the net loss for the 13 living and three deceased newspapers was 2,314,690 lines. The total business handled by the newspapers during the first six months was 82,044,390 lines, against 84,359,080 lines in 1923, when the Globe, Evening Mail and Herald had not lost their entities. The net decrease in the amount of business amounted to 2.7 per cent.

For the month of June, the net loss of the same dailies was only 145,806 lines, or about 1 per cent, due no doubt to the fact that June, 1924, had five Sundays against four in the same month of 1923. Totals for 1923 and 1924 for the month were 13,418,436 lines and 13,564,242 lines.

Paper consumption for the 6 months dropped, as indicated in the number of pages—84,444 in 1923 and 81,276 in 1924. The decrease is about 5 per cent. June dropped from 13,532 to 13,350.

Comparative tables by newspapers for the six months and for June appear in an adjoining column.

Indications that business has recovered somewhat from its spring lull appear in the *Evening Post* figures for May and June covering 134 newspapers in 29 cities. Nineteen of the cities listed show losses for May; in June the losses decreased to 15. The five Sundays for June 1924, against four in June, 1923, no doubt contributed to the favorable showing. May's loss of 4,091,558 lines was cut to 53,791 in June.

Unfavorable weather throughout the country during May and early June is considered as a very tangible factor in cutting down newspaper advertising. Department store sales and street car receipts in several middle western cities showed marked decrease in April and May from the totals of the same month last year, paralleling the drop in newspaper lineage.

Better weather conditions during the latter part of June and early July will no doubt be reflected in the July lineage, which, it is indicated, will be about equal to that of July, 1923.

May and June statistics for the 29 cities follow:

MAY, 1924-1923

	1924	1923	Loss
†New York	13,938,118	15,345,674	1,407,556
Chicago	7,628,415	7,526,859	101,556*
Philadelphia	7,901,209	8,100,150	198,941
Detroit	5,175,492	5,261,662	86,170
Cleveland	4,218,975	4,376,550	157,575
†St. Louis	4,338,940	4,283,340	55,600*
Boston	6,364,735	6,363,710	1,025*
Baltimore	4,688,267	4,852,788	164,521
†Los Angeles	7,829,009	8,688,193	859,184
Buffalo	3,850,251	3,889,668	39,417
San Francisco	4,922,473	5,238,717	316,244
Milwaukee	3,288,922	3,376,214	87,292
Washington	4,450,538	4,485,119	34,581
Cincinnati	3,639,600	3,758,100	118,500
New Orleans	2,936,989	3,181,808	244,819
†Minneapolis	2,954,450	3,433,085	478,635
Seattle	2,900,324	2,624,254	276,070*
Indianapolis	3,283,956	3,207,039	76,917*
Denver	2,168,432	2,434,348	265,916
Providence	3,064,292	3,012,628	51,664*
Columbus	3,535,337	3,649,860	114,523
Louisville	3,089,983	3,049,808	40,175*
St. Paul	2,566,816	2,720,662	153,846
Oakland	2,215,150	2,112,096	103,054*
Omaha	2,008,608	2,239,062	230,454
Birmingham	2,176,258	1,970,948	205,310*
†Richmond	2,117,570	2,271,721	154,151
Dayton	2,962,288	3,107,440	145,152
Houston	2,781,688	2,527,140	254,548*
Totals	122,997,085	127,088,643	4,091,558

JUNE, 1924-1923

	1924	1923	Loss
†New York	13,418,436	13,564,242	145,806
Chicago	7,160,784	6,711,930	448,854*
Philadelphia	7,514,860	7,463,066	51,794*
Detroit	4,755,436	4,654,034	101,403*
Cleveland	3,886,425	4,031,400	144,975
†St. Louis	4,006,060	3,897,260	108,800*
Boston	5,740,879	5,553,608	187,271*
Baltimore	4,300,983	4,434,092	133,109
†Los Angeles	7,338,225	7,995,764	657,539
Buffalo	3,419,641	3,482,475	62,834
San Francisco	4,400,392	4,525,695	125,303
†Milwaukee	2,830,314	2,543,762	286,552*
Washington	4,443,110	4,266,154	176,956*
Cincinnati	3,236,400	3,450,000	213,600
New Orleans	2,824,330	2,830,316	5,986
†Minneapolis	2,736,012	3,027,148	291,136
Seattle	2,663,318	2,399,824	263,494*
Indianapolis	2,794,071	2,915,784	121,713
Denver	2,187,444	2,155,356	32,088*
Providence	2,685,580	2,781,286	95,706
Columbus	3,082,246	3,247,858	165,612
Louisville	2,995,831	2,861,347	134,484*
St. Paul	2,166,934	2,314,998	148,064
Oakland	2,084,978	1,945,440	139,538*
Omaha	1,864,121	2,150,750	286,629
Birmingham	2,072,602	1,906,058	166,544*
†Richmond	2,023,742	2,086,450	62,708
Dayton	2,834,426	2,717,218	117,208*
Houston	2,544,486	2,152,542	391,944*
Totals	114,012,066	114,065,857	53,791

*Gain.

NEWSBOYS' BAND SAILS

Canadian Organization to Play at Empire Exposition, Wembley

Only one Canadian band has so far been engaged to play at the British Empire Exhibition, the Edmonton, Alberta, Newsboys' Band, which is now en route to London, England, to fill a four weeks' engagement at the big exposition. It was organized by J. Michaels, a newsboy, a native of New York City, but who went to Edmonton 12 years ago.

There are fifty-one boys in the band, everyone of whom is a bona fide "newsy."

Michaels, who sailed with the boys, has made money in Edmonton and has given thousands of dollars to the band. For the trip to England he put up $6,000 against the $9,000 subscribed by the people of Edmonton. Before he went to Western Canada he sold papers in Herald Square, New York.

JAPAN NOT SHUNNING U. S. GOODS

Efforts of Hoodlums to Inflame Mob Sentiment Futile — Newspapers Almost Unanimous in Calm Comments

By JOHN R. MORRIS
(*Far Eastern Editor,* EDITOR & PUBLISHER)

TOKYO, June 20.—Abortive attempts of a few groups to instigate a boycott of American goods in Japan has had no appreciable effect on either the sale of American products here or the amount of American advertising published in the country's newspapers. Reaction to the enactment of the new immigration bill has been confined to resentment against the American Congress for the national slight most Japanese read into the exclusion clause.

The origin of the so-called boycott has been with small groups of young hoodlums, who are able to create for the moment an atmosphere of excitement altogether out of proportion to any tangible scheme of action of which they are capable.

There is no doubt that this fact is fully realized by every Japanese who is in any position to have the slightest effect on American-Japanese trade. The Tokyo Chamber of Commerce has taken a strong stand publicly against any movement looking towards a boycott.

The Japanese newspapers, with notably few exceptions, are doing everything in their power to point out the danger to Japan which lurks in the irresponsible vapories of the anti-American agitators. While the feeling against the exclusion clause was at its height, the editors of the *Jiji Shimpo* organized a meeting of all the Tokyo papers' editors, where an agreement to discuss the immigration question coolly and moderately was reached.

The Hochi Shimbun this week devoted an entire page to arguments against confusing American-Japanese diplomacy and American-Japanese trade.

ADVERTISING LINE-UP OF NEW YORK DAILIES SO FAR IN 1924

COMPARATIVE LINEAGE JAN. 1.—JUNE 30, 1924-1923

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
8,460	7,098	American	9.5	7,808,098	**6,153,872	1,654,226	.....
7,286	6,588	Brooklyn Eagle	10.7	8,804,036	8,289,030	515,006	.....
3,266	3,584	Brooklyn Times	2.9	2,389,888	1,934,896	454,992	.....
7,012	6,506	*Evening Journal	9.1	7,475,876	6,794,786	681,090	.....
‡558	3,140	*Evening Mail	0.8	††612,782	3,214,534	.....	.....
4,386	3,114	*Evening Post	2.7	2,209,886	2,077,672	132,214	.....
4,054	4,540	*Evening World	4.8	3,951,176	4,511,140	.....	559,964
....	3,076	*Globe	...	.....	‡3,825,302	.....	.....
‖2,738	6,112	Herald	2.9	‖2,355,910	5,927,014	.....	.....
§6,910	5,794	Herald-Tribune	7.6	§6,206,288	4,996,138	1,210,150	.....
6,256	5,788	News (Tabloid)	3.5	2,884,664	2,123,898	760,766	.....
3,630	4,024	Standard Union	4.6	3,811,696	3,944,698	.....	133,002
5,188	4,090	*Sun	8.3	6,815,856	‡5,290,192	1,525,664	.....
4,300	3,358	*Telegram & Mail	5.9	¶4,824,988	3,438,312	1,386,676	.....
9,956	9,256	Times	16.2	13,293,132	12,582,026	711,106	.....
7,276	7,376	World	10.5	8,600,114	9,255,570	.....	655,456
81,276	83,444	Totals	...	82,044,390	84,359,080	.....	2,314,690 Net Loss

*No Sunday edition.
**332,394 lines American Weekly, Jan. 1 to May 31, 1923, inclusive, not included.
‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. Globe figures Jan. 1 to June 2, 1923, inclusive.
¶Telegram and Mail combined Jan. 28, 1924. Sunday issue discontinued March 16, 1924. Evening Telegram 25 Sundays 1923 and 11 Sundays 1924, included.
§Herald and Tribune combined March 19, 1924. ‖January 1 to March 18, 1924, inclusive.
††January 1 to January 27, 1924, inclusive.

COMPARATIVE LINEAGE JAN. 1.—JUNE 30, 1924-1918

	1924	1923	1922	1921	1920	1919	1918
American	7,808,098	6,153,872	5,668,330	5,236,928	5,890,442	5,009,058	4,812,514
B'klyn Eagle	8,804,036	8,289,030	7,789,578	6,829,310	6,998,010	5,506,800	4,391,432
B'klyn Times	2,389,888	1,934,896	1,762,750	1,621,564	†.....	†.....	†.....
Eve. Journal	7,475,876	6,794,786	5,970,228	5,383,034	4,961,082	4,705,690	3,657,507
Eve. Mail	††612,782	3,214,534	3,055,906	3,223,622	3,350,648	2,139,711	2,427,939
Eve. Post	2,209,886	2,077,672	2,047,812	3,142,521	2,765,030	2,166,794	1,996,941
Eve. World	3,951,176	4,511,140	4,597,850	4,650,308	4,998,336	3,677,680	2,436,445
Globe	.....	‡3,825,302	3,693,968	3,555,150	4,352,493	4,009,762	2,499,844
Herald	‖2,355,910	5,927,014	5,982,182	6,287,834	6,055,516	4,181,960	3,387,808
Herald-Trib	6,206,288	4,996,138	4,737,786	4,841,259	5,248,730	3,567,220	2,045,822
News (Tabloid)	2,884,664	2,123,898	1,643,000	1,126,112	†.....	†.....	†.....
Stand. Union	3,811,696	3,944,698	3,873,502	3,447,546	4,417,654	2,870,030	1,843,868
Sun	6,815,856	5,290,192	4,901,150	4,221,880	4,594,728	3,856,897	2,622,471
Teleg.-Mail	4,824,988	3,438,312	3,516,492	3,430,878	4,237,372	4,624,923	3,934,347
Times	13,293,132	12,582,026	12,079,894	10,930,804	12,371,879	8,797,937	6,654,288
World	8,600,114	9,255,570	8,243,470	7,345,998	9,825,603	8,616,028	7,254,659
Total	82,044,390	84,359,080	79,563,958	75,274,748	80,067,523	63,730,490	49,965,885

†Figures not recorded.
‡January 1 to June 2, 1923, inclusive. ††January 1 to January 28, 1924, inclusive.
‖January 1 to March 19, 1924, inclusive.

COMPARATIVE LINEAGE, JUNE, 1924-1923

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
1,536	1,220	American	10.7	1,431,840	1,108,588	323,252	.....
1,302	1,146	Brooklyn Eagle	12.0	1,609,698	1,501,916	107,782	.....
564	586	Brooklyn Times	3.3	442,970	358,280	84,690	.....
1,072	1,082	*Evening Journal	8.7	1,168,160	1,114,000	54,160	.....
....	554	*Evening Mail	...	.....	539,964	.....	.....
746	574	*Evening Post	2.8	382,056	376,262	5,794	.....
678	770	*Evening World	4.6	612,526	737,608	.....	125,082
....	....	*Globe	...	.....	.....	.....	.....
....	992	Herald	...	.....	915,340	.....	.....
1,262	930	Herald Tribune	8.2	1,107,478	§780,720	326,758	.....
1,044	960	News (Tabloid)	3.7	490,782	361,338	129,444	.....
608	648	Standard Union	4.5	606,616	629,060	.....	22,444
820	746	*Sun	7.7	1,031,870	‡938,076	93,794	.....
654	604	*Telegram and Mail	5.3	716,044	¶625,798	90,246	.....
1,772	1,500	Times	16.8	2,250,188	1,997,960	252,228	.....
1,342	1,220	World	11.7	1,568,208	1,579,332	.....	11,124
13,350	13,532	Totals	...	13,418,436	13,564,242	.....	145,806 Net Loss

*No Sunday edition.
‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.
¶Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. Evening Telegram 4 Sundays 1923, included.
§Herald and Tribune combined March 19, 1924.

COMPARATIVE LINEAGE, JUNE, 1924-1918

	1924	1923	1922	1921	1920	1919	1918
American	1,431,840	1,108,588	927,656	898,572	925,676	1,035,414	807,312
B'klyn Eagle	1,609,698	1,501,916	1,458,688	1,294,728	1,224,636	1,126,898	864,796
B'klyn Times	442,970	358,280	288,748	307,868	309,066	†.....	†.....
Eve. Journal	1,168,168	1,114,000	950,358	917,644	856,024	785,204	499,129
Eve. Mail	.....	539,964	462,180	536,622	600,660	414,460	384,151
Eve. Post	382,056	376,262	311,632	508,180	487,736	400,154	305,876
Eve. World	612,526	737,608	737,546	722,580	848,192	673,134	339,453
Globe	.....	.....	611,364	642,100	747,581	713,638	383,590
Herald	.....	915,340	923,006	1,024,050	1,041,760	766,950	570,315
Herald-Trib	1,107,478	780,720	713,262	783,232	821,924	755,138	315,540
News (Tabloid)	490,782	361,338	268,212	222,458	144,770	†.....	†.....
Stand. Union	606,616	629,060	623,256	565,408	717,222	646,256	443,317
Sun	1,031,870	938,076	849,518	685,674	785,414	700,220	399,087
Teleg. & Mail	716,044	625,798	615,708	598,412	746,470	854,370	676,532
Times	2,250,188	1,997,960	1,919,208	1,757,786	1,938,218	1,733,450	1,125,258
World	1,568,208	1,579,332	1,483,048	1,263,902	1,589,126	1,817,308	1,360,515
Totals	13,418,436	13,564,222	13,143,390	12,729,216	13,784,475	12,422,594	8,474,871

†Figures not recorded.

NEWSPAPER TYPOGRAPHY AND MAKE-UP

Appreciation of Attractive Typography and Make-Up Greater Now Than Ever Before—Marked Improvements Noted in Many Papers—Difference Between Typography and Typesetting

By H. FRANK SMITH

Article XVI

EDITORIAL NOTE—Mr. Smith is a special lecturer in the department of Advertising and Marketing at New York University. Newspaper typography in all its phases will be discussed in this department in the last issue of each month. Complete newspapers, as well as individual items, such as headings, advertisements, editorial pages, features, etc., will be reviewed, and good and bad examples illustrated and commented upon. Publishers, editors, advertisers and readers are invited and urged to send in specimens and to take full advantage of the author's desire to help them with their type problems and make-up.

ADDRESS INQUIRIES TO H. FRANK SMITH, EDITOR & PUBLISHER, NEW YORK.

Replies Cannot Be Made by Mail

[N reviewing the many newspapers that reach our desk each month it is xtremely gratifying to note the sincere ffort on the part of publishers, editors, ompositors, make-up men, and others, o refine and improve the typographical ppearance of newspaper pages.

Apparently it is being recognized more nd more that there is a very great difference between writing a piece of copy —whether news, editorial, feature, head, d, or something else—and transforming his copy into an attractive piece of composition—whether an entire page, or merely a small portion of a page.

Not so long ago, when copy was oked, was cut into "takes," rushed to the omposing room, and put into type in the uickest possible way—with little or no egard for such important details as eader interest and advertising values. hat was *typesetting*.

Today the keen newspaper executive ees to it that copy is accompanied by a ayout incorporating some of the fundaental principles of good typography that nake for attractiveness, easy stimulating eading—such as suitable type faces and elated decorative material, proper disribution of white space and margins, orm and arrangement, etc., which is nown as typography.

Difference Between Typography and Typesetting

TYPOGRAPHY is altogether different from typesetting. To begin with, ypography is concerned more particularly with the presentation of a message, n type—the visualization of an idea—nd the consideration of the best ways nd means to present that message (put ver that idea) in the most favorable anner, so that the greatest number of eaders will get it quick; and not overooking the very important fact that this essage is likely to be in competition ith a great many other items on the ame page, or in the same column.

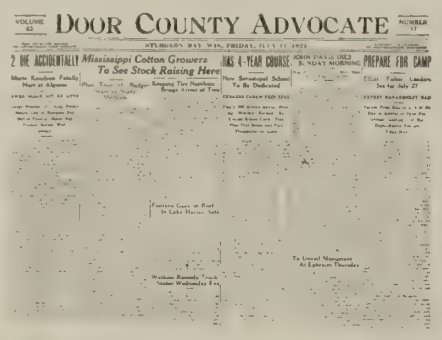
Typography means planning and plotting the idea on paper in the form of a arefully thoughtout layout. This does ot mean creating something "pretty," owever, nor developing one of those clever stunts" that every one looks at nd pays no attention to. Some of the ost successful typography is done with he simplest of materials—in fact, a great eal of it is done this way—a simple ead or illustration, ordinary unadorned ody type, and no border or decoration hatever. Look over some newspapers nd note that the big and little ads that ominate the pages are usually set in a imple, quiet, dignified way. This aplies to all the other typographic details, oo. There is power in simplicity—even n newspaper typography and makeup.

Typography merely means thoughtful onsideration of a good type face for isplay, an easily-read type face for the ody, both faces set in proper measures nd carefully spaced, illustrations posioned to the best advantage and with reasonable regard for balance, the proper disribution of white space and margins, and ne selection of a suitable border that ill harmonize with the type faces and lustrations. These are some of the funamentals of good typography.

Typesetting is merely the assembling of ese items into justified units, and is ne of the least important details of ypography.

When newspaper folks, especially those n the composing room, get better acuainted with the splendid possibilities of ood typography (as distinguished from ere typesetting) newspaper pages will ecome more and more attractive, reader nterest will be greatly stimulated, and dvertising results increased not to menion the resultant economies of time, labor and money.

How Would You Decide This Question of Make-Up?


DOOR COUNTY ADVOCATE

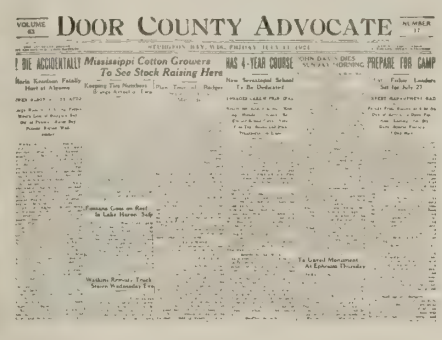
2 DIE ACCIDENTALLY

Mississippi Cotton Growers To See Stock Raising Here

HAS 4-YEAR COURSE

PREPARE FOR CAMP

Fig. 1—Foreman says story under double-column head should follow in first column as shown above. We agree with the foreman.


DOOR COUNTY ADVOCATE

2 DIE ACCIDENTALLY

Mississippi Cotton Growers To See Stock Raising Here

HAS 4-YEAR COURSE

PREPARE FOR CAMP

Fig. 2—Editor says story should follow in second column. No harm is done, but it isn't standard make-up practice. See Figs. 3, 4, and 5, below

COMMENT AND CRITICISM

A Review of Newspapers With the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

Sumner J. Harris, Door County Advocate, Sturgeon Bay, Wis.—Regarding the particular question you raised (whether the lead paragraph should follow the left or the right of a double-column head) I agree with your foreman; that is, I would follow the left side of the head, as your proofsheet shows and which your foreman says is right. There does not seem to be any good reason why you could not let the lead follow the right side (or end) of a double-column head, except that make-up practice on suburban weeklies as well as metropolitan dailies seems to prefer having the lead follow the left side (or beginning) of a double-column head. Some papers modify this practice when the double column head comes on the right-hand side of the page, when they make-up the lead to follow the right-hand (or end) of the head. Of course if the double-column head comes in the two last right-hand columns (5 and 6 in your paper) the lead would follow the end of the head, which you of course know. (See Figs. 1, 2 and 3.) Incidentally the typography and make-up of the Advocate is very well done. I think I would put a 2-column head over my classified—you carry enough to make a big feature of this department.

T. R. Longcope, Advertiser, Boston.—I do not see anything important that can be done to your classified to improve it. Your pages have what I like to call a "wallop" in them. I think I would put a 1-point face rule above and below the major heads like "Automotive," "Business Service," etc., just to let these heads stand out a little better so a fellow could find what he is looking for easier—and, maybe, quicker.

Charlton Wright, Sunday Record, Charleston, S. C.—The July 13 issue of the Record looked very good, considering the 44 pages in five sections it carried. The typography and make-up compares very favorably with the better metropolitan papers, and the only thing that might be refined is the choice of type used in most of your ads—too many different styles and sizes are used in individual ads. Composing room should be more careful to use only the same faces or "families" in any one ad. Your masthead could also be improved—especially the title, which seems all worn and twisted out of shape.

News-Record, Miami, Okla.—Why not kill those 12-point solid mourning borders that you use around the ads of Coyne, Eagle-Pilcher, Commerce Mining and Royalty Co., and N. E. O., in your June 22nd issue and use instead a light-face border similar to Coca-Cola and Skelton? You would improve the attractiveness of the News-Record wonderfully if you did. And when you use the light-face border leave out the 24-point solid squares used for corners in the ad of Amalgamated Lead-Zinc Smelters. These big solid black corners were never intended for a light-face border, or any border for that matter. Your society, sport, local, and mining pages were very attractively handled—and proves that you folks know how to do it right.

Wm. N. Tyler, Review, Jackson Heights, N. Y. City.—For the size and kind of a publication that the Review is, I would say that you are handling the typography of the heads about as well as could be expected—although this does not mean that I would not use a "streamer" for the first page whenever I got a chance to put a little scream in some news item of particular and special local interest (like the opening of the Cross Bay Boulevard, for instance). While the general appearance of the Review is excellent, there are some little refinements which easily can be made; like setting the title on your masthead in the same style of type used for title on front page and enclosing the whole masthead in a border instead of only part of it; put a real head over your classified; use only 1-point face rules around all your ads.—making the borders uniform. These are merely minor matters, but the appearance of the Review would be improved if you followed my suggestions.

George W. Greene, Press, New London, Wis.—Generally speaking there is nothing very serious in the Press to criticize. If I were you I would kill all the mourning borders you allow to creep in occasionally. Mourning borders never helped an advertiser in a local paper to sell anything. Your make-up is good—especially the pyramiding of the ads. Your first pages also are commendable. In the issue of June 19 I believe it would have been better to put the Manawa story in the 8th column, to follow end of streamer head, and to have put the Mail Robbery story in columns 1 and 2. Am glad to note you are progressive enough to use upper and lower case for your heads—even the streamers. Just kill the funeral borders, and the Press will stack up with the best of them so far as good typography and careful make-up is concerned.


The Westport Standard

FALL RIVER WOMAN FRACTURES SKULL IN STATE STREET ACCIDENT

MISS WALTERS AND MR. BRADLEY WED

GOVERNOR GOES TO CHURCH HERE

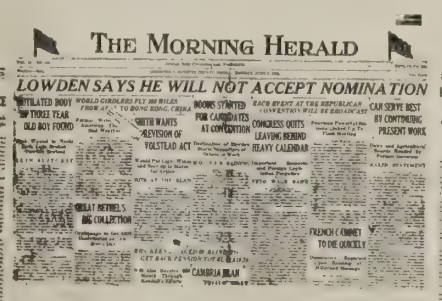
GOVERNOR IS HONOR GUEST AT COUNTRY CLUB LEAP YEAR DANCE

HAVE ATTEND ALUMNI DINNER

STAPLES BOYS TO ENTER COLLEGE

BEDFORD SCHOOL PRIZES AWARDED

Fig. 4—When double-column head is used in last two columns, story follows in the outside or last column, of course. This is a very attractive page.


THE MORNING HERALD

LOWDEN SAYS HE WILL NOT ACCEPT NOMINATION

Fig. 3—When double-column head comes on right-hand side of page story usually follows end of head, as shown above. Note the double-column head on left-hand side of page — making a well-balanced make-up.


The Westport Standard

LOCAL WRITERS GIVE BOOKS TO W. T. I. A. FOR VILLAGE MART

ASPETUCK LODGE HAD FINE SOCIAL

NEW CANAAN'S STREET FAIR

BRADLEY CLAIMS HE HAS NO EVIDENCE, ACTION DELAYED

BROWER SPEAKS AT ROTARY DINNER

MESSAGE SENT TO MRS. COOLIDGE

MRS. GORDON FINED $5 FOR PARKING ON LEFT SIDE OF ROAD

Fig. 5—Double-column heads used in outside columns, in which a lead paragraph is also set double-column—adding emphasis and interest.

QUIBBLES BANISHED IN NEW LABOR COURT

Impartial Body of 12 Men Will Furnish Three Judges From Outside Newspaper Business to Decid Promptly Pressroom Disputes Which Deadlock Standing Bi-Partisan Board

By ARTHUR ROBB

PROMINENT as the proverbial bandaged thumb while New York newspaper publishers and their pressmen were bickering last year over details of the present and future working contracts, was the fact that no permanent or adequate machinery existed for the prevention of prompt adjudication of such disputes. The main award over which so much controversy arose was written by a Judge of the U. S. Circuit Court; supplementary and supposedly clarifying documents were penned by this judge, by associates on the Federal bench in New York, and by learned members of the State Supreme Court, with weeks' or months' delay between complaint and decision. None of the decisions satisfied the union—possibly that was too much to expect of the old local of the New York pressmen—and each of them led to fresh attempts at harassing pressroom operations.



GEORGE L. BERRY

That's a story definitely in the past. There is no local union of New York pressmen at present and the international officers have acted in arbitration of the wage question, which was the only problem left unsolved after the agreement ending the strike last Fall. The three-year contract and the wages it provided were noted in EDITOR & PUBLISHER last week. Other provisions were published last October. These data, ordinarily the meat of a story on labor negotiations, are insignificant beside the news that publishers and employes had agreed upon a complete and detailed plan for obtaining impartial and speedy determination of industrial questions.

The idea received considerable attention last summer when negotiations for a new wage and working contract were at their height. The publishers, always uncertain as to whether their press crews were available from day to day, suggested a permanent three-man board for the hearing and judgment of all disputes. That was the germ of the Printing Commission whose composition and duties are defined at length in the new contract.

Major George L. Berry, president of the International Printing Pressmen's Union, equally anxious to bring stable conditions in the city employing the largest number of web pressmen in the world, had a similar idea, which he developed in great detail, and it was his plan, in essence, which has been adopted, and the debt to him is publicly acknowledged by the publishers.

Primary jurisdiction over all disputes is vested in a Joint Conference Committee, composed of one representative of the New York local union, one representative of the international union, and two representatives to be named by the publishers. So far that differs little from the conciliation bodies familiar to all publishers, except that it is a four-man board and that the international union is represented.

One week is allowed this board for decision of any dispute submitted to it, except differences concerning amendment or extension of the present contract, for which 30 days is allowed.

If the Joint Conference Committee cannot render a decision within the week, jurisdiction is automatically transferred toa the Printing Commission. This includes, besides the four members of the joint conference committee, three impartial. disinterested persons. chosen by lot by the four committee members, or, if they cannot act, by the Mayor or Acting Mayor of New York. This official will select three members by lot from a panel submitted to him of men who have no interest or personal or business relations with any newspaper, or any publisher or union.

The panel submitted to the Mayor is to be selected within thirty days after July 17, the date of the contract, by the joint conference committee and it is to include twelve men whose prescribed qualifications are that they shall be "broadminded men of judicial or business or professional experience, and of practical experience in settling disputes." The three men to be added to the Joint Conference Committee to form the Printing Commission are to be chosen by lot on the first business day after completion of the panel. The other nine members of the panel are to be held in reserve in case substitutes are required.

After three months, the first three-impartial members of the commission, or any of them may be removed on request of either party to a dispute, and the vacancy filled by lot from the remaining members of the panel. If this remainder is reduced to three men, a new panel making a total of 12 is to be chosen.

And, if the joint conference committee can't agree within thirty days upon the first panel, the Governor of New York is to be requested to appoint twelve persons or as many of the 12 as the committee fails to nominate.

The Printing Commission of seven members will organize with a president and secretary selected from the three impartial members within 10 days, and will sit, if called by either party, during the first and third week of each month to hear any disputes referred to it.

All of which is merely the winding of the clock-spring. The tick that results is something quite novel in industrial conferences. "Efforts to reach a decission *immediately* shall be made after the conclusion of the hearing of any case," the contract provides. "When a decision is reached it shall be *immediately* announced orally, and the three impartial members shall by majority or unanimous vote be recorded as casting a single vote." No minority report is to be recorded.

The commission is directed to prepare, with the co-operation of all its seven members, its findings in clear, workable, unmistakable terms, and its decisions will bind on both parties. Failure of either party to enfore a decision within a week breaks the contract. Disputes over the meaning or application of a decision are to be referred back promptly to the commission.

The three impartial members of the printing commission are to be paid $25 each for each session they hold.

Pending appeals to the Printing Commission, orders given by the foreman responsible for the issue raised shall be obeyed and all work continued without interruption or curtailment, the contract directs.

Another sharp tooth is present for prevention of trivial complaints to the Commission. The Commission is empowered to assess against the party presenting the trivial or unjust complaint the entire cost of the session. Otherwise, the expense is shared equally by publishers and union.

When the commission receives an appeal from a foreman's order, it is directed to ascertain whether the order was obeyed, even under protest, and if it is proved that the order was not promptly executed, the appeal is to be summarily dismissed and the discipline enforced by the foreman is to stand. The Commission is the final judge as to whether a foreman's order is in conflict with the contract.

A new provision of what might be called the statutory law of the industry appears in the power vested in the Joint Conference Committee or the Commission to compensate an employe for obe ience to an unjust, unreasonable, or illeg order of a foreman. If the office do not adjust the difference, the committ or the commission can restore pay lo by the employe during unemployme consequent to the order, and may in a dition, penalize the office by awarding week's extra pay to the wronged unic member.

Balancing this provision is one that union member found guilty by the con mittee or the commission of disobeying just, reasonable, or legal order of th foreman, in addition to the disciplii imposed by the foreman, be fined or week's pay, to be given to any charit named by the commission.

Organization of a new local union i New York will probably be undertake in the near future, replacing the old N 25 which went out of existence last Se tember with the suspension of its charte for the unauthorized strike against th newspapers. Constitution of such a bod appears to be essential to the legal con position of the joint conference committe and the Printing Commission under th contract.

Members of both bodies will in all likel hood be named by the parties to the cor tract without resort to the Governor o the Mayor, it is believed.

June, 1924

FOR the month of June the average net paid daily circulation of The Baltimore Sun (morning and evening) was

246,999

The five Sundays in June show an average net paid circulation of 177,571 for The Sunday Sun.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Who's Who in the CONSOLIDATED PRESS



C. G. MARSHALL

C. G. MARSHALL, General News Editor and special staff writer, has had the thorough grounding and training in newspaper work required of all Consolidated Press men.

Mr. Marshall's assignments have taken him from the battlefields of Central American revolutions, to the frozen shores of Lake Superior during the famous copper mine strike in 1913-1914.

Naval maneuvers in the Atlantic, human interest stories on the Pacific Coast, railway strikes in the Rockies, all have been treated in the trenchant style of this able reporter.

It was C. G. Marshall who met the P. & O. Steamer Appam when she was towed into Newport News a German prize of war and gave to the world one of the most graphic stories of the world conflict.

From 1907 until 1918 Mr. Marshall was with the Associated Press as correspondent and executive. For three years he has been a member of the staff of the C. P. A.

The special staff service of the C. P. A. is unique in modern journalism.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon

FICTION

First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE

Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt.*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
By Gelett Burgess

W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick.

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper Medical Writers.

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

SENTENCE SERMONS
Roy L. Smith
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC
Photos

Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York



The Fastest Selling Comic Strip!

Moon Mullins, Frank Willard's hard boiled comic character, is now appearing in daily and Sunday newspapers in all parts of the United States and Canada. Its acceptance by other newspapers has been more rapid than any other comic strip The Chicago Tribune has ever produced.

Moon is a tough bird. He thinks that a sock on the head is worth two on the foot. You never feel sorry for him because you're always laughing at him. The strip is fresh, original, well drawn and invariably funny, and the laughs are sprinkled all the way through.

Breezy humor, well drawn characters, and timely subjects have made this one-year-old strip a great success. If your territory is still open, write or wire for proofs and rates.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square, Chicago *25 Park Place, New York*
Buy ---------- *Leadership*

HEARST MOVES TO CASTLE ON CALIFORNIA RANCH



San Simeon, San Luis Obispo County, Cal., is Hearst headquarters for the present. The publisher and Mrs. Hearst, with Mayor and Mrs. Hylan of New York as guests, this week took possession of this castle by the sea.

PRESS AIDS VETERANS WITH BONUS BLANKS

Dailies in Several Sections of the Country Gain Good Will by Helping Applicants with Involved Questionnaires

Former soldiers and sailors again confronted with the mysteries of military paper-work in the application blanks just issued by the War and Navy Departments for the Federal bonus are receiving assistance from their daily newspapers. Incorrect answers, applicants are warned by the government, will result in the blank being returned for amendment, with all the delay that such a step involves.

This help is being extended by the Hearst newspapers, which favored the bonus measure during its stormy passage through Congress and over the President's veto, but it is also being given by other newspapers which fought the bonus as an economic wrong prior to its enactment.

In the latter class are the *Brooklyn Eagle* and the *Oklahoma City Oklahoman*. The experience of the latter in the campaign is related to Editor & Publisher by Walter M. Harrison, its managing editor.

Mr. Harrison, swamped by inquiries as to the "when, where, and how" of filing bonus applications, attempted first to have Washington designate the newspapers as the distribution agency for the blanks, but made no headway until he obtained the co-operation of the local American Legion posts.

Blanks were secured through the local post and announcement was delayed until enough were on hand to supply every veteran in the *Oklahoman's* community. A dozen stations were placed throughout the busy sections of the city, manned with Legion men, and a three-day publicity campaign preceded the distribution. Three more days were devoted to placing the blanks in the hands of applicants and on the fourth day the *Oklahoman* opened "bonus headquarters" in a big store room, donated for the purpose, on Main street. Twenty-five stenographers were drafted from a business college, Legion men served in various capacities, and the *Oklahoman* drilled a dozen men in all the intricacies of the bonus law. The *Oklahoman* also provided luncheon for the workers and morning and afternoon publicity during the week.

Six thousand blanks were filled during the week.

"If a similar method is not adopted in every community and sponsored by the livest newspapers in the country," thinks Mr. Harrison, "bonus blanks will be straggling in for the remainder of the year. This, of course, will greatly complicate the work of the departments at Washington.

"One of the major benefits of such a tie-up to the newspaper is the gratification of the local Legion posts. On account of our inability to see eye to eye with the American Legion in its fight for a bonus, it was the general local impression that we were against the American Legion. Of course, that was an erroneous impression, but nevertheless a deep-seated impression of our antagonistic attitude toward the bonus. By our leadership in organization of this local bonus campaign, I think that the unjustified ill-feeling has been entirely eliminated.

"One of the important things to do in the starting of this campaign is the publication of a specimen blank, properly filled out. This requires five newspaper columns, fourteen or fifteen inches deep and makes an ugly feature. But, judging from the number of calls for mats from smaller newspapers over the state and from the number of soldiers who came into headquarters with this sheet cut out, it is of great value."

BOOST PACKAGE GOODS

Milwaukee Journal Promotes Sale of Brand Foods

To promote the sale of package grocery products, *Milwaukee Journal* is publishing on Mondays and Thursday, on the woman's page, single column display boxes which effectively call to the attention of housekeepers and buyers the economic and sanitary advantages of food products in packages bearing brand names. A copy writer, with a thorough understanding of the subject, has written a series of catchy ads and Milwaukee Journal is making good use of this enterprise in its promoted literature.

Appeals from Referee's Decision

W. J. Pape, publisher of the *Waterbury* (Conn.) *Republican-American,* has taken an appeal to the United States District Court from a decision of Referee in Bankruptcy John H. Brideabaugh, in the case of C. Godwin Turner, publisher of the *Reading* (Pa.) *Herald-Telegram,* in which Mr. Pape asked that the trustee of the bankrupt estate, M. B. Eaches, be ordered to turn over to him a press and other equipment which he claims had been leased to him by Mr. Turner. The referee decided against Mr. Pape.

Financial Daily Changes Name

New York Daily Financial America, which has been published in the financial district for more than 30 years, became the *Wall Street News,* Monday. The change of name was announced by the New York News Bureau Association, which controls its publication. No changes in personnel were made.

U. S. Scholarships for British Journalists

Two English journalists will get scholarships worth $2,500 each this year in the proposed Walter Hines Page School of International Relations, to be established in Johns Hopkins University in memory of the late Ambassador to the Court of St. James's, it was announced Monday by the English-Speaking Union.

Wisconsin Ad Managers Meet

Newspaper Advertising Managers of Wisconsin held their second annual summer meeting and outing at Green Lake, Wis., July 14 and 15. Among the speakers were C. C. Younggreen, vice-president, Klau-Van Pieterson-Younggreen, Inc., Milwaukee; Harry King of Prudden, King and Prudden; Thomas G. Murphy, business manager, *Janesville* (Wis.) *Gazette* and Daniel H. Storey, advertising agent of Wausau, Wis.

New Long Beach Weekly

A new weekly, the *Long Beach* (Cal.) *Argus,* appeared recently printed in two colors, blue and red. Francis E. Burkhardt is editor and publisher; Benjamin F. Hoover, business manager; Helen Gifford Heller, local editor.

Rome Newspaper Seized

The *Impero,* Facist newspaper of Rome, was seized by the government last Saturday for advocating the removal of certain officials in defiance of the press censorship law, according to press reports.

Coast Monthly to Become Daily

The *Oakland* (Cal.) *Record,* now a monthly, is soon to be issued as a daily. Walter Barusch has been appointed managing editor.

Adds Tabloid Photo Section

Crookston (Minn.) *Times* has added a tabloid size photogravure section to its Saturday afternoon edition. It does not publish Sunday.

In the First Six Months of 1924

The Providence Journal

(Morning and Sunday)

and

The Evening Bulletin

Printed

11,742,598 Lines

Of Paid Advertising

This is a gain of 763,506 lines or 6.5% over the corresponding period of 1923

The reason for this gain is **"Advertising in these newspapers produces results."**

The sworn net paid circulation figures of these newspapers for the six months ending June 30, 1924, were as follows:

The Providence Journal 34,041
The Providence Sunday Journal 62,604
The Evening Bulletin 65,438

This makes a new high record for all three newspapers, which indicates the confidence in which they are held by the people of Rhode Island.

Providence Journal Company

Providence, R. I.

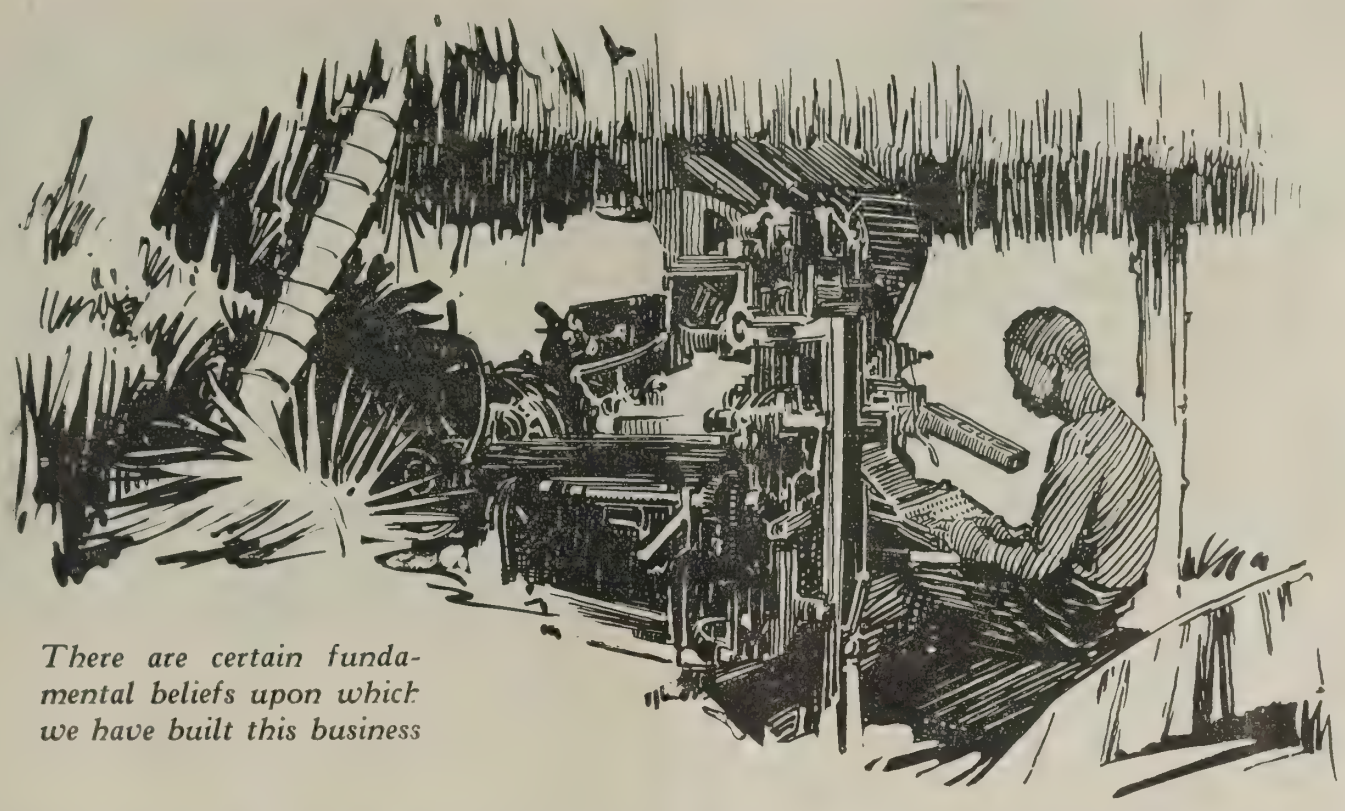
Representatives

CHAS. H. EDDY CO.

BOSTON NEW YORK CHICAGO

R. J. BIDWELL CO.

San Francisco Los Angeles



There are certain fundamental beliefs upon which we have built this business

YOUR MARGIN OF SAFETY

The way to insure uninterrupted operation of the Linotype under all conditions is to fit it to meet the most unfavorable conditions. So we build every Linotype on the assumption that it may come under the tender ministrations of a native operator in the tropical jungle; or that it may be called upon to set a daily newspaper on an ocean liner.
Most Linotypes have a pretty easy time of it.

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

Composed entirely on the LINOTYPE

PORTLAND HOST TO CIRCULATORS

Outing Trips Feature Two Day Meet—Dolhenty, Worcester Telegram-Gazette, Presides—Local Dailies Entertain

The first general meeting of the New England Association of Circulation Managers ever held in Maine assembled at Portland, July 16 and 17. While headquarters were established in Portland, the meetings of the association were held at various summer resorts in the vicinity of Portland.

Meeting at the Congress Square Hotel here on Wednesday morning, two score of the members went by motor to Poland Springs, where they had luncheon.

In the afternoon a business meeting was held, consisting of round-table discussions of many problems of the newspaper circulation department. President Edward D. Dolhenty, of the *Worcester Telegram-Gazette,* presided.

Returning to Portland late in the afternoon, the circulation managers were entertained at dinner at the New Falmouth Hotel by the *Portland Press Herald* and *Evening Express.*

Special guests of the association at the dinner were Albert W. Fall, of Worcester, Mass., manager of the New England Daily Newspaper Association, and William H. Dow, of the Maine Daily Newspaper Publishers' Association. Others present were as follows:

Edward Donion, *New Haven* (Conn.) *Times-Leader;* C. R. Bailey, New York; F. M. Hammond, Jr., *Boston Transcript;* E. D. Dolhenty, *Worcester Telegram-Gazette;* Leigh D. Flynt, *Augusta Kennebec Journal;* D. L. Minster, *Portland Express;* A. J. Hamel, *Lewiston Sun;* Wayne C. Smith, *Meriden* (Conn.) *Record;* R. Wittum and H. B. Record, *Lewiston Sun;* H. Toomey, *Waterbury Republican American;* Ralph E. Gray, *Portland Press Herald;* Ed Byron, *Augusta Kennebec Journal;* Charles M. Schofield, *Waterbury Republican-American;* William E. Potter, *Manchester* (N. H.) *Union Leader;* J. Isenberg, *Lawrence Telegram;* George H. Reynolds, New Bedford; R. J. Gildart, *Portland Express;* Austin B. Croshers, *New Bedford Standard-Mercury;* Lester F. Wallace, of Burgess, Fobes Co., Portland; Donald L. Grey, *Portland Express.*

After the dinner, the guests were welcomed by Mr. Dow, acting in behalf of the Portland publishers, and the response was by President Dolhenty.

The second day's program began Thursday with an inspection at 9 o'clock of the new Press Herald Building. Then the visitors were taken in auto busses for the 35-mile trip to New Meadows Inn, where a shore dinner was served. They returned by steamer through Casco Bay. On the steamer, the second and final business session was held. There was an open forum at which questions of interest to the association were discussed.

The committee of arrangements consisted of Frank S. Hoy, assistant business manager of the *Lewiston Sun;* Daniel L. Minster, circulation manager of the *Portland Express;* and Ralph E. Gray, circulation manager of the *Portland Press Herald.*

FIND SUNBURN AND CIRCULATION IDEAS IN MAINE



Work wasn't all that occupied the New England circulation managers at their recent meeting. A good time also was had by—(Back row) P. Twomey, American, Waterbury; A. B. Croshere, Standard, New Bedford; L. D. Flint, Kennebec Journal, Augusta; W. C. Smith, Record, Meriden; R. C. Gray, Press-Herald, Portland; G. Barton, Journal, Lewiston; L. M. Hammond, Jr., Transcript, Boston; Hartley Lord, Journal, Lewiston; Ed. Donlin, Times-Leader, New Haven; (Middle row) R. Whittum, A. Hamel, Sun, Lewiston; D. L. Minster, Express, Portland; J. E. Hennessey, Herald, Fall River; W. E. Potter, Union-Leader, Manchester; E. D. Dolhenty, Telegram-Gazette, Worcester; C. M. Schofield, Republican-American, Waterbury; L. F. Wallace, Burgess-Fobes Co., Portland; (Front row) P. J. Gildard, Express, Portland; H. R. Record, Sun, Lewiston; Ed. Byron, Kennebec Journal, Augusta; I. Isenberg, Telegram, Lawrence; D. F. Grey, Express, Portland; A. W. Fell, manager New England Newspaper Publishers' Association.

"TAMPA" MISUSE CURBED

U. S. Trade Commission Issues "Desist" Order to Cigar Companies

Alleged misuse of the word "Tampa" and "Havana" in marking and advertising cigars has caused the Federal Trade Commission to issue a "cease and desist" order against C. N. Dellinger & Co. of Red Lion, Pa., and Tampa Ribbon Cigar Company of Indianapolis. C. N. Dellinger, head of the Pennsylvania concern and John M. Thomas, president of the Indianapolis company, are named individually by the commission.

It is charged that the Dellinger concern, which manufactures cigars of domestic tobacco worked with the Tampa Ribbon Cigar Company to sell and distribute them with labels and through advertising that actually represented the goods as so-called Tampa cigars, or cigars made in Tampa of Cuban grown tobacco, commonly known as "Havana" in the cigar trade.

Gadsden, Ala., Dailies Merge

Purchase of the *Gadsden* (Ala.) *Evening Journal* by the *Gadsden Times-News* was announced this week. The two papers have been merged as the *Gadsden Times,* the first combined issue appearing July 21. The price was not announced.

Increases Capital to $60,000

The Banner Publishing Company, publishers of the *Brenham* (Tex.) *Daily Banner,* has filed an amendment to its charter increasing the capital stock from $30,000 to $60,000.

Huntsville (Ala.) Star Suspends

Announcement has been made of the suspension of the *Huntsville* (Ala.) *Daily Star,* morning paper established by Edward Doty less than a year ago. Doty declared the city is too small to support a morning paper several of which have failed in recent years.

Classified Real Estate Page

A series of full-page real estate advertisements is being run in the *New York Sun,* originated by Harold L. Goldman, classified advertising manager, to appear the first Saturday of each month for 12 consecutive months. A fourth of each page is given to an editorial on the general subject of real estate, but particularly the importance of dealing with realtors, the rest of the page being occupied by advertisements of real estate men. There are 104 advertisers listed on the page, one inch space being taken by each firm.

Sale of Starmer Group Rumored

It was rumored in London this week that the group of London and provincial newspapers under the control of Sir Charles Starmer may change hands soon. The best-known paper of the group is the *London Westminster Gazette.* Other papers in the combination are published at Birmingham, Sheffield, and Nottingham.

Utah Publishers Meet

Publishers of Utah visited the scenic attractions of their state during the annual convention of the Utah State Press Association held July 5, 6, 7, at Panguitch. Following a brief business meeting members toured the southern portion of the state. No business of importance was transacted, the meeting being more of the nature of a summer outing. President Karl S. Carlton of Milford, presided. Republican editors present elected W. P. Epperson of Kaysville president of their section.

Norwegian Newsprint

Prompt shipments *Inquiries solicited*

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street New York City

Telephone Penn. 7443

First IN CENTRAL OHIO Columbus IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,886,673 lines.

DISPATCH ...10,776,342 lines
SEC. PAPER .. 5,177,916 lines
THIRD PAPER. 3,711,753 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

SOME FACTS THAT MAKE

OHIO FIRST

Population	5,759,394
Density of population	141.4
Total urban population	3,677,136
Total rural population	2,082,258
Towns under 2,500 population	67.2
Cities over 5,000 population	69
Cities over 25,000 population	21
Cities over 100,000 population	7
Number of farms	256,695
Number of farms owned by occupants	177,986
Land in farms (acres)	23,515,888
Average acreage per farm	91.6
Average value per farm	$12,060
Value of all farm property	$3,095,666,336
Revenue from crops and livestock	$904,400,000
Manufacturing establishments	16,125
Persons engaged in manufacturing	882,934
Number of wage earners	730,733
Amount of wages paid	$944,652,000
Average wage paid	$1,294
Value of products	$5,100,308,728
Varied industries	246
Ranks first in	18
Number of automobiles	1,069,100
Population per motor vehicle	6
Bank depositors number	1,200,000
Deposits in State banks exceed	$1,270,000,000
Building and loan associations	875
Total membership	1,169,828
Total assets	564,348,517

The State of Ohio is one of the fertile trade territories in the Union. The daily newspapers listed here are market finders for manufacturers. They help move goods from the dealer's shelves, provided the advertising copy is strong and in sufficient volume. Cultivate Ohio.

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	5,046	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



WILLIAM A. CURLEY: "Good jobs go to the loyal."

ASK William A. Curley, managing editor, as to what he attributes the success of the *Chicago Evening American*, and he will tell you:

"Our organization."

Yet this same Mr. Curley went to Los Angeles in 1911 to take charge of the *Los Angeles Herald*, only then recently acquired by William Randolph Hearst, and in two years the Herald was the leading afternoon paper.

From Los Angeles Mr. Curley went to San Francisco and put the also acquired *San Francisco Call* on its feet. Then he headed for Chicago, took charge of the Evening American, and now, at 3 cents a copy daily and 5 cents on Saturdays, the American, which was selling at 1 cent when Mr. Curley took charge in 1914, is leading all its competitors in circulation.

And Mr. Curley didn't carry his organization with him from newspaper to newspaper. He built up a new one at each stopping-off place.

His present organization in the editorial department of the Evening American numbers several men who were on the staff when he took charge in February, 1914.

Many others are eight and nine-year men, who started newspaper work under Mr. Curley. Others are boys who went away to the World War—and returned to the American, of course. You couldn't drive them away.

"Mr. Curley puts great stress upon the organization," said one of his assistants. "He is very proud of it, and lays much of the success of the American to the organization.

"He doesn't go outside the organization for help, but when vacancies occur, he fills them by promotion from the ranks. The ranks are filled up by new blood, of course, but the better jobs go to the loyal members of the force. That goes down even to the office boys. Several former copy-chasers now are successful reporters."

A "bear" on accuracy, the managing editor of the Evening American believes in taking as much pains with a 50-word brief as with a leading murder or political story. And he wants every story entertainingly written.

"He knows what he wants, he knows how to tell others what he wants, and he knows when he gets it," said one of the aides. "He has an unusual faculty for constructive criticism. And he knows how to listen to the other fellow, accept his idea gratefully if it is right, or reject it tactfully, without leaving a sore spot if he thinks it wrong."

And he listens to ideas from any of his staff. He is democratic. Any reporter, re-write man, copy-reader can talk to him, any time—because he's on the job all the time when not elsewhere on business for Mr. Hearst. For in addition to being managing editor of the Evening American, he supervises the editorial policy of the *Milwaukee Wisconsin Evening News* and of the *Atlanta Georgian*.

Mr. Curley is a great reader, and an asker of questions. He is a keen student of people generally, continually asking questions about persons whom he has not seen or met, and he has a surprising number of friends and acquaintances in Chicago.

Born in New York 49 years ago, Mr. Curley started newspaper work while quite young on the old *New York Recorder*. For a short time he was in the advertising business. Then, 26 years ago, he went to the sporting department of the *New York American*. He has been in the employ of William Randolph Hearst continuously since.

After serving as sporting editor, make-up editor, night editor and assistant managing editor on the New York American he went to Los Angeles in 1911, then to San Francisco in 1913, thence to Chicago and the Evening American.

He is married, and the father of 5 children, three daughters and two sons. Bob, the younger boy, is a student at the University of Chicago, quarterback on the football team—and hence William A. Sr., former sporting editor, takes great pride in Bob.

In his organization to which he lays the success of the Evening American, he knows them all, from assistant managing editor to copy boy.

An annual stag banquet is held—he calls it a get-together meeting. At the last banquet, one chair was vacant—the chair of a veteran re-write man who had only recently died. As the toastmaster arose, Mr. Curley interrupted and arose, proposing a "Silent toast to one who has passed on—one who typified all the highest qualifications of the newspaper man."

He never forgets a member of his organization.

Newspaper Publishers!

Merchandising Service Department manager with successful record now available. Write for detailed information to Box B-642, Editor & Publisher.

SPORTS WRITERS ORGANIZE

International Association Formed by News Men at Olympics

PARIS, July 9.—Opportunity has been taken of the presence in Paris of so large a number of sports writers of all countries to found an International Sports Writers' Association. One of the chief aims of this association is that sports writers of one country shall be placed on an equal footing with sports writers of any country they may visit. At the third meeting of the congress of sports journalists the statutes of the new association were drawn up and will shortly be made public.

The following were elected to the Committee: President: M. Frantz-Reichel (France); vice-presidents: Victor Boin (Belgium), Eric Pollin (Sweden), André Glarner (Anglo-American Press Association), and M. Kineshita (Japan); secretary-general: M. Bruni (France); treasurer: M. Lesturgeon (Holland).

One of the first acts of the newly-formed organization was to define the status of a sports journalist. "A sports journalist," the first resolution runs, "is a journalist who derives the major portion of his income from writing about sport."

Soldiers Attack Greek Newspapers

Greek soldiers, after invading the offices of two Salonika newspapers, *Tachydromos* and *Himerissia*, July 18, and demanding that the report of a royalist speech be suppressed, fired upon the staff when their demands were refused, according to a *New York Times* report. One of the staff of *Himerissia* was killed; several were wounded. The two newspapers did not appear Saturday morning.

Editors Take River Trip

The annual river trip of the Southern Illinois Editorial Association started from St. Louis Friday, July 18, for Cairo, Ill. More than 100 were in the party. The return trip ended after breakfast Monday morning. Entertainment was provided on the boat, and at Cape Girardeau, Commerce, Chester, Grand Tower, Thebes, and other river points where stops were made.

Weekly Establishes Radio Station

The *Fayette* (Mo.) *Democrat Leader* claims the distinction of being the first Missouri weekly paper and perhaps one of the first weeklies in the country, to establish a radio broadcasting station. Joseph Gray, licensed commercial operator is in charge. The station has a 236 meter wave length.

Copyright Pact With South Africa

A reciprocal copyright arrangement between the United States and the Union of South Africa was made effective July 1. Proclamations providing for the arrangement were promulgated by President Coolidge on June 26 and the Governor-General of the Union on June 13.

The Greatest Force in British Advertising is

The Times

London, England

Wichita American in Receivership

The *Wichita* (Kan.) *American*, established April 14, went into the hands of a receiver at the request of the Merchants' Printing and Publishing Co., publishers of the paper. George Bassett was named receiver. A reorganization is contemplated. Walter M. Markley, formerly of the *Topeka State Journal*, was managing editor.

200 Pledge Honor Ads.

American Fair Trade League has announced that more than 200 manufacturers during the year pledged themselves to that organization to eliminate the practise of misbranding merchandise and issuing misleading statements in advertising. Successful efforts were made by the league to stop misuse in the cigar industry of the words, "Havana", "Tampa", and other local names.

California Ad Fund Grows

The San Francisco Supervisors have authorized the appropriation of $20,000 to be contributed to the advertising fund of Californians, Inc.

New Ludlow Caslon Sizes

Ludlow 1-L Caslon Light is now available in the 6-, 8- and 10-point sizes. This face has been obtainable in sizes ranging from 12 to 48-point.

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:

PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

THE

Daily Mail

with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

LOS ANGELES
EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

New England's Share of Nation's Manufactures

The New England States produce 11.5% of the total manufactures in the United States.

The total wages paid in this territory amount to nearly two billion dollars annually.

Anyone familiar with New England will readily realize the immense market for luxuries in this territory. First, there is inherited wealth and accumulated wealth, giving the income with which to buy.

New England, with a little over seven per cent of the population of the United States, has nearly forty per cent of America's savings.

The people of New England are, as a whole, educated and discriminating buyers. A product of real worth, adequately advertised, never fails to win its place here.

New England daily newspapers furnish the natural and complete means of communication. They are universally read and the newspapers listed on this page will give prestige with dealer and consumer.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
•••Attleboro Sun	(E)	5,414	.0275	.0175
•••Boston Globe	(M&E)	278,616	.50	.50
•••Boston Globe	(S)	332,083	.55	.55
•••Boston Post	(M)	362,520	.60	.60
•••Boston Post	(S)	367,600	.55	.55
•••Fall River Herald	(E)	15,271	.05	.05
•••Fitchburg Sentinel	(E)	11,410	.055	.045
•••Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
•••New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
•••New Bedford Sunday Standard	(S)	27,334	.10	.10
•••North Adams Transcript	(E)	9,604	.0375	.03
†††Pittsfield Eagle	(E)	17,073	.04	.035
•••Salem News	(E)	21,154	.09	.07
•••Taunton Gazette	(E)	8,551	.04	.03
•••Worcester Telegram-Gazette	(M&E)	33,036	.24	.21
•••Worcester Sunday Telegram	(S)	48,127	.18	.15

MAINE—Population, 768,014

•••Bangor Daily Commercial	(E)	14,525	.05	.04
•••Portland Press Herald	(M&S)	31,115(A)	.08	.08
•••Portland Express	(E)	28,400	.10	.07
•••Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

•••Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
•••Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,391	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
•••Providence Journal	(M)	33,534	.10	(B).23
•••Providence Journal	(S)	61,142	.15	.15
†††Providence Tribune	(E)	23,081	.10	.09
•••Westerly Sun	(E&S)	4,499	.025	.025
•••Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

•••Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
•••Burlington Free Press	(M)	12,693	.05	.05
•••Rutland Herald	(M)	10,548	.04	.04
•••St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

•••Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
•••Bridgeport Post	(S)	20,565	.09	.09
•••Hartford Courant	(M)	31,940	.08	.08
•••Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
•••Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
•••New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
•••Norwalk Hour	(E)	5,624	.03	.03
•••Stamford Advocate	(E)	8,994	.0375	.03
•••Waterbury Republican American	(M&E)	21,951	.08	.07
•••Waterbury Republican	(S)	15,181	.06	.05

••• A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

EDITORIAL

THE WORLD'S GREATEST MARKET

THE World's Greatest Market—there she sits in glory! Woo her and she will bring to you material blessings beyond dreams of avarice; spurn her and your way shall be lonely and your works futile and barren.

There she sits—in a New York subway car!

Let us survey this market: Her shoes are of the soft skin of the kid, exquisitely designed, with pointed toe, which no foot may fit, raised high in the heel to throw the human form out of joint, and colored a delicate pastel shade, dainty as a glove, and a thousand times removed from all suggestion of contact with the earth's soil or a dirty city street.

Two magnificently turned pedal extremities in silken casements, glistening like shafts of burnished metal, harmoniously blend with the bordering shoes and pleated skirt.

The gown is fashioned with the grace of a flower. One wonders if its contact with this soiled public carriage is not a desecration. It would seem more in place in a drawing room, amid appointments of carved mahogany, crystal chandeliers, polished floors and Persian rugs and soft tapestries spun of an ancient art.

There is a daring, freakish splash of color appliqued at the side of the skirt of the World's Greatest Market—a conventional design, caught from the fleur de lis and so delicately woven that the imagination pictures prolonged effort of patient, skilled fingers, although we realize that a tireless finger of steel has long since mercifully replaced the human touch. The gown is cut low and is sleeveless, revealing at the neck a fugitive marshmallow flash. The arms extend down to pointed, polished finger tips, pink as sea-shells.

The hat is a diadem, a confection reflecting dazzling prism lights, with lines and proportions so true to the form of face and head that it would seem to have been modelled from the imagination of a Gainsborough to charm Apollo and drive a thousand rivals to despair.

A sparkling solitaire, on the right finger, eloquently proclaims the conquest won and an array of jewelled boxes and beaded bags and silvered mirrors and dangling pearls and myriad touches of elegance and vanity declare in her the triumph of a Golden Age.

In her hand is a newspaper and her blue eyes flit from page to page, lingering here at a vision of a castle on a hill, stopping there to appraise the value of a modern kitchen appliance, swiftly discarding a style of motor car and with precision accepting another one—The World's Greatest Market is making her selections.

From the depth of the sea, from valley and plain, from mountain crag and darkening mine, from treetop and cave, from office and mill, from countryside and market place, through summer's heat and winter's blast, by day and by night, the legions march to lay their treasures at her feet and accept her gracious bounty.

The World's Greatest Market in the subway train is speeding to the canyons of Wall Street, as our survey is made. Today she shall copy his letters; tomorrow she shall be his Queen.

Mid-summer, and not many of the dire threats of the Presidential year Gloomy Gus brigade have been realized.

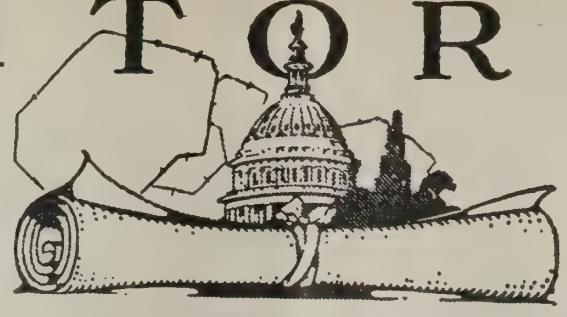
RADIO ADVERTISING

IN theory, the radio broadcaster is non-commercial, meaning non-advertising and non-propagandist.

Recently we heard a New York theatrical manager advertising over the radio by the smart expedient of soliciting the "prettiest girls" for the chorus of a new show.

Last week we heard broadcasting from a Broadway theatre, the announcer coming in about like this: "This is XYZ, broadcasting for Soandso's Theatre, Broadway and Forty-fifth street, the largest house on Broadway, where performances are given twice daily at popular prices, with seats for everyone."

Just how this business is sold, we do not know, but we dare say that it is as commercial as any other advertising medium.



1. CORINTHIANS

CHAPTER I. 19-20.

Where *is* the wise? Where *is* the scribe? Where *is* the disputer of this world? Hath not God made foolish the wisdom of the world?

VALUATION STANDARDS

CAN newspaper earnings of the post-war period be considered as typical in valuing a property for reorganization or sale? Is the old rule that the average of five years' gross earnings indicates a property's fair worth still valid, considering the experience of newspapers from 1919 to date? EDITOR & PUBLISHER does not think so. The newspaper business has lost little of its hazardous character, even though its prosperity has multiplied since the Armistice. A fair valuation would take into consideration years of red as well as black balances, and recent years have seen comparatively few in the red.

For that reason careful newspaper men read with doubt in their minds a broker's announcement in the *New York Times* this week that he was offering 500 shares of *Brooklyn Eagle* stock, par value $100, at $180 per share. The capitalization of the Eagle is $1,500,000, on which an annual dividend of $10 is paid. The broker pointed out that net profits in 1923 were $285,648, on gross earnings of $4,110,738; in 1922, the net was $400,000 on a gross of $3,866,995; and in 1921, the net was $258,387, on a gross of $3,528,669.

Total assets were reported as $3,294,917, current assets at $1,200,000, and current liabilities at $111,466. Among the assets listed was the Eagle's Associated Press membership, valued at $1,000.

Net profits figured against the capitalization, showed a return equivalent to $19 a share in 1923; $26 a share in 1922; and $17 a share in 1921.

Figured against gross income, net earnings represent a profit on the annual turnover of more than 6 per cent in 1923; more than 10 per cent in 1922; and 7 per cent in 1921.

On the appraisal rule of averaging gross earnings for a given period, the three years' figures cited by the broker would warrant a goodwill valuation of $3,835,467.

Averaging the net earnings for this period cited by the stock salesman, and multiplying by 10, the goodwill might be valued at $3,146,780.

July 26, 1924 Volume 57, No. 9

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building*, 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

Averaging the results of both of these methods, the valuation would be $3,491,123.

So with figures like these in mind, the broker offers the stock as a bargain at $180, which figure, applied to the 15,000 shares outstanding or in the treasury, would value the goodwill of the paper at $2,700,000.

No one doubts for a moment that the Brooklyn Eagle goodwill is worth that sum; nor is there any doubt that its publishers would refuse for it a considerably larger amount. The point is that valuation of a newspaper according to the earnings of the period since the Armistice is unsound, that its general application would certainly inflate dangerously newspaper capital values and probably result in business disaster and a quick return to the day when a newspaper was the last venture on which an investor cared to risk his fortune.

The very fact that this stock, of a closely held company, is seeking a buyer in the open market, indicates that the ownership of the paper believes unsound the method by which the seller reached his valuation.

Do the American people read politics? They do, when they are interesting. The American people read anything that is interesting. They do not read anything which is not interesting.

ENGLISH IN COMICS

GROSS grammatical errors habitually appearing in newspaper comic strips and jokes are dominating the speech of the children of the country, making it virtually impossible for the schools to teach correct English, according to Miss Edith Spencer, a Los Angeles school teacher, who is seeking to enlist editors in a campaign to "clean up" the newspaper columns. She called at EDITOR & PUBLISHER office this week to urge this journal's support.

Miss Spencer's campaign grew out of a recent meeting of the National Educational Association at Washington, D. C. G. A. Lyon, associate editor of the *Washington Evening Star*, addressed the convention on what the schools can do for the newspapers in the way of training young men to write correct English. Miss Spencer answered with a talk on what the newspapers can do for the schools by eliminating the conscious grammatical errors placed in comic strips, which disseminate incorrect speech among school children much faster than teachers can eliminate it.

"Children in the Lafayette Junior High, during our Better English drive, often brought me comic strips with the statement that the cartoons would have lost none of their effectiveness had correct grammar been used," she declared.

"I am convinced that the newspaper reading done by children every day influences their speech more than what they are taught in school. If newspapers generally would eliminate the grossest errors, I am convinced the effect would be noticeable. It is an almost hopeless task for English teachers to correct habits of speech formed by children before they enter school."

A newspaper ban on the following five common errors is asked by Miss Spencer: "Ain't," "done," "seen," "was" for "were," and the double negative. With these "outlawed" by the newspapers, the Better English movement would be benefited, while at the same time newspaper features would lose none of their effectiveness, Miss Spencer believes.

Miss Spencer came to New York this week to attempt to personally interest newspaper editors in the movement. She told EDITOR & PUBLISHER it is her plan to appeal to the American Society of Newspaper Editors.

The Los Angeles school teacher is not an extremist in the matter of language, and declares no part of her campaign is directed against "slang."

"Slang abounds in the newspapers," she said, "but only in cases where it is actually vulgar, is not a menace to good speech. At its best, I think it adds spice to writing and talking.

"If newspapers would only concentrate on the elimination of the five errors previously mentioned they would be doing a cultural service."

Courtesy is the apple-sauce in the bread of life.

PERSONAL

ROBERT W. EAGAN, vice-president and editor of the *Oil City* (Pa.) *Derrick*, and former managing editor of the *Pittsburgh Dispatch*, was this week appointed a Knight of the Order of St. Gregory the Great by the Pope for services to soldiers in the World War as director of operations in France, Belgium, Italy and Germany for the Knights of Columbus.

A. L. Glasmann, editor of the *Ogden* (Utah) *Standard-Examiner*, has returned from a motor trip through California.

IN THE BUSINESS OFFICE

JOHN E. McCOMB, Jr., has been made assistant to the general manager of the San Antonio Express Publishing Company, publisher of the *Express* and *News*.

John Bennett is acting director of advertising of the *St. Paul Dispatch-Pioneer Press* in place of A. J. McFaul, resigned.

Hal K. Edwards, former business manager of the *St. Paul Daily News*, has been made general manager of the Federal Construction Company of St. Paul.

Wesley McCurdy, assistant to the general manager, *Winnipeg Free Press*, has resigned to become the business manager of the *Winnipeg Evening Tribune*.

C. D. McLucas, classified advertising manager of the *Altoona* (Pa.) *Tribune*, has recently been promoted to manager of advertising. Miss Bella Cross, classified manager of the *Sharon* (Pa.) *Herald*, succeeds him. Miss Anna Brewer, Miss Madeline Hunsinger and Mrs. Clara Snyder have been added to the Tribune classified staff.

William Geisman has resigned as circulation manager of the *Sandusky Star-Journal* to become counsellor of circulation for the Chew syndicate of newspapers owned by J. P. Chew of Xenia, O.

R. C. Shelton, circulation manager, *Worcester* (Mass.) *Post* and Mrs. Shelton are parents of a daughter, Margaret Elizabeth.

Fred E. Crawford, Jr., of the Chicago office of the *New York Sun* was recently president of the Rainbow Division Veterans.

IN THE EDITORIAL ROOMS

GEORGE H. THOMAS, for 5 years the editor of the *San Diego* (Cal.) *Sun*, has resigned to join the publicity staff of the Ince Studios at Los Angeles. He has been succeeded by Roy D. Pinkerton, formerly chief editorial writer, *Cleveland* (O.) *Press*.

Claude Newman, for 3 years sports editor, *Mason City* (Ia.) *Globe-Gazette*, has gone to Los Angeles to enter the newspaper field. John L. Fletcher, former farm editor on the *Cedar Rapids* (Ia.) *Republican*, has succeeded him on the Globe-Gazette. Don Datisman has joined the Globe-Gazette staff.

J. H. Wolf, editor of the *Primghar* (Ia.) *O'Brien County Call*, Iowa's oldest active editor, recently celebrated his 83rd birthday.

J. M. McClelland, managing editor, *Longview* (Wash.) *Daily News*, who has been critically ill, is recovering.

E. Robert Anderson has resigned as city editor of the *San Diego* (Cal.) *Sun* and has been succeeded by Lawrence Blochman, who has recently returned from a two years' trip around the world.

Clyde R. Miller, a Cleveland newspaper man who holds the position of director of publications of the Cleveland board of education, delivered a series of 10 lectures before gatherings of educators at Columbia University, this week.

Charles H. Heller, of the editorial staff, *Trenton Times*, has resigned to become postmaster at Morrisville.

A. J. Weller of the *Fresno* (Cal.) *Bee* staff and Mrs. Weller are parents of a son.

Dick Downs, former sports editor, *Fresno* (Cal.) *Bee*, later with the San Joaquin Light & Power Company, has returned to the Bee.

Charles W. Canfield, of the local staff, *Wilmington* (Del.) *Every Evening*, has returned from a motor tour in the West.

Miss Claire Shipman has returned to the *St. Paul Dispatch* reportorial staff.

Paul R. Kelty, who retired as news editor of the *Portland Oregonian* to buy the *Eugene Guard*, was honored at a farewell luncheon by the Oregonian staff. Edgar B. Piper, editor, presented Mr. Kelty with a traveling bag.

H. P. McFadden is now staff photographer for the *Sioux City* (Ia.) *Journal*.

P. H. Harvey of Duluth is now on the staff of the *Sioux City* (Ia.) *Journal*.

William J. Waldron, sports writer for the *Trenton* (N. J.) *Times*, has joined the real estate firm of Waldron & Craig, of Trenton.

Kenneth Mullin of the copy desk, *San Antonio Light*, has resigned.

W. R. Patrick, Chicago cartoonist, has joined the *San Antonio Light*.

Charles P. Fenton, sports editor, *Sandusky Register*, has returned to his desk after two weeks' vacation spent in New York.

Mrs. Robert Ekström has resigned as society editor of the *Hibbing* (Minn.) *Daily Tribune* and removed to Duluth.

Harold Drulinger is now editing the *Allen* (Neb.) *News* succeeding Millard M. Martin who has been named postmaster at Allen.

William Adams, author of a collection of short stories and poems, is now country editor of the *Modesto*, (Cal.) *Herald*.

Kenneth Stewart, hotel reporter, *Fresno* (Cal.) *Bee*, has left for a trip across the continent by automobile.

Jack Goddard, assistant city editor, *Fresno* (Cal.) *Bee* and Lloyd Craig, camera man for the *Fresno Republican*, have returned from an exploration of several unnamed caverns in the Sierra Nevada mountains.

John T. McCutcheon, cartoonist, *Chicago Tribune*, has lent to the Art Institute of Chicago two seventeenth century Flemish tapestries.

PRESS ASSOCIATION NOTES

LEO T. HEATLEY, assistant city editor, is sitting in the slot during the vacation of Gerald D. Murray, city editor, Standard News, New York.

Hervey G. Brackbill, night editor of the Associated Press in Baltimore spent his vacation touring in Canada.

Oscar K. Goll, until recently bureau manager at Mexico City for International News Service and Universal Service is now attached to the New York office of the latter organization.

Otis Swift, cable editor, United News, sailed this week from Norfolk for Iceland to cover the flight of the American world flyers.

HOLDING NEW POSTS

WAYNE WEISHAAR, from assistant city editor, *Des Moines Tribune*, to staff, Associated Press, New York.

WITH THE ADVERTISERS

W. H. Ingersoll, president of the Ingersoll Redipoint Company, St. Paul, Minn., is now general sales manager, DeForest Radio Telephone and Telegraph Company of Jersey City. He is also directing advertising.

WITH THE SPECIALS

FROST, Landis & Kohn have been appointed to represent the *Winchester* (Ky.) *Sun*, *Visalia* (Cal.) *Delta*, and *Selma* (Ala.) *Times-Journal*.

SCHOOLS

EDWARD LYSAGHT, a young civil engineer of Cincinnati, recently was awarded the advertising prize offered each year by Ren Mulford, Jr., to students in his All Sales Class at St. Xavier College of Commerce.

FOLKS WORTH KNOWING

JOHN C. COOK, veteran of New York journalism, has been announced as publisher of the new daily picture tabloid newspaper to be issued in New York soon by Bernarr Macfadden, publisher of Physical Culture, and other magazines.



JOHN C. COOK

He comes to the Macfadden publication from Frank A. Munsey's executive staff, which he joined after the purchase by Munsey of the *New York Globe* upon which he was acting as business manager.

The new Macfadden publisher had had long experience on the business side of metropolitan newspapers. After "breaking in" on the old *Philadelphia Press*, he came to New York in the early nineties and was for a time advertising manager for John Wanamaker. From that he became advertising manager of the *New York Evening Post*.

For 13 years, from 1903 to 1916, he was treasurer and business manager of the *New York Evening Mail*. In 1916 he retired from daily newspaper work to enter the field of trade journalism, later returning to his old field of activity, joining the *New York Herald* in November 1918.

In June, 1919, he was made business manager of the *New York Journal of Commerce*, filling the vacancy caused by the death of Edward Payson Call.

Mr. Cook had no statement to make regarding the new New York daily except that a staff was being engaged and the first issue will be on the streets in a few weeks. The name of the paper has not been announced.

SPECIAL EDITIONS

DAVENPORT (Ia.) *Democrat*, a 240-page New Home edition, July 20.

Selma (Ala.) *Times-Journal*, a 116-page Black Belt edition, July 13.

San Diego Union and Tribune, a 72-page Transportation edition July 1, in connection with the opening of the new Rapid Transit Electric Line.

Sheridan (Wyo.) *Post-Enterprise*, a 40-page Recreation edition.

High Point (N.C.) *Herald*, a 32-page National Publicity edition, July 10.

Cairo (Ill.) *Bulletin*, a 40-page Tri-State Cotton and Development edition.

NEW PLANTS AND EQUIPMENT

WILMERDING (Pa.) *News-Tribune*, a weekly, has awarded a contract for a new, 2-story, steel and concrete building, 70 by 118 feet, which will be ready for occupancy about Nov. 1st, to cost in the neighborhood of $80,000.

Wilson & Horton, newspaper publishers at Auckland, New Zealand, have installed a Ludlow Typograph.

Lafayette (Ind.) *Journal and Courier* recently installed a complete Pollard-Alling mailing system.

Los Angeles (Cal.) *Times-Mirror* has let contracts for a new three story addition at the rear of the present plant.

Waubun (Minn.) *Forum* has installed a motor-driven cylinder press.

Westport (Conn.) *Standard* has purchased a new linotype machine.

Marshfield (Wis.) *Daily News*, has installed a new Duplex press,

ASSOCIATIONS

SECOND Minnesota District Editorial Association will hold its summer meeting a Luverne, Aug. 1. A feature will be a picnic supper at the Mounds, at which the visitors will be the guests of the Luverne Commercial and Kiwanis clubs.

Boston Advertising Men's Post of the American Legion recently elected Lt. Col. Carroll J. Swan commander. He is a former president of the Boston Advertising Club.

Portland (Ore.) Advertising Men's Association is offering $100 in prizes to readers of newspaper advertisements for the best letters telling why certain advertisements have impressed them more than others.

Hollywood (Cal.) Advertising Club has been formed with the following officers: President, Paul V. Green; secretary, Arthur J. Kemp.

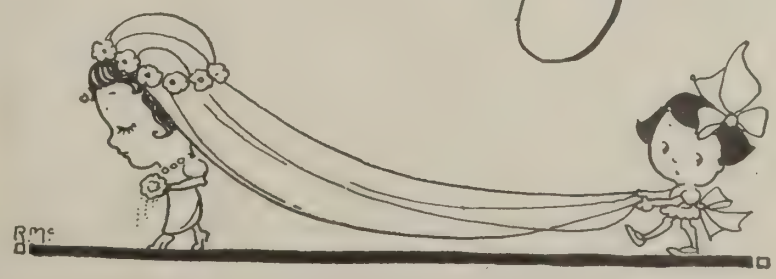
Glendale (Cal.) Advertising Club, recently formed, has elected the following officers: President, Ed. N. Radke; first vice-president, E. C. Carter; second vice-president, Vincent Salmacia; secretary, E. B. Blake; treasurer, V E. White, Jr.

San Antonio (Tex.) Advertising Club, under direction of Mrs. Marie A. Wathen, president is turning from its luncheon meeting policy to more serious work as a study organization. Beginning early in the fall the club will inaugurate night classes in advertising.

Rocky Mountain Billposter Advertising Association elected Joseph Quinn, Grand Junction, Col., president at the annual convention held recently.

803 June Brides

wrote to the Haskin Service for information about the details of a formal wedding



Tristate Editorial Association composed of editors of Northwestern Iowa, Nebraska and South Dakota will hold its annual convention at Sioux City, Ia., Sept. 18, 19 and 20. W. C. Lusk of Yankton, S. D., is president of the association and Frank M. O'Furey, Iowa Falls, Ia., secretary.

South Dakota Press Association will hold its midsummer meeting at Watertown August 21 and 22. John H. Craig, publisher of the Tripp Ledger, is president.

Des Moines, (Ia.) Advertising Club recently presented winners of the sixth annual golf tournament with trophies at a dinner dance. The championship cup presented by the Des Moines Capital was won by George Barnes; the Register and Tribune cup by Harry Johnson; the Des Moines News cup by Chester Cogswell and the Ad club trophy by R. D. McFadden.

Quebec Advertisers Club has been organized with J. N. Thivierge, manager of advertising, Le Soleil, president.

Century Club of Boston conducted its 12th annual golf tournament and track meet at Mt. Tom Golf Club, Holyoke, Mass., June 20, first prize in the former going to Ralph K. Strassman, *Red Book Magazine,* New York, with a net of 65. Wallace E. Howe, Jr., won the tennis prize.

WEEK'S FLASHES

The man who invented the death ray is here. He was reported last night sitting on the porch of a seaside hotel as helpless as any one else against mosquitos.—*H. I. Phillips in New York Sun.*

We are getting ready for airplane traffic. Many of our roads seem to be built for it.—*Columbia* (S. C.) *Record.*

Many a boss at the office helps wash the dishes at home.—*Miami* (Okla.) *News-Record.*

One of the familiar sights in Dodge City now is horney-handed harvest workers at the drug store buying talcum powder and cold cream.—*Dodge City* (Kan.) *Globe.*

Friends are people who dislike the same people.—*Lancaster Examiner-New Era.*

We are the greatest hubbub experts in the world.—*Neal O'Hara, New York World.*

By doing without things you want you can save enough to buy finer things when you grow old and no longer care for them.—*Robert Quillen* in *Detroit Free Press.*

Oil your screens well so the mosquitoes can squeeze through without scratching themselves.—*Honolulu Bulletin.*

The hinterland is a place where small sons still ask their dads for a mere nickel. —*New York Telegram and Evening Mail.*

Finland, may have the best distance runners, but she isn't in America's class in the matter of rum runners.—*Baltimore Sun.*

The only city man who stands in awe of a farmer is the one who has tried to make grass grow.—*San Francisco Chronicle.*

Aviators dislike to fly above the clouds, probably because of the danger of colliding with the heads of some of our politicians.—*James J. Montague, New York Herald Tribune.*

Divorce papers have a larger circulation in Moscow than the evening and morning press combined.—*Neal O'Hara, New York World.*

Ah, well; if your enemies call it fanaticism, your friends call it moral fibre.—*New York Telegram and Evening Mail.*

Jennie, the stenographer, says she hoped Underwood would be nominated because she always liked his typewriter.—*Cumberland News.*

Some family skeletons persists in showing themselves on bathing beaches.—*New Orleans Times-Picayune.*

Most of the work is done by people who are too nervous to loaf.—*Columbia* (S. C.) *Record.*

Every now and then the world is bitten into rabies by some mad dogma.—*Don Marquis in New York Herald-Tribune.*

Some people like to sing "Abide With Me," when it comes to putting money in the collection basket.—*New Orleans Times-Picayune.*

A picnic is an occasion which provides opportunity to enjoy all the discomforts that are not of home.—*Albany Journal.*

GOV. BRYAN IN THE HEADLINES



Gov. Charles W. Bryan of Nebraska crowded his brother from the front page when he was nominated for Vice-President by the Democrats in New York. Four New York reporters are shown getting "national copy' in an interview with the Westerner in his hotel suite.

WHAT'S WHAT IN THE FEATURE FIELD

AFTER an absence of 13 years from the newspaper Sunday comic supplements, "Little Nemo in Slumberland," drawn by Winsor McCay will return Aug. 3. The feature will be released on that date by the New York Herald Tribune Syndicate, which obtained McCay's services after he resigned from the Hearst organization late in June.

"Little Nemo," McCay's best known feature, grew out of an earlier comic of his called the "Dreams of a Rarebit Fiend." The feature was discontinued in 1911 when McCay left the *New York Herald* to joint the Hearst organization, the Herald refusing to give up its copyright on the comic.

Readers Syndicate, Inc., New York, will release this fall "From Printer to President," a biography of the late President Warren G. Harding, written by the late Sherman Cuneo, widely known writer, personal friend of the President and one time editor of the *Marion Star.* The biography was written prior to the death of President Harding and was approved by him. Cuneo died only a few months after President Harding. The biography will run about 30,000 words.

A series of sport stories are being written by Captain Jack Murphy, an ex-army man, for the Lewis Wilson Appleton Jr., Syndicate, of Philadelphia.

Miss Edith O'Dell, editor-in-chief of the McClure Newspaper Syndicate has returned from a vacation at Ythan Lodge, Big Indian, N. Y.

Charles V. McAdam, vice-president of the McNaught Syndicate is spending the summer at Ashtabula, O. Albert Payson Terhune who writes a weekly dog article for the McNaught Syndicate, returned recently from Honolulu. Rube Goldberg of the same syndicate has taken a summer place at Red Bank, N. J., where he is drawing his daily cartoons.

Russell Cole cartoonist for the Register and Tribune Syndicate, Des Moines, Ia., will leave soon upon a trip to England, France, and Germany.

"The "Quiet Corner," by William T. Ellis, a brief daily religious article will be released by the McClure Syndicate, Aug. 4. This syndicate has just released "Christine of the Hungry Heart," the latest story by Kathleen Morris.

A weekly golf article by Walter Trumbell will be released some time in September by the Readers Syndicate, Inc., New York.

Frank King, who draws the comic strip "Gasoline Alley" for the Chicago Tribune Syndicate, is spending his vacation fishing in the Black Hills of South Dakota.

LIBERTY STAFF COMPLETE

Harry Duell Managing Editor of Chicago Tribune's New Weekly

The home office staff of the editorial and art departments of *Liberty,* the new weekly magazine published by the editors of the *Chicago Tribune* and *New York News,* was announced this week.

Harry Duell is managing editor, and Morris Aleshire, art director of Tribune publications, is head of the art department. Raymond Sisley is art director, and Otto Kurth is art editor.

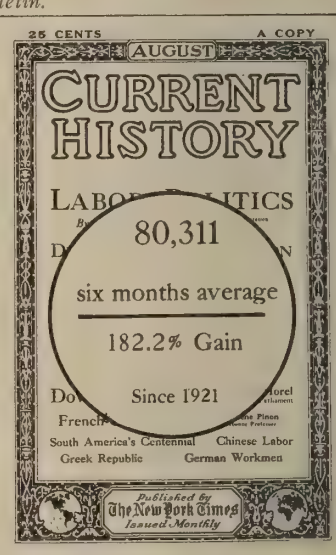
Dave Kurner, husband of Mae Tinee, is assistant to the managing editor. Theodore von Keler, Marlin Stevers and George Bastian are copy editors, and Walter O. Victorine has charge of typography, layouts, lettering and designing.

Members of the art department are LaVerne Noll, illustrator; C. W. Gibbs, photographic physicist; Donald Gordon Stewart, manager of photostat department; Jean Joseph Pastoret, retoucher, and Reuben L. Stenseng, illustrator.

E. W. Hunter is now managing editor of *Florence* (S. C.) *News Review.*

Weaver Joins Coast Daily

C. W. Weaver, formerly with the W. G. Bryan Organization, New York, has just been appointed classified advertising director of the *San Francisco Bulletin.*



MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. ***See our full page next week.***

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.



The Value of Human Interest

The one thing more than any other which makes the rotogravure section eagerly sought for is the fact that pictures quickly tell an interesting story. Next to themselves, human beings are principally interested in other human beings and their activities, so that illustrations for rotogravure advertising are especially effective when they carry a human-interest appeal.

This photograph by Pondelicek for Quaker Oats Company tells its own story of Puffed Rice.

The above example taken from our recently published book, "Rotogravure—How and When to Use It." Advertisers and advertising agencies will find many additional things of interest in this book, which is sent free on request. Address Kimberly-Clark Company, Neenah, Wisconsin.

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
Boston, Mass.	Herald	New York, N. Y.	Evening Post
Boston, Mass.	Traveler	New York, N. Y.	Forward
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald-Tribune
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Morning Telegraph
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	World
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
Denver, Colo.	Rocky Mountain News	Providence, R. I.	Journal
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario De La Marina	Seattle, Wash.	Times
Houston, Texas	Chronicle	South Bend, Ind.	News-Times
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald
Los Angeles, Calif.	Times	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, rotogravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872

Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St.

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

THEY HELPED BRIGHTEN LONDON



Hazel Adler and Bertha Berger, New Yorkers, were prominent among the advertising women at Wembley last week.

MERCHANT "JOLLIES" READERS IN AD COPY—THEY READ IT AND BUY

IF the proof of an advertisement is the reading of it, then the copy of F. P. Lawrence & Co., of Richland Center, Wis., pass the acid test.

"The first thing I look at when I get my paper each week," said a Richland Center woman recently, "is the Lawrence Company ad. I get more entertainment out of it than anything else in the paper."

Every reader or publisher of a country weekly knows that it is the locals which people read most. They want to hear what other folks are doing. Mr. Lawrence, appreciative of this, and also wise to the fact that people like to be jollied, started sometime ago a little local department of his own which gives news and amuses the reader while giving it. He heads it "Store News," and it is on the front page. He talks about his store—really talks.

Nearly always there is a surprise of some kind, or some customer's name is brought in, and there are always a few smiles. Once he told in a humorous way about a conversation he had with a woman who wouldn't pay her bill, giving her name. Another time he told of a prominent business concern which had taken away from him the right to sell a certain article of their's because "we were naughty boys and cut the price."

The paragraphs are friendly, confidential chat, well seasoned with good humor. The Lawrence Company has found there is a big pull behind them.

The following excerpts taken from "Store News" in March are typical of the kind of "stuff" the company is getting across:

"Say, young fellow, the next time you see mother try to fill the tea kettle with water and notice there is no knob on the lid and see that mother has a hard time to keep from burning her hand taking this lid off, just make up your mind that you will come in and spend 5 cents the next time you come to town and get mother a knob for the tea kettle.

"No milk pail should be used unless it is scalded around the top, under the rim, down the sides and around the bottom. No wooden bale should be on the handle. If you doubt any of the above, bring in an old pail you have used for a few weeks and let us show you that you have an accumulation of sour milk in these cracks. If we cannot do so we will give you a new pail as good as yours was when new, free.

"Sure we all like toast, and some of the best toast I ever had was made over an open fire in a toaster that cost 10 cents. We still have those 10-cent toasters, and you can use one in your kitchen stove, and then you will say 'yum, yum' as you eat the buttered dainty. Try it and see. For those who have electricity, we have electric toasters.

"We are the only place in Richland Center where you can buy a corn popper, popcorn, butter and salt. There is nothing finer than popcorn popped in butter, and you can pop it that way if you will get one of our sheet iron poppers.

"Some folks like potato mashers of the old solid wood type, but most people prefer the wire kind. Anyhow, you must have a potato buster, so come in and get one that will bust them good.

"Was counting the kinds of egg beaters we had the other day, and will you believe it we had 7 different kinds, and the price is from 10 cents to $1.

"A second-hand cook stove and a second-hand range we have for your inspection. The cook stove is all shined up. The range needs a little polish. If you want the range we will sell it for $5 less than if we polished it.

"Think of it, not a Round Corner range in the store that is not sold. But cheer up; we have more coming, and you will be able to get yours."

The Deseret News

SALT LAKE CITY, UTAH

Our merchandising and research department is at the service of all national advertisers or agencies at all times.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Vanderbilt Says "Go Ahead"

When Cornelius Vanderbilt, Jr., was informed recently that Louis T. Grant, manager of the U. S. Veterans' Bureau, 12th District, had sued the Vanderbilt papers for $300,000 for alleged libel, he sent the following message: "Go ahead, smuggler Grant, but may God have mercy on you when we get through with you."

Newspaper Men in Ship Crash

Charles H. Taylor, publisher of the *Boston Globe*, and C. B. Carberry, managing editor of the *Boston Post*, were passengers on the Boston to New York steamer *Boston* which was rammed by an oil tanker in Long Island Sound Monday night during a fog with a loss of four lives. With other passengers they took to life boats and were picked up by ships which rushed to the rescue at the S. O. S. call from the Boston.

University Press to Meet

Michigan University Press Association which was the first State association to adopt a code of ethics and which for some years past has been working out a program of editorial development in conjunction with the University of Michigan and its journalism department, will hold its annual fall session at Ann Arbor, Nov. 20, 21 and 22.

Chattanooga Editor Honored

Lapsley G. Walker, editor of the *Chattanooga,* (Tenn.) *Times* was elected an honorary member of the Times chapel for life July 20. The chapel is composed of members of the Chattanooga Typographic Union Number 80.

Wichita Gets Ad Meeting

Mid West Newspaper Advertising Managers' Association will convene in Wichita, Kan., Aug. 9, 10, 11 and 12.

JOHN HELD, JR.

Foremost Artist-Humorist Now Available for Newspapers



Margy says many a girl who talks back to a traffic cop is afraid of a mouse.

(1 Col. Daily, ½ Page Sunday)

UNITED FEATURE SYNDICATE
World Building New York City
N. A. Huse, Gen'l Mgr.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

H. H. TAMMEN, CO-OWNER DENVER POST, DIES FOLLOWING OPERATION

Millionaire Publisher Was Vivid Figure in American Journalism—Once Circus Owner—Estate Valued at More Than $5,000,000



The Late H. H. Tammen

H. H. TAMMEN, editor and part owner with Fred G. Bonfils of the *Denver Post*, and one of the most widely known newspaper owners in the country, died Saturday, July 19, at his home in Denver after an illness of four months. He was 68 years old.

When Mr. Tammen's health began to fail early this spring he spent much of his time in travel in an effort to improve his condition. The attempt was fruitless, however, and three weeks before his death he underwent an operation at Johns Hopkins Hospital in Baltimore. On Monday, July 14, he returned to Denver in the private car of J. Ogden Armour, a close personal friend. His condition did not improve and the end came early Saturday morning.

The death of the Denver editor marks the passing of a vivid personality from American journalism. Mr. Tammen was born in Baltimore in 1856, the son of Heye Henry and Caroline Tammen. His father was an attache of the Netherlands consular service in the United States.

When he was 14 years old his father died and young Tammen, at that time a student in Knapp's academy in Baltimore, refused to become a burden on his mother and decided to shift for himself. At the age of 17 he went to Philadelphia and engaged in the cafe business. But he longed to go West, and when he learned that Eastern capitalists had decided to build a fine hotel in Denver, to be called the Windsor, he sought and obtained the cafe concession.

He arrived in Denver in 1880 at the time of the opening of the Windsor, at that time considered the finest hotel west of the Mississippi river, and became an important figure in the life of the hotel, then a headquarters for business and politics. Among those whose close friendship Mr. Tammen won during the early days of the Windsor were Lord Dunraven, at that time owner of a large estate in Estes park; Col. William F. (Buffalo Bill) Cody, Senator Edward Wolcott and his brother, Henry Wolcott.

A showman at heart, Mr. Tammen himself was keenly interested in the material curiosities of the West, and in 1881 he founded the H. H. Tammen Curio Company, which he owned at the time of his death. In connection with his curio business, Mr. Tammen published a monthly magazine called the *Great Divide*, and numbered among his contributors the late Verner Z. Reed and Stanley Wood, then widely known as a writer of Western stories. This venture was unsuccessful, and Mr. Tammen sold the magazine to a Chicago publishing company. Years later he revived it as a weekly published in connection with the Denver Post.

During his days at the Windsor Mr. Tammen became acquainted with F. G. Bonfils, and when the two learned that the *Denver Post* was for sale they decided to enter into a partnership and buy it. This they did in 1895, at a time when the Post was published in a basement room on the site of what is now the Iris theatre, and when the editorial staff consisted of three men.

"Write what you see and what you think," Mr. Tammen told his staff. "If a thing is horrible, tell why it is horrible, and leave nothing to the reader's imagination. Nothing is too trival to interest some reader, and remember that more people are interested in a man falling and breaking his leg on Curtis street than are interested in a disaster in Egypt or China."

With this as its policy, the Denver Post prospered from the start.

But success as a publisher did not interfere with Mr. Tammen's liking for the show business. In 1903 he and his partner acquired the Sells-Floto circus, the management of which was largely in Mr. Tammen's hands.

Despite his deep interest, his unfailing enthusiasm and his natural ability as a showman, however, the circus did not prosper. After losing money continuously, the circus was sold in November 1920, and Mr. Tammen devoted most of his time to the *Great Divide*, leaving the greater share of the management of the Post to his partner.

About 1910 Tammen and Bonfils purchased the *Kansas City Post*, directing it in addition to their Denver paper until 1922, when they sold it to Walter S. Dickey, owner of the *Kansas City Journal*.

Mr. Tammen was known in Denver for his many charities. In 1921 he donated $100,000 for the erection of the Agnes Reid Tammen wing of the Children's Hospital, now completed.

Among the tributes printed in the Post following Mr. Tammen's death was one from Judge Ben Lindsey, in which he said:

"Harry Tammen was one of the biggest-hearted, most human men I ever knew. He was one of the most honest, most truthful men I ever knew. He was ever kind to children because he had the heart of a child. The children of Denver have lost a friend, but his work for the Children's Hospital will be a monument to his memory."

In his tribute to his partner, Fred G. Bonfils said, in part:

"Harry Tammen, my partner for 30 years, has gone into the 'Great Unknown.' Over there they will recognize and know him at once. He will smile as he looks in their faces and he will tell them the truth and say, 'I had some faults, but I loved my fellowman and I believed in men, women and children.'"

The funeral was held early this week. Among those present were Mr. and Mrs. J. Ogden Armour of Chicago. Mr. Tammen is survived by his wife, Mrs. Agnes Tammen, and a brother, Frank Tammen of Denver.

Besides his newspaper property, it is estimated he left a personal fortune of $5,000,000.

Obituary

ERASMUS DARWIN BEACH, at one time editor of *Town Topics*, New York, and for many years employed on the *New York Sun* during the editorship of Charles A. Dana as reviewer of books, died last week in the Brooklyn Home for Aged Men.

JAMES A. CANFIELD, 61, owner and editor of the *Pachogue* (N. Y.) *Advance*, died Monday at his home after a week's illness.

EDWIN STRUBEL, 23, reporter on the *Sandusky Star-Journal*, was killed in an automobile accident near Bluffton, O., recently. He was the son of R. M. Struble, managing editor of the Star-Journal.

W. H. ALEXANDER, 62, senior editor of the *Paris* (Ill.) *Mercury*, died July 15, in his home in Paris.

CLEO MATHEWS, editor of the *Blue Hills* (Neb.) *Leader* is dead following injuries received in an automobile accident.

ALBERT E. JACKSON, 62, former postmaster and newspaper publisher in Tama, Ia., died July 11, in Iowa City.

ARNOLD H. SCHULTHESS, editor and manager of the *Beobachter*, Salt Lake City German newspaper for many years, died at his home last week.

JOHN R. CORYELL, who started as a reporter in San Francisco, originator of the Nick Carter detective stories and who also wrote novels under the name of Bertha M. Clay, died last week at his home in Readfield, Me.

COMMODORE PERRY HICKS, press-room foreman of the *Long Beach* (Cal.) *Press* died July 5.

ALEXANDER PAGE, 93, war correspondent for the *Chicago Tribune* during the Civil War, died June 12 at his home in Chicago.

Newsboys Among Steamer Victims

The bodies of 5 boys, members of the the Newsboy Band of the *Baltimore Evening Sun*, were found in the hulk of the bay steamer Three Rivers, which burned to the waterline in Chesapeake Bay July 12. They were Nelson A. Miles, 17; Lester Seligman, 15; Ashby Pilker; Vernon Jefferson, 15; and Walter Milliken, 13.

Typesetter, Aged 101, Dies

Amos T. Mead, typesetter on Buffalo newspapers for nearly 60 years, and the oldest Odd Fellow in New York, died at his home in Portland, N. Y., in his 101st year. He retired more than 20 years ago.

New Town Advertises

Longview, Wash., 18 months old and having 5,000 inhabitants, is spending $100,000 on advertising this year.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

FIVE BIG MARKETS IN TEXAS
THREE BIG MARKETS IN LOUISIANA
The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.
No Texas or Louisiana list complete without them.
Ask Beckwith—He can tell you.

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

GREEK EDITOR DISCUSSES SIGNIFICANCE OF FOREIGN LANGUAGE PRESS

Declares It Does Not Compete Unduly With Local English Papers—Acts As Americanization Guide To Immigrants

By ADAMANTIOS TH. POLYZOIDES
Editor Atlantis, Greek Daily, New York

THE Foreign Language American Press sprang from the necessity of a large number of people of the same race and the same tongue, who came to America, and wanted to find their way in a new land, where everything, from the numbering of the streets to the finding of a job, was carried on in a new and a strange way, so diametrically different from what these people were accustomed to in their native countries.

Ignorant of the language of the country in which they found themselves, these immigrants wanted somebody to guide them, to show them the way, to assist them in getting acquainted with America.

The American press was closed to them, and to master the English language to the extent of being able to understand the contents of an American newspaper, was no easy job. But even in case where some of these immigrants succeeded in getting the meaning of a story in a New York daily, still that story was lacking in interest to the new comer. This is only natural for people who go to a foreign country even when they are familiar with its language. And I suppose that familiar as I am with Spanish, a Madrid paper could never give me the excitement of a New York headline in a New York paper.

Coming here from distant lands, eager to find their own people scattered throughout the width of the continent, anxious to secure employment with somebody who could understand their language, the immigrants needed some sort of a house organ, so to speak. This house organ was their newspaper.

That the Foreign Language American Press grew with immigration was to be expected, and therefore the 15 years between the close of the Spanish-American War and the opening of the World War saw the greatest expansion of this class of newspapers, numbering today more than 600 dailies and weeklies, and representing more than 35 languages from Arabic to Welsh. These papers have a combined circulation of 10 to 11 million, approximating one-tenth of the total of the population of the United States.

Some of these Foreign Language American papers are superior to those of the same language published in the old country. A German daily of New York is by far superior to those of Berlin in make-up in bulk, and even in quality and variety of its contents; and the same applies to most Italian papers published in America, and even to Greek.

That some, and at times most of the material of the Foreign Language American Press deals with European questions was to be expected, especially now when the whole of Europe is in turmoil; but it must be added that the general tone of the Foreign Language American Press is strongly and manifestly American. If there is any fault finding with conditions as they exist in the United States, that role is given to the American Press, and to our liberal magazines, who specialize in that sort of work. Those of the immigrants who find that America is not what they expected it to be, have only to work a little harder to get together the price of a return ticket back to their native land. The percentage of these disappointed seekers of modern Arcadia is, I think, in the now popular, or rather unpopular ratio, of half of one percent.

The Foreign Language American Press has given the immigrant his first ideas about American history and American form of government. It is from the columns of the paper printed in his mother tongue, that the immigrant first learned of the goodness of George Washington, the greatness of an Abraham Lincoln, the strenuousness of a Theodore Roosevelt, the idealism of Woodrow Wilson, the charm of a Warren Harding.

When the Great War came, there was no more loyal, enthusiastic, active and militant lot of newspapers than the great majority of our American papers printed in a rainbow of languages. That there were some black sheep I will readily admit; but that as the saying goes, happens even in the best regulated families.

Those who say that the Foreign Language American Press engages in undue competition with the local press, are in error, because as a rule these papers published in a foreign language are very small affairs in comparison with their English-language contemporaries. To follow the life of an American city, to be in the thick of our greater national life, the American paper is indispensable, and no immigrant will be without it within 6 months of his arrival to Ellis Island.

Lest I be suspected of making a saint out of the Foreign Language Press, I will say that it keeps some of the national characteristics of the race to which it belongs. This is only natural. A Hungarian paper cannot help giving news about Hungary any more than the *New York Herald* published in Paris, cannot fail to give the news of America more amply than any of the other French papers of the capital. But whereas the New York Herald of Paris is a foreign paper, published in France, a Foreign Language paper published in the United States is American throughout.

The majority of the editors of the Foreign Language American Press are American citizens; they are men who made a thorough study of the problems and of the conditions with which they have to deal. They can follow the foreign problems affecting our American life with a clearer vision, and with a better knowledge of the psychology of Europe in its dealings with the United States. The interests of these people and of this press are not beyond the Atlantic, but right here. It is a fact that during the controversy of the League of Nations, most of the Foreign Language Press of America stood against the League, because the editors of those papers knew perhaps better than their American colleagues, that European diplomacy being so eager to get America in, had something up its sleeve. This notion might have been mistaken, but it was the honest conviction of a class of Foreign Language newspaper men who knew and firmly believed that America could not obtain any advantage, and would rather lose by joining the League of Nations as at present constituted.

If, however, the Foreign Language American Press does give particular attention to news from the other side, it has a redeeming feature in the fact that it refrains from those extensive, highly colored, and copiously illustrated accounts of crimes, divorces, escapades, and other such items as make the bulk of our sensational press.

Supposing for a moment that the American press of Foreign Language was to suspend publication, what would happen? The readers of those papers would subscribe to foreign papers, published abroad, whose psychology and views would not be in harmony with those of America. In addition to the present bootlegging we would have the newspaper bootlegging, the offense being spiritual in both cases.

I do not think that this will ever happen. The Foreign Language Press of America has served a great and useful purpose, and will gradually pass away with diminishing immigration. The first generation immigrants who read it will pass away too, and the second generation will take no interest in anything but in this bubbling and active American life, which will be their own life. The problem of Americanization about which so much ink is being spilt, is being settled noiselessly and effectively in our public schools, and any talk about the disloyalty or the unassimilation of the foreign element of our population becomes idle when we only take into account that out of the entire German population of the United States there was only one who evaded his obligation at the time of the draft.

The Foreign Language Press of America will follow its natural path, and speaking for myself and my paper, I will confess this much, that it will be a happy day for me when the entire Atlantis will appear in the language of the Declaration of the Independence which is that of our adopted land, of which we are citizens not by chance but by choice.

N. Y. VETERAN RETIRES

Frank Price Served 50 Years in Metropolitan Field

Rounding out 50 years of newspaper work, Frank J. Price of the New York Morning Telegraph, has announced his retirement and has left for his farm in Pike County, Pa.

Until last Saturday the veteran journalist wrote "The Town in Review" paragraphs for the Telegraph, while from time to time he wrote monographs and pamphlets on financial and economic subjects.

At different times he was on the editorial staff of the *Times*, the *World*, and the *Evening Telegram*, and for several years was chief editorial writer of the *Commercial*. Before coming to New York he was associate managing editor of the *Philadelphia Public Ledger*.

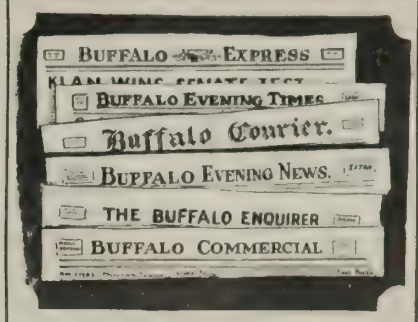
BUILDING and HOLDING CIRCULATION

THE newspaper that needs more circulation needs us. Our plan has proved successful everywhere we have tried it. We can put the first newspaper in its field in an invulnerable position, or we can put the second or third newspaper in first place at an insignificant cost to its owners.

We serve only one newspaper in a territory, but we serve that one seriously and successfully.

If interested wire. Information without obligation will follow immediately.

HICKEY-MITCHELL Co.
Builds and Holds Circulation
Pierce Building St. Louis, Mo.



Mirrors of Buffalo

THESE newspapers are the mirrors of Buffalo, reflecting faithfully the life and character of its sterling citizens and at the same time giving hundreds of thousands of readers a clear view of world events. Among many other things, Buffalo has a reason to be proud of her well-edited papers.

Most certainly it is a real pleasure for us to tell you that the publishers of these papers made it unanimous when it came to selecting a type metal—they chose Imperial Metal.

No mere co-incidence can account for ALL SIX Buffalo newspapers selecting the Imperial Metal Plan. There was a reason. That same reason was also in the minds of publishers of other leading Metropolitan newspapers. It decided the small city, town and village publisher that it was what they needed.

Here's the Reason!

The Imperial Plan showed them how to avoid costly metal troubles and add years of service to their metal. In addition they found it economical and dependable. Let us send you the same Plan that these Buffalo papers use, showing you how it can be adapted to your shop.

Imperial METAL
UNOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.
Philadelphia—Cleveland—Detroit

JAPANESE AGAIN SEEK RADIO ENTRY INTO CHINESE COMMUNICATIONS

State Department Watching Protest of Tokyo Against Erection by Federal Telegraph of an American-Owned Station and Claim of Prior Rights

By SAM BELL
(*Washington Correspondent,* EDITOR & PUBLISHER)

RENEWAL of the Japanese protest to China of the contract of the Federal Telegraph Company for erection and operation of radio stations in Peking and Shanghai has been responsible for a revived interest in the communications situation in the Far East. The Federal wireless, an American concern, is building stations in China despite the Japanese claim that the Mitsui Company has a monopoly granted by China to the radio development of that country. The situation has been the occasion for several exchanges between the American legation and the Peking foreign office on one hand and the Japanese legation in China and the Peking Government.

Recently Japan renewed the protest and again set up the Mitsui claims in the face of the Washington Arms Conference agreement, the American open door contention and refusal to recognize the validity of the Mitsui arrangement, made when the notorious Anfu Government was in power in Peking.

Although the American State Department has taken no official cognizance of the newest Japanese move, every development is being watched. The United States, when the time comes, will reiterate its position, which is that the Federal wireless contract is valid and the United States proposes that the American company receive consideration from China.

The great reasons for American insistence in the situation, in addition to Secretary Hughes' determination to maintain the "open door," is the need of increased communication facilities in and out of China at rates which will be workable for commercial and press messages.

Briefly the history of the controversy is as follows:

Early in 1921, just previous to the calling of the Washington Arms Conference, the Ministry of Communications in Peking signed a contract with the Federal Telegraph Company for the construction of several high-powered radio stations to be owned and operated by the Chinese Government. The Japanese protested and tried to force China to cancel the contract. Secretary Hughes made inquiry of the Japanese and then the Japanese foreign office produced a secret contract which gave them a 30-year monopoly over all wireless construction and development both within China and between China and other nations.

This led to an exchange of communication between Secretary Hughes and Dr. Sze, Chinese Minister at Washington, on the subject of the open door, and provided the legal basis for some of the understandings that later developed at the Washington Conference. The question appeared to be settled when Japan signed the Nine Power Treaty, which included almost word for word the exchange of notes between America and China on the open door policy.

But it didn't settle the matter, for Japan subsequently threatened China with dire consequences if the Federal wireless contract was carried out. Nevertheless work on the stations of the Federal company went forward and the Japanese protests continued.

Finally it leaked out that the station erected in Peking by the Mitsui company was unworkable and the Japanese were attempting to persuade the Radio Corporation of New York and the British Marconi Company to enter into an undertaking with the Mitsui Company by which the station would be internationalized. This plan failed, leaving the Japanese to resume their protests.

The validity of the Mitsui contract has been repeatedly attacked on the ground that it was granted by the Chinese Minister of Navy under the old Anfu regime in 1918 and the Minister of the Navy was without authority to bind the Chinese Government by the granting of such a contract.

All efforts on the part of Japan to internationalize the radio development of China at the Washington Conference failed because of the protests of China and Japan's action in eventually agreeing to the Nine Power Treaty, which guaranteed to China certain rights that obviously belonged to her, indicated that the alleged monopoly of the Mitsui Company had been abandoned. Chinese officials have taken the Japanese communications, directed at Peking since that date, as an effort to undermine and neutralize the constructive accomplishments with respect to China, made at the Washington Conference.

GALVESTON TRIBUNE MOVES

Occupies Remodelled Building—New 32-Page Press Installed

The *Galveston* (Tex.) *Tribune* is now housed in its new three-story home at Twenty-fourth and Mechanic streets, printing editions from a new 32-page Hoe press. The building was purchased more than a year ago and was then carefully remodeled to suit the needs of a modern newspaper.



HARRY I. COHEN

The ground floor is devoted to the "front office," business and advertising departments. Executive and editorial offices as well as the stereotyping room occupy the second floor. The press room is in the basement and operations can be watched from the street level.

Harry I. Cohen is publisher of the Tribune. He was born in Galveston and did his first newspaper work as a cub reporter for the Tribune. For 3 years he was a member of the *New York Times* staff. During the war he served overseas with the 64th artillery. He became publisher of the Tribune in the year 1921.

The Tribune is descended from a small paper, the *Print,* established by a number of printers in 1879. It became the *Evening Tribune* in 1885. In 1894 it was renamed the *Galveston Tribune.*

Brigham Heads Agricultural Editors

Reuben Brigham of Washington was chosen president of the American Association of Agricultural Editors at the annual business meeting of the organization at Brookings, S. D., July 8 to 11. W. P. Kirkwood of Minneapolis, Minn., was named vice-president. The association voted to hold its next meeting at Raleigh, N. C., in June, 1925.

Campaign for Marquette

Marquette University, Milwaukee, has opened an extensive paid advertising campaign in dailies of Wisconsin, Upper Michigan, Minnesota, Iowa and the Dakotas. Hannah-Crawford Agency, Milwaukee, is placing the advertising.

Ohio Daily Opens New Plant

Chillicothe (O.) *News-Advertiser* held open house, July 24, on the occasion of the opening of its new home.

BERLIN WRITERS FETE DENNEWITZ



BERLIN, July 3.—American correspondents in Berlin and members of the Embassy staff recently gave a farewell dinner at the Adlon to Carl Dennewitz, who was on the Berlin staff of the *New York Herald* up to the time of its merger with the *Tribune,* and who is now on the *Paris Herald.* Those in the picture are:

Standing, from left to right: Jim Howe, Associated Press; E. C. Anderson, Embassy; Samuel Speewack, *New York World;* O. D. Tolischus, Universal Service; Commander Towers, U. S. Embassy; Joe Shaplen, *New York Tribune;* Lincoln Eyre, *New York Sun;* E. E. Norris, U. S. Embassy; D. C. Bodker, Reuter's; George Seldes, *Chicago Tribune.*

Sitting, from left to right: Alvarez del Vayo, *La Nacion;* F. G. Tuckfield, *London Daily Express;* Carl D. Groat, United Press; "Sig" Weyer, International News Service; Carl Dennewitz; Charles S. Smith, Associated Press; Delano Robins, Secretary U. S. Embassy; Thomas Ybarra, *New York Times.*

Describes Oregon Market

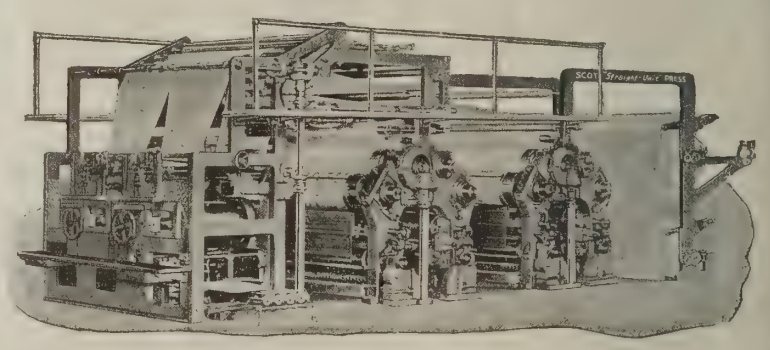
"Portland and the Oregon Country" is the title of a new folder issued by the *Oregon Journal* describing the markets, resources and population of its territory. It is printed on heavy super paper and bound in loose-leaf, it being the publishers' purpose to keep the information up-to-date.

Rufus T. French

Rufus T. French, 43, of the advertising and publishing firm of Rufus French, Inc., New York, died Monday after a brief illness. Mr. French started his advertising career 20 years ago in the West, becoming Western advertising manager for Scribner's and the Associated Sunday Magazines. He came East in 1909 and acquired an interest in the Outing Publishing Company. He formed his own business in 1919, specializing in consulting and salesman's duties.

Newspaper Man Attacked

While resisting a negro hold-up man Wednesday night, Walter Thiesen, staff photographer of the *Pittsburgh Post,* received a razor slash across the throat which required seven stitches to close. He is recovering in a local hospital.



THE SCOTT "STRAIGHT UNIT"

QUADRUPLE PRESS

has four Units and two Folders.

RUNNING SPEED PER HOUR

72,000 4, 6 or 8 pages 36,000 10, 12, 14 or 16 pages
18,000 20, 24, 28 or 32 pages

Additional Units and Folders Can Be Added

at any time increasing the press to Sextuple, Octuple or Double Sextuple capacity to meet future growth of your paper.

LET US KNOW YOUR REQUIREMENTS

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

SERIOUS BUSINESS FOR THE PRINCE



Young Mr. Windsor may have more solemn words to say to his first Parliament as England's King, but he'll not say them more solemnly than he appears opening the Advertising Convention last week in London.

A. A. C. W. DELEGATION LEAVES FOR PARIS

Party of 500 Off for French Capital Friday—Will Visit Battlefields —Trip Terminates Next Thursday

Paris was the Mecca this week of the American delegates to the A. A. C. W. convention at Wembley, following the final adjournment of the business sessions of the convention on Thursday last week. A party of 500 left London for the French capital Friday, July 25, where a gala reception by French officials and business men was in readiness.

The Paris trip will terminate Thursday, July 31, following a round of entertainment and tours to the battlefields of the World War.

The first event scheduled for the American visitors was a national reception upon their arrival in Paris, while other features included visits to Versailles and Fontainbleau, and a ceremony at the tomb of the Unknown Soldier in Paris. Hotel accammodations for the delegation were arranged for by the Paris Reception Committee.

The Paris trip followed a week of sightseeing tours in England, Scotland and Ireland arranged by British convention authorities. The first tour began last Saturday, following the close of the Wembley entertainment program, and carried a group of 250 delegates from London to Brighton, where motor drives were taken to nearby historical points.

Tours to Edinburggh, Glasgow, Belfast and Dublin drew large numbers of the American contingent. Other sightseeing trips led to Yorkshire, Northampton, Southwest England and the Midlands. Each covered a period of several days. Elaborate entertainments were provided by local committees at all points. Transportation was free.

At Edinburgh, on Wednesday, a number of delegates played golf on the famous St. Andrews links as guests of the Royal and Ancient Club of St. Andrew.

All of the tours were so arranged that delegates were able to be back in London in time to leave for Paris Friday if they wished. Following the termination of the Paris visit next Thursday the majority of the touring delegates will sail for home.

New Home for Southern Daily

Work on the new $100,000 home of the *Greensboro* (N. C.) *Record* was started July 7. The structure will be of brick and steel construction, two and one-half stories high.

A. A. C. W. APPROVED CODE OF NEWSPAPER MEN

THE A. A. C. W. Convention in its final session July 17 received and approved the Code of Ethics adopted recently by the Association of Newspaper Advertising Executives at Columbus, Ohio. In the course of this Code of Ethics, these leading American newspapser declared:

"Since Truth-in-Advertising has been recognized from the beginning as an essential in honest merchandising, every co-operation should be continued to the end that no advertisement be accepted for publication if it is misleading, fraudulent or harmful.

"Complete co-operation with all other departments of the National Advertising Commission of the A. A. C. of W. should continue in order that organized advertising may have greater power to prevent and control abuses which tend to bring the whole or any part thereof into disrepute.

"We believe that every newspaper may be a successful and economical advertising medium when properly used. Complete co-operation should exist between all newspaper advertising departments and references to competing newspaper, when necessary, should be truthful statements subject to verification from reliable sources. Derogatory references regarding the personnel, policies or advertising value of contemporary newspapers, should be avoided to the end that all forms of destructive and unfair competition may be eliminated and the standards of newspaper advertising constantly raised higher.

"The advertising agency is an established institution which has assisted in the development of advertising, and should be supported because of its service to business. Commissions to advertising agencies should be allowed on national advertising when recommended by properly constituted authority, and if in accordance with established policy of the newspaper, but the recognition of the agency should be restricted to the organizations functioning as bonafide agencies capable of rendering complete and adequate advertising service.

"Business is honorable and advertising, its voice, needs no apology. No advertisement should be published in the guise of news or editorial matter and all advertising should be clearly designated as such by borders, type or similar device.

"Matter designated as news which comes to the Advertising Department should be referred to the Editorial Department for use or rejection by that department on the basis of its news value."

TRENTON N E W JERSEY

A prosperous city of diversified industries served by one paper.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

Pottstown (Pa.) Ledger Suspends

The *Pottstown* (Pa.) *Ledger*, one of the oldest newspapers in Pennsylvania, and the only evening paper in the city, suspended publication Saturday, June 19. No advance announcement of the move was made. The daily was published by P. Quinn Roth, formerly of Norristown. Earl R. Roth was editor, and Raymond W. Roth, business manager. The Ledger was successor to a weekly paper founded 105 years ago and converted into a daily 51 years ago.

Monmouth, Ill., Dailies Merge

Consolidation of two of the oldest newspapers in Illinois, the *Monmouth Daily Atlas* and the *Monmouth Daily Review*, took place July 21. The Atlas was established in 1846 and the Review in 1855. The consolidated publication will be known as the *Monmouth Review Atlas*. It will be issued under the editorship of Hugh R. Moffett, from the new Review plant. A. W. Barnes, publisher of the Atlas, becomes business manager of the consolidated publication.

Editor Fatally Shot

James Stitz, former deputy sheriff, surrendered to the sheriff of McMullen County following the fatal shooting of Jay R. Secrest, 25, editor of the *Callihan* (Tex.) *Caller*. The shooting was attributed to an article about Stitz in Secrest's paper. It occured when the men, in automobiles, met as they were returning from the oil fields.

86 COVER CHICAGO TRIAL

Special Wires in Court Room as Leopold-Loeb Case Opens

Eighty-six newspaper men and women were present in Judge Caverly's court, Chicago, Monday at the opening of the hearing of Nathan Leopold and Richard Loeb, confessed murderers of young Robert Franks.

Admission was by ticket only. Seventy-two press tickets were issued to Chicago newspapers and press associations; 14 to out-of-town writers.

Special direct wires were installed in the court room, immediately adjacent to the judge's bench and the witness stand. for the Associated Press, United Press and International News Service, and for the leading Chicago daily papers. The operators were equipped with silent senders.

Reporters were permitted to use "noiseless" typewriters at the specially provided tables and in the jury box.

In addition to the provision for the press in the court room, a special room was fixed up, adjoining Judge Caverly's court, where tables and additional telegraph wires were installed. Bailiffs were assigned to keep those not carrying press tickets out of the newspaper section.

Flashlight pictures are barred during the sessions of the trial, but can be taken during recesses, Judge Caverly ruled.

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

THIRTY-ONE YEARS given over to making and keeping friends in the advertising field; thirty-one years of serving both publishers and advertisers; thirty-one years selling honest service honestly has placed this organization in an enviable position in the field.

Always willing to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 W. 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS

BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment

including our

AMERICAN CUT-COST EQUIPMENT

Carried in Stock for Prompt Shipment

American Type Founders Company

Boston, New York, Philadelphia — Baltimore, Richmond, Atlanta — Buffalo, Pittsburgh, Cleveland — Detroit, Chicago, Cincinnati — St. Louis, Minneapolis, Kansas City — Denver, Los Angeles, San Francisco — Portland, Spokane, Winnipeg

THE GRAPHIC ARTS AND THEIR RELATION TO MODERN NEWSPAPERS

Advertisers Are Only Beginning to Learn the Possibilities of Artistic Illustration in Daily Press—First Page Best in a Publication, and Copyreader the Best Ad Copywriter

By F. H. McMAHON

A BULLETIN of the Advertising Buerau of the American Newspaper Publishers' Association says: 'A newspaper has an almost spiritual duty to perform. It must get out on time. It must achieve in its brief daily life a genuine miracle—and a miracle of mechanical achievement—that might well seem impossible. You can't retard the rapid progress of sizzling news because an advertiser wants a beautiful advertisement."

That one paragraph alone conveys to the thoughtful advertiser and all others connected with advertising the relations of the graphic arts to newspapers. The element of speed, so vital to the success of the metropolitan daily newspaper has itself placed a limitation upon the use to which the advertiser can put the space he buys in that paper, although those limitations have not been arbitrarily set by the publishers but by the advertisers themselves.

The speed with which "sizzling news" is prepared and issued to a public waiting to know what is going on in the world, establishes certain requirements which must be met by all advertisers using the newspapers. Certain kinds of paper must be used, it must be of a sort that will readily absorb ink with which it is printed and assure a clean-looking publication; the ink that is used must have the right constituents to produce effective and satisfactory results at a speed that checks off thousands of copies in the brief space of a few minutes.

Naturally, the finished product, the newspaper as it is issued each day, cannot compare in appearance with the monthly or even weekly publications which take weeks in preparation and equally as long in the printing. Time and the materials used preclude any such possibility.

It is also a fact that the limitations that advertisers have put on the use that can be made of newspaper space are based on precedents established in the days when newspaper equipment was far below the standard of today, when the facilities for preparing copy for the newspapers were sadly inadequate and in no way comparable with present-day methods.

Advertisers in the old days were victims of habits of thought. Because one method had been tried out in the newspapers and found to be a failure, it naturally followed that this same method was not subject to adaptation to newspaper requirements in some other form which would be successful. On the other hand, certain methods had been found successful in newspaper work and as a result any dozen pieces of newspaper copy prepared by the same advertising man appeared to have been cut off the same bolt as far as similarity of treatment was concerned.

The advertiser of yesterday figured out newspaper possibilities this way: "Don't use anything but outlines. Close lines, if they print at all will appear as blurs." "Go light on the blacks, they usually turn out as grays and poor ones at that." "Half-tones are bunk, they fill up and smear after the first few thousands have been printed. Maybe a few newspapers can use them satisfactorily, but most of them can't—so lay off of them!" And so on, listing an infinite number of don'ts and but very few do's.

Even so, today finds relatively few advertisers using the newspapers who are making the best use of the space that is bought. Time and money are spent in market research to find out where to sell the goods to be advertised; high salaries are paid to big men of the advertising profession to dig up the facts concerning the goods and the people who will buy them; equally high salaries are paid men to discover the point of contact with the consumer and put it into type; but few advertisers are spending much if any time endeavoring to find out what the limitations on the treatment of newspaper space really are.

No more interesting study can be indulged in than that of typography. If one word can be used in a comprehensive manner to explain the best method to follow in arriving at a piece of typography, it is the word simplicity. Study of the typographical work of such acknowledged authorities as John Henry Nash of San Francisco and Bruce Rogers of New York will prove a revelation to the advertiser. These two artists in type follow the simplest methods. You will find that neither uses more than one family of type in an advertisement. They stick as closely as possible to one size, but where display is required, use a larger face, but always of the same family.

The printing office which endeavors to show its versatility by introducing a great variety of types in any one composition entirely misses the mark and destroys the symmetry and balance of the composition. The advertiser—especially in newspapers—should remember simplicity—one family of type, and few sizes.

A composition shot full of white is displeasing to the eye, distracting to the vision and makes the negative rather than the positive impression you desire. The type should be blocked, built solid; there should be fewer open spaces between paragraphs—all the white space possible should be gained in the layout, through block composition on either side of the type. For newspaper advertising the advertiser should avoid the use of type too small and type with hair-line descenders and ascenders. If type is too black-face, it is offensive—if it is too light-face, it easily breaks down in the reproduction process.

An advertisement sent to a metropolitan newspaper is first reproduced in matrix form and then cast in soft metal, and both these processes carried on at tremendous speed. Under these circumstances, what happens to fine-line types or the delicate italics, introduced with so much care? They are broken down, and when printed at the rate of 30,000 an hour, prove a disappointment to the advertiser, and the audience addressed is unable to read them.

But newspaper advertising is not entirely a matter of type and copy, that is to say, editorial content of the advertisement. To quote a Strathmore advertisement, "Paper is part of the picture." Whether the picture is produced in half tone, or some other process, whether the paper be the finest of super-coated stock or plain newsprint, paper always plays as important a part in the finished reproduction as do any of the other mechanical elements that enter into the subject.

Pancoast, perhaps the highest paid mechanical director in the newspaper field, in advising MacManus on the handling of Maggie and Jiggs, said, "Don't forget, you have one of the greatest colors in the world to work with—white." And because the cartoonist makes liberal use of white space, cartoons have come to be a regular part of the diet of the newspaper readers. They have proved that a few lines, properly placed in their relation to the white space, can be made to mean much or little.

This then brings us to a consideration of the embellishments of the space that the advertiser buys in newspapers, and again to quote the Advertising Bureau of the A. N. P. A.: "There is now practically no ban in the newspaper field against any of the techniques of advertising art. Careful study of correct methods of preparation has solved the problem."

Consider for a moment. When Phoenix Hosiery advertising first appeared in the national mediums, embellished by beautiful borders, few paused to realize that a new treatment had been developed that was equally as adaptable to newsprint as to coated stock. But today Phoenix advertisements are appearing in many newspapers and the effect is no less pronounced on the white space of newspapers as it is on the highly calendared stock of Good Housekeeping.

Hart, Schaffner & Marx, crayon drawings, with Ben Day background and high lights hand-tooled out, constitute another treatment of newspaper space which a few years ago would have been thought impossible, and yet today the hundred thousandth imprint of this copy on newsprint stock is as clear and effective as the first.

Before the newspapers can really play their true part in the graphic arts as far as advertising is concerned, the advertiser must learn the proper use of white space. He must study the various possible forms of treatment, spend a little money, if necessary, to try out various ideas, get acquainted with newspaper makers, and learn what really can and cannot be done. Too many advertisers know what can't be done, and not enough know what can be done with newspaper space.

Of many treatments that have been proved suitable for newspaper work in the past two years, each is so entirely individual as to preclude possibility of successful imitation by other advertisers. The enlarged coarse screen half-tone used by Goodrich Tires attracted considerable attention and was used very effectively, especially in heading pieces for the purpose of gaining readers' attention. Flat Ben Days, laid over line drawings, are gaining favor, and when used to illustrate garments on figures enable the advertiser to bring out the general lines of several garments—each in an individual way. Ben Day on shadow backgrounds has been used with great success, where a secondary message almost as important as the primary message is to be conveyed.

The quarter-tone, too, has proven a real success in newspaper advertising. For the quarter-tone, make a coarse screen half-tone of the photograph, or wash-drawing make a proof of it on Rossboard—give this proof to the artist, who will scrape off the chalk where he wants the picture to show white, and black it where he wants the picture to show black; then make a line engraving and you have the quarter-tone. The purpose in making the line engraving is so there will be no dots over the white spaces, and so the blacks the artist wanted will print black. This is an effective method, but little in use.

It is not generally known, but some of the largest national advertisers are using quarter-tones for newspaper work to great advantage. Probably the most attractive development is in the use of the imitation wood cut—a technique that lends itself to various forms of use, but which never tires. A number of accounts that have appeared recently have used this particular form of illustration very successfully, although not to such an extent as to pall upon the readers.

However, summing it all up, the outstanding characteristic of newspaper art work today is its refinement and beauty. Though this much-desired condition has been reached by gradual steps, it has at last arrived and bids fair to stay with us.

Many newspaper advertisements of today are fit for the finest of magazines; they look like magazine pages, and yet have been so shrewdly handled as to composition and treatment that they print wonderfully well on newsprint despite the popular conception on the limitations of rapid newspaper printing.

The manufacturer has cared only that his advertising printed well and delivered the message; treatment and technique were secondary with him if given any consideration at all. Artists and advertising men, however, are coming more and more to realize that the limits of effective use of newspaper space have not yet been reached, and are making every effort to devise and perfect new and better ways of using it.

Newspapers from an advertising standpoint will never take their just position among the graphic arts until the advertisers themselves learn the proper and best uses of the space they buy.

Veteran New York Reporter Dies

George Flannery, 67, for 20 years ship news and criminal court reporter for the New York City News Association, died in Bellevue Hospital Wednesday after a two weeks illness.

In New Orleans it's THE ITEM

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

"PREMIER" Dry Mats
Reg. Pat. Off., U. S. A.
The Best Dry Mat on the Market is "THE PREMIER."
Leading publishers throughout the U. S. A. and New York City who are using "THE PREMIER" concede that no other make of Mats give such excellent results.
All detail in your halftones are reproduced, because the face of the Premier Mat is as smooth as glass, lays perfectly flat and is uniform in quality.
A trial order will convince you. Write us if you are using a Duplex tubular or one of the regular Standard makes of Casting Boxes.
Send us your trial order today which we will bill at the case price and give the Premier Mat a chance to sell itself to you.
We have several grades to offer.
SPECIAL BLUE PREMIER Mats for large Publications taking a great number of Casts.
Our REGULAR PINK PREMIER Mats for Publishers taking 1 to 15 Casts.
Each grade is sold at a low price, considering quality.
PREMIER FLONG COMPANY
KARL HAGENBACHER
P. O. Box 671, New York, N. Y., City Hall Station
Sales Office 258 Broadway

WANAMAKER CABLE BROUGHT WEMBLEY NEWS TO N. Y. ADVERTISERS



This special sending and receiving apparatus, set up in the Wanamaker New York store, made it possible, through the courtesy of Rodman Wanamaker, for American advertising delegates to keep in touch with home regarding facts "coming and going." Grouped around the instruments are (left to right) R. C. Smart, Western Union Telegraph & Cable Company; John Fay, operator; Shepard G. Barclay, representing the Advertising Club of New York, and the Associated Advertising Clubs, and Joseph H. Appel, advertising director of the Wanamaker stores.

MAGEE AGAIN IN JAIL FOR CONTEMPT

Legal Battle On as Sheriff Refuses to Honor Governor's Pardon of Albuquerque Editor—Goes to Supreme Court

Refusal of Sheriff Delgade of Las Vegas, N. M., to honor a pardon from Gov. J. F. Hinkle releasing Carl C. Magee, editor of the *Albuquerque New Mexico State Tribune* from jail, precipitated a legal tangle involving the State Supreme Court, which was in process of being unravelled as EDITOR & PUBLISER went to press this week.

Magee was committed to jail Tuesday after he had been called before Judge David J. Leahy at Las Vegas, to answer contempt charges resulting from editorials printed last summer flaying alleged corruption in the courts of the state. When called before the judge, Magee said he had nothing to say "only that I deny that I am being accorded due process of law and that I deny that this is a court."

Judge Leahy then adjudged him in direct contempt and sentenced him to from 3 to 6 months in the San Miguel county jail.

At the same time he was adjudged in contempt of court on charges preferred a year ago as the result of remarks and editorial utterances made by him during the course of his trial for criminal libel before Judge Leahy. He was sentenced to 3 to 6 months in jail on each of two counts, the sentences to run concurrently.

Gov. Hinkle immediately signed a pardon which was taken to the Las Vegas jail by Adj. Gen. Skipwith on Wednesday. The sheriff refused to honor it claiming the Governor had no authority in a contempt case. Friends of Magee crowded about the jail and the situation became tense. Adj. Gen. Skipworth is reported to have asked the Governor for authority to call out the state militia to effect Magee's release.

Later Sheriff Delgade declared he would release Magee providing erroneous case numbers on the pardon were corrected, and informed the Governor by telephone he was not contesting his power of pardon for direct contempt.

In the meantime Magee's attorneys obtained a writ of habeus corpus from the State bench. The sheriff late Wednesday was formally notified of the issuance of the writ and announced he would start immediately for Santa Fe, the State capital, with his prisoner, where the case would be threshed out before the State Supreme Court.

Surrounded in his cell by every comfort that could be supplied him by his sympathizers, Magee remained in high spirits and expressed himself as being confident of the outcome of the hearing before the higher court.

He reiterated his intention of continuing his fight to drive from office District Judge Davis J. Leahy, before whom he has been tried and convicted twice within the last year. Magee declared he would continue his course as mapped out in a statement appearing in his newspaper, the *New Mexico State Tribune*, Wednesday, in which he further attacked Judge Leahy and announced his determination to see the fight through.

The statement, which appeared as a communication to the Judge, declared that Magee did not consider his tribunal a properly constituted court and that he appeared only because Judge Leahy invoked the law of the State to compel his appearance.

Dies Trying to Save Girl

Robert G. Welsh, for 18 years dramatic editor of the *New York Telegram* and *Evening Mail* was drowned at Hamilton, Bermuda, Wednesday, in a fruitless attempt to save the life of a young woman who had gone beyond her depth. Welsh joined the old *New York Telegram* in 1906, and remained as dramatic critic after its merger with the *Evening Mail* He was born in Scotland and was not married. During the war he served in the army overseas. The body was brought to New York for burial.

First four months of 1924

Carried more Shoe advertising than any other newspaper in the City.

NEW YORK EVENING JOURNAL

A. N. P. A. Directors Meet

Directors of the A. N. P. A. held a meeting in New York Tuesday of this week at which applications for membership and routine business matters were discussed. Present at the meeting were: President S. E. Thomason, *Chicago Tribune;* vice-president, John Stewart Bryan, *Richmond News-Leader;* Charles H. Taylor, *Boston Globe;* T. R. Williams, *Pittsburgh Press;* E. H. Butler, *Buffalo News;* George M. Rogers, *Cleveland Plain Dealer;* Howard Davis, *New York Herald Tribune.*

City of Bath to Advertise

The committee on manufactures and manufacturing of the City of Bath, Maine, is to launch an advertising campaign to present to the country at large the industrial advantages which that municipality has to offer. Mayor Allan M. Irish is one of the promoters of the plan.

Staff Holds Annual Picnic

Annual picnic for employes of the San Antonio Express Publishing Company and their families was held Sunday, July 20, at El Pyron Beach. About 300 attended. Arrangements were in charge of W. A. Druce, office manager; V. G. Sadler, circulation manager, and L. J. Frankel, classified advertising manager, C. M. Meadows, Jr.

Tyson Leaves Rickard

Oscar S. Tyson, for the past three and one-half years vice-president of Rickard & Co., industrial advertising agency, New York, has resigned.

Selling Churches Advertising

It can be done—but it's dreadfully hard work unless the churches have been in the habit of investing money this way. There are many clergymen and church officers who believe that no money should be spent by churches except for absolute necessities. Only after long persuasion by advertising solicitors will they see the advantages of investing money in advertising.

Many newspapers have found it profitable to sell a page to a group of merchants and professional men on behalf of all the churches in town. The names of all the churches are printed, and at the top a general invitation to worship somewhere, similar to copy offered by the Church Advertising Department of the A. A. C. of W.

Exclusive copy with special ads for special days may be obtained on request to Herbert H. Smith, 518 Witherspoon Bldg., Philadelphia, Pa. The price is nominal.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

Clubs of the World
New York City

EVERY NEWSPAPER SHOULD HAVE WELL KEPT MORGUE, MAUGHAN DECLARES

Begun on Small Scale, It Can Be Developed to Invaluable Department—Cubs Should Start Filing to Get Broad View of Daily

By CHARLES B. MAUGHAM

Librarian, St. Louis Post-Dispatch

IN considering the question of a newspaper library, reference and information department, or morgue, it must be borne in mind that the plans are necessarily laid out on a scale commensurate with the size and scope of the paper and with due consideration for the resources available for the purpose.

The department is literally the office store of information and it necessarily covers every factor that goes into the paper. However, a one man morgue can be made as useful to a paper that does not want to go more extensively into the work, as a much more elaborate organization on a larger paper with unlimited resources at its disposal. It is merely a matter of adapting your system of work to your facilities. There are any number of morgues scattered throughout the newspaper offices of the country that do not even receive the undivided attention of one man and there are other fairly organized and efficient departments of the same character that are employing as many as 30 people in the work.

Perhaps we can strike a happy medium between the two extremes by taking as an example the system of work now being followed by the *St. Louis Post-Dispatch* where a staff of 9 is employed. All of them work primarily on the index of the paper each day and in addition each is assigned to a special division of the work with full responsibility for that division.

The work involves making a daily lesson of the paper and recording all the elements in such a way that a ready reference may be had to them at any time in the future. This work has been systematized in such a way that a novice soon becomes familiar with the routine and while it is not possible to entirely eliminate the human hazard, it is found that news matter easily adapts itself to systematic indexing and such a plan has been worked out.

News for the most part is simply the by-product of human activities, personal, social, political, industrial and takes in much of the animal kingdom, a great deal of the natural phenomena and wanders at times into the totally uncharted realms. The index system follows this general course of personal and subject headings, geographical classifications and official designations. The student must understand his local municipal government, his county government, his state government and the general system of government throughout the country and the nations of the world. He must know the legislative procedure and congressional practice as well as the usages and practices of the parliaments, assemblies and legislative bodies of the other countries. He should be fairly familiar with his geography, not only local but state and nation wide and should have such a running touch with the outlines of the world that he can readily visualize the route of such an epochal event as the flight of the American army aviators around the world to the west and the course of their arrivals, the English, French and Portuguese to the east. He may be called upon at any moment to locate the position of these men. In general information, the newspaper librarian should have a knowledge of French, English, German, Spanish and Italian with a background of Greek and Latin as they are called for in the course of a day's work. If he has any spare time to acquire any of the other 3,000-odd tongues that are spoken in the world, 1,600 of which are said to be made use of in the United States, he will probably find that they will come in useful at times.

He should have a general knowledge of world history and a particular knowledge of the men and events of his own period. In fact if there is any place where wider range of knowldge is called for than in a newspaper library it has not been revealed in my experience.

If I were directing the affairs of a newspaper office and had an efficient reference department I would place all students who sought positions in the office, in the morgue primarily in order to get them in touch with the whole scheme of things. If a student goes into one of the departments, he necessarily becomes lopsided either on local news, telegraph news, sport news, financial news or in relation to advertising or circulation questions. In morgue work he comes in touch on an equal basis with all the news departments of the paper as well as the other divisions. It broadens his view and enlarges his knowledge to a point of taking in the whole works so that he becomes familiar with every element that goes into the paper.

The library of a newspaper office is necessarily governed by circumstances similar to those stated at the beginning of this paper. I am familiar with newspaper libraries carrying as high as 10,000 volumes. Such a collection in an office, or course, is an invaluable thing but it is not by any means necessary. A small collection of standard reference works will satisfy the ordinary demands. These should include the Bible and concordance, Shakespeare works, dictionaries of all languages, atlases, gazetteers, almanacs, year books, Who's Who, the congressional directory, the year books of the various states, the official publications of foreign governments, Burke's Peerage, Almanach de Gotha, and the list can be added to indefinitely. I have in mind particularly biographies, autobiographies, histories and books of an informative character—no fiction.

The *St. Louis Post-Dispatch* reference department at the present time is carrying in about 100 filing cabinets, nearly 3,000,000 clippings and pamphlets, in the neighborhood of half a million photographs and almost 5,000 cuts. A recent survey of the office to arrive at the valuation brought out the fact that the department contained material that could not be reproduced for several hundred thousand dollars. It was beyond estimable value for when it came to figuring the reproduction cost of the collection investigators found that it could not be entirely reproduced at any cost, in other words, the material assembled over the period of years involved was not obtainable from any other source.

The department is considered an invaluable asset to the office and saves many times its cost each year by having available for immediate use material that would otherwise have to be got anew. In addition to being a bureau of information to the office the department also acts in a similar capacity to the general public. Its Answers to Queries section gives service to about 25,000 persons each year.

In the course of a day's work the department files on an average of 300 pieces of reading matter, 50 photographs and a half a dozen cuts. The calls for material in hand averages 200 pieces of reading matter daily, a dozen photographs and a half a dozen cuts.

F. P. A. HAS HIS DOUBTS

In Altamonte Springs, Fla., there is to be a national home for old newspaper men. The story says that it is to be for aged newspaper men and working newspaper men who care to spend part of their time with associates. But that, it strikes us, is a poor way to frivol away one's sinking years. It would be a good deal of a bore to sit on the porch of the home listening to some tiresome old bird telling you what a devil of a fellow he was on the Bazoo's copy desk, when you are waiting for a chance to tell him the really fascinating story of how you covered the Blinkum murder.

And ringing out on the balmy Florida air near the home, the most recurrent sentence probably will be, "So I said to him, 'You can have your old job. I'm through.'"—F. P. A. in the Conning Tower, *New York World*.

Farrell Ill in Paris

Henry J. Farrell, United Press sports editor, was taken ill in Paris after the Olympic games and has delayed his return home until the Homeric's sailing after Aug. 1.

DISPLAY SPACE URGED

Social Agencies of Several Cities Have Found It Profitable

Use of display advertising was suggested at several meetings of the publicity representatives of social agencies at the recent meeting of the National Conference of Social Work in Toronto. Some display space has been used in Fort Wayne, Ind., by social agencies there, following an offer by local department stores to finance page space for that means.

Other cities have used paid space in connection with the annual drive for funds for the community chest. Minneapolis has an item for $5,000 in its budget for advertising this fall. Paid space has also been used in Cleveland. Report came during one conference of another city where half-pages were used with coupon and the cost of the advertising was received in donations in two days.

Prediction was made by one speaker that in five years social agencies would be using paid newspaper space in a large way to accomplish the same results now being sought by the national advertising of the need of fresh air work for city children being done by the Metropolitan Life Insurance Company.

Classified Advertising

"A Good Sign to Go By" —in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

McKeesport daily likes first Ludlow so buys another

IN March, Mr. Jess E. Long, vice-president of The Daily News, McKeesport, Pa., wrote: "That we are well satisfied with the Ludlow is shown by our now making plans to install an additional one. When the Ludlow was put in this office we had grave doubts as to whether it would meet the requirements of our advertisers and to our own satisfaction. After three months we were well satisfied and really wondered why we had not installed the Ludlow long before.

"We doubt if any office was any more skeptical about the Ludlow than we were before and immediately after installing it."



Since writing the above lines, Mr. Long has installed a second Ludlow equipment in the composing room of The Daily News.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.
LUDLOW QUALITY COMPOSITION

DETROIT TIMES
Over 200,000 DAILY
Over 250,000 SUNDAY
A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

ALL IN THE DAY'S WORK

Drawn for EDITOR & PUBLISHER

By WALTER BERNDT

Creator of "Smitty" for The Chicago Tribune Shys at Spelling



WALTER BERNDT, creator of "Smitty," *Chicago Tribune* syndicate feature, was born so recently that he won't say when. However, it is known that when Dewey said, "You may fire when you are ready, Gridley," it didn't reach Walter's ear for several years thereafter.



WALTER BERNDT

He says he couldn't spell very well at birth and denies that there has been much improvement since. Some cartoonists, however, are modest, even if they can't spell it.

At present Mr. Berndt struggles with the daily doings of "Smitty" at a desk on the second floor of the *Daily News* building, New York. The gentleman at the adjacent desk (whom he calls Mac) is sometimes helpful to him, as you may see from Mr. Berndt's own penciled remarks:

"I started my drawing career," he explains, "by scribbling pictures on the floor. My first step upward was drawing pictures on the wallpaper. Then I took a hop and landed on the *Evening Journal*, where I was office boy, sport carto—hey, Mac, are there two o's in cartoonist?—onist, cleaner-up, comic strip artist, or what have you. Not much money, but lots of expee—hey, Mac, how d'ya spell experience?—experience. Thanks very much, Mac!

"After the hop, I took the skip that took me on the *Evening Telegram*, and 'skip' was right.

"After the hop and skip, there must always be a jump—and jump I did, 'way out to the *Chicago Tribune*. But Ma was nice and said I could stay with her little boy, the *Daily News*, and so I came back to Brooklyn, where I was born, and feel more at home.

"So everything is lovely and I'm looking at the future without any missgiv—hey, Mac, how d'ya spell misgivings? * * * Gosh! Mac's gone home! This is where I gotta stop!"

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

"THE METROPOLITAN FOR FICTION"
Quality—Romance—Enjoyment
Copy and mats. of illus. or full page mats.
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

Humor

Stock Up With Fall Fun
STEPHEN LEACOCK
Ace of Humorists—Once a Week
Illustrated by KESSLER
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

INDIANA

IS AMONG THE FOREMOST STATES OF THE COUNTRY

IN CROPS AND STOCK RAISING

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life.

Indiana's agricultural value is great, very great. Her diversified crops never fail and provide steady incomes to her farmers. The crop value exceeds

$497,000,000

and her live stock products are worth

$100,000,000

Indiana leads in agricultural valuation per square mile, on many items. The value of all farm property is $84,508 per square mile. Over three times the average value for the country.

This vast state is becoming more and more productive and more valuable. The density of population is increasing from year to year.

Indiana's buying power is growing rapidly. Indiana must be considered as an important factor, worthy of your attention and pretty certain to return results in any advertising campaign.

The daily newspapers listed here will carry your sales message to "all Indiana." Use them regularly.

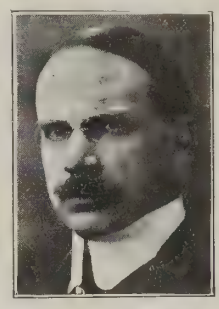
		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718 (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

WELLER HEADS IOWA'S JOURNALISM SCHOOL

University Editor Named Director After Reorganization — Lazell, Editor Rapids Republican, Joins Teaching Staff

Organization of a school of journalism at the University of Iowa, announced recently, has been completed, with Prof. C. H. Weller, university editor, as director. The school will absorb the courses and faculty of journalism which has heretofore functioned. Fred J. Lazell, editor of the *Cedar Rapids* (Ia.) *Republican,* has been added to the staff as a full time instructor.



Prof. C. H. Weller

Professor Weller has been editor of all the university's official publications for 18 years. Among his other duties he is chairman of the board of trustees of student publications, business manager of the journal of the Classical Association of the Middle West and South. He was president of the Iowa Advertising Association for two years. He is the official representative of the *Daily Iowan,* student newspaper, in the Associated Press. He is a member of Sigma Delta Chi, professional Journalistic fraterity.



Prof. F. J. Lazell

Nearly 30 years of Professor Lazell's newspaper career has been spent as reporter, night editor, telegraph editor, city editor, managing editor and editor of the *Cedar Rapids Republican.* He now resigns that position to be succeeded by Fred M. Lazell, his 23-year-old son who graduated this spring from the University of Iowa's courses in journalism. Previous to joining the Republican's staff the senior Lazell was a reporter for the old *Des Moines Leader,* later absorbed by the *Register,* and was telegraph editor for the *Des Moines News.* He is also a member of Sigma Delta Chi.



Fred M. Lazell

Professor William S. Maulsby, who has been in charge of the journalism courses in theh past, will continue to be a member of the faculty. He was formerly on the *Springfield* (Mass.) *Republican, Christian Science Monitor* and *Des Moines Register.* Other members of the faculty will be George Gallup, graduate editor of student publications; Loren D. Upton, graduate business manager of student publications, and Frank Hicks, university news editor and formerly of the *Waterloo* (Ia.) *Evening Courier.*

The *Daily Iowan,* which set the pace last year for college newspapers by leasing full Associated Press service, will continue to be the laboratory where student newspaper men and women may get practical experience as reporters, editors, business and circulation managers.

Courses in the new school will cover the elementary and advanced phases of reporting and editing, feature writing, editorial writing, law of the press, the ethics and history of journalism, the art of printing and engraving, display and classified advertising, newspaper circulation, newspaper makeup, proof reading and office management.

CORRESPONDENTS' APPETITES NEVER WANED AT GARDEN

NEWS writers at the Democratic National Convention in Madison Square Garden may have become bored as the proceedings dragged along, but their appetities never waned, records of the *New York World* and *Baltimore Sun* Newspaper Club in the basement of the Garden show. Three thousand sandwiches were consumed daily by the correspondents, in addition to huge quantities of soft drinks, cigars and cigarettes. Service was free.

Here is a list of the things daily consumed:

1500 sandwiches.
1500 smoked sausages, otherwise "hot dogs."
25 gallons of coffee.
40 cases of soft drinks.
25 gallons of ice cream.
20 cases of milk.
10 boxes of cigars.
12 cartons of cigarettes.

T. J. McCartney, the grand vizier of the *Baltimore Sun* organization, the man who will produce anything from a hard-boiled egg to an elephant on order, was at the door of the club every day and managed the commissary. William Johnson, suggestion editor of the *New York World,* was the host inside the club.

ST. LOUIS DAILY SUSPENDS

Receiver Appointed for Amerika Company, Publisher of American

St. Louis, July 19.—Eugene J. Sartorius, vice-president and attorney for the Amerika Publishing Company, publisher of the suspended *St. Louis American,* has been appointed receiver for the company by Federal Judge Faris, on recommendation of three creditors who filed an involuntary petition in bankruptcy against the concern. Authority was given the receiver to continue the company's job printing business and to resume publication of *Die Amerika,* German language daily. The American, defunct English edition, will not be revived.

Sartorius' bond as receiver will be $10,000. Bernard Greensfelder, attorney for the creditors, said an inventory, just completed of the Amerika company's property, shows assets of $150,000.

Die Amerika failed to appear Wednesday morning, July 9, for the first time in more than 50 years, when employes quit to force payment of salary.

Iowa Daily to Build

Council Bluffs (Ia.) *Nonpareil* has purchased property adjoining its present plant and will erect a two story building.

TIPS FOR AD MANAGERS

Barton, Durstine & Osborn, 383 Madison avenue, New York. Placing account of Lewis & Conger, New York, manufacturers of household equipment.

Brandt Advertising Company, 7 South Dearborn street, Chicago. Said to have obtained a part of the account of A. E. Wright Company, Chicago.

Campbell-Ewald Company, 5 South Wabash avenue, Chicago. Handling account of Krenn & Dato, real estate concern, Chicago. Sending out orders to general list of newspapers on General Motors Company, Detroit, Mich.

Campbell-Ewald Company, General Motors Building, Detroit. Now placing account of The Mate Corporation, York, Pennsylvania.

Campbell-Ewald Company, 18 West 34th street, New York. Handling account of Johnson-Cowdin-Emmerich, Inc., New York, manufacturers of ribbons.

Campbell-Ewald Company, 136 Bay street, Toronto. Placing accounts of the Ontario Silk-Knit Company, Ltd., and Earth-Ritch Ltd., manufacturers of fertilizer.

Caples Company, 225 East Erie street, Chicago. Handling account on Garford Motor Company, Lima, Ohio.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago. Sending contracts to general list of papers on James S. Kirk Company, Chicago.

Erwin, Wasey & Company, 844 Rush street, Chicago. Sending out orders on Reserve Remedy Company, Cleveland, Ohio. Making up list of newspapers generally on R. Schiffman Company, Los Anglees (asthma remedy.)

Greve Advertising Agency, Hamm Building, St Paul. Placing account of the Seeger Refrigerator Company, St. Paul.

Hayes, Loeb & Company, 155 North Clark street, Chicago. Placing schedules on Green Circle Chewing Gum. Business, however, is being cleared through Roberts & McAvinche, 30 North Dearborn street, Chicago.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Sending out orders to general list of newspapers on Lyko Medicine Company, Kansas City, Mo.

Lord & Thomas, 400 North Michigan avenue, Chicago. Now placing account of the Western Company, Chicago, manufacturers of the "Dr. West" tooth brush.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Sending out copy on Goodrich Transit Company, Chicago.

Mumm-Romer Company, 314 E. Broad street, Columbus, Ohio. Handling account of the Novelty Cutlery Company, Canton, manufacturers of pocket knives and razors.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Sending out orders on National Laboratory, Chicago (Nuga-Tone.)

Nichols-Evans Company, 2117 Cleveland Discount Building, Cleveland. Now handling accounts of the Associated Metal Lath Manufacturers, Chicago, and the 1900 Washer Company, Binghamton, New York, manufacturers of the "Cateract" washer and ironer.

Sackheim & Scherman, 218 West 40th street, New York. Placing account of the Peerless Wire Fence Company, Cleveland, manufacturers of fences, gates, posts, paint roofing, etc.

Stack Advertising Agency, 29 East Madison street, Chicago. Sending out orders on Santa Fe railway.

Street & Finney, 171 Madison avenue, New York. Now handling account of the Largman, Gray Company, Philadelphia, manufacturers of women's full-fashioned hosiery.

U. S. Advertising Corporation, 30 North Michigan avenue, Chicago. Sending out orders on Willys-Overland Company, Toledo, Ohio.

Wade Advertising Agency, 130 North Wells street, Chicago. Handling account of the H. M. Sheer Company, Quincy, manufacturers of incubators and brooders.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

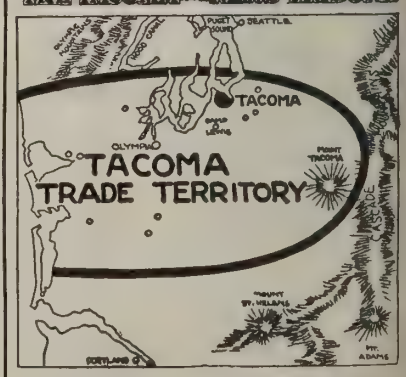
Specials: East Beckwith
West Branham

first!
—in daily circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

The Washington Herald
Largest Sunday Circulation
Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

THE TACOMA NEWS TRIBUNE


Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

WHAT THEY ARE SAYING

NO SUBSTITUTE FOR LOCAL PAPER

"THERE was a period during which the small-town newspaper seemed to be smothering under the increasing circulation of the city dailies. The city daily does not and cannot devote space to matters of immediate interest to the small town and the surrounding territory. We may say, therefore, that while in the great wall of news that confronts us from day to day the large stones and bricks will always be furnished by the city dailies, through the various news services that cover the entire world, the chinks and the cement will ever be furnished by the local, country paper's news from nearby, the intimate heart-throbs that come from the local business, social, civic and home activities."—J. F. Cunningham, President Wisconsin Agriculturist Company.

MAKING A PROMINENT CITIZEN

"A NUMBER of Baltimore newspaper men once tried an experiment to determine if prominent citizens are born or made. They picked out at random an obscure man who conducted a little saloon which he called a hotel. Every few days they attributed some wise saying to this man, interviewed him about local politics or the state of the Union, and kept his name constantly before the public. It wasn't long before he began to be asked to sit on speakers' platforms and to be honorary pall-bearer whenever a leading citizen died. In other words, he did become a prominent citizen. At the end of a year he was elected President, I think it was, of a national hotel men's association."—Fred C. Kelly in McNaught's Monthly.

REPORTERS "SALT OF THE EARTH"

"A CITY editor is only as good as his staff of reporters. For, when all is said and done the reporter is the salt of the newspaper earth. When a city editor reaches a point where he ignores this fact, where he feels himself superior to the 'covering of a story,' where he no longer feels a thrill when a big story breaks, his days of usefulness are nearly over. What kind of news does the public want? The answer is—simple, constructive news, stories that build up, not stories that tear down."—George A. Seel, City Editor, Galveston (Tex.) Tribune.

ADVERTISING WILL PAY IN DOLLARS

"TO the public utility industry in all of its branches, Advertising says: 'We offer you an agency that contains potentialities of usefulness in your business far beyond anything you have realized in your tentative employments of it. Adequate and intelligent use of the Power of Advertising will pay in dollars, as it pays the merchant and the manufacturer; and in addition to that it will bring a steadiness and stability to your public relations of which you have not dreamed.'"—B. J. Mullaney.

Oklahoma Dailies Sued

The *Tulsa* (Okla.) *Tribune* and the *Oklahoma City* (Okla.) *Times* are defendants in two $25,000 libel suits filed by T. T. Hill of Hominy Okla., proprietor of a string of general stores in northern Oklahoma. Basis of the suits is a story written by Miss Gertrude Bonnin of Washington, D. C., for the Indian Rights Association, and, Hill contends, reflecting on his conduct as guardian of an Osage Indian. Hill also swore to a criminal libel complaint against Miss Bonin.

N. Y. Publishing Firm Formed

James I. Clarke, formerly of *New York Sun* and known to many newspaper men through his connections with the Liberty Loan drives, and William F. Payson, formerly of *New York Times* staff, have formed a new publishing firm at 385 Madison avenue, New York, but no statement is made as to what will be published by them.

U.C.T. Souvenir Edition

Philadelphia, a magazine size illustrated publication containing 96 pages has been issued by the Convention Committee, Philadelphia Council No. 16, United Commercial Travelers of America, as a souvenir of the 21st grand council of Pennsylvania, held in Philadelphia, June 18, 19, 20, and 21. H. J. Haarmeyer was editor.

New Weekly for Chicago

The West Town News Company, 160 North LaSalle Street, Chicago, has been chartered by the secretary of State of Illinois. It is authorized to have a capital of $30,000 and to publish and circulate a weekly newspaper and to sell advertising space. Incorporators are: John P. Richard, William J. Boll, Frank J. Tyrrell and Robert E. Faherty.

Staff Opens Clubhouse

Members of the Hagerstown (Md.) Herald-Mail Club opened the clubhouse which they recently built along the Potomac River, near Sharpsburg, Md., with a dance last Saturday night. S. Edgar Phillips, general manager of the Publishing Company, and C. Neill Baylor, editor of the Herald and treasurer of the club, spoke.

Championship Still in Doubt

The Brooklyn Press Club defeated the New York Newspaper Club at baseball on Ebbets Field, July 20, by a score of 5 to 3. It was the third game of the five-game series between the two teams to decide the newspaper championship of New York City. Each team has won a game. One game was a tie.

Daily Changes to Weekly

Lockhart (*Tex.*) *Post-Register*, daily, has changed to a weekly publication.

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

There is no point in IOWA that is more than twelve miles from a railroad

In Iowa it is no problem to advertise to the rural communities, all of whom have money to spend.

Distribution is provided both for daily newspapers and commodities by more than 104,000 miles of public highways and 10,493 miles of steam and electric railroads.

A fifteen-minute automobile journey connects every farm house in Iowa with a railroad station. Iowa has 571,061 automobiles, enough to carry every person in the state outside in one trip.

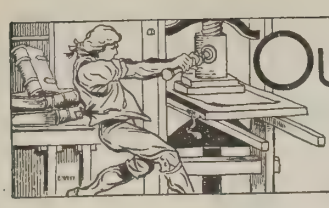
The whole country side is assured daily newspapers and commodities. Advertise your goods in the daily newspapers so that the readers can order, by name, your merchandise.

The accompanying list of Iowa's leading daily newspapers will properly introduce your goods to the rural communities as well as to the towns and cities—the buying habits of these people are formed largely through their daily papers.

THESE PAPERS ARE THE DIRECT ROAD TO THE IOWA MARKET

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
***Cedar Rapids Gazette .....(E)	22,671	.07
***Council Bluffs Nonpareil.....(E&S)	16,132	.05
***Davenport Democrat & Leader.....(E)	14,485	.06
***Davenport Democrat & Leader.....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital.....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.03
†††Mason City Globe Gazette.....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .....(E)	13,375	.05
***Waterloo Evening Courier.....(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

BOTH the front and the back office will doubtless read with interest the editorial in *The Nation* for July 23, entitled "Freedom Through Advertising." This editorial discusses the assertion of Edward A. Filene, the owner of a famous department store in Boston, that advertising is the world's best bet for the attainment of international peace.

Mr. Filene also believes that a revenue from advertising insures a free press, because advertisers want a circulation with buying power, and that no newspaper which does not prove itself to be free can long hold any number of such readers.

The editors of *The Nation* frankly admit that Mr. Filene is right in much that he says, but conclude the editorial in question with the following paragraph:

> We accept advertising as the basis of modern journalism, not as a boon, but as a necessary—and perhaps temporary—evil. We see hope in the signs that as the world plunges into an era of mass production, mass selling, and mass opinion, there are arising sizable groups to realize both the need and the opportunity of supporting journals whose clear, free, and individual note, like the "still, small voice, transcends the wind and the earthquake."

T. H. BAILEY WHIPPLE, literary critic of the Westinghouse Electric and Manufacturing Company of Pittsburgh, has compiled a volume, "Principles of Business Writing," which might well be put on the shelves of the newspaper library for the use of the copy desk. That part which deals with the principles of business letter writing contains valuable suggestions for those in the advertising and circulation departments. The part devoted to words and phrases often misused could be read to advantage by all who turn in copy. To avoid carelessness in the use of words and phrases most of us need to be reminded occasionally by men like Mr. Whipple.

FRIENDS and admirers of the late Frank I. Cobb will be interested to know that a limited edition of the book "Cobb of the World" has been published by E. P. Dutton & Co. This edition is printed for and by Mr. Cobb's friends; it is limited to 1,500 copies, which are numbered. The price of this special edition is $10 per copy and the proceeds from it will go to the "Frank Cobb Fund," which will be administered by the Exchange National Bank of New York for the benefit of his children.

I have already mentioned this book by way of a news notice, and I intend to review it more in detail in a later issue. This notice is simply to call attention to the special edition. Of course, there will be a regular and trade edition of the book published by Dutton & Co. and marketed through the usual channels. The price of this regular edition will probably be $3.50, but this trade and cheaper edition is something quite separate from the limited and numbered edition which I am now mentioning. Friends of Mr. Cobb wanted a fine piece of bookmaking and they have not been disappointed by E. P. Dutton & Co.

A BOOKLET entitled "Charles H. Grasty, 1863-1924" contains the various editorial tributes and biographical sketches published in the leading newspapers shortly after his death. Naturally it opens with the editorial from the *New York Times*, which is followed by the sketch of Mr. Grasty's career, published in the same paper at the same time—Jan. 20, 1924.

While Mr. Grasty at the time of his death was connected with the *New York Times*, he will probably be longest remembered for his connection with journalism in Baltimore, where for many years he was publisher of the *Baltimore Sun*. One of the finest tributes in the booklet is from his old friend, Fabian Franklin. It is entitled "An Old Friend's View" and was published in the *Baltimore Sun*, Jan. 20, 1924.

The article which has special interest for me is the one which appeared in *Time*, the news weekly, and which is entitled "A Publisher Who Preferred to Be a Reporter." Grasty was a great reporter, as well as an able newspaper publisher. One quotation from his interview with General Foch during the dangerous German drive of 1918 will prove beyond the permissibility of a doubt that he had that wonderful eye for those things which give interest to a news story:

> General Foch, before answering, took a few whiffs from his 2 cent cigar and looked at me with a smile of quiet confidence in his bright brown eyes. "They won't break through," he said, and the words were as percussive as pistol shots.

The booklet concludes with resolutions adopted by the Associated Press and the Publishers' Association, of New York City.

FOR the September issue the *Century Magazine* announces "Is Journalism a Vanishing Profession?" by Ernest Gruening, who was formerly managing editor of *The Nation*.

This article is said to be a study of the effect upon American journalism, and incidentally upon American public opinion, of the consolidation of many newspapers into a few controlled by an increasingly smaller group of proprietors. American periodicals of late have had a good deal to say on this subject, but not any more than can be found in British periodicals where the same condition obtains.

FOR those who sit at desks in the business office "Newspaper Accounting" by W. B. Swindell (The Ronald Press) will be found a handy volume to have in the drawer when called upon to make audits, investigations, or reports concerning newspaper properties. The author, who incidentally is secretary-treasurer of the Piedmont Company, has followed the instructions of city editors, "Boil it down."

There is no volume now on the market that contains so much valuable material dealing with the principles of accounting and cost finding as this book. Special mention should be made of the methods to be followed in checking and charging advertising and of the plans suggested for keeping track of departmental expenses.

Publishers of country weeklies and provincial dailies need just such information as will be found in this volume. Cost accounting is just as necessary for the newspaper plant as for any other industrial organization. Many newspapers have failed, not because of poor work of editors or reporters, but because of bad business management.

LURE OF THE TABLOID

(*Continued from page 7*)

cess of a tabloid than an arm-chair in the Union League Club is necessary for the success of the Times.

"Fifty years ago, newspaper editors did not print informative head-lines. Readers had to wade through a column or more to find out what a story was about. Gradually editors began to realize the age of hustle by printing headlines that told most of the story. The first informative headline writer was a short of tabloid Christopher Columbus preparing the way for newspapers such as the News that can give their readers all the news of the day in such form that it can be assimilated hurriedly, without causing mental indigestion.

Harold D. Jacobs, editor of the *Baltimore Post*, does not give pictures the premier place assigned by Payne. He has high hopes for tabloid journalism, which he sees as universal in the future. Like Payne, he views over-written news as one of the evil genii of modern journalism and he stresses the need for terse, natural language. Here are Mr. Jacobs' ideas:

"News told briefly, but interestingly, is infinitely more attractive, to Baltimore readers, at least, than pictures in general. However, in addition to news, we try to give out readers plenty of feature and news pictures. While tabloids like the metropolitan examples might succeed in smaller cities I don't believe they would be so successful as one stressing briefer news.

"Long train rides are absolutely not essential to large tabloid sales, in Baltimore, anyway, as the greater portion of our circulation is distributed to homes.

"Speaking only for the Post, I should say that full picture pages are limited in number by public preference. A real tabloid should never lose its identity regardless of the number of pages, if news and advertising is properly tabloided. Every inch in the paper should be interesting.

"Five columns seems to be the popular page-size here.

"The chief contribution of the Scripps-Howard tabloids, in my mind, has been the presentation of news in a natural manner and the elimination of artificial language—'written, but never spoken—known as journalese'.

"Our instructions to reporters and rewrite men is 'write just as though you were sitting down opposite your reader and telling him about it.' The result is stories shorn of superfluous words, hackneyed phrases and meaningless repetition.

"I believe economic conditions and the newsprint shortage will eventually force all newspapers to reduce size and I believe the Scripps-Howard tabloids are merely pioneering in the field the entire press will eventually have to enter."

John Gleissner, editor of the *Washington Daily News*, agrees in the main with Jacobs that pictures aren't all, when he says:

"There are two types of tabloid newspaper. One relies primarily on pictures, features and entertainment. The other attempts to be a complete newspaper in tabloid form, and while using pictures, does not make this the principal appeal.

"Pictures unquestionably carry a tremendous appeal. So also does news briefed to the bone.

"The tabloid should be able to succeed in cities of 200,000. Our experience leads to the belief that long train rides are not essential to sales, since a large tabloid home delivery can be established.

"A tabloid does not lose its identity through increased size, since the tabloid principle can be applied throughout. The five-column make-up is most popular, as this lends itself to standard equipment.

"The tabloid has shown, in my judgment, that the public likes tabloided news, and a convenient-sized paper. As for production, paper is saved, smaller bul makes delivery easier, newsboys can carr more copies for street sales, and adver tisements can be smaller because c greater visibility."

Mr. Vanderbilt, on his way to Londo for the A. A. C. W. convention, s fourth some of the ideas he has demor strated on the Coast:

"Both news and pictures are necessar to meet the variance of taste which w all have in us," he declared.

"I do not believe that a tabloid news paper can succeed in a city of less tha 200,000 population. The tabloid is for th masses and there are no real masses i cities of less than 200,000.

"Long train rides are not at all esse tial to the success of a tabloid. In Lo Angeles and San Francisco there are n subways. Furthermore, 77 per cent o our subscribers have their paper delivere home.

"Number of picture pages is limited b public preference. The cost is immateri in the end. The public wants so muc and no more. People need enough make them want it again. Too many pi tures would spoil this effect.

"In my opinion a tabloid newspap loses its identity as such by regular running a great number of pages. is not then a tabloid, it is merely an a breviated newspaper.

"Five columns is the best make-u Columns are too wide with only four the page, although this number is pr ferred, it seems, by the British and Can dian tabloids. We print six columns classified advertisements to a page.

"Tabloid journalism has contribut much to the making of newspapers. has taught elimination of waste and h brought a lessened production cost, easi distribution for route carriers, because the reduced size and weight of the pape and an increase in rates for advertisin It has demonstrated the need for special trained men in all positions, for bri news services, and for more news photo raphers. It is leading to the eliminati of practically all feature writers, and t training of a large number of new 'stu writers,' to freak, brief, chatty ne stories, the elimination of smut and di and the creation of a clean, interestin and aggressive newspaper that will en and remain in the home."

Editors of the Hearst tabloids in N York and Boston declined to comm on the questions.

Remember!

IT REQUIRES the use of only *one* medium — at one *low* advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL FIRST - by Merit

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
11 Spruce St., New York

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



MID-SUMMER'S heat reveals in bold outline the Ice man, but now is a good time to be thinking of the

Coal
Steel ranges
Pipeless heaters
Carpets and rugs
Winter resorts
Woolen blankets
Ladies' suits and coats
Boarding schools
Sedan cars
Electric kitchen equipment
Christmas Saving Funds

And the myriad necessities and comforts of the people which manufacturers and distributors are planning to serve when the big weather wheel revolves again on its axis.

Think ahead—plan ahead—write the business now!

A LOCAL druggist is advertising a unique sale. Prices are reduced as in the ordinary sale—usually from 10 to 15 per cent. In addition, this druggist gives free to every customer purchasing 50 cents' worth of goods a "Mystery Bag." This contains samples of nationally advertised goods and sundry products obtained free from the wholesale houses. The sale is advertised as "Manufacturer's Co-Operative Sale." Samples of as many as 25 items were in each bag, and the bags were gratefully appreciated by their customers.—Wayne Coy, *Franklin* (Ind.) *Evening Star.*

You can increase your real estate lineage by running once or twice a week a short article by a leading business man of your city on "Why I Own a Home." Articles should set forth advantages of owning a home and real estate in your city. This plan is being successfully used in many cities.—G. Smedal, Sioux City, Ia.

Many persons have been saving their reading period for their vacation. Why not obtain a group of ads from the booksellers and magazine dealers, featuring "Vacation Books," stories of sea, mountain, outdoors, guides, etc., and include not only light fiction and modern authors but more weighty books and classics which many persons put aside for that long period of uninterrupted rest which they believe they will have on their vacation.—C. M. Litteljohn, Washington, D. C.

"Own Your Bathing Suit," for your health and for the health of us all. Sporting goods houses, department stores and specialty shops would back a co-operative campaign on this subject, or at least one full page. No kick would come from resort managers, as locker charges are usually the same whether you use your own or bathhouse suit. Your copy service department could write rings around such a feature.—Ellis Loveless, *Norfolk* (Va.) *Ledger-Dispatch.*

Everybody, young and old, likes a puzzle, particularly if it's reasonably easy to solve. It gratifies their ego, and if there are prizes, there is the element of something for nothing. We ran a puzzle that netted 2 pages of advertising and brought more than 3,000 answers from every class of subscriber. The first page advertisement was of 14 puzzle verses. The names of automobiles were concealed in the verses. The second page contained the names of the cars, together with the verses and the winners of the contest. Every automobile dealer who joined the contest paid his proportionate share of the cost of the 2-page ads and was highly pleased with the result because of the interest created.—D. E. Cohn, *Columbia* (S. C.) *Record.*

Nearly all the best eating places have certain dishes on which they specialize. For instance, at one restaurant its Italian spaghetti will be particularly good. At another the tomato soup would be unusually excellent. And so on through all the various eating places. It would, therefore, be a splendid idea for the newspaper to get up a list of all the eating places which specialize in this way and to then run some copy urging people to try out all the dishes for which local restaurants are famous, and to then get these restaurants to use some special advertising for the event. A considerable amount of extra advertising could be secured in this way.—Frank H. Williams, Santa Ana, Cal.

Under the caption "Today's Notices," sell newsy and interesting readers to advertisers regarding sales, new styles, etc. Placed in the same position each day, this feature will attract increasing attention, and the rate per line may be double the ordinary "reader" rate because it is worth it.—H. H. Hudson, *Cleveland Press.*

Decorative designs of church spires and Gothic cathedrals may assist in selling your space to the churches, when used in conjunction with a display ad of "Ascension (or other church name) News," listing the entire Sunday program.—C. M. Litteljohn, Washington, D. C.

Daily or weekly sermonettes by local pastors make a feature for a small town or city paper which is to be commended. The *Saugus* (Mass.) *Herald,* a weekly, is handling such a feature in a unique way, using a boxed head, "The Wayside Chapel," and printing the short sermon double column.—Florence Tisdel, Muskogee, Okla.

We recently opened our columns to the members of the Boys' and Girls' Clubs in this county and let them tell in their own way their experiences in raising their pigs and baby beef. We offered medals for the best stories. The request for extra copies on the part of parents and the youthful writers proved that the idea proved popular among our country subscribers.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

G.O.P. NAMES PUBLICITY STAFF

Many Former Newspaper Men Will Aid in Presidential Campaign

The publicity organization of the Republican National Committee, which began to take shape with the appointment of George Barr Baker, as director, is virtually complete.

Arthur J. Dodge, has been made assistant director and will make his headquarters either in Chicago or Washington. Dodge is veteran Washington correspondent and former president of the Gridiron Club. For many years he represented the *Minneapolis Tribune* and the *Northwestern Miller* at the capital. Recently he has been living in Denver.

James White, formerly representative of Boston newspapers in Washington and during the war publicity man for the Polish Government, will act as special assistant to William M. Butler, chairman of the National Committee. White has been directing the publicity in Washington in the preliminary stages.

Stuart Godwin, formerly of the Washington staff of the *New York Sun* and *New York Herald* is on duty in the Chicago headquarters and A. J. Montgomery, formerly of the *Herald,* is in the Washington headquarters as is James E. Barry, formerly of the *Louisville Courier-Journal,* but more lately with *The Insurance Field* of New York.

Mercer Vernon, Washington and Boston newspaper man, who has been with the National Committee for more than a year, will assist Chairman Butler with his publicity matters and Raymond C. Mayer, former Buffalo newspaper man, who handled publicity for the European Relief Council and the American Relief Administration and various other organizations in which Herbert Hoover was interested, has been assigned to the Washington headquarters of the National Committee.

Other former Washington newspaper men, who are active in Republican publicity affairs are Warren Wheaton and Richard Lee, both at one time with the Universal Service bureau.

Ferguson With Coal Review

J. W. Ferguson, one time treasurer of EDITOR & PUBLISHER and formerly promotion manager of the Canadian Daily Newspaper Association, has become business manager of *Coal Review,* official journal of the National Coal Association. Ferguson, whose newspaper and magazine experience has covered all departments, began his career on the *London* (Ont.) *Advertiser.* He has been with the *New York Times, Evening Telegram, Globe,* and *Philadelphia Public Ledger.*

Issues Type Book

Frederick (Md.) *News-Post* has issued for the benefit of advertisers a type book containing a catalog of type faces.

Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News
Supreme in Texas

"The Largest Business of its kind in America."
Hotaling's News Agency
DISTRIBUTORS
Out-of-Town Newspapers Exclusively
If we don't handle your paper in New York we both lose money.
308 WEST 40th STREET
NEW YORK CITY

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

Our Features:
Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

HOME FOR AGED NEWS MEN ASSURED

Florida Publishers Formally Accept Gift of Land and Money from Mr. and Mrs. C. D. Haines of Altamonte Springs, Fla.

ALTAMONTE SPRINGS, Fla., July 21.—First steps toward the founding of a national home for newspapermen, in connection with a school of journalism, were taken here last week, when 50 members of the Saturday Press Association assembled at the home of Mr. and Mrs. Charles D. Haines to receive their gift to the home and accept the charter and by-laws of the Florida Newspapermen's Home, Inc.

George Hosmer, president of the Florida Press Association, presided at the meeting, which was held in the Jasmine Theater, owned by Mrs. Haines, and part of the bequest to the newspapermen. After his address Mr. Hosmer called on Mr. Haines, who explained his motives in making the gift.

"From the time I was just a boy," he said, "I have had a great longing to be associated with men in journalism. Long ago I realized that I could not write in the manner that newspaper men write, and yet my attachment for the profession continued. Newspaper men have given much to the world and have received but small recompense. It has been my ambition to be instrumental in providing them with a real home where they can retire at the end of their long labors and enjoy themselves."

It is Mr. Haines purpose to try to raise a $15,000,000 endowment for the home, and he has already received some encouraging assurances of aid from wealthy men. His ambition for every state to have a building on the grounds with a large central auditorium. His gift includes two citrus groves of 20 acres each, another tract of 25 acres, the Jasmine Theater and the home place, of which he reserves possession for his wife and self until their deaths; a check for $10,000; $100,000 worth of stock in the Royal Fern Company, with the agreement that he will have for the remainder of his life the earnings of the stock above 6 per cent, and $50,000 worth of stock in the Florida-West Indies Corporation.

Following Mr. Haines' address, Major W. E. Barnett, pastor of the Presbyterian Church at Oakland, editor of the *Winter Garden Herald,* and a lifelong friend of Mr. Haines, paid a tribute to Mr. and Mrs. Haines. An ovation was given Mrs. Haines upon her appearance on the platform.

A humorous address by Rube Allyn and a talk by J. C. Brossier, of the *Orlando Reporter Star,* concluded the program. In the meantime the executive committee was in session and accepted the charter and by-laws of the Florida National Newspapermen's Home, Inc.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.

4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for $50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

For Sale.

Goss, Three Deck, Two Plate Wide, Straight-line Press complete with all Stereotyping equipment. Press is in wonderful condition; shipment can be made at once. Roy C. Goodwin, Geneva, N. Y.

Hoe Curved Casting Box,

casts 8 columns, 12½ ems, 21" column, good as new, one-half regular price. Immediate delivery. Daily Home News, New Brunswick, N. J.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Wanted.

Used power router for Tubular Duplex, round plates. Publisher, 531 Central Bldg., Los Angeles, Cal.

FOR SALE

15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

REBUILT LINOTYPES AND INTERTYPES FOR SALE

Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Hutchinson News,

Hutchinson, Kansas

We refer you to them for their opinion

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

GOSS
STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate Casting or made larger or smaller.

All kinds of chase alterations and repairs.

Write for prices.

American Steel Chase Co.
122 Centre St.
New York

Cuts Composing Room Costs

Reducing overhead costs increases production profits. Maximum production and uniform product of composing machines can only be had with the aid of an electric metal pot.

FORTIFIED

INTERCHANGEABLE ELECTRIC POT

for Linotype, Linograph and Intertype solves the slug-casting problem perfectly. Fortified Electric Monotype Pot does the same for the type casting machine.



is a wonderful book of helpful knowledge containing information about how to adjust machine troubles, metals, formulæ, "toners," shortcuts and safeguards. It's a money-maker for the user.

If you do not already have electric pots, write for this booklet. It is free to you.

FORTIFIED MFG. CO.

14th & Agnes Ave., Kansas City, Mo.

"Fortified Means Satisfied"

USED PRESSES at ATTRACTIVE PRICES

GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	DUPLEX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22½"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"	SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"	WOOD Octuple Press, Page Length 23¾"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"	WOOD Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾"	WOOD Sextuple Press, Page Length 23 9/16"

Full particulars furnished on request

7 South Dearborn St.
CHICAGO, ILL.

R. HOE & CO.
504-520 Grand St., New York, N. Y.

7 Water St.
BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Forceful copy-writer, layout man and sales promotion expert, now employed, seeks eastern or western connection, city over 30,000. Eleven years' experience. Reliable, energetic, married, producer. Box B-644, Editor & Publisher.

Advertising Man.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to locate in city under 100,000 by September first or before. Minimum salary $50 a week. Age 31, family. Excellent recommendations. Address Box B-586, Editor & Publisher.

Advertising Man.
Young man, married, with practical display and classified experience, wants permanent position as classified manager on medium size newspaper. I have "built over" the classified section of one newspaper and helped to "build up" several others. Am confident I can increase your columns and keep them there. Will start for $35.00 a week. My services available in fifteen days. Address Box B-656, Editor & Publisher.

Advertising Man.
Capable of managing staff in city of 40,000 to 100,000. 10 years' experience in newspaper special and promotion work. Age 30, married and can produce best of reference as to character and ability. B-658, Editor & Publisher.

Advertising Manager.
Now ready to connect with live western newspaper. Young, married, progressive, business-getter. Now employed. Best references. Address B-659, Editor & Publisher.

Advertising Manager
27 years of age, now employed but available in 30 days, wishes connection with medium sized newspaper, where there is a possibility of developing into a directing executive. Would like to be considered by some publisher in city of 40,000 to 75,000 population, where the local display, Classified and National Advertising is under one management. Excellent references can be furnished. Box B-649, Editor & Publisher.

Advertising Salesman
and Copy-Writer, experienced, desires connection with Live Daily, where Production will be recognized and met with commensurate income; capable of managing Department; Successful Classified Builder; am willing demonstrate ability at own risk and expense. If you want more business, write me. References. Address B-653, Editor & Publisher.

Advertising Solicitor and Copy Writer.
Young married man will connect with progressive western paper. A business-getter, now employed. Wants bigger opportunities for advancement. Address B-660, Editor & Publisher.

Assistant Publisher or Mechanical Superintendent.
15 years' practical experience; technically and university trained; Union. Want connection where reliability, ability, honesty and loyalty mean something, with large plant or syndicate; will consider small financial interest. Address Box B-573, care of Editor & Publisher.

Business Manager.
Young married man, 18 years' experience in the business management of metropolitan Daily and Sunday in city of 250,000 desires connection as business manager or assistant publisher. Thorough knowledge of circulation promotion, advertising and mechanical departments. Past experience in finance and service enables me to cut off unnecessary expenses. Excellent references. Address B-654, Editor & Publisher.

High class newspaper and advertising men answer

EDITOR & PUBLISHER

Help Wanted Advertisements

Situations Wanted

Cartoonist Plus.
Newspaper cartoonist. Also experienced in photo retouching, layouts and advertising art, desires change now or later. B-523, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change where he can settle down for keeps—being assured of a future if he works for it. B-651, Editor & Publisher.

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member of I. C. M. A. References furnished. Address Box B-612, Editor & Publisher.

Circulation Manager
with twelve years' successful experience on morning, afternoon and combination newspapers desires change to larger field. Best reference from past and present employers. Now handling circulation of 26,000. A. B. C. records show large increase on every paper. Address B-621, Editor & Publisher.

City or Telegraph Editor.
Eastern city preferred. Seeking permanent place. Box B-652, Editor & Publisher.

Classified Advertising Manager
having 12 years' newspaper experience and 6 of these as Classified Advertising Manager of nationally known publication seeks new position. The cause of this desire can be adequately explained. At present employed in city of more than 100,000 population. Prefer place where workable ideas will be given consideration and the possibilities of expansion, both departmental and personal, depend upon the prudence of the applicant. References of the best. Age 26 years. Unmarried but stable. Box B-611, Editor & Publisher.

Classified Manager.
Available immediately. 3½ years' experience. 10 months on one of largest classified mediums of country as assistant. Can show clean record. Past employers best references. Prefer Middle West city but would go anywhere that opportunity is right. No objection to second paper. Age 25, married. Write B-648, Editor & Publisher.

Classified Manager.
At present in charge of department on second paper in city of 175,000. Would like to locate in West or Middle West, although will consider any point where there is opportunity. Can stand on record of present connection alone. A former display man, good promotion copy writer and capable of organizing as well as selling. Not a desk man, but a hustler on the staff. Age 32, married. Address, Box B-643, Editor & Publisher.

Desk Man.
Thorough Desk man wants job. Address B-647, care Editor & Publisher.

Desk Man.
First class desk man, experienced on large and small dailies, seeks position, preferably with evening paper. Understands makeup. Can write editorials and paragraphs. Good character and habits. Highest references. Address B-648, care Editor & Publisher.

Eastern Advertising Representative.
New York office established 1915. Exceptional personal and successful services available. List is limited. Extensive acquaintance among advertisers and agencies. Publishers invited to correspond. Box B-655, Editor & Publisher.

Editorial Writer.
Experienced and capable, desires to make change. If you need a man write to him for specimens of work. Address B-623, care Editor & Publisher.

Editorial Writer.
Paragrapher, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

Newspaper Executive.
Managing editor and publisher's assistant, age 32, now employed, is available to progressive newspaper publisher in city of fifty to five hundred thousand. Can show clean active record, and refer to several well-known publishers. Experience gained with press associations and large and small newspapers. Address Box B-593, Editor & Publisher.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y.

HELP WANTED

Advertising Solicitor Wanted.
Moderate salary to start. One who can build local and handle foreign advertising. Must be reliable and efficient. City of twenty-two thousand. Good chance for advancement to right man. B-657, Editor & Publisher.

Reporter.
National Fraternal Weekly has a real opportunity for an experienced reporter, who is thoroughly capable of covering Congress and is a good rewrite and special assignment man. Prefer man who has gained his experience in town of 150,000 population that desires to make good in Washington. Successful applicant must be a native-born, Protestant Mason. Give full details regarding experience, qualifications and fraternal connections in first letter. The Fellowship Forum, Washington, D. C.

Wanted.
Advertising Salesman and Copy Writer. Young man of clean personal habits, experience and ability. Must come well recommended. Give details regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, The Elkhart Truth, Elkhart, Indiana.

Wanted.
Experienced advertising man, capable of developing and holding local business and handling foreign accounts; must be reliable, energetic, good mixer, and efficient. Only paper in city of 30,000 in good section. Southern man preferred. Write B-620, care Editor & Publisher.

BUSINESS OPPORTUNITIES

Daily Newspaper
doing business of $35,000 annually in New York upstate growing city of 10,000 population for sale. Owner has other business. B-646, Editor & Publisher.

Daily Newspaper for Sale
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

Do You Want a Good Newspaper?
Due to failing health one of the best tri-weekly newspapers in the country is for sale. Has 4000 circulation. Strictly modern equipment including four linotypes, Goss press and completely equipped job plant. Equipment recently appraised $49,000. Serves good portion of richest industrial valley in East. Only paper in growing town with fifty industries. Business, both newspaper and job, can be greatly increased. Low rent and labor costs. Lowest price $75,000. If you cannot finance please save my time. Apply Floyd B. Kulp, 36 S. Front street, Philadelphia, Pa.

COVERING OLYMPICS TASK FOR GIANTS

U. S. Writers Sat Long Hours on Hard Benches—Track and Field, Polo, Swimming Events Widely Separated

By G. Langelaan

(*Paris Correspondent,* Editor & Publisher)

Paris, July 18.—Alan J. Gould, of the Associated Press; Henry Farrell, United Press; D. J. Walsh, International News; Grantland Rice, *New York Herald-Tribune;* J. E. (Ted) Meredith, Christy Walsh Syndicate; John Hallahan, *Boston Globe;* John Owens, *Providence Journal,* and Vincent Richards, Universal Service, will be through with the biggest Olympiad that has taken place so far by the time these lines reach New York. The plaudits of the crowd were not for them, but it is no exaggeration to say that their task has been greater than that of any athlete taking part. It proved a task for giants.

After the circus walk round and the pretty ceremony of taking the Olympic oath of the first day, the grim business began for the correspondents the next day, when their breaking in session consisted of a 7-hour stretch on the hard benches of the press stand. For 7 hours they had to strain every nerve, not merely to see who were the winners of the events, but note their positions during each race, and take notes for the leads which were to be written later. The second day's work brought them the close watching and reporting of no fewer than 17 heats of the 100 metres.

The sprints along the corridor leading from the press stand to the telegraph operators' desks were as exciting and keen as any taking place on the cinder-path. In these performances the lanky Frenchman Saguet employed by the Associated Press made history, rushing away with the copy just as soon as Gould or Topping, of the Paris office, and Angly, of the London office of the Associated Press, could hand it to him. The United Press was also there in force, with Webb Miller watching his team like a general looking over the field of battle.

One of the difficulties in reporting the Eighth Olympiad has been the large distances which have had to be covered. While field and track events were taking place at Colombes, 7 miles from Paris in one direction, polo was being played at St. Cloud, 4 miles from the capital in another direction. Swimming was at Les Tournelles, in the northeast of Paris, and correspondents home from Colombes after a hard day just had time to get a little refreshment and be off again to the Velodrome d'Hiver or to the Cirque de Paris for the wrestling, the fencing or the boxing.

Thomas T. Topping, of the Associated Press, waxed enthusiastic over the chances of his compatriots from overseas and was loudly offering to lay long odds in favor of an American athlete of his choice, seeking takers among his French press friends. An attendant came up and touched him on the arm and told him a gentleman wished to speak to him. Topping went over, and a spectator said, "I want to lay a hundred on the Swede."

He took Topping for a bookmaker.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

WHAT are the favorite flowers, plants or trees of your townsfolk? Prepare a questionnaire with spaces provided for annuals, perennials, conifers, deciduous trees, vines and deciduous shrubs. Then find out if alyssum or portalaca or some other plant is the favorite annual; if the elm is preferred to the maple; if clematis is the leading vine. Since practically every community has its flower lovers, this feature will surely prove interesting. A florist's catalogue will serve as a guide to the correct classification of plants or trees.—G. Harris Danzberger, Hartsdale, N. Y.

Newspapers usually do not call upon the bureaus of the news service they have serving them for enough individual stories out of the state capital or other nearby larger cities. Quite often editors learn a lead to a story at these points that is of particular interest to the people of the one community in which the paper is published but not of enough state interest to be sent through the regular channels of the news service. Ask your bureau men to secure the story for you. They will be glad to give their clients the extra individual service.—Lewis Hyman, Logansport (Ind.) *Pharos-Tribune.*

During the summer a reporter may interview florists and find out how flowers should be kept fresh. Many householders and home owners gather flowers from their gardens, and are unacquainted with the expert manner of keeping cut flowers alive. Other floral hints may be run from time to time. The interviewer may also ask about the most popular flower from time to time for weddings, parties and other local functions. These stories may be used with some historical background.—C. M. Litteljohn, Washington, D. C.

Get an interview with your city health commissioner and have him give a list of "Don'ts" for swimmers and beach visitors this summer. As for instance, "Don't go bathing immediately after a heavy meal," and "Don't change seats in a canoe or boat while in deep water; wait till you land." Such a list will be clipped and saved for reference.—G. Smedal, Sioux City, Ia.

The cry at the present time among realtors, home owners, and the effort on part of store owners is toward modernism in the home. On every occasion there is being featured the "model home," bungalow, or apartment. An interview with business men, modern young wife and mother of a large family is products of a good story.—L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

"Keeping up with M'Kinney; News Events of Today," says the standing boxed head used by the *McKinney* (Tex.) *Courier-Gazette.* Under this appear daily short news paragraphs about people and things, the first line of each being boldface. The column does not take the place of the usual personal mention column nor does it relegate to the inside without their own headlines too many local stories. This paper abounds in local stuff, having no pony service for telegraph news, and there seems to be plenty of local news to spare to make this column a source of constant surprise to readers.—Florence Tisdel, Muskogee, Okla.

What do your newsboys do with the money they earn and what are their ambitions? It would make an interesting story to do some investigation along this line and play up the boys who are saving money to go to college. In most cities such a story would be entirely new and as it would be jammed with human interest it would be sure to make a deep impression on the readers of your paper. —Frank H. Williams, Santa Ana, Cal.

What is the average size and cost of all the homes put up in your town during the past six months? Go over the building permits issued in this period for homes, get the average number of bedrooms in the homes, the average cost of the homes, etc., and then present this grand average of size and cost as being the ideal home for the city. This sort of a story would be of immense interest to many of your readers.—Frank H. Williams, Fort Wayne, Ind.

The *Kansas City Star,* under the late Col. Nelson, fostered good literary tastes among its readers by printing selections from the best authors. A similar project in our daily newspapers of today would cultivate a better reading taste and a return to the classics among others besides school teachers and their pupils. "Reprints from the Classics" appearing daily or Sunday with a thumb-nail portrait and biography of different authors, should prove popular.—R. C. Mowbray.

WHAT OUR READERS SAY

Features—When and As Wanted

SAN PEDRO, Cal., July 7, 1924.

TO EDITOR & PUBLISHER: The magazines seem to be alarmed over the number of newspaper consolidations and the increasing demand for "canned" features that are standardizing the newspapers of the country. Will Irwin has let the public in on a lot of tricks of the trade in this week's Collier's. "They don't know the half of it." Some of these writers who think the feature business has become so standardized that there will be no room for changes in the plan of things for the next 100 years or so ought to run a country daily close up to a metropolitan field and try to buy a few good features. For most of us "there ain't no such animal."

We are getting out from twelve to twenty pages daily with four Linotypes and a Ludlow. To cut down composition to a minimum we try to get all the good features we need in matrix form, both text and illustration. Outside of three comics we have just one feature that we feel measures up to our needs in quality and mechanical requirements. That is a boys' and girls' page once a week.

There is one good magazine page on the market that would fill our needs but it is put out by the owners of a chain group of metropolitan papers, one of which claims our territory. One of the New York papers offered us all its comics and magazine features at the attractive price of $10 a week and then withdrew the offer we had snapped up because another metropolitan paper claimed the territory.

I offered to bet the salesman for another New York metropolitan paper, who expressed his regret that he could not sell me his features in this territory, that he could get more money from the smaller papers in the territory than he could from one metropolitan paper. He agreed with me but said the boss did not agree with him. I wrote the manager of another New York syndicate and asked him to check up the number of papers using his features in the metropolitan field and compare it with the number of smaller papers that were not using them just to see if he could not find an opportunity. "I believe you have hit on a big idea," he replied, but that is the last I have heard from him.

We are printing an eight-column twelve-em paper, the Pacific Coast standard. Some of the features we would like to get in matrix form are furnished by one of the New York papers in 12½ em seven columns. I asked a traveling salesman why the management of his house persisted in saving at the spigot and letting opportunity run out at the bunghole. He saw the point and then wrote me from New York after he had finally secured an interview with his boss: "I know we have difficulties in the office in setting type on such a raft of stuff we use in the paper and to reset it again in twelve ems would add to the burden."

And so to save resetting it they don't sell it at all to me and hundreds of other country publishers who also have some burdens, believe me, in getting stuff set in our own offices. Will Irwin says that S. S. McClure nearly went broke trying to prove the theory of economics he evolved in buying a short story for one hundred dollars and selling it to twenty publishers for ten dollars apiece.

It is about time some wise gink carried the idea a little further and discovered what composition is costing the country publishers. What we want is somebody who can sell us a mat to go in our curved casting box and turn out a plate printing eight 12-em columns twenty inches long, that will not have to run the gauntlet of linotype operators, proof readers and make-up men who demand their wages every Saturday night. There is a great big wide world open to some enterprise feature man who can fill this demand for real good features among the smaller papers, along with a greater demand for midget feature mats for flat casting.

CLARK F. WAITE.

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO NEA

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

NOW READY
A New
MILDRED BARBOUR SERIAL
Dealing With These Three Vital Problems
1—The Man in Public Life Whose Career Is Threatened by Scandal Unless He Marries Without Love.
2—The Ambitious Woman Prevented by Circumstances from Marrying the Man of Her Choice.
3—The Girl Who Finds the Husband She Loves Has Always Loved Another.
Write or wire for
"THE SURPRISING SEX"
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

The Death Ray
can
Electrocute an Army according to its Inventor
"The Ark of the Covenant"
by
VICTOR MacCLURE
is a
Fascinating Romance
of
A Man Who Holds The World at His Mercy
Immediate Release
Wire
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

The Keystone State

In More Ways Than One
Pennsylvania
Has Proven Itself the Real Keystone State

This is especially true in regard to national advertising. Many somewhat weak and uncertain campaigns of advertising have been "held together" thanks to the good judgment of space buyers and advertising managers who have realized the wonderful opportunities for successful marketing in this territory.

The iron industry, the steel industry, the coal mines and the great farms of Pennsylvania have combined to make this state a "fountain of wealth" from which many campaigns have secured the necessary nourishment to carry them through trying periods.

Concentrating a carefully prepared campaign of advertising in the newspapers listed on this page has proven a "life saver" for many national advertisers.

Now is the time to carefully consider the wonderful markets, for every product from foods to motor cars, centered around each newspaper in this Pennsylvania list.

No fall campaign will be complete without this territory.

Newspaper advertising in Pennsylvania means placing your product before a receptive audience anxious for all that is best, regardless of price.

	Circulation	2,500 lines	10,000 lines
***Allentown Call .....(M)	30,627	.09	.09
***Allentown Call .....(S)	19,595	.09	.09
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†††Bloomsburg Press .....(M)	7,130	.029	.029
†††Carbondale Leader .....(E)	5,682	.025	.025
***Chester Times .....(E)	15,547	.055	.055
††Coatesville Record .....(E)	6,097	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
†††Easton Express .....(E)	21,270	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
***Erie Times .....(E)	26,820	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
***Pottsville Republican and Morning Paper .....(E&M)	15,354	.08	.07
†††Scranton Republican .....(M)	28,492	.12	.10
†††Scranton Times .....(E)	41,544	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
***Sunbury Daily Item .....(E)	4,416	.025	.021
***Warren Times-Mirror ....(E&M)	9,090	.036	.036
***Washington Observer and Reporter .....(M&E)	17,042	.06	.06
***West Chester Local News.....(E)	11,090	.04	.04
***Wilkes-Barre Times-Leader....(E)	23,690	.08	.05
***Williamsport Sun .....(E)	19,561	.07	.07
†††York Dispatch .....(E)	18,317	.05	.05
†††York Gazette and Daily.....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

SIX MONTHS ADVERTISING IN THE TELEGRAM-MAIL

The official advertising statistics for New York City publications for the first six months of this year have just been issued. They show that The Telegram-Mail made a gain in its daily issues in all classes of advertising of 1,629,842 lines over The Evening Telegram for the same days in 1923—a gain of 1,359,868 lines over The Evening Mail—and the largest gain made by any New York newspaper, either morning or evening, for the six months.

In classified advertising The Telegram-Mail was the only one of the three recognized result-producing mediums to show a gain for the six months.

The statistics show details as follows:

ALL ADVERTISING

Jan.-June, 1924, Compared with Jan.-June, 1923, Daily issues only

	GAINED	
The Telegram-Mail	1,629,842	Lines
The Sun	1,525,664	"
The Evening Journal	681,090	"
The Post	132,214	"
	LOST	
The Evening World	559,964	"

The Telegram-Mail is firmly established by a continuous six months' record as the third newspaper in New York's big evening buying field. The only newspapers with greater lineage are The Sun and The Evening Journal.

CLASSIFIED ADS

Jan.-June, 1924, Compared with Jan.-June, 1923, Daily issues only

	GAINED	
The Telegram-Mail	114,380	Lines
	LOST	
The Times	1,676	"
The Morning World	541,962	"

The Telegram-Mail is one of the world's greatest classified mediums. Its result-power is unequalled and thoroughly established. Its daily patronage by thousands of individual advertisers means continued and continuous satisfaction to thousands of patrons.

NET PAID CIRCULATION OF THE TELEGRAM-MAIL OVER 200,000 DAILY

The New York Telegram *and* EVENING MAIL

Publication Office, 73 Dey St., New York

Eastern Representative
DAN A. CARROLL
110 East 42nd St.
New York

Western Representative
J. E. LUTZ
Tower Building
Chicago

THIS ISSUE:—MAGEE'S OWN STORY OF "CONTEMPT" FIGHT

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57, No. 10 NEW YORK, AUGUST 2, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

JOURNALISM LIBRARY
Not to be taken from this room

Tell It to SWEENEY! *—especially the Young Folks*



THERE may have been an era outside of Sunday school books when children were seen and not heard—much; when the adolescent male had to sprout whiskers and the female gather wrinkles before they became accredited members of society. But times, as the song writers remind us, have changed since father was a boy. Ever since the war the so-called younger generation has been on the cosmic consciousness and conscience. A girl now enters society at an age which previously entitled her only to give up dolls. Young men move faster and earn more in business than their fathers did. (How long have some of you hoary advertising men who read this been out of college?)

In consequence of these social changes, the young idea must be reckoned as an advertising target of first importance.

Consider the course of the Sweeneys, the average American family. Along about the time the wolf has been scared from the door and progeny are advancing in age, in grace perhaps, and in what is assumed to be an education, Mr. and Mrs. Sweeney have settled down. Mr. Sweeney enjoys a deserved feeling of accomplishment at having found some place in the world. He still has his ambitions, but in his heart he knows he will never be a world-beater. Other men may go farther, fare better, find more money, live in larger houses, make the front pages, smoke better cigars without inciting him to envy or inspiring him to effort. And Mrs. Sweeney has begun to admit that she is getting—well, a little stout; and has definitely abandoned any ambition of becoming a movie actress, a business woman, a perfect housekeeper or of knocking the Four Hundred for a goal. Mr. and Mrs. Sweeney are sedative with middle age. The starry heights, green pastures and far calls no longer move or molest them.

* * *

AT THIS point Nature gets in several good licks at replenishing the earth with new aspirations, dewy dreams, incandescent illusions and fresh assortments of the goods and chattels of this world—via the ignorant, ambitious and intense younger generation.

This new force is first felt at home. The Brussels carpet that still looks as good to Ma and Pa as the day it came from the mail order house, gives way to the juniors' propaganda for rug replacements. The mission furniture with the indomitable upholstery elegantly finished in imitation leather, is given the raspberry by the growing daughters; they drag Ma down to see something swell in mohair or brocatelle. And if the bankroll can possibly stand the strain the elders are gradually apprised of the fact that an automobile is an imperative essential.

While the Old Man still raises Cain with his tailor trying to get a fifty-dollar suit at the pre-war price, his sons overbid him on an outfit that includes plus fours. Ma will still snoop around the Bargain Basement while her married daughter takes over from a modiste a modest model at an immodest price. Many a girl whose mother haggled over the price of ham hocks can phone an order for petit pois, marrons glace, and antipasti without stuttering. The hard earned dollar of middle age moves nimbly as a nickel when youth starts to spend it. All this may be Bad News if you are the Old Man, but it must be good news if you are a business man because it means new markets.



* * *

TELL IT to Sweeney, the young Sweeneys, and make sales for today and tomorrow. Tell It first in New York where there are most young people, the most incomes, the most opportunities to make money, the most inducements to ambition, advancement and emulation.

Tell It first in THE NEWS, which not only has more readers than any other daily newspaper in America but probably more young readers (under thirty) than any other newspaper in the world. The circulation carries the message farthest and the tabloid page with its high visibility and attention value carries it quickest—and at lowest cost. Get the facts.

TELL IT TO SWEENEY has been issued in folder form. Write for the series on your business letterhead.

The Largest Daily Circulation in America—*now in excess of*

800,000

THE NEWS

New York's Picture Newspaper

25 Park Place, New York 7 S. Dearborn Street, Chicago

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



Send for This Book

If you have not yet received **your** copy of this new Specimen Book, mail the coupon below at once. Every line composing machine user should have a copy. You will find it worth real money to have it handy and to insure receiving future specimens of new faces.

Intertype Matrices will run in other machines and we solicit and appreciate your matrix business. Send the coupon at once.

ERTYPE CORPORATION.
50 Court Street, Brooklyn, N. Y.

Please send your new Specimen Book and Specimen sheets of new matrix faces as published from time to time.

Name .....

Position .....

Firm .....

Address .....

.....

Eighty-Seven Years Later—

¶ There are not many things said eighty-seven years ago that could be repeated today without changing a word.

¶ But here's one:

> "Persons wishing to take The Sun can have it left at their residence or place of business regularly every morning, by leaving their name and address at the office, 21 Light St., near Baltimore Street."
>
> —*THE SUN, Vol. 1, No. 1, May 17, 1837.*

¶ That was the beginning of Sun Carrier Service.

¶ And it's as important to us today as it ever was.

¶ Today there are 112 Carrier Delivery Routes—owned by men who with their assistants deliver The Sunpapers exclusively, and who make their living at it.

¶ It's the only way to make sure that papers go HOME. Expensive? Yes. But if advertisers are to get results papers must go home.

June Average Net Paid Circulation

Daily (M. & E.) . .	**246,999**
Sunday	**177,571**

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GUY S. OSBORN
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Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

The Philadelphia Advertising Situation

Jason Rogers in The Advertiser's Weekly says:—

No. 1 "The Philadelphia retail trading zone contains 3,300,000 people.

No. 2 The Bulletin has the largest city circulation of any better grade evening or morning daily newspaper in the country.

No. 3 The Bulletin's milline rate is the lowest of any absolutely evening or morning newspaper in the United States."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Building (46th St. and Park Ave.)
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SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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Vol. 57 NEW YORK, SATURDAY, AUGUST 2, 1924 No. 10

Magee's Own Story of "Contempt" Fight Which Put Him Behind Bars

New Mexico Editor Declares Proceeding a Travesty Upon Justice—Tried Through Interpreter to Spanish Speaking Jury in Distant County—Judge Called Him Vile Names—"I Deny This Is a Court," His Challenge

By CARL C. MAGEE

Publisher Albuquerque, New Mexico, *State Tribune*, a Scripps-Howard Newspaper

Written for and copyright 1924 by EDITOR & PUBLISHER

THIS story tells of an attack on the freedom of the press which cannot be duplicated in the legal history of the United States during the past 50 years. It is a story of the Fall-Bursum political methods which Fall tried to transport to Washington and failed in his effort.

Although I publish a paper in Bernalillo County and Judge Parker of the Supreme Court lives in Santa Fe County, I was indicted last summer in San Miguel County for libeling Parker. Parker stated on the witness stand that he did not request my prosecution. He stated many times that he did not believe the article complained of was libelous.

What I said was: "We suggest nothing to Judge Parker. He has grown too accustomed to old conditions to see anything wrong in what has happened." What had happened was that the clerk of Parker's court had committed a felony in the handling of public money. The prosecution was anonymous. No one assumed any responsibility for the indictment.



CARL C. MAGEE

San Miguel County is the keystone of the arch of the old Fall-Bursum machine. The county is presided over as political boss by a Spanish don. The people are 75 per cent unable to read or speak English. They are completely dominated by the boss. The judge of the District Court is his effective ally. The court is used as a political weapon. A half dozen times in the history of this county offending writers had been sentenced for libel. All were convicted within 48 hours after indictment. None went to the penitentiary. All ceased to write, as the alternative, which was all that was sought.

They pushed my trial at once. I could not find out how the Grand Jury or jury panels were secured. They would not give me even a couple of days to get my attorney there. I was tried through an interpreter to a Spanish speaking jury. I was sentenced to a year to 18 months in the penitentiary.

I rebelled and wrote articles exposing the travesty and attacking the judge. Each day I was cited for contempt. Four cases were tried. I alleged the truth of my statement that Leahy was corrupt. Leahy refused to vacate the bench or give me a change of venue or a jury. He decided he wasn't corrupt and sentenced me to a year in jail and imposed a $4,000 fine.

The Governor promptly pardoned me in all cases, alleging that the proceeding was "a blot on the state and a disgrace to the good people thereof." The contempt pardons were tested in the Supreme Court and held good. Judge Hanna, my attorney, was suspended from practice for defending me and the Supreme Court was asked to disbar him. Recently the Supreme Court reinstated him, having refused disbarment.

Last week a fifth contempt case which had been continued was called. This was one of the old cases. I said editorially that I had no more chance in Leahy's court than a lamb had with a butcher; that it was a slaughter house for justice. This drew another citation. I was tried on both.

Leahy announced that the truth of my statements was not a defense. My attorneys withdrew and I stood mute. When asked if I had any reason to give why I should not be sentenced I said:

"I deny that I am accorded due process of law. I deny that this is a court."

For this I was instantly sentenced for 90 days for a direct contempt. I was in jail within five minutes.

This answer was privileged. I was asked and had a right to state my position. But I went to jail just the same.

Last Thursday after two days in jail I was released on bail pending decision of a *habeas corpus* by the Supreme Court. That action was based on a Governor's pardon which the gang claims is illegal, because given for a direct contempt.

Every newspaper of importance in the state is denouncing Leahy. In sentencing me he called me "a political harlot," "worse than a skunk" and other vile names. He called another newspaper man who defended me "a fat-headed semi-imbecile." If Leahy can silence me by his method of refusing change of judge, change of venue, trial by jury, etc., no newspaper man is safe. I must fight it out. I will.

Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune*, who during the last 4 years has fought so courageously for freedom of the press, is 51 years old.

He has been a newspaper editor and publisher only since 1920, during which year he became owner of the *Albuquerque Morning Journal*.

He had come to New Mexico from Tulsa, Okla., then, because of his wife's ill health. He started his first newspaper work and his first newspaper fight at one and the same time.

His bankers called in loans when he exposed a deal in which the banks profited to the State's loss. This forced him to sell his newspaper, and for a while he continued to combat through *Magee's Independent*, a weekly.

In 1922 he bought the State Tribune, and backed by the Scripps-Howard organization, continued the battle.

Prior to this brief but exciting newspaper career, largely devoted to struggles such as described above, Magee was for 20 years a lawyer practising at Tulsa, Okla. He was born at Fayette, Ia. He received degrees from Iowa State Teachers' College in 1894, and from Upper Iowa University in 1889.

In 1895 he married Grace C. Griffin of Cedar Falls, Ia.

LEAHY LEADING MARCH OF JUDGES TOWARD DESPOTIC RULE FROM BENCH

By ROBERT P. SCRIPPS

Editorial Chairman, Scripps-Howard Newspapers

THE outstanding fact in the Magee contempt case is that Judge Leahy attempts to go a step farther than other judges have already gone along the road of usurpation of arbitrary power by the court, and if he is successful to take the whole American judiciary with him.

First we have in this country the power of judges to punish for contempt committed actually in the presence of the court. The idea was to prevent acts in the court room that might interfere with the conduct of a case or tend to intimidate witnesses or jury.

Also we have the power of injunction, to prevent a person or corporation from repeating a harmful act the legality of which was questioned, pending the outcome of a trial.

Now judges fight for "constructive" contempt. That means that somebody outside the courtroom altogether has published news or views about a case in court, or an individual or corporation involved in such a case, that the judge considers prejudicial.



ROBERT P. SCRIPPS

Also the "constructive" idea has been applied in citations for violations of court injunctions—the publication of matter that in the judge's opinion might influence someone to violate such an injunction.

The fundamentally un-American thing about all such proceedings is the arbitrary position assumed by the judge. He is complaining witness, jury, and judge in one. He cites, he adjudicates, and he sentences. The only check upon him is a brother judge in a court of appeal, or an executive officer with pardoning power.

And Leahy would set aside the executive officer!

He says to the Governor of New Mexico, "You may pardon for murder, you may pardon for rape, even though a jury has fixed guilt, but you cannot pardon for contempt, in a case where I have used my own judgment."

This makes the Magee case vitally interesting nationally, aside from the great wrong that is threatened against Magee, the *New Mexico State Tribute* and the readers of that paper. It is especially so to newspaper men everywhere. Other judges had already gone too far. But at the rate Judge Leahy is going it would not be long before a judicial guild or association could absolutely run this country and every newspaper in it—and probably would.

What this country needs is a constitutional amendment to prevent State and Federal judges from arbitrarily interfering with the rights of free speech and assembly by any means whatsoever. If contempt is to be charged and punished, let it be charged before and judged of by a jury, and in every other respect treated like any other alleged serious offence.

HEARST WINS A. P. PROXY VOTE ON ROCHESTER AND BALTIMORE

Membership Declines to Grant Patterson and Gannett Applications—Hearst Manager and Rochester Publisher Issue Statements

THE *Rochester* (N. Y.) *Times-Union* and the *Baltimore Evening Sun* failed of election to membership in the Associated Press at a special meeting held at A. P. general headquarters, New York, July 31.

Vote on the application of the Evening Sun stood 565 in favor of election with 335 against out of a total of 900 votes cast.

Of a total of 840 votes cast, 500 were in favor of election of the Times-Union with 340 against.

A four-fifths majority was necessary to election.

Frank E. Gannett, editor and publisher of the Times-Union, in a formal statement issued following the meeting, declared he was undecided whether or not he would re-enter his application at the next annual meeting of the A. P.

J. Edwin Murphy, managing editor of the Evening Sun, said his newspaper had no present intention of carrying on the contest.

Both newspapers applied for membership at the annual A. P. meeting held in New York last April. Their applications were contested by Arthur Brisbane, A. P. member for the *Baltimore Evening News,* a Hearst newspaper, and Harry Gray, member for the *Rochester Journal and Post-Express,* an evening newspaper, which is also owned by Mr. Hearst.

Subsequent heated debate at the annual meeting ended in the call of the special meeting just concluded.

Vote was cast by proxy. Gray was not present. Hearst interests were represented by Brisbane, Bradford Merrill, general manager of Hearst Newspapers, Victor Polachek, and William De Ford, Hearst attorney. Gannett attended for the Times-Union, while Paul Patterson and J. E. Murphy were proxies for the Evening Sun.

Charles W. Danziger, managing editor of the *Pittsburgh Chronicle-Telegraph* and J. H. Zerbey, Jr., of the *Pottsville Republican* were present at the meeting.

Mr. Merrill said:

"I think the result of the meeting is of great importance to all the members of the Associated Press because the decisive result increases the value of their memberships. I know that a good many members who like Mr. Paul Patterson and Mr. Gannett refused, nevertheless, to vote for them because they believed the principle involved in the election more important than any individual. I have good reason to know that among the several hundred members who did not cast any vote nor send any proxies there were many who desired the defeat of the applicants as a matter of principle, but did not wish to vote against some of the directors and officers of the Associated Press who did all in their power to change a rule that has prevailed in this organization for nearly thirty years by common consent and with general approval. It is too bad that personal animosities entered into a contest that should have been and was decided on principle alone."

Victor Polachek made the following statement:

"The result of the vote shows that Associated Press members are not inclined to permit personal considerations to hold validity in discussions regarding violation of the sanctity of right of priority over competitors in one's own city."

Mr. Gannett issued the following statement:

"First I want to express my deep appreciation of the support given by 500 members of the Associated Press to my application for membership for The Rochester Times-Union. To each and every one of these members I am grateful. It is a significant thing when that many members, almost a majority of the entire membership, and 28 percent more than a majority of the members who cast their ballots, voted to override the protest rights in Baltimore and Rochester.

"After all the literature that was issued on this case, it is apparent that many did not grasp the significance of the issue. Many were confused about it. This was not a personal matter at all. Mr. Hearst's organization attempted to make it appear that we were capitalizing prejudice in an effort to secure membership. That was not so. This was not a personal matter in any sense. If someone else besides Mr. Hearst had been in this same situation our case would have been just exactly as strong.

"My contention is that the A.P. cannot afford to permit its news sources to be controlled by the owner and promoter of a competing wire service. How any member can disagree with that view I cannot understand. No man can be loyal to two masters. In Rochester the A.P. must depend on the Hearst paper for its news. Where then does the International News Service, controlled by Mr. Hearst, get its news? One of the members in voting said that one week Mr. Hearst's representatives were in his office seeking a proxy which they obtained. The next week Mr. Hearst's representatives called and tried to sell him the I.N.S. wire service with the argument that it was superior to the A.P. The member began then to see the light and reversed his proxy. It is too bad that more did not realize the situation in the same way.

"I feel that the Associated Press more than I, personally, has lost by the result of the vote. The Rochester Times Union is the leader in its field, the leading paper in circulation and advertising in New York State outside of New York City and Buffalo. It has risen to supremacy without the A.P. service and if the members of the A.P. so prefer will continue to thrive without the A.P. service. But I have five other memberships in the A.P. and I know how it would strengthen the A.P. in New York State to have the Times-Union a member. I entered my application at the suggestion of A.P. members who felt the same way about it. And so it is a matter of greater importance to the A.P. than to the Rochester Times-Union. I do not overlook the fact however, that I should be glad to have a membership for the Times-Union, and what I say about Rochester applies to Baltimore as well. As an A.P. member, regardless of my own case, I should like to have news from Baltimore from the Baltimore Sun and not be dependent upon the news from Mr. Hearst's Baltimore paper.

You ask whether I shall re-enter my application. I am not decided about that but I feel, as I said above, that the whole matter concerns the A.P. more than it does me. The board of directors of the A.P. were 14 to 1 in favor of the applicants because they felt that our election would promote the best interests of the A.P. But these directors could not, under A.P. rules, take an active part in this contest. What a situation! It is absurd to think of rules so tying the hands of the directors of any corporation or club that the directors cannot promote the best interests of the organization they control.

"If the members of the A.P. had known how the A.P. directors felt on the question of these applications; if they had known what the directors know, I believe they would have overridden the protest rights and elected the applicants. I am wondering if the present condition is going to prevail indefinitely in the A.P. or whether some way will not be found so that the board can say to the members: "We need the Rochester Times-Union and the Baltimore Sun as members and advise their election." Would the members hesitate to vote "aye" in such a case? I think not.

"Some members in their votes against us said that the A.P. should enforce in Rochester and Baltimore loyalty to the A.P. and obedience to the A.P. rules. But how can this be done? This has been attempted before with Mr. Hearst. In each case it meant a long, costly lawsuit and in one case, the Oakland case, Mr. Hearst won. How can the A.P. correct conditions except by electing desirable members in every city where Mr. Hearst or the owner of any other competing news service controls the news sources?

"I am delighted with the showing we made in the vote. I believe the fight has been worthwhile and that it will lead ultimately to an awakening of the full membership to a realization that the conditions in Rochester, Baltimore, San Antonio, in the afternoon field, and Milwaukee, in the morning field, cannot continue."

Frank B. Noyes, of the *Washington Star,* president of the Associated Press declined to comment on the result of the vote.

Frederick Roy Martin, assistant secretary and general manager of the A.P., would not disclose how the different members voted.

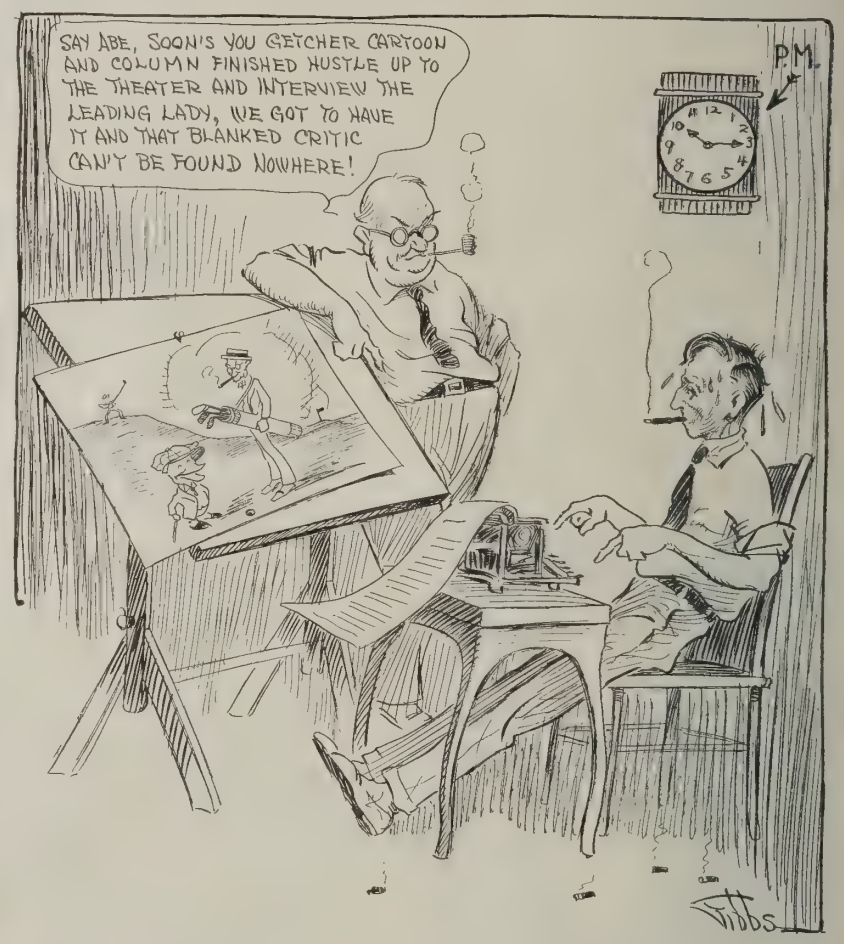
Attending the regular monthly meeting of the executive committee held Thursday afternoon, besides Noyes and Martin were, E. H. Butler, of the *Buffalo News,* first vice-president; C. P. J. Mooney, of the *Memphis Commercial Appeal,* second vice-president; Melville E. Stone, secretary. J. R. Youatt, treasurer; Charles Hopkins Clark, *Hartford Courant;* Elbert H. Baker, *Cleveland Plain Dealer;* Adolph S. Ochs, *New York Times;* B. H. Anthony, *New Bedford Standard,* and Robert McLean, *Philadelphia Bulletin.*

ALL IN THE DAY'S WORK

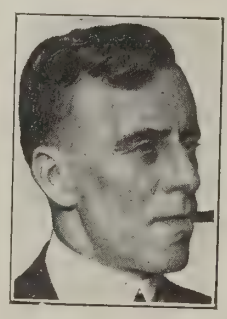
Drawn Exclusively for Editor & Publisher

By C. M. "ABIE" GIBBS

He Looks Like His Favorite Character



CLAUDE MARTIN GIBBS is the full name; in polite society he says C. Martin; strictly business, C. M.; but in the intimacy of his personal friedships nobody ever calls him anything but "Abe."



C. M. Gibbs

"Abe" is not so long as he is lean, and his best pose is the half jackknife that he does over his drawing board. In his youth he allowed Cincinnati to have credit for his residence. He went to school when he was young, also in Cincinnati; and in that same town shook off his callowness in the elementaries of draftsmanship. But the urge was for the craft, and he got his start in Baltimore with the *Evening Sun* as cartoonist and later as sports writer and illustrator, about 12 years ago. There he stuck until recently, when he was taken into the Hearst camp and is now doing his cynical sport stuff for the *Baltimore American,* throwing in a line of strictly original sport face caricatures of the big ones and one or two or three other incidentals.

They call him "Abe" after his famous grouch character, a lean old geezer with whiskers who knocks everything, and who is always accompanied by an optimistic Duck as a foil. Along with the pictorial comment in this combination, Gibbs writes a good-natured bottle of vitriolic suggestions about the bones being pulled by everybody in the sports game, and brings to his aid a keen knowledge of the game in all its departments. And he knows the game, too—knows it thoroughly and writes into his knowledge a humor that has made a big field of readers. His knowledge of the game and his style are the combination that get men into the syndicate runs.

"Abe's" recreations are as many kinds of work as there are departments of sports. Sometimes he goes home and plays with the three little boys who call him Daddy, and now and then he goes swimming or fishing with the man who writes "Songs of the Craft" for Editor & Publisher. But outside of that he gets most of his fun out of life by jackknifing his frame over the drawing board, making pictures of Abe and the Duck, and sitting at his typewriter hammering out short, swift, but kindly stabs at everybody and everything in general.

INTERVIEWING A GREAT DAILY NEWSPAPER

Conservatism Which Has Guided Newark News to Long Career of Success Dictates That Its Owners and Makers Speak Not as Individuals But for the Paper Only

By PHILIP SCHUYLER

I MET and talked to a newspaper this week, the *Newark Evening News.*

"Get a personality story," had been the dictum from the EDITOR & PUBLISHER and I had planned to write the careers of either Wallace M. Scudder, publisher, Edward W. Scudder, editor, or John W. Maynard, managing editor of the News.

Wallace Scudder, 70, founded the News in 1883 as a clean conservative newspaper and has never wavered from his first policy. Edward has ably followed his father's footsteps. For nearly 30 years Maynard has been associated with the News. It has been his school of journalism and his life work. Either one of the three would make good copy.

But, no. Really it cannot be done, I was told. Newspaper anonymity is perhaps nowhere more persistently practiced than on this daily in Newark across the Hudson from New York, which in 41 years of life under one ownership, has developed a personality very much its own. The only interview, which would be tolerated, it was plainly declared would be an interview with the newspaper.

"Everyone on this newspaper works for the newspaper, not for himself," one is told. "It is like in an army or a good baseball team. You will notice we never print by-lines over our stories. All the work our business, mechanical or editorial men do goes to build up the prestige of the newspaper.

"Why give publicity to certain reporters and not to others who as faithfully do their smaller but as important work each day? Every member of the staff cannot handle the 'big stories,' the ones considered by some newspapers as worthy of credit, but every member contributes in his way to the general success of the newspaper.

"If you credit the work of the man who brought in the scoop of the hour, why not give publicity to the printer who saw to it that the beat was made available to the thousands on the street?"

Besides the News believes that the use of signatures over stories tends to the expression of personal opinion in those stories rather than the facts. And the News reserves its opinions for the editorial page.

"Let the News talk for itself," was the order. Such an interview carried out proved decidedly entertaining to the writer.

I found the office of the News on Market street, Newark. Building alterations are underway. A new 4-story structure is being erected on the present site. At the moment, one half of the building is of bright white reinforced concrete, while its other half is of dingy brick. Within a year and a half, the new office will be completed.

It was after 11 o'clock in the morning, when I arrived outside the office. Trucks were drawn up to the curbstone, yawning to receive first copies of the News for suburban points and city stands. The News doesn't rush hastily into print each day. It has no "Sunrise," "Early," "Home" or other extra speedy editions. It cannot be purchased, in fact, until noon of press days on the streets of Newark, when the "Suburban Edition" comes off the presses.

There you have one distinct characteristic. The News does not suffer from the complaint all too common among American newspapers—the sickness of speed. It is healthy, slow, and has concomitant reliability.

While the prospective reader waits until 12 o'clock for a copy of the News, he finds stand after stand in Newark crammed with New York, Baltimore, Philadelphia and other Newark newspapers, yearning to be bought. These newspapers of course have considerable sale. Newark, a city of 450,000 population, has long been the stamping ground especially for New York circulators, hungry to extend their market. They have stamped loudly, but never to surpass the circulation of the News, which in its own good time, comes out daily to the tune of the largest subscription list of any newspaper in New Jersey.

Now it is noon and you pay 2 cents for your copy.

"Well, what have you got today? Something snappy? Something with a little juice in it?"

A NEWSPAPER TALKS

"Everyone on this newspaper works for the newspaper and not for himself."

* * * * *

"Printing plain unadorned accounts of human misconduct is a healthy deterrant to criminal tendencies."

* * * * *

"We believe that the reader may find plenty of entertainment in the news of the day. Comics and feature folderols are unnecessary."

* * * * *

"Healthy slowness brings reliability."

* * * * *

"Local news is the big spoke in the wheel; but no news should be overlooked."

* * * * *

"There should be no deep line of demarcation drawn between the editorial writer and reporter, so long as opinion is reserved exclusively for the editorial page."

* * * * *

"Editorial writers should obtain facts for opinions at first hand."

* * * * *

"A newspaper should be the training school for newspaper men."

This is reported to be a frequent question asked by a certain circulation manager of his managing editor. The latter probably is usually able to answer affirmatively, because his newspaper is generally known as sensational, smacking with accounts of human frailties and indecencies—"a little juicy" in the vernacular. This newspaper flourishes following this policy.

But the News has also succeeded, following a policy the exact antithesis.

"We try to reach the masses," says the editor of the sensational sheet.

"We try to reach the masses," says the News.

"We try to reach the worker who is without the advantage of education," says the sensationalist.

And the conservative News echoes the statement with the proviso that it strives to reach all classes.

One of the chief differences then seems to hinge on the opinions held by the two newspapers of the so-called masses. The News considers the "Masses" generally above the intelligence of sheep, goats, horses, and cows. The opposite newspaper prefers to whip its readers into attention.

All these thoughts cross the mind as one interviews the News by reading its orderly, clean, typographically clear pages. You know that Newark is not primarily a city of homes. It is an industrial city. And at the same time you are acquainted with the newspaper's circulation record.

One finds that the News does not overlook crime. Printing plain unadorned accounts of human misconduct it considers a healthy deterrent to criminal tendencies. It has the early Victorian attitude that the "young daughter in the home" should be the first consideration in the decision as to what is or is not printable. It maintained this attitude uninfluenced by the "naughty nineties."

The News claims that it published less on the Stillman divorce case than any other newspaper in the United States with the exception of the *Christian Science Monitor;* and that its circulation did not suffer. Parts of this case it considers as unprintable news. At the present time the News is carrying the Leopold-Loeb trial as dispatched from Chicago by the Associated Press.

For 41 years, the News has withstood the attacks of syndicate salesmen. Comic strips have never gained the space of its columns. The managing editor has seldom bought any syndicate features, despite their heralded circulation building qualities.

"We are told a newspaper cannot succeed without entertainment, and by entertainment is meant the average cripplewit syndicate feature, the 'trials of married life' or the unartistic comic strip," the News explains.

"We believe that the reader may find plenty of entertainment in the news of the day.

"I need no outside help. I am the newspaper of Newark and its suburbs," the News seems to say. "I am built up by people who live in Newark and its suburbs."

Of course the News obtains outside help in gathering its national and foreign news. Services of the Associated Press and the United Press are both used. Local news it considers the big spoke in the wheel. State news is carefully gathered. Because it is published in an industrial city, foreign news is given a good play.

So much of the newspaper's personality one gains from reading the News. Inside the office building the story is completed.

The editorial departments, one observes, are housed in one large room. The News has an editorial staff of 100 men and women. This number includes salaried writers in suburban, state, Washington, and foreign bureaus, but noes not include space writers. The majority of the staff members have been associated with the News from between 10 to 25 years.

The News, like Victor Lawson's Chicago Daily News, prides itself in being a training school for newspaper men. Cubs are started in the suburban bureaus as well as in the office. They begin work at a salary from $35 to $40 a week.

Suburban duties, the News believes, offer splendid training opportunities. The assignment is "all round." The reporter must cover the small city commission meetings, politics, the police court, civil court and general news.

Despite the sober policy of the News, writing is not held down to dry as dust exposition. Several features have been developed by News writers, but only one, a "Bedtime Story" has been offered for syndication. This is in line with the News' desire to make itself distinctive.

Co-ordination, it is pointed out, is the keynote of the editorial department. The News believes there should be no deep line of demarcation drawn between editorial writers and reporters, so long as opinion is reserved for the editorial page. Reporters frequently submit editorials, although the staff numbers 7 trained editorial writers. The managing editor has general supervision over both the news and the editorials.

The 7 editorial writers do not sit in sanctums gaining their opinions on world affairs exclusively from the perusal of daily papers, periodicals or books. They are frequently sent out into the field to report facts for the news columns and at the same time to delve deeper for inside information in order to make ripe editorial judgment possible.

For instance, an editorial writer was sent to the scene of the West Virginia coal mine disturbances. Press associations necessarily could carry only the highlights over their crowded wires. The editorial writer, a man of advanced education and experience, was able to dig deeper and uncover facts from which a firm foundation of opinion might be built.

In one outstanding way, the Newark daily has made its handling or news more efficient. From the city desk, the copy desk, and the telegraph desk, all stories pass over what is known as a central news desk. This provides a double check and has proved a fairly reliable insurance against inaccuracies.

Thus the News uses sober policies to bring smiling success. But it has not become Pecksniffian. It retains divine discontent and hopes and works for further improvement.

GEORGE HEARST NOW COAST PUBLISHER

Father Puts Him in Charge of San Francisco Examiner, Succeeding C. S. Stanton—Studied Newspapers in N. Y. Plant

George Hearst, 21, eldest son of William Randolph Hearst, has entered upon his new duties as assistant publisher of the *San Francisco Examiner.*



GEORGE HEARST

J. A. Callahan, business manager, is now general manager.

Hearst, with Mrs. Hearst, left New York about 3 weeks ago, with his father and mother, presumably to spend his vacation on the Hearst ranch at San Simeon, Cal. It was not known then that the San Francisco work was contemplated.

In New York, Hearst, with his younger brother William Randolph Hearst, Jr., had for some time been studying newspaper methods under H. M. Roberts, business manager of the *New York American.*

Both boys worked on the *New York Mirror,* when it first started. It has been rumored in New York, but not confirmed that George Hearst rather than his father, owns the Mirror, a morning tabloid.

AMERICAN A. A. C. W. DELEGATES SPEND "FOUR GLORIOUS DAYS" IN PARIS

Five Hundred Visit French Capital — Received by President Doumergue—Neal and Charles Decorated with Legion of Honor Crosses

By HERBERT C. RIDOUT

(*London Editor,* EDITOR & PUBLISHER)

(*By Cable to* EDITOR & PUBLISHER)

AMERICAN advertising men and their wives who came to England for the 20th annual convention, A. A. C. W. closed their post-convention trip to Paris on July 29 and prepared to return to the United States. About 500 made the Paris trip. Many have already left for New York and Boston on various boats sailing from English ports. The majority will leave before Saturday this week.

French advertising men gave the Americans "four glorious days" in Paris, during which they were received by President Doumergue, two of their number were decorated with the Cross of the Legion of Honor, and excellent opportunity was offered for exchange of advertising ideas between representatives of both nations.

Jesse H. Neal, secretary of the A. A. C. W., and H. H. Charles, president of the Advertising Club of New York, were the two advertising men decorated by the French government. The presentation of the Legion Crosses was made by Camille Chautemps, Minister of the Interior, on July 28, following a banquet given the men from the United States by the Paris press.

Lou Holland, re-elected president of the A. A. C. W., who arrived back in New York Friday will be awarded the Cross of the Legion of Honor, also, despite the fact that he was only able to spend one day in Paris. The presentation will be made shortly in America, either by the French Ambassador or the French Ambassador of the French Consul.

The first section of the American advertising men arrived in Paris from London July 26. At Boulogne-Sur-Mer, where they first touched French soil, they were given a lengthy and enthusiastic reception. The people of Boulogne gave every woman member of the party a bouquet of flowers.

Arriving in Paris, they were met by Senator Paul Dupuy, owner of the *Paris Petit Parisien,* Marcel Knecht, general secretary of *Le Matin,* and Leon Bailby, owner of *L'Intransigeant.*

The morning of July 27, the delegates spent in a visit to the tomb of France's Unknown Soldier, after which they attended church. In the evening they dined in the beautiful one-storied Grand Trianon at Versailles, which Louis XIV built as a retreat from ceremonious court life.

Before the dinner there was a special playing of the fountains on the terrace of the gardens and a rapid tour of the famous chateau, including the Galerie des Glaces, in which the Allies signed the peace treaty with Germany.

The day was concluded with a fete at the basin of Neptune. There was music and the park was illuminated with a display of fireworks of the eighteenth century period. The trip to Versailles started at 3 o'clock from behind the Strasbourg statue in Place de la Concorde. The party boarded motors and was taken through the most attractive sections of Paris.

July 28 was one of the most interesting days of the Paris visit. In the morning, the advertising men were guests of the Municipality of Paris at the Hotel De Ville, where, following the speeches, Jarvis Wood, president of the Poor Richard Club presented to the city a gavel made from a cedar beam from the roof of Independence Hall.

In the afternoon the club members were received at the Elysee by President Doumergue. There Senator Paul Dupuy, publisher of *Petit Parisien,* the newspaper with the biggest circulation in France and the biggest daily circulation in the world, in a word of explanation to the President of the character of the associations to which his guests belonged, described the clubs and members as one of the most essential elements in the prodigious development of commerce industry of the United States.

"They are more than that," he added. "Their work is educative and makes for moral elevation."

The President in his reply laid emphasis on the principles of truth and sincerity which were the watchwords of the clubs and which he was glad to say were also of his countrymen in business. It was by such a community of principle as well as a community of interest that two countries could be bound closest together, he said. In the name of France, he thanked them for the interest and friendship which their visit showed.

"Mr. President, you look to me like a typical practical American politician," said Joe Grein, Chicago's millionaire newsboy, to President Doumerque.

"You've got a smile that's worth a million," added Joe, squeezing the hand of the French chief magistrate. M. Doumerque, only partially understanding, smiled again and thanked the Chicagoan, then conducting the visitors around the Elysee Gardens.

At the banquet which concluded this day of festivities, both the American and French Ambassadors at Paris and Washington participated.

The only regret expressed at the evening's festivities was the absence of Secretary of State Hughes, who also is a visitor in France. Senator Dupuy, who presided, gently chided Jules Jusserand French Ambassador to American, for "not dragging him along."

A rising ovation greeted M. Jusserand after Senator Dupuy had said, "President Coolidge told me, 'Don't take this man away from us; you can't replace him.'"

M. Jusserand, in a speech half English and half French, reviewed the American Ambassadors to France from Franklin to Herrick and spoke of the homage paid by the advertising men on Sunday, when they knelt before the Tomb of the Unknown Soldier.

American Ambassador Herrick, who received a long ovation from both the French and American guests made a plea for renewed interest in co-operation on the part of Americans in Europe.

The last day of the Paris visit was given over to the study of French advertising methods at first hand, as exemplified in the business section of the Agence Havas. Leon Renier, president of the board of directors of the news agency, received them in a new building devoted entirely to publicity.

In a large, beflagged reception hall before a large picture of President Coolidge, M. Renier toasted the advertising men's country, saying:

"France and America are two united States who love each other and work together."

Louis Wiley, business manager of the *New York Times,* for the Americans, and Marcel Knecht of *Le Matin,* for the Frenchmen, toasted France, President Doumergue and the Havas Agency.

M. Renier, explaining the different methods of publicity in America and France, said the Havas Agency did an annual business of 300,000,000 francs and handled the entire advertising of many large business enterprises and some of the largest newspapers. A score of English speaking Havas specialists escorted the advertising men through the building, described the methods of French publicity and exchanged ideas with their visitors.

DUKE OF YORK RECEPTION



Advertising clubs' party photographed on the steps of the York Mansion House, in the company of the Duke of York and the Lord Mayor of London, previous to the unveiling of the convention tablet at the Guildhall.

New Illinois Daily

The *Hoopeston* (Ill.) *Times,* a new evening daily, was scheduled to appear August 1, with H. J. Harris, of Otterbein, Ind., its owner and publisher.

AT TEA ON A SPACIOUS LAWN



Wives of American delegates to the A. A. C. W. convention spending an afternoon at Hurlingham.

HOUSTON DISPATCH BUYS POST FOR $1,150,000

Two Morning Dailies Merged and Issued as Post-Dispatch August 1—Post Founded in 1885 by J. L. Watson—Was Pioneer in Use of Modern Methods in Texas—Gov. Hobby Heads New Ownership

NEWSPAPER economics again worked their will in Houston, Tex., this week.



Roy G. Watson

Following lengthy negotiations, the 40-year-old *Houston Post,* a morning and Sunday paper, was sold to the *Houston Dispatch,* also morning and Sunday, which entered the field last December. Associated with R. S. Sterling and his colleagues of the Dispatch group in the purchase is former Gov. W. P. Hobby, publisher of the *Beaumont* (Tex) *Enterprise* and *Journal,* who succeeds Roy G. Watson, publisher of the Post, as president of the Houston Printing Company. New directors of this company, which combined the papers as the Post-Dispatch on Aug. 1, are: Messrs. Sterling and Hobby, Judd Mortimer Lewis, for many years a writer for the Post; George M. Bailey, also of the old Post ownership, and R. L. Dudley, editor of the *Oil Journal.* G. J. Palmer and A. E. Clarkson of the old board remain. The price paid is reported as $1,150,000.

Mr. Watson on Wednesday gave the following statement to Editor & Publisher:



W. P. Hobby

"I have disposed of my interest, practically two-thirds of the stock of the Houston Printing Company, to R. S. Sterling, local financier. The amount involved is $1,150,000. All minority stockholders receive precisely the same terms as the majority stockholders.

"I am entirely severing connections with the newspaper. While planning to spend a year or so in traveling, I have as yet no definite plans for future. I intend, however, to keep headquarters in Houston.

"Upon my resignation as president and that of some of my associates on the Board of Directors, Mr. Sterling appointed his representatives. They elected ex-Governor Hobby, who owns the controlling interest in the *Beaumont Enterprise* and *Journal,* as president. They announced that beginning August 1 the Post and Dispatch, a new morning paper in Houston, would be consolidated under the name of Post-Dispatch.

"With this consolidation I have had nothing to do. My interest terminated absolutely with the sale of my stock. G. J. Palmer, formerly vice-president and publisher, and A. E. Clarkson, secretary - treasurer and business manager, remain as members of the new board of directors.



Judd Mortimer Lewis

"I was especially glad in disposing of my interest in the Post to do so to local interests, rather than to outside capital. I was represented in the negotiation by local Attorney Wharton Weeks."

The Post Building will be sold by the new owners and the plant will be moved to a two-story building now being erected by the Dispatch. Its last statement shows the actual net assets of the Post as $550,000. The property therefore sold for $600,000 more than the actual visible assets. Mr. Watson owned the majority interest and secured $475,000 for his own stock. The entire capital stock of $300,000 was bought for $900,000. The purchaser assumed debts to the amount of $250,000.

Founded in 1885 by J. L. Watson, the Post was a pioneer in the use of modern methods in Texas journalism. It was long ago recognized as one of the best newspapers in the state and is regarded as one of the leading Democratic newspapers of the nation. Upon the death of Mr. Watson in 1897, the conduct of the paper was left to a board of trustees, acting for his son, Roy G. Watson, then a little more than 6 years old. These trustees, Col. R. M. Johnston, G. J. Palmer and H. F. MacGregor, were directed by the elder Watson's will to administer the affairs of the paper until Roy Watson's 25th birthday, when control should pass to him.

Meanwhile, the boy went to school, was graduated from Princeton, studied and traveled in Europe, lived for several years in California and in Chicago, and several months before the trusteeship expired, he returned to Houston to familiarize himself with local conditions. He took charge of the Post in 1917 and shortly afterward Col. Johnson retired from his editorship, which had been marked with distinction.

Under Roy Watson's direction the Post took the most advanced stands in editorial and advertising policies. For almost 5 years, the Post did not carry a line of medical advertising. It was a bold step and no doubt helped in the purification of medical advertising standards, but it was not followed by the Post's contemporaries, and a year ago the Post modified its restrictions.

Two years ago an evening edition was established in competition with the two evening papers already occupying the field, but its early prospects of economical and profitable conduct were not fulfilled and it was discontinued several months ago, the Post returning to its old operation of a morning and Sunday paper.

Mr. Watson has been active in the common affairs of Texas newspaper men and in the work of the Southern Newspaper Publishers' Association, as is his long-time associate, G. J. Palmer, vice-president and publisher of the Post.

Gov. Hobby is an old-timer in Texas journalism. He began his career as a correspondent for the newspaper of which he has just been elected president. He was born in Polk County, Tex., in 1878, the son of a Federal district judge, and all of his early newspaper experience was with the Houston Post, of which he eventually became managing editor.

In 1909 he went to Beaumont to help reorganize the old Enterprise and became its largest stockholder and served as its editor and manager until his election as Lieutenant Governor in 1915. He later was elected Governor of Texas.

On retiring from office he returned to the Beaumont Enterprise and in 1921 he and his associates purchased the Beaumont Journal. Both papers have been strengthened considerably during the past three years. Gov. Hobby has also been a strong force in Texas newspaper affairs and has been president of several state newspaper organizations.

Judd Mortimer Lewis, a director of the Post-Dispatch, was from 1900 to 1919 on the Post staff in various capacities. He got into newspaper work through the torrid channel of stereotyping, and before joining the Post was manager of the Kellogg Newspaper Company's ready-print and boiler-plate plant in Houston. First of all, though, he is a poet and a poet of childhood, at that, and he is a favorite with the youngsters of Houston. He transferred his "Tampering with Trifles"—a column of paragraphs—from the Post to the *Chronicle* in 1919.

SONGS OF THE CRAFT

(*Copyright* 1924, *by* Editor & Publisher)

By Henry Edward Warner

PROWLING

I love to take my dictionary down
And browze among its pages, there to find
Words to fright kings and educate a clown
And eke divert the channel of my mind.
There are so many words that I might use,
So many strange companions on the list!
Bushels of synonyms from which to choose
And words to give a sounding phrase its twist!

Prowling with Webster! . . . A diverting game
Filled to its brim with wonder and surprise;
Finding a wild word I may catch and tame
To do its stunts before your very eyes!
I love to make one jump, or stand and bark,
Giving its paw awhile it wags its tail!
Hunting wild words is quite my favorite lark—
On rainy days it's never known to fail.

My thin vocabulary craves the food
Grabbed from the meaty Book by Webster writ;
Thousands of words to suit the ficklest mood
Lurk in the inky rendezvous of it.
And so I catch and tame them, make them do
All of their tricks, and laugh to see them play;
Webster's a lovely lane to ramble through—
Webster's a fine sport for a rainy day.

And so I love to get my Webster down,
Dig through his mysteries and hunt my game—
Bag the big words and cart them all down town
To work them into type above my name!
And so I catch and tame them, but alas! . . .
One sits with pencil poised, greater than I! . . .
The Copy Reader will not let them pass,
And I can only see them gasp . . . and die!

HECTOR FULLER QUITS RANKIN AGENCY

Resigns to Join National Cash Register Company as Director of Publicity —Twenty Years on the Indianapolis Star

Hector Fuller has left the William H. Rankin Company, New York, to accept the position of director of publicity for the National Cash Register Company, Dayton, O. He assumed his new duties Aug. 1.

Before entering advertising, Fuller gained considerable prominence as a newspaper man. Born in England in 1865, he traveled extensively as sailor, soldier and adventurer before settling down to 20 years with the *Indianapolis News.* He wound up as dramatic editor of that newspaper. During the Russo-Japanese War, he went to the Far East as a war correspondent, and was the first man to get into Port Arthur after it was besieged by the Japanese. He was arrested by the Russians as a spy and released through the influence of United States Senator Beveridge. On his return to this country, President Roosevelt invited him to the White House to relate his experiences.

During the world war he served with Dr. Garfield in the Fuel Administration and with Surgeon-General Rupert Blue in national health propaganda.

After that he joined the William H. Rankin Company as a writer of advertising and publicity.

Among other things in recent years, he has been personal representative of Sir Charles Higham in this country in many matters; handled for Sir Eric Geddes the announcements of the latter's becoming President of the American Dunlop Company; for Will Hays the successful battle against motion picture censorship in Massochusetts; in conjunction with Grover Whalen and Mr. Rankin the plans and announcements of New York City's Silver Jubilee; has interviewed all manner of famous men, including Lord Kitchener, General Stoessel, Count Katsura, President Roosevelt and Admiral Togo, who was a naval student on the same British ship with him when a youngster.

On July 28, he was given a farewell party by members of the Advertising Club of New York.

Revives Libel Action

Maurice Leon, a New York lawyer, on July 31 revived a libel action against the publishers of the *Courier des Etats-Unis* in New York by filing an amended complaint, the original having been dismissed by Justice Morschauser two weeks ago. He objects to an article published by the Courier on April 20 last, which referred to his $10,000 action against William Randolph Hearst for payment for legal services.

LET THE LITTLE CHILDREN LEAD YOU, CORY'S WORD TO EDITORS

Managing Editors Ought to Pull Their Trousers Over Their Knees Occasionally and Play, Says Child-Story Writer —Married Men Make Best Editors

FIND out what little children like and you come nearest to answering that perplexing editorial puzzle:

"What does the public want?"

This opinion came this week from David Cory, the "Jack Rabbit man," who in an interview granted EDITOR & PUBLISHER whimsically suggested that many managing editors might profitably pull their trousers up over their knees occasionally and pretend they were boys again.



DAVID CORY

"It would do 'em a world of good," said Uncle Dave, and puffed dreamily at his stub of a cigar.

"Our newspapers, I think, need more humanity. They need the child outlook on life, which primarily is that if you follow the simple things of life, the big things will take care of themselves.

"I have found that the managing editor who has children of his own is full of humanity.

"His judgment as to what is entertaining, what is human interests, what is printable, and what will be read in the home is far superior to the average bachelor editor. And that's no joke."

David Cory believes American managing editors would make good children, if they tried it once in a while.

"They seem to have the necessary enthusiasm," he argued. "The ability to pick out bright spots from the drab realities.

"After all, most men are boys at heart. You can see that at the ball games, at Rotary Club luncheons. You can find it cleverly written down in Sinclair Lewis' 'Babbit.'

"And it's not so despicable as it seems.

"Anyhow, if the news writer realizes the fact that what children like is what the general public will like in subtler form, I believe it will help them a whole lot.

"He will know better how to play up the mystery story or the romance, how to write that exciting moment in the ball game, how to bring the tears or smiles, and how to win the affection of his readers."

Cory has gained a fairly good idea of what the children want. For 10 years now he has been writing them daily short stories in newspapers of the country. He started first with the *New York Evening Mail* and later went to the *New York Evening World*. Besides writing he has given thousands of talks to children in schools and over the radio. From the four corners of the earth, thousands of children have come to know him as Uncle Dave. During the past three months he has received more than 2,000 letters from children.

"The secret of successful child story writing," Cory contends, "lies in coming down to the child's level mentally. It is the same principle that applies to telling children stories. Never talk down to a child. Talk with him about things he knows about.

"This was brought home to me once, when one little boy of a group I was telling stories to, looked up at me wistfully and asked, 'Please, Uncle Dave, won't you sit down on the floor?'

"Sitting on the floor, you see, brought me down to his level. Now I always sit down on the floor beside my kid friends when I am telling them stories, and I bear the principle in mind when I write for them."

From letters he has received from circulation managers, Cory has reason to believe that children's departments in newspapers are splendid circulation builders.

"They make lasting friends for a newspaper," he pointed out.

He thinks that the newspaper which overlooks children makes a very faint appeal in the average home. Letters he has received show him that it is not only the children who are interested but the parents as well.

"Children make homes," said Uncle Dave. "Without a child's voice, or at least the memory of a child's voice, there is no home.

"And you know," he changed the subject, "one can learn a great deal from children. Every father learns to control himself through his own children rather than the ten commandments."

Until 10 years ago David Cory was only an "intermittent" writer. Only an occasional poem or short story found its way from his typewriter into print.

Born 52 years ago at Oyster Bay, N. Y., Cory spent his boyhood in the country. While he was still young, he moved out to a farm in Wisconsin. Returning to New York to make fame and fortune, he spent 27 years as a broker in Wall Street, playing with lambs and bears rather than jack rabbits.

During those years, his two sons, David Monroe and Daniel McGie Cory were growing up. David is now 21; Daniel, 19. When they were youngsters they used to like to creep into Daddy's bed mornings and ask for a story. Dad then forgot about the "Street" for a while to tell all about Little Jack Rabbit, Uncle Lucky, Old Man Weasel, Danny Fox, Hungry Hawk, or Lady Love in Rabbit land not far from Old Bramble Patch.

Then the war came. The Stock Exchange closed down and Cory found himself without work. He decided to use other talents as a means of making a living and began writing down the stories he had told his children.

It has paid him well, in happiness as well as dollars. Now his stories are being syndicated to more than 100 newspapers. They have been collected into 40 published books. He spends most of every summer, between daily stories and lectures, fishing at South Jamesport, L. I.

David M. and Daniel are too old now for idle tales. The former is abroad studying to be a clergyman. The latter plans to be a writer like his father. He has already had short stories published. Uncle Dave now has a universal family of children.

Last November, he called on the editor of the *Rochester* (N. Y.) *Herald*, and the next day the editor wrote an editorial about his caller.

"In finding his new work," the Herald editor declared, after telling how Cory had left Wall street, "David Cory also found a great content and happiness.

"It beams from his eyes and it is communicated to whomever he meets. Like an aura the spirit of universal childhood is about him, and when he talks it is not to grown-ups, but to that mystical cloud of little children that is always in his mind's eye. It is a wonderful thing to know that always cluttered about his knees, waiting eagerly for every word, is this great horde of trusting, faithful, adoring little children. We envied David Cory for the happiness that is his."

WALSH WINS AT GOLF

New York Newspaper Club Tourney Held at Greenwich

Richard Walsh, member of the staff of the *New York American* won the New York Newspaper Golf Club championship for the second year in a tournament played at Greenwich, Conn., July 28. His total for the 36 holes played was 156.

His nearest rival for the honor was George Shea, Jr., whose scores were 80—83—163, while William A. Keatley was third with 81—83—164.

The team championship was won for the second time by the *Wall Street Journal* trio, Walsh and Shea contributing mightily to the victory. The third member of the team was Arundel Cotter. First net prize in Class A went to George Kernan with 91, 14-77, while the winner in Class B was P. L. Campbell, with a score of 98, 25-73. About forty players participated.

Typos Fight Prison Shop

Boston Typographical Union 13 has announced it will fight, both by itself and through the Massachusetts State Branch, American Federation of Labor, the establishment of a printing plant at the Charlestown State Prison by officials of the Commonwealth as an economy measure.

Lowell Dailies Open New Plant

The *Lowell* (Mass.) *Courier-Citizen* and *Evening Leader* held open house Wednesday, July 30, on the occasion of the opening of their new plant.

AGENTS HOSTS AT GREATEST ADVERTISING BANQUET



London's mammoth Guildhall looked down for the first time upon an interrational group of advertising agents—the first of its kind anywhere. The banquet was the feature of the A. A. C. W. convention and its magnificent setting can be imagined from the above photograph.



"Briggs' Pictures are the Kind You Cut Out to Take Home to the Wife, or Send Away to a Friend"—ROY L. McCARDELL

¶ MOST GOOD NEWSPAPERS MAKE A LEADING FEATURE OF BRIGGS' CARTOONS— ALL OF THEM SHOULD

New York Herald Tribune Syndicate

219 West 40th Street New York City

MACARONI FIRM CREATING NEW USERS THROUGH NEWSPAPER CAMPAIGN

Mueller Company Bans Competitive Copy to Tell Virtues of Products As a Food—Using 265 Papers to Reach the Public

By HAMMOND EDWARD FRANKLIN

THE sales manager who is fighting to take away business from his competitor instead of creating entirely new consumers from people who have never used any of either's type of product is burying his head in the sand.

Advertising agencies, for instance, are giving as much constructive thought nowadays to how they can develop advertisers out of non-advertisers as they are to trying to take away an account already well handled by another agency. The more progressive newspaper publishers are spending more time than formerly in bringing about new users of their space from the local and national field by thorough understanding and presentation of how their newspapers' local markets may be made to pay the advertiser.

So it goes through the manufacturing field. Some of our most successful newspaper advertisers no longer are selling simply their merchandise's name and points of merit in which they excel a competitor. They are creating *new users* from people who have never before been consumers of their or competitive products. Behind the latter advertising there has to be a clear-cut sales idea.

Most of the advertising of macaroni for years has consisted of copy which has emphasized the superior quality and flavor of the brand of the advertiser. Each company has sought to take away business from the other fellow. All too little work has been done to increase the total consumption of macaroni.

The first concrete forward step to place macaroni advertising on a broader basis was taken by the C. F. Mueller Company, Jersey City, N. J., maker of Mueller's Macaroni, some little time ago when this concern began printing recipes in its copy. These recipes suggested many uses for macaroni which were not generally known. In addition, macaroni recipe books were sent on request to housewives.

The company now is in the midst of a unique campaign, which from the standpoint of copy and the sales idea back of it, ranks as one of the best campaigns in the newspapers this year.

A list of 265 newspapers, backed up by supplementary publicity, is carrying this advertising which ignores competitors and centers its attention upon the great undeveloped possible market of women who ought to be using macaroni, but aren't. The campaign is the work of the Charles C. Green Advertising Agency, Inc., New York. It is typical of the creative type of work being done by the modern advertising agency.

It was evident to the C. F. Mueller Company that the only way to induce an increase in the consumption of macaroni was to persuade people to eat it in place of some other food they already are accustomed to eating. People cannot eat more food than they now are consuming. If they were to use more macaroni, it was argued, it would have to be at the expense of some other food. The potato, an article of food people eat most of, was selected as the target for Mueller effort.

"The potato was the logical point of this attack," Leroy Fairman of the Charles C. Green Advertising Agency stated. "Not only do people eat more potatoes than any other food, but it so happens that macaroni can be prepared easily in ways that make it an ideal substitute for potatoes. The Mueller brand can be cooked in only nine minutes and it is very easy to serve with butter, sauces, vegetables, with chicken fricassee, or prepared in the same manner as potatoes usually are by the housewife. This we brought out strongly in the copy.

"Macaroni is shown to be the superior of potatoes from a nutrition standpoint, and there is no waste in it while potatoes are composed largely of water. Macaroni can be prepared without either the labor or grimy hands inseparable from the preparation of potatoes."

These points made telling copy in favor of shifting from potatoes to macaroni and of course in particular to Mueller's. It is copy which starts from the reader's standpoint, as most successful advertising has the knack of doing.



Illustrating Mueller's Macaroni advertising to newspaper readers.

The reader is invited to send for a book of 43 recipes. A comparative table, showing the calory value of macaroni contrasted with potatoes establishes a convincing case. Having presented the negative and some of the positive arguments, each advertising shows a woman using the product and sums up tersely reasons for serving Mueller's Spaghetti or Macaroni "as you do potatoes." The name of the brand is featured and at the bottom in a panel hinting of wheat appears the suggestion, "Never be without Mueller's in your pantry."

All through, the fact that Mueller's "cooks in 9 minutes" is given prominence. Nor is the company's regular slogan, "With the better taste," overlooked.

The same fundamental macaroni-instead-of-potatoes idea appears in the company's posters and street car cards and in lithographed three-piece window trims.

The salesmen who call on the trade on behalf of the Mueller Company have been posted thoroughly as to all angles of the idea and have been able to interest the trade in it. The line already stood well with the retailers.

Letters have been sent out by jobbers to retailers in their territory. The newspapers have done a large amount of work upon the retail trade and in their sales aid publications have given publicity to the campaign. The *Lewiston* (Me.) *Evening Journal* devoted a full page on July 14 to a sermon on summer advertising, with the Mueller campaign as a text.

The newspaper copy started late in June. It appears on the average of two insertions per week through the latter part of August. As previously mentioned, the list of newspapers is large. The company does not sell west of Detroit or south of Washington, but is a big factor in the East.

The Charles C. Green Agency had no hesitance when asked their attitude toward the value of newspaper advertising in a problem of this type.

"To meet the conditions as outlined," a member of the company stated to EDITOR & PUBLISHER, "there is no medium which can come anywhere near doing the job except newspapers.

"Even if Mueller's had national distribution, we do not see how any other medium except newspapers could put over a campaign of the nature of this one. Posters, street car cards, and so forth are an excellent secondary means of backing up this campaign, but we would certainly be at a loss to put over a big job of this campaign's kind without the newspapers."

In some cases, advertising which is aimed at capturing business from competitors seems necessary. More often advertising which ignores competition and goes out to create a larger consumption of the general type of product and, incidentally, the manufacturer's own brand, brings home the bacon.

ADDS EVENING EDITION

Lakeland Star-Telegram to Launch Second Paper August 4

The *Lakeland* (Fla.) *Star-Telegram*, on Aug. 4 will begin publication of an evening paper in conjunction with its morning publication of the same name.

When the *Morning Star* and the *Evening Telegram* were consolidated in September, 1922, it was announced that publication of an evening edition in connection with the morning paper was planned.

Since then $25,000 worth of new equipment has been added to the plant to accommodate the evening publication.

Lynn W. Bloom and Harry L. Brown are owners of the two papers. They published the two Lakeland papers before consolidation. Additional news services, as well as new features, have been contracted for.

Police Ban Lifted

The order issued by the Portland (Me.) chief of police, prohibiting newsboys from selling papers after 9 o'clock at night, has been rescinded. This affected the early evening editions of the *Portland Press Herald*, as well as the Saturday night editions of the New York and Boston Sunday newspapers.

Fire Wrecks Weekly's Plant

Flames swept the building of the *Cambridge* (Mass.) *Chronicle*, one of the oldest weekly newspapers in New England, the evening of July 26, occasioning a loss of $25,000. Presses, linotype and other machinery were put out of commission.

Satisfaction and Growth

The satisfaction of advertisers and advertising agents with results from their announcements inserted in The Sun, New York, is reflected materially in The Sun's great advertising gain—the greatest gain made thus far this year by any newspaper in America.

Net Paid Average Circulation More Than 250,000 Daily

The Sun
New York

HAL HOSS AGAIN HEADS OREGON EDITORS

Reelected President at Tillamook Meet July 25-26—Name 4 Regional Vice-Presidents—Roe, Gauss, Duncan Speakers

Greater co-operation among the smaller newspapers of the United States was urged upon the members of the Oregon State Editorial Association in its seventeenth annual session at Tillamook, Ore., July 25 and 26, by Herman Roe, of Northfield, Minn., vice-president of the National Editorial Association, one of the principal speakers at the gathering.

"One of the greatest drawbacks in making recommendations of rates to country newspapers lies in the fact that cost systems are seldom kept and adequate operations information is not available."

Hal E. Hoss, of the *Oregon City Enterprise*, was re-elected president of the association. A new system was adopted whereby vice-presidents were chosen for four geographical divisions of the state as follows: A. G. Rae, of Tillamook, for Western Oregon; J. D. Thomison, of Hood River, Central Oregon; Earl Richardson, of Dallas, Willamette Valley, and A. L. Mallery, Oakland, Southern Oregon. G. Lansing Hurd, of Corvallis, was again elected secretary-treasurer.

More than 150 delegates attended the convention. Among the speakers was Dr. Christian Gauss, head of the Department of Modern Languages, Princeton University. Dr. Gauss made the principal address at the annual banquet.

Charles W. Duncan, advertising councilor of Foster & Kleiser, of San Francisco, urged the necessity of watching closely the ethics and truth of advertising matter accepted. The great gains in advertising of the past decade, he said, were due to the improved standards observed by the newspapers and by advertising men generally.

first IN CENTRAL OHIO
COLUMBUS IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the six months ending March 31, 1924. Daily average circulation April, 1924, exceeded 97,500.

Advertising Leadership

For the first six months of 1924 the Dispatch exceeded the other Columbus Newspapers combined by 1,886,673 lines.

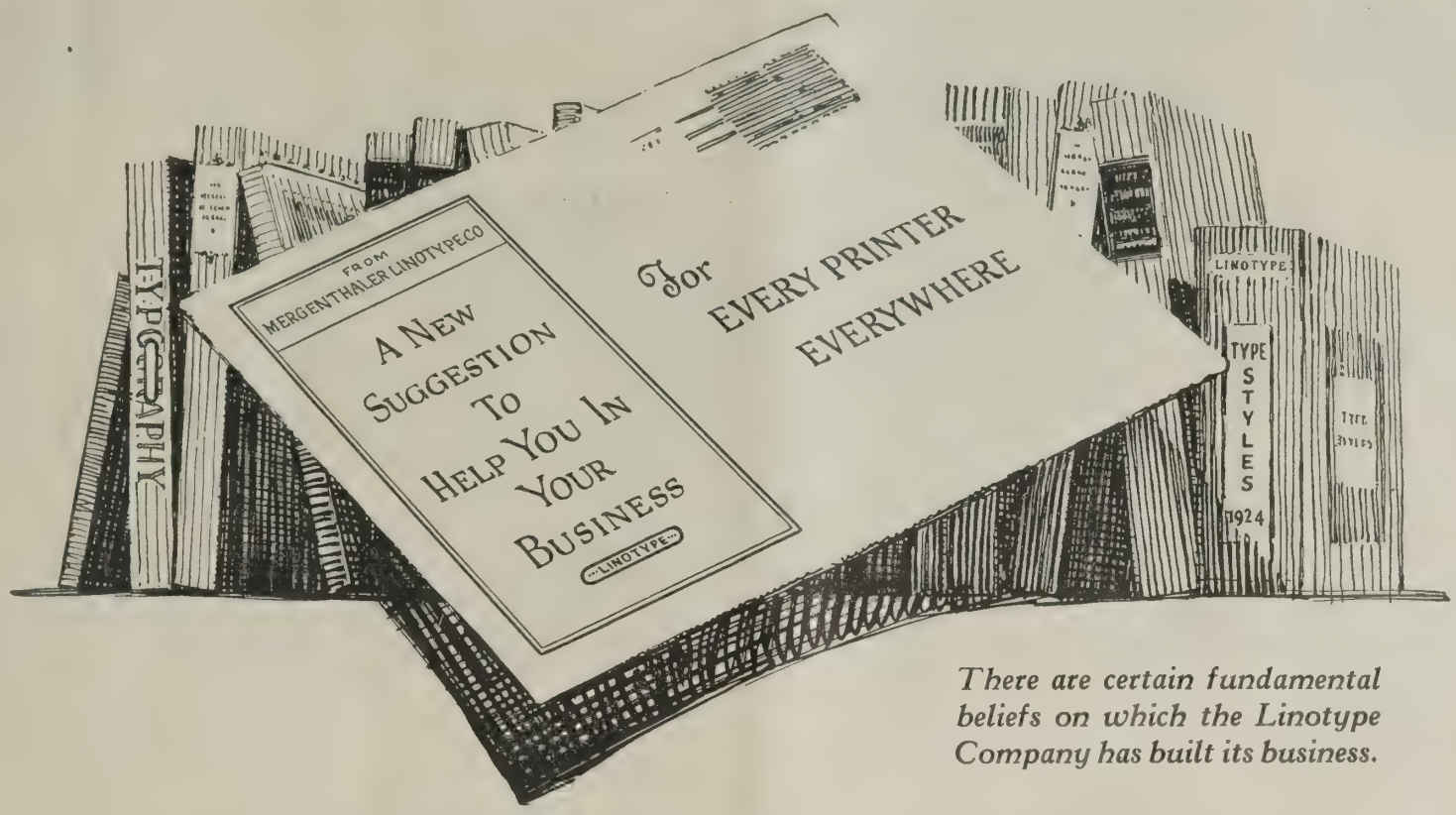
DISPATCH . . . 10,776,342 lines
SEC. PAPER . . 5,177,916 lines
THIRD PAPER. 3,711,753 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY



There are certain fundamental beliefs on which the Linotype Company has built its business.

UNFINISHED BUSINESS

The sale of a Linotype is only the beginning of our obligation of service. It is your machine but it remains our business to do all that we can to make it increasingly useful to you.

TRADE **LINOTYPE** MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24 41.F

Composed entirely on the LINOTYPE



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.

(*Continued From Last Issue*)

Herald Pioneers in Use of the Telegraph

When Morse first invented the electric telegraph in 1844, Mr. Bennett made a close study of the discovery, but capital was not to be had immediately for the costly experiment of stringing wires on poles across the country, and it was not until early in 1846 that the work of connecting Washington with New York by wire was completed.

On November 29, 1845, the following announcement appeared in the Herald:

"ELECTRIC REPORTS—ARRANGEMENTS OF THE *HERALD*—We have now completed our arrangements for the reports of Congressional proceedings, during the session of the Congress which assembles on Monday next, having in conjunction with some other morning contemporaries, concluded a contract with the Magnetic Telegraph Company, for the supply of reports during the whole of the session.

"The Herald by means of this arrangement, will, as usual, be the first, or one of the first, in the present instance, in the publication of intelligence. For some weeks to come, the reports of Congressional matters will not reach this city until three o'clock of the following morning, inasmuch as the whole electric route between Washington and New York is not yet completed. As soon, however, as the wires are extended from the one city to the other, we shall receive an account of the proceedings yet warm, we might say, from the mouths of the speakers; so that on the same evening we shall be able to go to press with an account of the proceedings of the same day, up to the adjournment, for our morning publication. * * * *

"We have hesitated at no expense and spared no exertion to accomplish this desirable end, and that our labors are appreciated by a discerning public, the immense and constantly increasing circulation of the Herald, which is to be met with in the remotest corners of the union, is pregnant evidence. Also our corps of reporters will be on the spot to give an account of all such interesting matters and important details as could not be communicated to the magic wires."

It was not however until May 8, 1846, that the Herald actually secured a regular telegraphic service from Washington, the despatches first being headed, "By the Magnetic Telegraph"; later, however, being changed to "Electric Telegraph." The messages were brief and no doubt costly, while frequent break-downs of the lines interfered with the regularity of the service.

Mr. Bennett, however, at times ordered full reports of important news telegraphed, regardless of cost, much to the discomfiture of his contemporaries, and one morning the Herald electrified the nation by printing the entire lengthy speech that Calhoun had delivered the night before in Washington.

The completion of the telegraph line to Boston on July 17, 1846, was also of great benefit to the Herald, as the Cunard steamships at that time ran to Boston.

In 1847, the Herald regularly carried a column or more of news by telegraph, but when the exigencies of space permitted a crude illustration headed the columns, showing an electrical man, labelled "Herald," flying along the wires.

Mr. Bennett Bears Official Dispatches to London

Mr. Bennett had done much editorially to clarify the features of the Oregon boundary dispute with Great Britain, and found himself wholly in accord with the policies of President Polk's administration as to this knotty problem. The enemies of the President sought to undo his statesmanlike negotiations to settle the question peacefully, and he found an able and powerful ally in the proprietor of the Herald. So it was an appreciated courtesy when Mr. Bennett, on the eve of his departure for Europe, was entrusted with the delivery of important despatches concerning the treaty, to the U. S. Minister in London, from James Buchanan, then Secretary of State. The United States Senate in June, 1846, accepted the treaty as drafted, thus averting the chance of hostilities, which had been so pointedly hinted at, in the campaign slogan of "Fifty-four forty or fight."

Mr. Bennett, with his wife, child and a servant, sailed for England on June 16, arriving in London on June 28, and was well received in certain influential quarters, albeit the London Times showed its hostility to the now admittedly prominent Scotch-American editor. The criticisms of his paper highly amused Mr. Bennett, who spoke of "editorial jealousies" and "insular narrowness."

His time was fully taken up between his business and social engagements. On July 5 he dined with Prince Louis Napoleon, shortly after his marvellous escape from the fortress at Ham, and long afterward, when Napoleon had become Emperor of France, Mr. Bennett and his wife were honored guests at the Tuileries.

Mr. Bennett and his wife made a lengthy stay in Europe, touring over almost the entire continent, and his letters, beginning July 22, 1846, were admittedly brilliant descriptions of the politics, social and economic conditions of the European nations.

During his prolonged absence from America, the Herald prospered, and though Atree had left the staff in 1844, Frederic Hudson, his brother, Edward W. Hudson, and other able journalists fully maintained the paper's high standard of excellence, while its circulation rose to 40,000 copies daily and weekly. For years Mr. Albro was foreman in the composing room, and Billings Hayward was in charge of the proofreaders. The latter had been part owner of the old Transcript, which failed in 1839, and he shortly afterward joined the staff of the Herald.

In June, 1846, Mr. Bennett began the issue of the "Herald For Europe," which attained a large circulation, partly due to his arrangement by which upon receipt of a dime, the paper would be mailed from the office of publication direct to any address.

His Ship News department had already taken the lead, and his swift clipper, *Teazer*, met all incoming ships down the Bay.

(*To Be Continued Next Week*)

MORNING PAPERS THE GET ACTION SAME DAY

The Dealer Was Disgusted!

A BIG dealer—and a close student of advertising—recently took on a highly specialized, nationally advertised line. He was sold completely on it; the copy, the layouts, the art work, were great—window displays and store tie-up stunning. Everything worked out beautifully until he received notice from the advertising agency that copy was scheduled for "such and such a" newspaper. Then he blew up.

The agency had selected a newspaper that he did not ordinarily advertise in—with whom his store had no identity—that he did not have an advertising investment in. Telegrams flashed back and forth—then the schedule was changed for copy to run in The Enquirer—and everybody *is* happy.

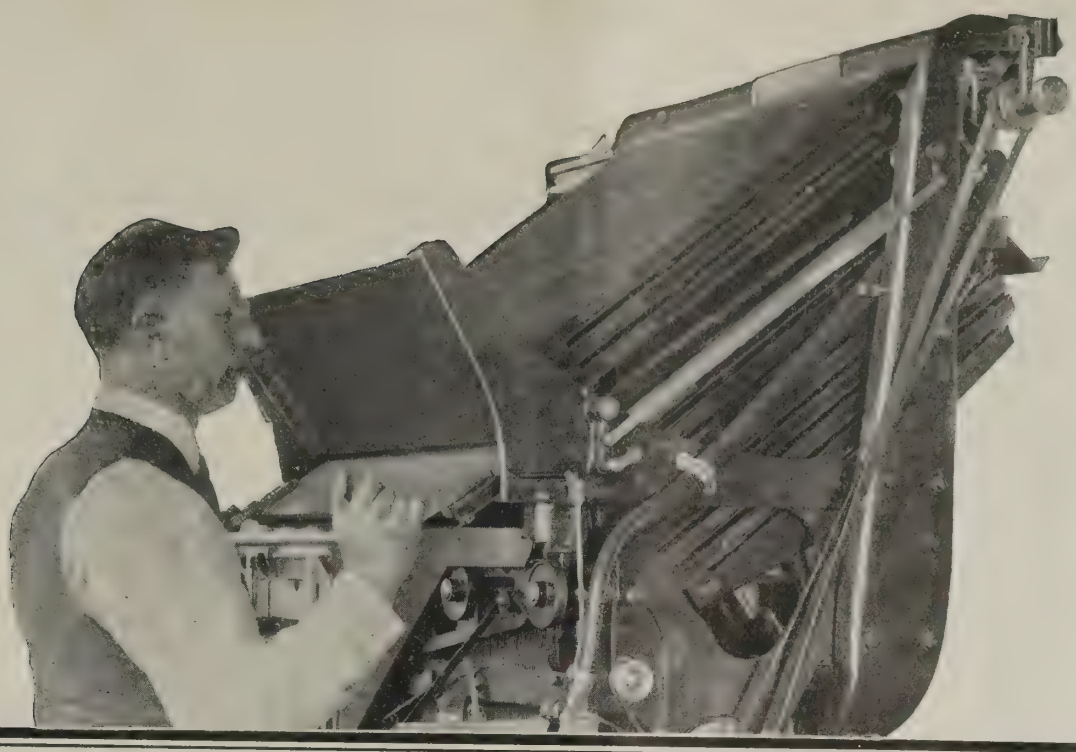
Space buyers that are watching Local advertising in The Enquirer are putting it on all National lists.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers



A Quick and Easy Magazine Change

Model 12 Linograph with full equipment carries twelve magazines—yet it is a simple matter to remove any one of them. The same magazine or an entirely different one can be placed in any position in the stack without unusual physical effort or loss of time.

Simply bring the magazine you wish to remove to proper position; set the supports; lower the stack, and slide it out. To continue operation: raise the stack to position and release supports.

Thus the magazines can be rapidly rearranged to fit any class of work. Also, in a plant containing more than one Model 12, the magazines can be readily interchanged whenever occasion demands it—and without re-adjustment of distributing or assembling mechanism.

Such a machine as the new *All Purpose* Model 12 Linograph demands your careful consideration. Our representative for your territory will be glad to call and give you details on this or any Model. Or, if you desire, we can send further information by mail.

Write today.

The Linograph Company

Davenport, Iowa, U. S. A.

NEW YORK OFFICE: PARK ROW BUILDING, NEW YORK CITY

ANCIENT PRINTERS' MARKS TO ADORN NEW MILWAUKEE JOURNAL PLANT

Chosen as Highest Symbol of Community Service—20 Marks Selected—Oldest That of Fust and Schaefer, Germany, 1457

By JOHN R. WOLF

COMMUNITY service is the bold claim of nearly every publisher. News, advertising and illustrations are parts of this public service which are pointed to as the reasons for growth and success of American newspapers. Nearly every publication advises, instructs, entertains, creates desires and then satisfies them. Each publisher is tempted to look back and wonder if there ever was an age in which service to humanity was as vital a factor in the publishing business as it is today.

Some time ago executives of the *Milwaukee Journal* were studying decorations for their new $2,000,000 building. They sought designs that would carry out the idea of community service on which that newspaper was founded and on which it has continued for 42 years. After reviewing the classics, mythology and other works, the early history of printing was investigated. Here they found service to humanity so fundamental that it has lived through the ages in a thousand ways.

In reviewing the printers' marks of the fifteenth century it was found that the publishers who designed these devices made possible the discovery of America. They served the world and all posterity with the Bible. And they published works on which modern education is based. So great were their services to humanity that The Journal decided to feature their marks in the new building as the goal towards which the whole printing trade should strive. Twenty marks representing publishers of eight nations have been carved in stone and placed above the third story windows.

These include the designs of Fust and Schaefer, of Germany, the firm of printers who published the first dated Bible in 1457. This mark consisting of a stump supporting two shields bearing compositor's rules angled and crossed was the first design ever used in a printed book. It appeared in the third printed volume shortly after John Fust had learned the art of printing from Gutenberg, the inventor of imprinting from movable type. Today this insignia is used by printing craftsmen as an emblem of union and good fellowshirp.

Perhaps it is from the conceptions these publishers had of the service to mankind which printing was to perform that lead them to write the following colophon to the Bible.

"This book * * * made by the masterly invention of printing * * * is consummated to the services of God through the industry of John Fust and Peter Schoeffer."

Next in importance among the marks selected by the Journal is that of Johann Reger, also of Germany. This mark bearing a shield in which a crane is pictured eating a fish was used in Geographic Ptolemaeus, the geography which Christopher Columbus studied shortly before his exploration of the seas.

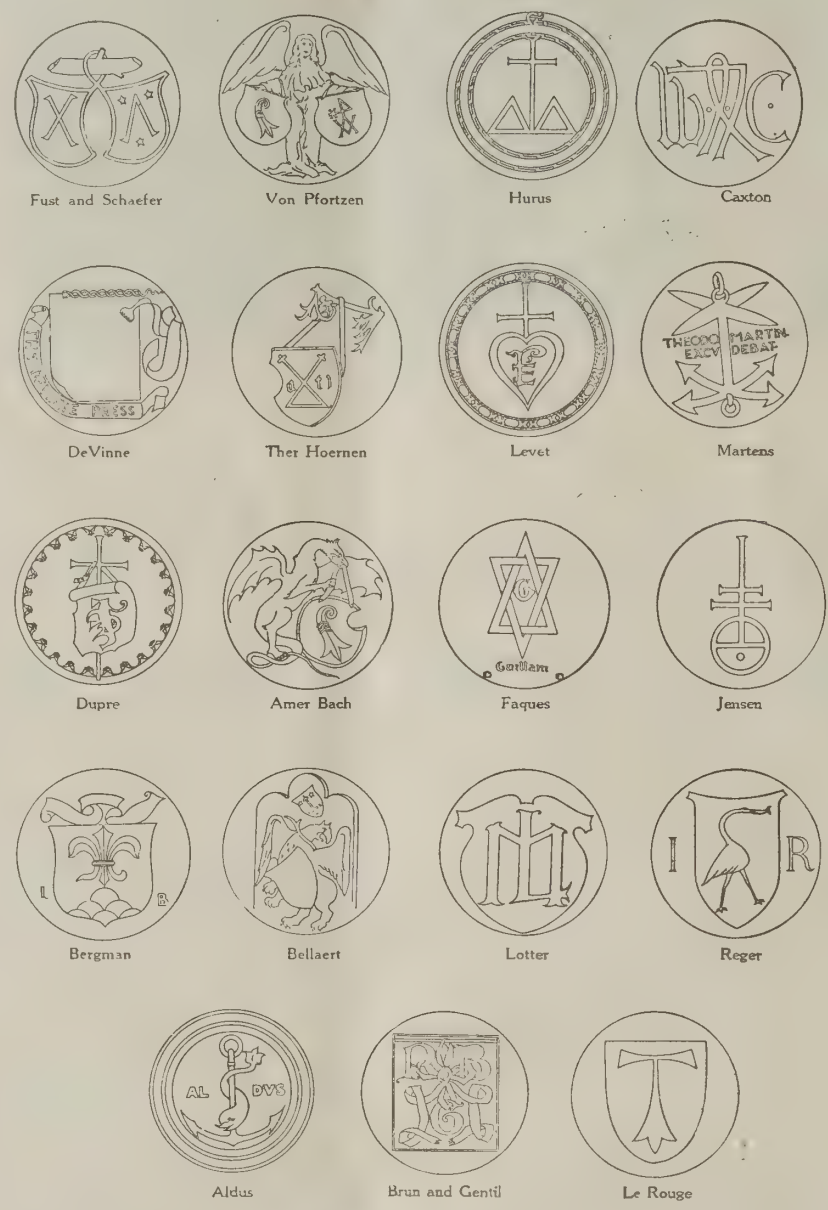
The mark of Aldus Manitus, an anchor circled by a giant fish, is the best known among the older designs. This is attributed to the fact that more than 126 editions of Greek and Latin classics were published on this press in less than 100 years. He too had the idea of rendering service to the world; for in his Greek Grammar he wrote a preface stating:

"I have made a vow to devote my life to the public service. Man is not born for pleasure, which is unworthy of a truly generous mind, but for honorable labor. Cato has compared the life of man with the tool of iron: use it well, it shines, cease to use it and it rusts."

William Caxton, the father of English printing from whom our own country learned the trade is of course included in the Journal's tablets. His mark consisting of his initials and the figure 74 (the significance of which has never been clearly explained) appears as it did in his early volumes. The mark of William Faques, also of England, who was the official printer for King Henry VII is also reproduced.

Other marks shown by the Journal also tell the spread of printing to various countries, each of which contributed in the way of arts and letters to the service of the press. In Germany aside from Johann Reger, and Fust and Schoeffer there were Arnold Ther Hoernen, who introduced the craft to Cologne, and Melchior Lotter, who carried it to Leipzig. France ranked next in the development of the craft with early printers such as Jean De Pre, and Pierre Levet, of Paris and Pierre LeRouge, of Chablais.

Italy had Aldus Manitus, and Nicholas Jensen both of Venice who popularized printing in their country. Switzerland saw its first presses in the shops of Jacob Wolf Von Pfortzen, John Amer Bach and Johann Bergman Von Alpe. In Spain Paul Hurus of Zaragoza, and Pedro Brun and Juan Gentil, of Seville, were the original craftsmen. Holland and Belgium owe the introduction of printing to Jacob Bellaert and Theodorie Martens.



Fathers of the Craft Honored on Walls of Milwaukee Journal Building.

The history of the craft in the United States is illustrated by the devices used by Benjamin Franklin and by the De Vinne Press. Stories of Franklin and his early struggles in Philadelphia have grown to be almost proverbial.

The most modern mark included in the Journal's exhibit is one from the United States, the De Vinne Press which is generally accredited with having contributed more to the development of typography and press work in America than any other organization. This press named after Theodore L. De Vinne, founder, is the forerunner of the present Century Press.

These, according to the Journal executives, make up a representative list of craftsmen, each of whom has served civilization by his work and has contributed something to the art of printing. Each mark is indicative of the service printers of today should render their communities and their people if printing is as much a service today as it was five centuries ago.

Steady Progress

WASHINGTON, D. C., July 28, 1924.

TO EDITOR & PUBLISHER: I enclose my check for four dollars to renew my subscription. Please accept my hearty congratulations on the steady progress your splendid publication has been making during the past six or eight years. It occurs to me that no up-to-date newspaper man—no matter what position he may hold with his organization—can afford to do without EDITOR & PUBLISHER. I often wonder how you can afford to give so much valuable and interesting information in return for the subscription price.

ALFRED J. STOFER,
Washington Correspondent *Birmingham News*.

Classified Advertising

"Do You Believe in Signs?"—Here's a sign of sound classified success that commands the confidence of nearly one hundred and fifty good newspapers.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

THE YEAR'S MOST COMPELLING SERIAL

TIGER
by Max Brand



The story of a young millionaire who fights for his sweetheart in the jungle of New York's East Side

IN 24 DAILY INSTALLMENTS
For terms and samples wire
LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA

For the sake of fair play and accuracy

We believe that in view of the pressure under which the average newspaper is produced, the accuracy of its contents is remarkable. Occasionally, however, there is a slight inaccuracy, and this statement is published to show how even a slight and oftentimes natural inaccuracy can cause serious results to an important American industry. We believe it will appeal to the sense of fair play characteristic of newspaper men.

Here is the situation

During the past two weeks, and on other occasions during the past few years, the papers have carried news stories about botulinus poisoning cases resulting from eating ripe olives. Some of the recent stories referred to "imported ripe olives"—others to just "olives."

Here are the facts

There are two kinds of olives sold in this country—*green* and *ripe*.

Practically all canned or bottled ripe olives sold in this country are grown, cured, packed and distributed within the United States.

All green olives sold are grown and cured near Seville, Spain. Peculiar conditions make it impossible to grow them successfully anywhere else in the world. Their importation, bottling and distribution is wholly an American industry. But when "imported" olives are mentioned, people naturally connect them with Spanish Green Olives. *Green olives have never caused a single case of sickness or death from botulinus poisoning.* Exhaustive chemical and other analysis proves they never can. Government bulletins have recorded this fact.

So isn't it only fair

To verify carefully every story about olives?

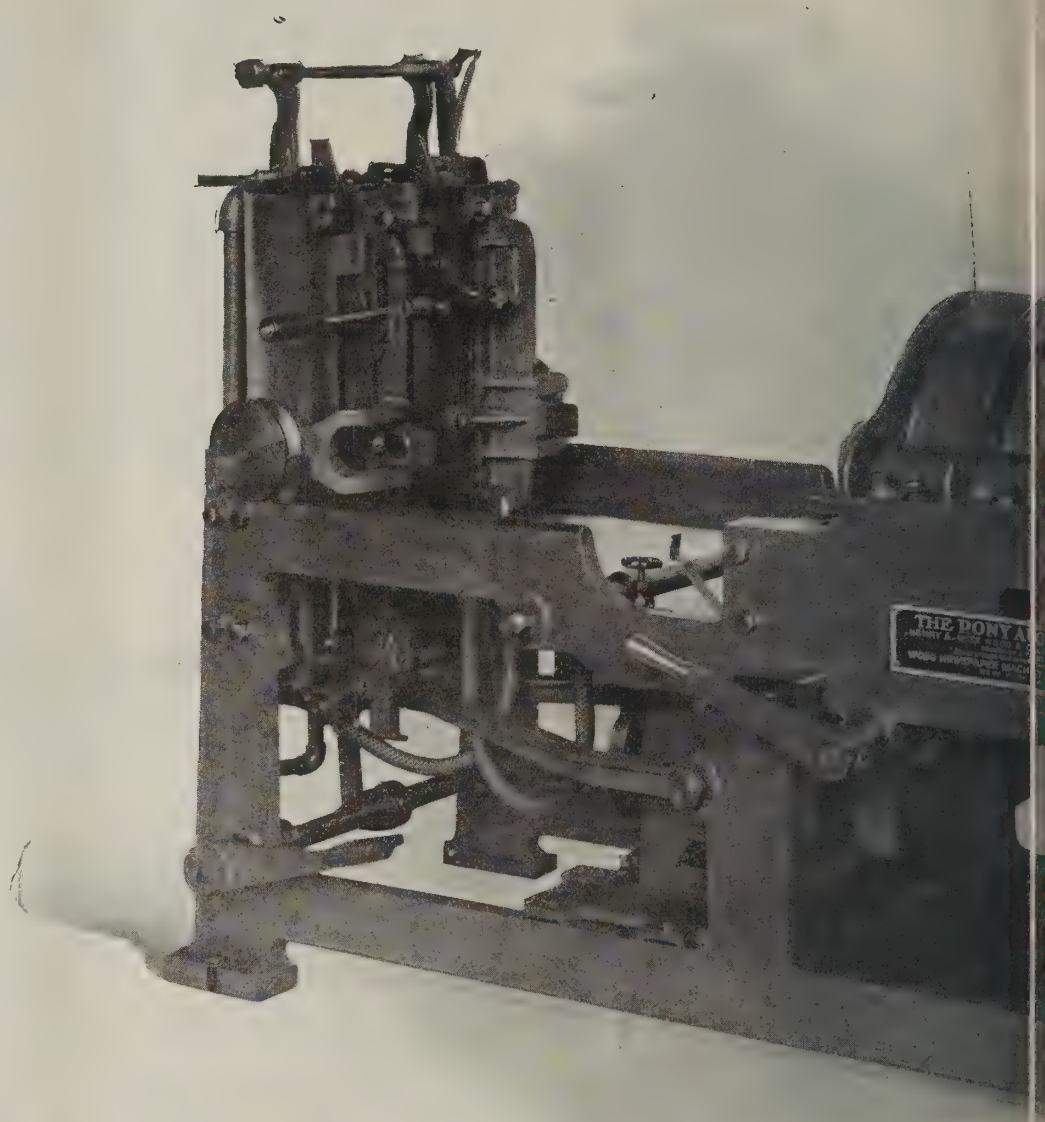
To state specifically the kind of olive involved?

To describe as "imported" only such olives as have been grown outside the United States?

We are confident that the newspapers want to give every American industry a square deal

ASSOCIATION AMERICAN IMPORTERS
of Spanish Green Olives
200 Fifth Avenue, New York City

THE PONY AUTO



Sets Waiting Presses to running quickly, and prevents their stoppage on account of broken sheets due to poorly made plates.

It makes perfect printing possible. With the aid of one man, it casts, shapes, trims, and cools printing plates at a speed hitherto unknown outside of the metropolitan office, and delivers them cold and dry, ready for press.

The PONY AUTOPLATE MACHINE may be p

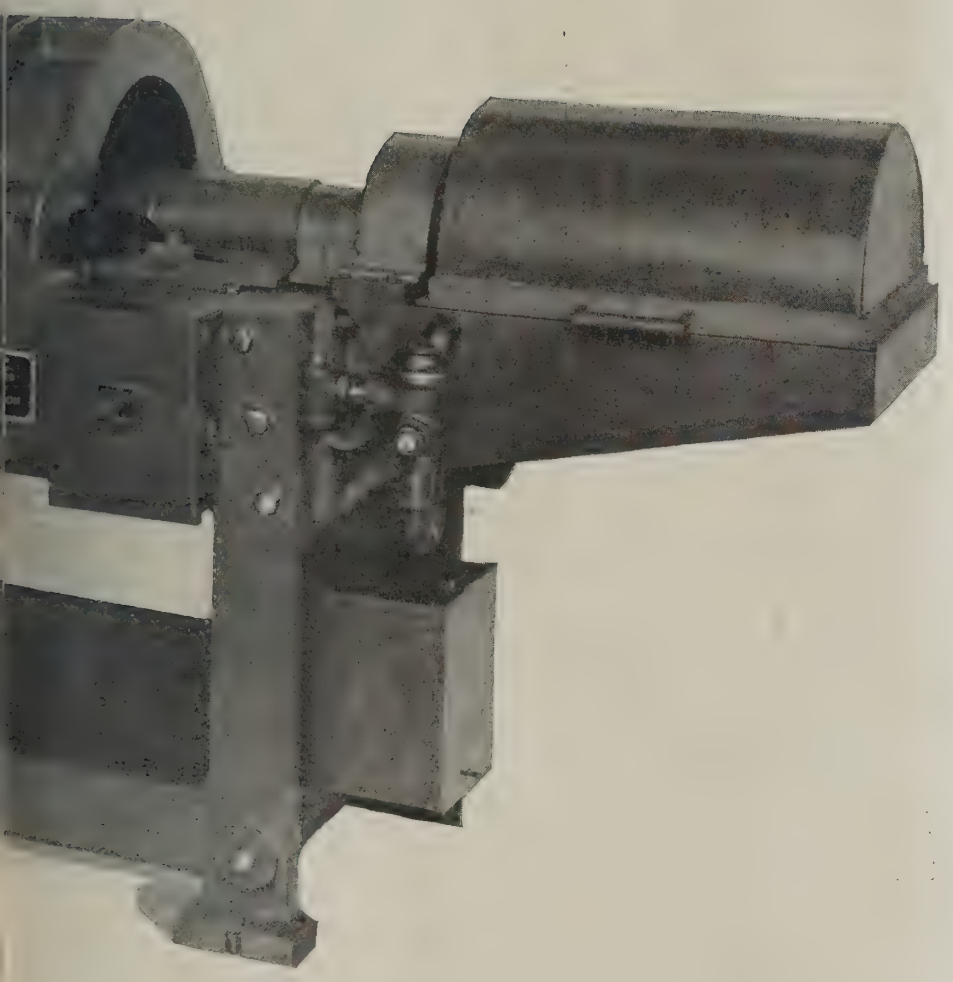
OO $5,300 in cash with order.
O 5,400 in cash before shipment.
A 5,500 in cash upon receipt of machine.
B 1,000 in cash upon receipt of machine, and balance in 3 monthly payments of $1,500 each.
C 1,000 " " " " " " " " " 6 " " " 750 "

With interest at 6% per an

Your purchase plan need not be selected unle

Wood Newspaper Ma
501 Fifth Avenue

PLATE MACHINE



It is only 9 feet 5 inches long by 2 feet 7 inches wide. In this diminutive space it performs *all* the functions of plate-making.

It is shipped already set up, is fully motorized, and may be installed by your own man, and set instantly to work.

lased under one of the following ten plans:

1,000	in	cash	upon	receipt	of	machine,	and	balance	in	9	monthly	payments	of	$500	each
1,000	"	"	"	"	"	"	"	"	"	12	"	"	"	375	"
1,000	"	"	"	"	"	"	"	"	"	15	"	"	"	300	"
1,000	"	"	"	"	"	"	"	"	"	18	"	"	"	250	"
1,000	"	"	"	"	"	"	"	"	"	20	"	"	"	225	"

ıpon deferred payments.

OO or O, until the machine reaches you.

INERY CORPORATION
ew York City

EDITORIAL

JUDGE LEAHY'S THREAT

READING the account, elsewhere presented in the columns of EDITOR & PUBLISHER, of the instance of judicial tyranny in New Mexico, every conscientious newspaper man must experience first, a sense of shame that the majesty of our legal institution should be dragged to such depths and, second, a thrill of pride in a fellow-editor who has made a gallant stand, thoughtless of personal considerations, for a principle which concerns not only press freedom but the foundations of liberty and progress.

Free press is not a license to operate a profitable business; it is not a grant of privilege; it is essentially a constitutional obligation to serve the public welfare and in Carl C. Magee we have a man who has not shrunk from full, candid, direct response to that duty. Critics of the American press who have been charging that the fight has gone out of our journalism, that it has become supine and venal, that its only punch is on the keys of a cash register, may well look to the southwest and examine the facts in the case of Carl Magee. They will also see in that state the rank and file of newspapers denouncing the court for an unwarranted and violent usurpation of power which, by no stretch of the imagination can be justified by any principle of law or equity and plainly represents base and irresponsible emotions and motives.

Nothing could possibly be more incongruous in a democracy than a court of law which assumes, from whatever motive, arbitrary control amounting to autocracy and is, as Robert P. Scripps points out, complaining witness, jury and judge in one, holding as crime higher than the major felonies the "contempt" of an editor who has dared to speak in the presence of the court the truth as his conscience and intelligence has found it.

No liberal mind can fail to draw from the incidents, as described by Mr. Magee, anything but travesty upon American institutions. If any newspaper man thinks this is something foreign to his life and his principle, for instance because it has occurred in a distant community amid crudities of Mexican people largely unfamiliar or perhaps unsympathetic with our idealism, let him remember that the same flag covers it, that law is based on precedent, and finally that in the background of this situation is a smoldering political fire the murky vapors of which have only recently been in the nostrils of Americans everywhere.

Mr. Scripps says that the solution lies in a constitutional amendment which would prevent state or federal judges from arbitrarily interfering with the rights of free speech, press and assembly and if contempt is charged let it be tried like any other offense.

This seems like a long reach back to the original principles of freedom in this country. Must we thresh over and over again, defining and redefining, amending and reamending such obvious principles as those set forth in the Bill of Rights? Evidently, this is our course. Washington anticipated it when he warned in his farewell address against the spirit of encroachments tending to consolidate the powers of departments, creating despotism. "A just estimate of that love of power, and proneness to abuse it which predominates in the human heart, is sufficient to satisfy us of the truth of this position," was his penetrating view of the great menace to liberty.

If a constitutional amendment is necessary to convince the judiciary of the injustice of such encroachments as those revealed by Mr. Magee, then let the wearisome process go on. The cornerstone of the arch of democracy must not and will not be knocked out by judges pretending to be a law unto themselves, or any other encroaching department of government.

Those who reason the subject know that there is an abuse of the law regarding contempt. Conscientious newspaper men are among the worst sufferers. It would seem that reform of this condition might very well come from the inside of the legal system. Is it a cherished club? The subject will be relevant for newspaper discussion until a solution is found.

The closed mind is a tomb in which a living man buries himself and smothers.



EPHESIANS

CHAPTER IV. 25.

Wherefore putting away lying, speak every man truth with his neighbour; for we are members one of another.

FOLLOW BIG INTEREST THROUGH

WESTERN newspaper men often criticize Eastern newspapers for inconsistency in following the interest of a big story to its concluding phase,—printing something in heavy display today, arousing interest and then leaving the reader in suspense. The criticism is not without point, but we do not feel that the East monopolizes the fault. However, this is what happened in New York recently: A story broke concerning the disappearance of seven young children who had borrowed a canoe and had ventured out on Long Island Sound. The canoe was picked up at a considerable distance, right side up, but the children had disappeared.

It was an agonizing story, deeply touching the hearts of parents and lovers of children, and the mystery of the tragedy must have become a household discussion in countless homes. A day passed, without trace of the children and there were appropriate follow stories. However, with the mystery as impenetrable as ever two days later, two New York morning newspapers gave their readers no news concerning the fate of the children.

This writer happened to be on a train, entering New York. A stranger approached and asked to borrow a newspaper, saying that his paper "had nothing about those children lost in the Sound." One newspaper in our possession also was without news, but a second paper had a brief and satisfying follow story on an inside page, and this the stranger read with keen interest.

When you have stirred the imagination of your readers with mystery you may depend on it that such curiosity will be satisfied, whether by you or a rival.

We are reminded by the Nation that J. Ramsay MacDonald is a journalist by profession and that, as such, he has demonstrated an ability, "approaching almost to inspiration," in his high office, which reflects the instinctive journalist possessed of unlimited sympathies and broad outlook.

August 2, 1924 Volume 57, No. 10

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

NEEDLESS SACRIFICE

THE publisher of an old and honorable newspaper in a small city advises EDITOR & PUBLISHER of his problem, as follows: For many years the newspaper, alone in the field, has loyally supported the interest of the local merchants and has refused to accept advertising from merchants of a nearby city although the latter have clamored for space in an obviously rich advertising medium.

The local merchants, on the other hand, have not given the paper sufficient advertising to show the publisher a profit.

The publisher asks if, by all rules, he should not market his space, which is his single item of profitable merchandise, irrespective of the interest of his town's trade people who, he thinks, have forfeited their exclusive privileges.

If this is the whole story, and if it is true that ample notice has been given and rejection is definite it seems to us that the newspaper publisher has the right to so act without any qualms of conscience. It is a business proposition. It may be successful, depending upon the resourcefulness of the local merchants to resist, which will likely be limited, and the tenacity of the newspaper publisher.

At first blush one would think that it would be poor economics to assist an enterprise which would send from a town money which might circulate among the town's own people. The theory is sound if carried to a logical conclusion, but the practise appears to be that when other newspapers similarly situated have opened their columns to competitive out-of-town advertisers the results have not been disastrous to the town, but beneficial in that local merchants have aroused themselves to action, given better service to the community and have, in sheer self-defense, advertised in the local newspaper in a contest with the outside merchants. Some money goes out of town, to be sure, and some money comes into the town by reason of the economic shake-up.

There are numerous towns within a few miles of New York which are printing the business of New York retailers today which, a few years ago, refused this business in deference to local merchants, and we observe that nothing dire had happened to the town in question and local merchants who formerly refused to advertise are now regular space users.

We do not believe that any seasoned journalist would differ from us when we say that sacrifice to the point of suspension, in the circumstances as outlined here, could rationally be considered other than unwarranted and needless martyrdom.

The consistent Summer advertiser is getting in his "licks" when the other fellow is snoozing.

PURSUIT OF FIVE OUTLAWS

OUR animated friend, Edith Spencer, Los Angeles school teacher, concerning whom we addressed EDITOR & PUBLISHER readers last week, now writes that she has been interviewing New York editors in her campaign for five simple little rules of grammar in newspaper comics, and has been finding some of them hard boiled.

Miss Spencer's reform is elemental. All she asks is that the following familiar snide pearls be dropped from comics made for children: "Ain't," "you was," "I seen," "I done" and "I ain't gonna do nothin'." Children may think these quotations smart and form habits over which they may stumble for life. Miss Spencer is no crank. She enjoys good slang in comics, but sees no humor, sense or advantage and much harm in the five outlaws named.

She advises us that one editor, himself quite famous as a reformer in other directions, told her that, "Newspapers are in business for business, not for uplift"; another said, "Why should you impose your taste on others?" and a third said "Not interested a-tall." Not in the least defeated by these judgments the little school teacher hustled about through the hot July days and found a number of even more influential editors who thought very well indeed of her idea that newspapers should stop feeding children with five idiotic forms of illiteracy, in lieu of humor, and the lady declares that she will carry her fight to the next convention of the American Society of Newspaper Editors.

PERSONALS

CYRUS H. K. CURTIS, with Mrs. Curtis and guests, is cruising along the Maine coast in his yacht, Lyndonia.

Edward W. Scudder, editor of the *Newark* (N. J.) *News*, is expected to return next week from a vacation spent in the Maine woods.

A. E. Sansoucy, owner and publisher of the *Ogdensburg* (N. Y.) *Republican-Journal*, has been appointed delegate to the Republican State Convention, which will be held at Rochester, N. Y.

J. E. Trower, vice-president and advertising manager, *Pittsburgh Post* and *Sun*, returned from a vacation trip to Ocean City, N. J.

Leslie E. Wallace, veteran editor and publisher of the *Larned* (Kan.) *Tiller and Toiler*, has returned from a 3 months' tour of the Orient.

George W. Marble, newly-elected head of the National Editorial Association and E. A. Van Valkenburg, editor of the *Philadelphia North American* were White House visitors this week.

George E. Miller, editor of the *Detroit News*, visited New York this week.

David E. Smiley, editor in chief of the *New York Evening Post*, and editor of the *Philadelphia Public Ledger*, and Mrs. Smiley sailed for abroad this week on the S. S. Zeeland. They plan to return early in September, visiting chiefly in London and Paris.

IN THE EDITORIAL ROOMS

HARRY J. STONE, for nearly a score of years cartoonist and columnist for the *Lewiston* (Me.) *Journal*, has resigned to join the art department of the *Los Angeles Times*.

Hal E. Mitchell, night editor of the *Detroit Free Press*, is spending his vacation at his old home near Milwaukee, Wis.

Otto C. Marckwardt, at different times editorial writer and school editor on the *Detroit News*, has resigned to accept a professorship in Detroit College.

Al Warden, sports editor of the *Ogden* (Utah) *Standard-Examiner*, is in charge of a semi-pro baseball tournament to be held in that city late in August.

C. M. Jackson, columnist of the *San Francisco Bulletin*, has collected some of his verse published in the daily and issued it in book form.

John R. Taylor, formerly of the *Bridgeport* (Conn.) *Telegram*, has opened an office in Bridgeport as representative of Findlay Bros., Inc., Hartford, Conn., printers.

Ed L. Shave, sports editor, *St. Paul Daily News*, and Mrs. Shave are parents of a daughter.

Mrs. Martha Candler, of Westport, Conn., has joined the feature staff of the *Bridgeport* (Conn.) *Sunday Post*.

Laurence C. Hodgson ("Larry Ho"), the veteran newspaper man, poet, and former mayor of St. Paul, has been reappointed by a special committee of the Minnesota Editorial Association editor-in-chief of the daily newspaper published at the state fair.

Miss Elma Lawton Johnston, *Trenton* (N. J.) *Times* reporter, sailed last Saturday on the Momus for New Orleans, where she will remain until mid-August.

Ray Pearson has returned to the *Chicago Herald and Examiner* sports staff.

Robert J. Casey, rewrite desk, *Chicago Daily News*, has sailed for a three months' trip to Europe.

Gus Axelson, veteran base-ball writer for the *Chicago Daily Journal* is seriously ill in a local hospital.

Miss Patricia Doherty ("Princess Pat") of the *Chicago Evening American* is back on the job following a two months' stay in New York.

James L. Wright, of the Washington bureau of the *Cleveland Plain Dealer* and Chairman of the Standing Committee of Correspondents, has returned to work after a two weeks' illness, resulting from a severe cold he contracted at the Democratic National Convention in New York.

Miss Martha Dalrymple, William Shinnick, and Ashley Greene are new reporters for the *Chicago Daily Journal*.

Ed Smith, sporting editor for the Chicago Evening American for the past 20 years, returned to the office this week after an extended leave of absence.

George M. Francis, editor of the *Napa* (Cal.) *Daily Register*, recently celebrated his 80th birthday.

IN THE AGENCY FIELD

NORMAN CLIFTON REEVES has joined the art department of the New York office of Lyddon & Hanford Company. He was formerly with the Frank Seaman Agency and the Don Forker Company of California.

Jack Horner, Inc., is the name of a new advertising agency in Long Beach, Cal., formed by Jack A. Horner, Mason Yould, recently assistant city editor of the *Long Beach Telegram*, and Fred Herr, formerly oil and automobile editor of the same paper.

Fred E. Mann has joined the Charles W. Hoyt Company, Inc., of New York, Boston and Springfield. His headquarters will be in the Little Building, Boston.

Kunsman Ad Service, Reading, Pa., has moved from 528 Washington street to 29 Reed street.

Miss Teresa E. Tefft has joined Andrew J. McGregor, industrial advertising, New York. She will do research work.

George V. Rockey, formerly general manager of the Western Advertising Company of San Diego, Cal., is now with the Henry B. Flarsheim advertising agency of Cincinnati, O., as head of the copy and contact department.

John M. McCarroll, for the past 6 years connected with the Lee syndicate newspapers in Iowa, has joined the advertising agency of Fairall & Battenfield, Inc., at Des Moines, Ia.

Charles Z. Offin, Advertising, New York, has moved his offices to 70 Fifth avenue.

G. D. Wheeler, for seven and one-half years with the J. H. Cross Agency of Philadelphia, has been appointed a vice-president of the Nichols-Evans Company, Cleveland advertising agency.

Dick Jemison, formerly with the United States Advertising Corporation, Todelo, O., is now in charge of the media and plan department of the William & Cunnyngham Agency, Chicago.

Street & Finney, Inc., will move to new quarters in the American Radiator Building, 40 West 40th street, New York, Aug. 4.

Addison F. Vars has been made directing partner of the Remington Advertising Agency of Buffalo, and Frederick Kendall, general manager.

MacManus, Incorporated, advertising counsel, has announced the appointment of Lee Anderson and Warner H. Jenkins, Jr., as vice-presidents.

IN THE BUSINESS OFFICE

EDWIN S. FRIENDLY, business manager of the *New York Sun*, has returned from a month's vacation at Lake George and Shawnee-on-the Delaware.

J. S. Glazebrook, for the past two years circulation manager of the *Ogden* (Utah) *Standard-Examiner*, has resigned to become manager of the Riverside Hotel at Lava Hot Springs, Idaho. He is succeeded by H. E. Gibson, Jr., of Ogden, formerly an auditor for the Audit Bureau of Circulation.

Edgar G. Horn, formerly business manager, *Sharon* (Pa.) *Telegraph*, is now director of circulation, Montee Publishing Company, Inc., Baltimore.

R. J. Hade of Chambersburg, Pa., has joined the advertising staff of the *Hagerstown* (Md.) *Herald-Mail*.

Lloyd Spencer, president of the Pacific Coast Advertising Clubs, has returned to the staff of the *Seattle Post-Intelligencer* after 2 years' absence.

FOLKS WORTH KNOWING

FOLLOWING 3 years as director of advertising for the *Kansas City Journal and Post*, J. Mora Boyle has returned to New York as advertising manager of the *New York Mirror*, new morning tabloid.



J. M. Boyle

Boyle entered the newspaper field in New York in 1909, being associated 8 months with the old *New York Press* and later with the *New York Evening Mail*. He had previously had charge of publicity for the Wright Brothers, the famous aviators of Dayton, O.

Leaving the Mail in 1911, Boyle joined the advertising staff of the *New York Evening Telegram*. In 1915, when B. T. Butterworth resigned to become advertising manager of the *New York Times*, James Gordon Bennett appoined Boyle his successor. Through energy and persistence Boyle brought the Telegram into first place in total advertising among newspapers in the evening field.

On Jan. 6, 1919, he was appoined advertising manager of the *New York Evening Post*, remaining with this newspaper until 1921, when he went to Kansas City.

For many years Boyle was a member of the 7th Regiment, New York, and, just before the signnig of the armistice, he received an appointment as Captain in the Morale Corps of the army.

PRESS ASSOCIATION NOTES

WESTBROOK PEGLER, of the New York Staff of the United News, with his wife, Julia Harpman of the *New York Daily News*, is vacationing in Maine.

Henry Farrell, sports editor of the United Press Associations, who was delayed in France, where he covered the Olympic games, because of an infected ankle which sent him to a hospital, is expected to return to this country late next week.

W. S. Curry, formerly head of the copy desk, *Indianapolis Times*, has joined the New York staff, International News Service.

H. C. Hamilton, formerly of the Chicago bureau, International News Service, has been transferred to the New York bureau.

James H. Furay, foreign editor of the United Press, plans to return next week from Cliffhaven, N. Y., in the Adirondacks, where he is spending his vacation with his family.

Ed. Conkle, superintendent of bureaus for the United Press Associations, spent this week on a business trip to Kansas City and Chicago.

Foster Eaton of the New York staff of the United Press, who spent his vacation in Maine, is now relieving Carl Huber, manager of the Boston office, who is on vacation. Todd Wright of the New York office of the United Press is also on vacation.

Robert Remy, Washington correspondent of the Havas News Agency, sailed for France this week.

MARRIED

HERBERT D. BRAUFF, vice-president and editor of the *Reading* (Pa.) *Tribune*, to Miss Laura F. Ellis, Wilkes-Barre, high school teacher in Philadelphia, July 26.

Granger Mitchell, managing editor of the *Fort Dodge* (Ia.) *Chronicle and Messenger*, to Miss Marjorie McQuilkin of Fort Dodge, July 23.

E. H. Weaverling, city editor of the *Lancaster* (Pa.) *News-Journal*, to Miss Marie Marrow, also of Lancaster, on August 14, 1923, in St. Paul's Chapel, Trinity Parish, New York. The wedding was kept secret until recently.

William J. Engel, Davenport, Ia., to Miss Viola Hamm, of the *Davenport* (Ia.) *Times* business staff, July 19.

Herman Wuetterich, *Peoria* (Ill.) *Star* circulation department, to Miss Mabel Cooke, July 8, in Bloomington, Ill.

George Hager, advertising department, *Spokane Chronicle*, to Miss Myrtle Herbert of Chippewa Falls.

Theodore R. Borkett, circulation department, *Spokane Chronicle*, to Ruby Bro.

Harold Walter Clark, assistant city editor of the *Bridgeport* (Conn.) *Telegram*, to Miss Bertha Kenniston of Boston.

Miss Betty Scott, of the *Independence* (Kan.) *Reporter*, to Manley Casement of Sedan, Kan., recently.

Miss Mildred Kennedy, formerly of the business department, *Holyoke* (Mass.) *Transcript*, to Robert H. Johnson of Greenfield, July 19.

Theodore M. R. von Keler of Chicago, assistant editor of *Liberty*, the new *Chicago Tribune* magazine, to Miss Helen Dorothy Ashby of Girard, Kan., July 19

The Haskin Service
deals constantly with the constructive work of the Government and defends and promotes patriotic principles in all seasons and in all circumstances.

FIRST OF THE LONDON ADVERTISING MEETINGS



Albert Hall was filled from floor to topmost boxes for the reception to the Americans that opened the recent London advertising convention.

Edgar Jordan Parker, sales manager of the Philadelphia Public Ledger Syndicate to Mrs. Morris Parker Boyle in Philadelphia, July 25. The couple will reside after Sept. 1, at Haddonfield, N. J.

Miss Alice Carrothers of the *Chicago Tribune* classified department to Hasburg Hefner, July 18.

John Alcock, editor of the early mail edition of the Sunday *Chicago Tribune* to Miss Winifred Lagorio, July 21.

Donald F. Arthur, advertising manager, *Centralia* (Wash.) *Chronicle*, to Miss Rosina Tuttle.

Ford Sawyer, baseball writer, *Boston* (Mass.) *Globe*, to Miss Alice E. Erickson of Worcester, Mass., July 14.

Cloyce C. Hamilton, night editor, *Burlington* (Ia.) *Hawkeye*, to Miss Gladyce Pratt of Wilmette, Ill., June 23 at Mt. Pleasant, Ia.

Ralph J. Deane, member of the advertising staff, *Bloomington* (Ill.) *Pantagraph*, to Miss Bessie E. Cox, in Bloomington, July 18.

WITH THE SPECIALS

AMERICAN PRESS ASSOCIATION has been appointed to represent the *Plattsburg* (N. Y.) *Daily Republican*.

David J. Randall & Co. has been appointed Eastern representative of the *Vancouver Daily Sun*.

Thomas F. Clark Company has been appointed to represent the *Oregon City* (Ore.) *Morning Enterprise* and the *Tarentum* (Pa.) *Daily Valley City News*.

John H. Perry, publisher, has appointed the E. Katz Special Advertising Agency, New York, representatives of the *Pensacola* (Fla.) *Journal* and *Reading* (Pa.) *Times*.

NEW PLANTS END EQUIPMENT

QUINCY (Mass.) *PATRIOT-LEDGER* on July 22, moved into its new plant after occupying the same building for 87 years.

Peoria (Ill.) *Star* issued its Sunday sections, July 27, in colors from its own color presses.

Renovo (Pa.) *Daily Record* has installed an additional linotype.

Norfolk (Va.) *Ledger-Dispatch* recently installed two Intertypes.

CHANGES OF OWNERSHIP

E. L. KOKANONE, for 8 years editor of the *Siloam Springs* (Ark.) *Daily Register*, has sold this newspaper to John P. Clegg.

Mark Hudson, publisher of the *Nauvoo* (Ill.) *Rustler* and a string of 3 papers in adjoining towns, has bought the *Bowen Chronicle*.

A. W. Shannon of Wharton, Tex., has purchased the *Beeville* (Tex.) *Bee* from R. W. Barry. Shannon has been associated with his father, F. W. Shannon, in publication of the *Wharton Spectator*.

John J. Jones, who recently sold the *LaGrange* (Ga.) *Reporter* to Jack J. Williams of the *Waycross Journal Herald*, has bought the *Fort Valley* (Ga.) *Leader*.

John H. Jones has purchased the *Fort Valley* (Ga.) *Leader-Tribune*.

ON THE MECHANICAL SIDE

PRESIDENT John Badaracco, Fred Keenan, Charles Harvey, Thomas Porter, Thomas Etzrodt and Robert Dwyer will represent Boston Web Pressmen's Union No. 3 at the annual convention of the International Printing Pressmen's and Assistants' Union of North America, to be held in Tennessee, late in August.

Rush L. McConn, has resigned as foreman of the *Kansas City Journal* composing room to enter business with his brother in Monett, Mo

Anthony A. Duke, for 49 years a member of the Typographical Union, No. 80, in Kansas City, and for 17 years secretary of the organization, has resigned on account of ill health. The organization voted him a pension.

Obituary

WILBUR N. LOWERY, owner and editor of the *Heuvelton* (N. Y.) *Bee*, died suddenly shortly after midnight Friday, July 18.

WILLIAM S. MCDONALD, 62, business manager of the *Wheeling* (W. Va.) *Register*, died at his home there July 27. He had been connected with the Register for more than 40 years.

ARCHIBALD W. GUNN, 50, for more than 30 years a Michigan newspaper man and for 8 years city editor of the *Muskegon* (Mich.) *Chronicle*, died in Traverse City, July 19.

ALFRED CHAIGNEAU, 77, founder of the *Franco-Californian*, a French daily of San Francisco 40 years ago, died July 20.

W. H. ALEXANDER, for 30 years editor and owner of the *Paris* (Mo.) *Mercury*, died recently.

CHARLES J. GRANT, for 28 years connected with the mailing room staff of the *Boston Post*, before his retirement on a pension, about a year ago, died last week in Boston.

CHARLES CARROLL, 72, of Phenix, R. I., pioneer newspaper man of Rhode Island and Massachusetts, at one time city editor of the *Worcester* (Mass.) *Telegram*, dropped dead in Providence, July 25.

MRS. CLARA J. ROBINSON, 61, wife of William T. Robinson, publisher of the *Southbridge* (Mass.) *Herald*, died on July 21.

CHARLES T. LAVENE, former special writer of the *Claremont* (N. H.) *Daily Eagle*, died recently.

GEORGE FENLEY, 73, more than 50 years connected with the mechanical department of the Portland (Me.) *Daily Eastern Argus*, died July 23.

EVEREST BUELL HOLDEN, 34, editor and manager of the *Schuylerville* (N. Y.) *Standard*, a weekly, died recently in a Saratoga hospital. Before going to Schuylerville, he had worked on the *Glens Falls* (N. Y.) *Times* and the *Greenwich Journal*. He became editor and manager of the Standard in April 1922.

NELLIE MADELINE A. DAVIS, daughter of the late C. C. Davis founder of *Leadville* (Col.) *Herald Democrat* and herself a prominent newspaper woman died in Algiers, Morocco, recently. Since the end of the war she served in Algiers as relief nurse attached to the French colonial administration.

MRS. IDA L. MCLEAN, widow of Andrew McLean, editor and publisher of the *Brooklyn Citizen*, died at her home in Brooklyn this week. She is survived by her son David J. McLean, publisher of the Citizen, and a daughter, Mrs. A. M. Connett.

ALBERT D. SHERIDAN, 63, president of the American Colortype Company, died July 25, at his home at Evanston, Ill.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Beginning Today, You May Have
DOWN THE ROAD
Weekly Automobile Cartoon by BECK.
In 3-col. as well as 4-col. size.
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Daily Serial

MURDER ON THE LIMITED.
Lewis Wilson Appleton, Jr.,
1922 East Pacific Street Philadelphia, Pa.

Fiction

CIRCULATION BRINGERS.
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., New York

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial. Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

Women's Features

With the Fall Coming On,
YOUR HOME AND YOU
Will Help Your Women
Readers Solve Its Problems
Metropolitan Newsp. Serv., 150 Nassau St., N. Y.

WHAT'S WHAT IN THE FEATURE FIELD

J. P. McEvoy, who furnishes the script for "The Potters," a comic strip released by King Features Syndicate, New York, has transposed his play, "The Potters," into a musical revue known as "The Comic Supplement." Florenz Ziegfeld will present the adaption to New York early in the fall. McEvoy has written book and lyrics and has arranged several of the ballet numbers.

John H. Millar, president of Associated Editors, Inc., Chicago, is now abroad to sign several foreign contributors for a new weekly feature to be released in the fall.

Bobby Cruickshank, William Mehlhorn, Ted Ray, John Black and Bob MacDonald are some of the golf stars contributing to "Golf, as Champions Play It," a new feature just released by Associated Editors, Inc., Chicago.

Grace Bliss Stewart has written a series of fairy stories for children for the Wheeler Syndicate, New York.

Irwin Barbour, Pacific Coast representative of the McClure Newspaper Syndicate, New York, will spend his vacation during August at Stockton, Cal.

E. L. Tinzmann, western representative, Associated Editors, Inc., Chicago, has been temporarily transferred to the Central West.

James W. Bennett has written a series of six short stories for the McClure Newspaper Syndicate, New York. They will be released Aug. 24.

Sam Langford, picturesque negro pugilist, has written the "Story of My Fighting Life," for the Premier Syndicate, New York.

Billy De Beck, creator of "Barney Google and Spark Plug," for the King Features Syndicate, is touring Europe with Rudolph Block, the syndicate's comic editor.

Premier Syndicate, New York, has revived "In the Land of Wonderful Dreams," Winsor McCay's, colored Sunday pages.

Jack Callahan, cartoonist, who draws "Freddie the Sheik" for the King Features Syndicate, and Zere, creator of "So This Is Married Life" are vacationing together in the Maine woods and Canada.

George Herriman, creator of "Krazy Kat" and Tom McNamara, who draws "Us Boys," have returned to the Pacific Coast, following several weeks spent in New York and vicinity. Herriman is now living in Hollywood, Cal.

H. C. Witwer, who wrote "The Leather-Pushers" is writing the script for "Samson and Delia" for the King Features Syndicate, which claims it is the first national comic strip reflecting the public interest in boxing.

Charles McManus, who draws "The Newlyweds" is in San Francisco now, having just completed a vacation trip through the Canadian Rockies. He expects to return to New York in time to attend the Firpo-Wills fight.

Murat Young is the creator of "Dumb Dora," a new comic strip for the Premier Syndicate, New York.

Babe Ruth will personally conduct an "All-American Baseball Team Contest," starting Aug. 3, for the Christy Walsh Syndicate, New York.

John Held, Jr., who draws the comic "Oh Margy!" for the United Feature Syndicate, New York, managed an amateur "Follies" performed last week by members of the Weston, Conn., art colony. Hendrik Van Loon, whose writing is syndicated by the Christy Walsh Syndicate, New York, was one of the performers. Held took the part of a trained gorilla.

WEEK'S PRESS FLASHES

This may be the dawn of a new era, but it feels more like the morning after.—*Columbia* (S. C.) *Record.*

No one can be blamed for supposing that the middle initial of Clem L. Shaver's name stands for Little.—*Springfield Republican.*

The expedition to British Honduras has brought back a pair of strange animals that crawl along the ground like alligators, have the armor of turtles and can spring six feet. It sounds to us as though the perfect pedestrian had been discovered at last.—*London Punch.*

"Do you remember what is in your party platform?"

"Not as clearly," admitted Senator Sorghum, "as I remember some of the things we had a fight to keep out of it."—*Washington Star.*

People sometimes put over a bluff, but usually they fall over them.—*Springfield Illinois State Journal.*

The President of the Simile Revisers' Union returned from a month's vacation last night blue as a berry.—*F. P. A. in the Conning Tower New York World.*

In the good old days they used to duck the common scolds; now they nominate 'em for public office.—*J. R. W. in Milwaukee Journal.*

All London is agitated about a picture painted by a grocer. London should see some of the pictures painted by an American real estate agent.—*Abilene* (Kans.) *Reflector.*

The most truthful man chopped down a cherry tree, but the most popular one shakes the plum tree.—*Norfolk Ledger Dispatch.*

We don't blame the women for preferring bridge to politics; there is some sense in bridge.—*Columbia* (S. C.) *Record.*

Ancient history is a great comfort. It shows there were fools in those days too.—*Buffalo Enquirer.*

The test of true religion is the ability to love somebody who makes more money than you make.—*Baltimore Sun.*

3 Simplicity OF LUDLOW

THE shortest distance from display copy to form is via the Ludlow System of composition, because with the Ludlow you always have at instant command an abundance of new type in slugs from six to full-width sixty point, in a wide range of faces. This includes the beautiful Ludlow italics which have the full kerning effect without any kerns to break off.

Ludlow Typograph Co.

2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

NINETY PER CENT OF

West Virginia's

PEOPLE ARE NATIVE BORN WHITE

WEST VIRGINIA people, 1,463,701, are almost all native white. The foreign born white population numbers only 61,906, constituting only 4.2 per cent of the total population.

These people have a per capita wealth of $3,040, exceeding the average for the country by $122.

A market composed of such a large percentage of native white population—with the wealth of the state above the average—means ready response to worthwhile advertised articles.

Compare the number of cities, the number of papers, the population of the cities, the circulation of the papers, the wealth per capita and the advertising rates and you can draw your own conclusions.

West Virginia is a hustling state, and the people of this state respond readily to the right merchandising appeal when they see it.

Use these dailies for your publicity and get your share of this West Virginia business.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

NEWSPAPER MAKERS AT WORK



B. H. PEACE—He Approves of Young Men

"I FEEL," said B. H. Peace, "like I had stolen a yellow dog."

His interviewer, ready for a drive into the Blue Ridge mountains, for which they were starting, wondered why the editor and publisher of the *Greenville* (S. C.) *News* should experience such an emotion.

"It's only 5 o'clock," said Mr. Peace, "and there's still work to be done around the office. Compunctions of conscience never let me feel right when I run away from things like this."

At the age of 50, he has a record of 40 straight years of hard work, 28 of them for other people. As owner of the News his opportunities for leisure are unlimited. Friends who have urged retirement have found their recommendations falling on unsympathetic ears, because B. H. Peace asserts he would much prefer to "labor without pay than to loaf for a fat salary."

Mr. Peace was not blessed—or cursed—with a good start in life. He stepped from a farm to the bottommost rung in a printing office. Years of work brought him ownership of one of the section's largest printing houses; and 8 years ago he was made business manager of the *News*. Today, he is editor, publisher and owner.

In the 8 years he has managed the paper gross business has increased more than 700 per cent, or about 90 per cent annually.

How?

Not by contests or similar promotional schemes. Not one has been used. Not by lack of competition.

"Chiefly," Mr. Peace said, "by continuously faithful hard work by a majority of men in the organization. Too, because we employ only young men in every department. It has always been our policy when expanding the organization of filling vacancies of any sort to take on men who are coming, and not going. Also, we have tried to produce consistently a newspaper that is several years ahead of the community in which it circulates, and to this end we have put back into the paper each year the greater portion of its earnings. We seem to have succeeded in giving the people what they want.

But Mr. Peace by no means is contented.

"We have never published an edition I was satisfied with," he said. "Considering even the issues I am proudest of, I feel that we might have done better by more careful thought and harder work."

The policy of employing young men does not in the slightest jeopardize the old-timers. One who has been with the paper for decades, for example, is no longer physically able to contribute services in the production of the paper; but his weekly compensation comes in regularly, just as it always did.

And the anxiety of Mr. Peace to do each day's work does not mean that he does not know how to play, and, more important, when to play.

Associated with him in his work are three of his sons, his "right hand" being the eldest, Roger C. Peace, business manager. Charlie is foreign advertising manager and B. H., Junior, yet in his teens, is learning what it is to sweat in the circulation department at $12 a week.

"Work and thrift are the foundation stones of character," Mr. Peace says, "Character is the fruition of habit. It is as impossible to put live, growing timber into a worm-eaten, hollow oak as it is to change a man's habits after he attains the age of 45 or 50. Nature must assert itself here—he must be born again, physically or spiritually. You can patch them up but they are still only a hollow shell."

One of the mottoes he follows, he recommends to his employes:

"It is easier to do things correctly than to do them incorrectly—and a great deal more satisfactory."

The confidence and good-will of readers of The New York Times are built upon its news.

Impartial and devoted solely to the task of giving the news, first and complete, The New York Times is preferred by intelligent and thoughtful men and women for reports of the Presidential campaign.

The news in full—the news first—the news presented on judgment of its worth. The New York Times always covers the big news best.

Veteran Laments "Good Old Days"

TO EDITOR & PUBLISHER: I'd like to get rid of my grouch by using the EDITOR & PUBLISHER. Useless to tell the young fellows of the standardized machine-made dailies of today that their sheets are not so INTERESTING as they were 30 or 40 years ago.

The man of the household at breakfast or going to work sees on the first page the ordinary sloppy "news." I'll admit some of it is of interest—international, national, state or local. But how is it dished up? Ordinarily, commonplace—no zip to it.

True, most of the stuff isn't worth the money the publishers pay the linotypers to set it—but, still, the stories could be made attractive without impunging upon the truth and fastening them solely upon a "high official" or "rumors."

After looking at the headings or reading the stories on the sports pages (bully for a red-blooded man, even if he be old) what does he find? Lot of junk?—"What My Baby Said," about "How to Get Rid of Pimples and Blackheads," in "Embarrassing Moments," or the rot about "Your Dreams Explained" by men telling "How They Got Their First Jobs!"

Editorials? No influence on the community—local writeups for the masses and classes—the mechanic, motorman, banker.

If you read *one* paper you read 'em *all*—for the *news*. The "slush" stuff is varied. Some of the comics will provoke a laugh, but isn't once a week—Sunday—enough? Financial pages, real estate, certainly, always.

The business office (circulation) may say the women like the silly stuff. Give it to them on Sunday, let them read the advertisements week days. If the ads are written attractively, their interest will be held till it is time for the dear ones to resume their household duties.

There are no "scoops" in the newspapers today—stories which the reporters had to "dig" for and over which the editors would "gloat" when the "loathsome contemporaries" had to refer to them the next day. (And the editor let his reporter put a "tag" in the business office.)

And there's no "punch" in the stuff—all carbon-sheet copy, ground out by the same typewriter, mechanically headed by the copy reader and chuted to the linotype room—just as shoes and matches are manufactured.

"IKE" ALLER,
San Francisco Examiner.

"FIRST IN PUBLIC SERVICE"

The Morning World.

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

46% coverage

The largest percentage of coverage of its field offered by any New York paper—morning, evening or Sunday.

NEW YORK EVENING JOURNAL

Every College Magazine Imitates

JOHN HELD, JR.

You Can Have Him



Margy says rolled stockings uncover a multitude of shins.

(1 Col. Daily, ½ Page Sunday)

UNITED FEATURE SYNDICATE
World Building New York City
N. A. Huse, Gen'l Mgr.

Efficiency—Accuracy—Speed—Economy

In addressing and mailing systems this quartette is found only in the

Pollard-Alling Addressing and Mailing System

The Pollard-Alling Company has the enviable record of never having lost a daily newspaper customer.

Without exception they recommend its use to fellow publishers.

Write us for complete list of users and tell us the size of your mailing list and we'll be glad to tell you the cost of a complete outfit suitable for your needs.

POLLARD-ALLING MFG. CO.
Addressing, Mailing & Listing Machines
220-230 West 19th Street
New York, N. Y.

FROM THE TOP OF THE GREEN ISLE



Ulster's delegation to the international advertising convention bore their banner high. Its membership made up in activity what it lacked in numbers.

GEORGIA PRESS HOLDS ANNUAL MEET

Members Tour Through Southeastern Section of State—All Officers Reelected—Ashburn Paper Wins Sutlive Trophy

Georgia Press Association held a gyrating" convention last week beginning Monday and ending Saturday during which a tour was made through the outheastern portion of the state. The rst regular session was held at Wayross Monday night, the last session at Brunswick.

Business sessions were held on Billy's sland in the heart of the famous Okeefenoke Swamp, which lies near the Florida line. Here all officers of the ssociation were re-elected as follows: President, Charles D. Rountree, *Wrightsille Headlight;* first vice-president, Ernest Camp, *Walton Tribune;* second ice-president, Miss Emily Woodward, *Vienna News;* recording secretary, Charles J. Benns, *Butler Herald;* corresponding secretary, Hal M. Stanley of Atlanta; treasurer, J. J. Howell, *Cuthert Leader.*

A resolution offered by C. D. Rountree, president; W. G. Sutlive of the *Savannah Press;* Miss Emily Woodward f the *Vienna News,* and W. T. Shytle f the *Adel News,* committing the assoiation to the collecting of a fund to be nown as the "G. P. A. Educational und," to be employed in supplying orthy boys and girls with money with hich to go to school or college, was assed. This fund is not to be taken om the treasury of the association but to be raised by voluntary subscriptions.

A resolution was also adopted favoring the creation of a state port at tide water so that the diversified crops of Georgia may be preserved and sold to the best advantage.

On Wednesday night the Sutlive Trophy, a silver cup given to the association by Past President W. G. Sutlive, managing editor of the *Savannah Press,* for award to the newspaper which has done the most practical community work during the year, was presented to Mrs. Nora Lawrence Smith, managing editor of the *Ashburn Wiregrass Farmer.*

A surprise gift of a loving cup was given Hal M. Stanley, for more than 20 years corresponding secretary of the association, in recognition of his faithful service.

Theater Fetes Newspaper Club

New York Newspaper Club members were guests on Thursday this week at the Mark Strand Theatre on the occasion of the return of Miss Estelle Carye, soprano. Miss Carye, because of her singing at the Newspaper Club entertainments for visiting correspondents during the Democratic convention, was adopted by the club as "The Little Brown Thrush of Broadway."

Advertising men keep in touch with their media through EDITOR & PUBLISHER —$4.00 a year.

IOWA DAILY FEATURES SEMI-PRO. BASEBALL

Seventy Teams Cooperate to Furnish Daily News Page—Haphazard Methods Discarded—Holds Small Town Readers

The *Council Bluffs* (Ia.) *Nonpareil* has evolved a plan for covering semi-pro baseball in its section of the state which has become popular with followers of the game. Seventy teams in 7 counties are co-operating with the paper, which devotes a page to their activities.

Contact is maintained with these teams by telephone and weekly letters. Schedules are printed and complete box scores run. Results of individual games are telephoned to the paper; box scores follow by mail. These are printed under a standing head "Southwest Iowa Box Scores," with sub heads "Played Sunday at Corning," etc. Box score blanks are furnished by the sporting department to managers of the teams who act as reporters for the Nonpareil.

A date book as complete as that kept by the city editor is maintained. When a team has an open date it is often filled through the newspaper.

At least once a week a picture of an outstanding southwestern Iowa player appears, while occasionally a three or four-column layout brings out prominent local players. A sports cartoon service fills on days when pictures are not published.

By thus carefully and consistently covering news of the semi-pro field the Nonpareil has gained readers among backers of the various teams. The plan of enlisting the co-operation of the teams has proven far superior to the old haphazard method of covering unorganized baseball. Rivalry between the teams is high and when the annual southwestern Iowa tournament is played the Nonpareil covers the contests in world series style, furnishing the "home towns" with bulletins as well as carrying play-by-play accounts.

C. M. McMillen is in charge of the Nonpareil's semi-pro baseball page.

Rendering Fine Service

July 4, 1924.

TO EDITOR & PUBLISHER: It is due to you from those of us in this country who have received On-to-Britain numbers that acknowledgment should have been made of the very fine service which you have rendered and are rendering this country through your attention to the International Advertising Convention.

I am led to send you this letter because of my unstinted admiration for the On-to-Britain issue of your publication which has just come to hand.

It is an amazingly complete issue so far as it relates to this country, both in its spirit and in its matter. It leaves nothing to be desired, and you and Mr. Ridout, your London Editor, and also Mr. Fitch, deserve the unmeasured thanks of all those who have been recipient of this special issue of yours.

You have invested so much thought, time, money and sympathy in this production that I am sure it will please you to know that your investment is perceived and appreciated, and I am trusting that you have the reward from it desired.

JOHN C. KIRKWOOD.

St. James Advertising and Publishing Company, Ltd., London.

IN SALT LAKE CITY, UTAH

The Deseret News

Oldest Western Newspaper, is the Recognized authority of the intermountain region.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

The Greatest Force in British Advertising is

The Times

London, England

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE

enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.

DAILY MAIL
NEW YORK OFFICES
280 Broadway
Telephone: Worth 7270

In New Orleans it's THE ITEM

LINKS WITH BRITAIN

THE HOME OF JOHN ROLFE

Heacham Hall, near Hunstanton, still owned by the Rolfe family, was the home of John (sometimes called Thomas) Rolfe, who crossed over to Virginia early in the 17th century and there married Pocahontas, the Red Indian Chieftainess, who died so tragically on the occasion of her visiting England in 1616, three years after her marriage.

Heacham Hall is easily reached from Norwich, which place is a convenient centre for several such interesting excursions, including Sandringham, the Norfolk home of the Royal family; Bury St. Edmunds, famous for its Abbey ruins; Castleacre, Castle Rising, East Dereham (the burial place of the poet Cowper), and Thetford, which was the chief town of the Anglo-Saxon kingdom of East Anglia.

London & North Eastern Railway from Liverpool Street Station, London

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

THEY ASSEMBLED EVEN FOR BREAKFAST AT LONDON CONVENTION



Col. W. E. Wood, chief of staff for Rodman Wanamaker, was one of the many entertainers for the American delegates to the recent London advertising convention. He gave a breakfast party for this group at the Carlton Hotel, July 18.

CURB ON CRIME NEWS BEFORE TRIAL ASKED

Chicago Tribune Backs Plan Editorially and Lawyers Approve—"Trial by Newspaper" Hit—Regulatory Measure Sought

Drastic regulation of publicity given in the newspapers to criminal and civil cases before the actual hearing in court was urged this week in an editorial published in the *Chicago Tribune*.

The proposal followed the Tribune's abandonment of its suggestion that the trial of Nathan Leopold, Jr., and Richard Loeb for the kidnapping and murder of Robert Franks be broadcast by radio. The Tribune thereupon conducted a referendum among its readers to ascertain their opinion of the broadcasting proposal, and the vote was overwhelmingly against it.

Among those who have indorsed the proposal to curb publicity preceding trials is Russell Whitman, vice-president of the Chicago Bar Association.

"The lawyers are far from blameless," said Mr. Whitman, "but reputable members of the bar deplore the injustice of permitting a trial by newspaper in advance of a hearing by a court and jury. The statements of counsel giving to the press their version of a case and what they are going to prove and do, make it seem incumbent upon opposing counsel to take issue, also in the press, or to allow partisan claims to go unchallenged.

"Where a case promises to be sensational the contest is on. It is most unseemly. Neither party is under any control—a prize fight and no referee. The spectacle is sickening."

"The chief difficulty is likely to arise in drafting a measure which will restrict 'the freedom of the press' only when such freedom operates to obstruct justice. But I believe such a measure can be drawn and enacted."

Andrew R. Sherriff, chairman of the Chicago Bar Association's committee on relations of the press to judicial proceedings, placed squarely upon the shoulders of newspaper editors the responsibility for bringing an end to "trials in the newspapers." No new law is needed for the purpose, he said. He refused to concede that all newspapers must cease the practice before one newspaper dares to deprive its readers of what another furnishes.

Washington Correspondents Back

Robert Barry, chief of the Washington bureau of the *Philadelphia Public Ledger* is back on the job after a three weeks' vacation following the national convention season. Charles Michelson of the *New York World* and Arthur Sears Henning of the *Chicago Tribune* are the only heads of the larger Washington news bureaus who remain on vacations. Henning recently sailed for a 6 weeks' trip to Europe.

"Lost Legion" Veteran Paroled

The first Chicago man of the "lost legion" to be paroled following a campaign started by the *Chicago Tribune* last January arrived home last week. He is Adrian C. Taylor, who has served 5 years of a 35 year sentence. He was one of some 300 war veterans who remained in prisons after slackers and draft evaders had been released.

Newspaper Man a Suicide

Pursley B. Ogden, 34, copy reader, *Los Angeles Examiner*, committed suicide by swallowing poison while motoring with his brother near Pomona, Cal., July 27. Mr. Ogden formerly was assistant city editor, *Chicago Evening Post*, and a copy reader, *Chicago Evening American*.

Starts Radio Fund for Veterans

Chicago Daily News last week launched a campaign among radio enthusiasts to raise $60,000 with which to buy radio receiving sets for disabled war veterans in hospitals in the Chicago district.

VANDERLIP SATISFIED

His Washington Research Bureau Will Not Be Scrapped

WASHINGTON, D. C., July 31.—The Citizens' Research Bureau, the organization established by Frank A. Vanderlip to unearth and tell the real and inside story of the Government and the manner in which it is conducted, will not "go out of business." A current report that the organization, which had been active in furnishing information for the Senate's investigation of the Department of Justice, would disband, has been denied by J. Weston Allen, of Boston, general counsel for the bureau.

The real truth of the situation, Mr. Allen asserted is that a reorganization of the bureau on a permanent basis as a national organization now is nearly completed. In the meantime important country-wide investigations are in progress by the field agents of the bureau.

Since Congress adjourned the reorganization has been under way in accordance with Mr. Vanderlip's plan to make the bureau something more than a one man organization. The former New York banker, who projected the bureau, with the idea that the newspapers were not doing their duty and exposing corruption in high places, had often expressed the opinion that the bureau could be most effective as a cooperative undertaking.

Apparently Mr. Vanderlip is satisfied with the manner in which the bureau has developed and having put Mr. Allen, who was formerly attorney general of Massachusetts at its head, has turned it over to him to go ahead.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The **Plain Dealer**

ONE *Medium* — ONE *Cost* ALONE *Will sell it*

J. B. Woodward, 110 E. 42d St., NEW YORK — Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y. — Lytton Bldg., Chicago, Ill.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

THE SERVICE STATION

Questions Concerning the Newspaper and Allied Lines Will Be Answered Here.

Q. Can your statistical department furnish us by return mail with the total daily newspaper circulations and the milline rates for the 20 leading cities of the United States?—B. O.

A. Total circulations and milline rates for the 20 leading cities appear in the Table below. It is based on the March 31 A. B. C. or Post Office Statements of circulation and the minimum rates per agate line now effective on general advertising. The tabulation excludes foreign language and trade and class dailies, being based only on the figures of English language daily and Sunday newspapers of general circulation.

Noteworthy to the general body of EDITOR & PUBLISHER readers, if not of primary interest to our correspondent, is the fact that these 20 cities produce more than half the total circulation of the country's daily press and that their space is still available for advertisers on regular contracts at the ridiculously low rate of $1.89 per line per million circulation, daily, and $1.71 per line Sunday.

The tabulation follows:

	Weekday Editions			Sunday Editions		
City	Total Net Paid Daily Circulation	Combined Line Rate	Milline Rate	Total Net Paid Sun. Circulation	Joint Line Rate	Milline Rate
New York	4,249,122	$7.892	$1.85	3,442,588	$6.2495	$1.81
Chicago	1,916,761	3.01	1.57	1,980,671	2.25	1.13
Philadelphia	1,328.309	2.1382	1.60	976,975	1.7882	1.83
Detroit	624.171	1.15	1.84	730,457	1.23	1.68
Cleveland	566,174	1.18	2.08	433,244	.80	1.84
St. Louis	576,968	1.12	1.94	635,998	.86	1.35
Boston	1,506,323	3.20	2.12	1,314,895	2.15	1.63
Baltimore	454,884	.98	2.15	283.882	.65	2.28
Pittsburgh	583,580	1.08	1.85	542,398	.69	1.27
Los Angeles	760,269	1.65	2.17	707,048	1.41	1.99
Buffalo	353,398	.84	2.37	270,269	.54	1.99
San Francisco	557,569	1.37	2.45	458,648	.95	2.07
Milwaukee	312,509	.69	2.20	291,227	.65	2.23
Washington, D. C.	295,319	.88	2.98	292,350	.70	2.39
Newark, N. J.	223,326	.49	2.19	91,456	.25	2.73
Cincinnati	442,318	.85	1.92	127,844	.34	2.65
New Orleans	191,924	.44	2.29	283,599	.53	1.87
Minneapolis	312,651	.63	2.01	320,402	.55	1.72
Kansas City, Mo.	809,628	1.00	1.23	433,117	.665	1.53
Seattle	241,454	.65	2.69	239,765	.515	2.14
Totals	16,306,657	30.9402	1.89	13,856,833	23.7677	1.71

Number of daily papers listed 112
Number of Sunday papers listed 60

WHAT THEY ARE SAYING

EDITORS VS. KINGS

"NO king in olden times exerted so wide an influence as is within the power of the editor of any good newspaper. I tremble to think what would happen to a man hoping to be elected to office if the newspapers should suddenly agree never to print his name. Once in a while, a politician will think that he can silence a newspaper. I never noticed that he has any luck. But a newspaper can silence a politician almost any time."—Lt. Gov. Alvan T. Fuller of Massachusetts.

* * *

JOHN WANAMAKER'S ADVERTISING

"WE have organized our advertising bureau much like a newspaper. We consider the things to advertise as the news of the store. We have our reportorial staff, our artists' staff, and our print shop which sets up the advertising. In consultation with the merchandising office, the space is laid out several days ahead. Then the news is gathered through the store. We do not allow any one to write an advertisement without seeing the merchandise. We insist also that the "reporter" see the buyer in charge of the merchandise and get information at first-hand. The news is then written in human-interest form and given to our managing editor for his approval. It is then set in type and made up as a unit in the newspaper."—Joseph H. Appel, Advertising Director, John Wanamaker's.

* * *

COUNTRY MERCHANT SHOULD USE WEEKLIES

"THERE is one form of advertising very much in vogue in some sections that I personally do not approve of, especially for the country merchant, and that is bill board advertising. There are several reasons why we object to this form of advertising. It is expensive for the number of people it reaches; it gets stale for want of frequent change of copy; they become repulsive and often detract from the attractiveness of the surrounding section; in our section, they make ideal targets for rifle and shotgun practice, especially the roadside signs. I believe the money spent on billboard advertising by local and foreign advertisers, if used through the country weekly papers, would accomplish a greater result."—M. E. Darsey, Advertising Manager, George E. Darsey & Co., before Texas Press Association.

* * *

SERVICE REAPS NATIONAL ACCOUNTS

"NEWSPAPER advertising is still in its embryo stage. The past 15 years has probably witnessed a greater advance in newspaper advertising merchandising methods than took place during the entire 265 years of initial development—but even that, much remains yet to be learned and done. Where formerly newspaper advertising was largely a community affair, it has now attained national and international proportions. The successful newspaper of today not only carries the commercial messages of local merchants, but of national manufacturers and institutions, as well. The big problem with most newspapers today—especially in the smaller towns— is how to secure a profitable share of national advertising business. The answer lies in one word: *'Service'*—service to the advertising manufacturer and to his advertising agency representatives."—C. C. Younggreen, Vice-President, Klauman Pieterson-Dunlap-Younggreen.

Illinois

Represents a

$6,960,000,000

Market

FIGURES TALK

Product	*Value*
Dairy	$71,998,000
Corn	413,751,000
Wheat	155,960,000
Oats	103,283,000
Hay	120,000,000
Cattle	182,250,000
Horses	118,708,000
Swine	90,203,000
Sheep	7,946,000
Coal	138,767,000
Petroleum	40,000,000
Other Mineral Products	8,635,000
Manufactures	3,658,740,000

THE VALUE OF ILLINOIS PRODUCTS REPRESENTS A BUYING POWER WHOSE EQUAL IS HARD TO FIND

This list of daily Illinois newspapers stands second to none in influence and pulling power.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

AND THE PEERAGE GLITTERED



One of the first sights to great American advertising men at the Albert Hall reception in London were the bemedaled members of the peerage and officialdom, past and present. Facing the camera above (left to right) are: Mrs. Baldwin; Stanley Baldwin, former Premier; the Lord Mayor of London; Lady Burnham; Viscount Burnham, and Baron Riddell.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account James Vicks Sons. Rochester, New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Making new contracts for D. M. Ferry & Company, Detroit, seeds.

Earle S. Barber Advertising Agency, Wrigley Building, Chicago. Placing account of the Pepsin Syrup Company.

Barton, Durstine & Osborn, Inc., 200 Delaware avenue, Buffalo. Placing account of the Upson Company, Lockport, New York, manufacturers "Upson" Board, etc.

Benson, Gamble & Crowell, 7 South Dearborn street, Chicago. Has prepared fall list on Parker Pen Company, Janesville, Wisconsin. Will place accounts of Chicago Flexible Shaft Company, Chicago, in future.

Brooke, Smith & French, Inc., 206 Eliot street, Detroit. Now placing copy for the Gray Motor Corporation.

Caples Company, Inc., 225 East Erie street, Chicago. Now handling account of the Garford Motor Company. Lima.

Chambers Agency, Inc., 339 Carondelet street, New Orleans. Now handling account of the Sutcliffe Company, Louisville, jobbers of radio and sporting goods.

Critchfield & Company, 223 W. Jackson Blvd., Chicago. Placing account of Fitzpatrick Brothers, Inc., Chicago, manufacturers of "Kitchen Klenzer."

Critchfield & Company, 223 West Jackson Boulevard, Chicago. Will place accounts for Glacier Laboratories, Springfield, Minnesota.

J. H. Cross Company, Inc., 1500 Locust street, Philadelphia. Handling account of Munyon's Homeopathic Home Remedy Company, Scranton, Pennsylvania, manufacturers patent medicines.

Danielson & Son, 49 Westminster street, Providence. Placing account of the C. K. Grouse Company, North Attleboro, Massachusetts, manufacturers of school and college rings and jewelry.

Erwin, Wasey & Company, 844 Rush street, Chicago. Making 1000 line contracts for R. Schiffman.

Fisher-Brown Advertising Agency, 1627 Locust street, St. Louis. Handling account of the International Heating Company, St. Louis.

Richard A. Foley Advertising Agency, 219 North Broad street, Philadelphia. Now handling account of the Corby Baking Company, Washington, D. C. and Richmond, Va.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Placing account of the Orangeine Chemical Company, Chicago.

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Sending out contracts on F. A. Stuart Company, Marshall, Michigan.

Friend-Weiner-Donohue Company, Woolworth Building, New York. Handling account of the Graves Art Studios, New York.

Fyffe & Bond Corporation, 50 Madison avenue, New York. Placing account of the Coll-io-dine Laboratories.

Gordon Marx Company, Cincinnati, Ohio. Handling account of the Robert H. Hicks Corporation, South Whitley, Indiana.

Hanser Agency, 12 East 44th street, New York. Will start newspaper campaign for the H. Clay Glover Company, New York, dog remedies, about September 1.

Izzard Company, Times Building, Seattle. Will make up list during August and September for the Northwestern Fruit Exchange. Wenatchee, "Skookum" apples.

James Hugh Moffatt, 1211 Clover street, Philadelphia. Placing orders with a special list of Pennsylvania papers for the Shamokin Oil Company.

Joseph Advertising Company, Union Central Building, Cincinnati. Placing account of the Specialty Device Company, Cincinnati, manufacturers of "Standard" well boring outfits.

John S. King Company, Newman-Stern Building, Cleveland. Has secured account of the United States Air Compressor Company, Cleveland.

Kling-Gibson Company, 1606 Consumers Building, Chicago. Placing account of the Pratt Food Company, Philadelphia.

Kirtland-Engel Company, 646 North Michigan avenue. Chicago. Handling account of the Coyne Electrical School, Chicago.

MacManus Incorporated, 82 Hancock Avenue East, Detroit. Now handling account of the Hayes Manufacturing Company, Detroit.

Harry C. Maley Company, 155 East Superior street, Chicago. Has secured account of Seth Seiders, Inc., and Mather & Company, allied industrial service engineering organizations.

Midland Advertising Agency, Cincinnati. Placing account of E. Kahn Sons Company, "American Beauty" neat products. Will also conduct campaign for The Osmun Manufacturing Company, Covington, on Castle hair curlers.

Myers-Beeson-Golden, 605 Second National Bank Building, Toledo. Making 1000 line contracts for the Conklin Pen Manufacturing Company, Toledo.

P. F. O'Keefe Advertising Agency, Inc., 45 Bromfield street, Boston. Now handling account of Jason Weiler & Sons, Boston, jewelers.

Patterson & White Company, 140 North Sixth street, Philadelphia. Has secured account of the Huntingdon Manufacturing Company, "Gray Goose" golf balls.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending orders to southwestern newspapers on Household Pectin Company, Topeka, Kansas.

Fred M. Randall Company, Book Building, Detroit. Has secured account of the Imperial Steel Range Company, Cleveland.

I. W. Ridge, 18 East Vermont street, Indianapolis. Reported to have secured account of Mountain Valley Water Company, Indianapolis.

Snodgrass & Gayness, 489 5th avenue, New York. Has secured account of the Fitch Publishing Company, New York.

J. Irwin Strain, Lexington Building, Baltimore. Reported placing orders for the Bendol Company, Baltimore.

Sweet & Phelps, Inc., 210 East Ohio street, Chicago. Sending orders to newspapers on Airlox Rubber Company, Chicago.

Simpson Advertising Company, 915 Olive street, St. Louis. Now handling accounts of the B. & H. Laboratories, St. Louis, manufacturers of disinfectants, insecticides and sprayers, and the Economy Heat Company, St. Louis, manufacturers of the "Heetzall" oil burner.

Executive Committee to Meet

A meeting of officers and executiv committees of Pennsylvania State Edi torial Association, Pennsylvania Asso ciated Dailes, and Pennsylvania Weekl Association will be held at Stroudsburg Sunday forenoon, Aug. 3. To make ar rangements for the fall outing ther sometime in October. Ralph Strass burger, publisher of the *Norristow Herald and Times* has invited the as sociated newspaper men to be his mid summer guests at his Norristown countr home.

Joseph Francis Ahearn

Joseph Francis Ahearn, 52, formerl editor of the *New York Bronx Hom News,* died July 27, in New York. B fore entering journalism, he had been telegraph operator, an organizer and th first president of the Telegrapher Union. After 11 years as an operator o the *New York Evening Journal,* he join the staff of the Bronx Home News 1909. He resigned to enter city politic returning to the newspaper 4 years ag but weakened health limited his activ ties.

Freel, Stereotypers' President, Die

James J. Freel, for 22 years intern tional president of the Stereotypers a Electrotypers Union, died suddenly ear Thursday morning this week at his hor in Caldwell, N. J. He had just return the previous evening from a conventi at Savannah. He was the second inte national president of the union, after break from "Big Six" in 1902.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

Good Copy Is the Secret

Investigation among Presbyterian churches indicates that very seldom does a specific advertising campaign of local church fail to bring into the church treasury more money than the advertisements cost, to say nothing of the increased attendance.

But in no case has this result come about when the advertisement carried merely the topic of the sermon and the name of the church.

Better advertising on behalf of all the churches in town is possible—and profitable, if the paper wishes it to be. Copy for such joint advertising may be had without charge from E. H. Harris, The Palladium, Richmond, Indiana.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

PRESS ENJOYS MAINE SUMMER WITH JOHN W. DAVIS



Knickers, duck, and flannel were in style among the correspondents detailed to tell newspaper readers how Candidate Davis behaved at Dark Harbor and to relay his daily outgivings to an eager Democracy. Graf ton Wilcox, centrally posed, appears to enjoy this morning conference.

K. C. STAR ADDS COLOR SECTION AND COMICS

New Sunday Supplements Being Printed on Specially Constructed Press— Marks Radical Change in Daily's Policy

The *Kansas City Star* which heretofore has never used color or comic strips, on Sunday, July 27, added an 8-page comic section and a magazine section in colors. The new sections, which will be a weekly feature of the newspaper, are being printed on a specially constructed Goss press. Experiments in the four color process being used were made at the Star plant.

The Star management claims that no other newspaper as yet has been able to print in four colors a magazine on a rotary press with the quality of paper it is using. In a front page story announcing the innovation, attention is called to the fact that the Star is pioneering in a new field of journalism.

To prepare for the improved Sunday newspaper, the Star was forced to build an addition to its plant, 3 stores and basement being added.

Among the outstanding features of the new edition are:

A page reproduction in four colors of a notable work of art; fiction illustrated in color; a double page in color of fashion pictures from Paris; stories of conspicuously successful lives; a double page of pictures in the wake of the news.

The Star has expended considerable capital and much time in preparing for the new venture.

Among the comics are "Gasoline Alley" by King; "Mr. and Mrs.," by Briggs; "The Man in the Brown Derby," by Webster; "Smitty," by Bernd; "Home, Sweet Home," by Tuthill; "Hairbreadth Harry," by Kahles; "Reg'lar Fellers," by Byrnes; "Winnie Winkle," by Branner.

Milan Dailies Confiscated

Daily newspapers of Milan, Italy, with the exception of the Milan Popolo d'Italia, were confiscated July 27. Articles on the Matteotti case are believed to have caused the action. The Popolo d'Italia is owned by Premier Mussolini's brother.

Funeral for Robert Welsh

Funeral services for Robert Gilbert Welsh, dramatic critic of the *New York Telegram* and *Evening Mail*, were held in New York Tuesday, this week. Welsh lost his life last week in Bermuda in a vain attempt to save Miss Helen Sullivan, of New York, from drowning. Among the pall bearers were Fred A. Walker, publisher of the New York Telegram and Evening Mail; Stephen Rathbun, *New York Sun;* Bide Dudley, *New York Evening World;* James Metcalf, *Wall Street Journal;* Charles Pike Sawyer, *New York Evening Post,* and Wells Hawkes, president of the Theatrical Press Representatives of America.

Spokane Club to Celebrate

Spokane (Wash) Advertising Club is arranging a big civic celebration for Aug. 4, the anniversary of the fire which destroyed the pioneer town of Spokane Falls in 1889.

DETROIT TIMES

Over 200,000
DAILY
Over 250,000
SUNDAY

A good newspaper plus the growth of Detroit to 1,200,000 population, is the answer.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

"C.O.D."—"F.O.B." —"N.Y."

Many a newspaper pads its "advertising records" with all sorts of trade space. They never would get a line of such advertising if they sold for cash only.

It seems fair—but how about the cash advertiser who comes into competition with the trade advertiser? What does he get?

Well, he gets a piece of the neck.

When we say that "business is good" with the BROOKLYN STANDARD UNION we are talking about money, not about cigar coupons.

Poor Bob's Almanak

THE
PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

Specials: East Beckwith
West Branham

FIVE BIG MARKETS IN TEXAS

THREE BIG MARKETS IN LOUISIANA

The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

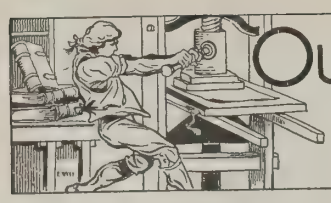
Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle



Our Own World of Letters

By JAMES MELVIN LEE

E. P. (commonly spoken of as Editorial Page) Mitchell, for many years editor of the *New York Sun,* has a delightful chat about himself in *Scribner's Magazine* for July. But the matter to which I wish to call attention is the article which he will contribute to the August issue on the subject "A Newspaper Man's Newspaper"—a phrase that used to be applied to the *New York Sun* when it was edited by Charles Anderson Dana. Eugene Field was said to have been discovered by Dana, and hence it is especially appropriate that the second installment of these reminiscences by Mr. Mitchell should contain several of Field's cryptic notes.

* * *

THE newspaper man found in the fiction pages of the magazine is doubtless a well-known character to lay readers, but he will seldom, if ever, be recognized by members of the working press. Henry Justin Smith, who for so many years has been news editor of the *Chicago Daily News,* has created a real journalist in "Josslyn" (Covici-McGee).

I have no desire to review this book to such a length that a perusal of the volume is not necessary. I simply make one quotation to show that Josslyn walks out of the city room straight into the pages of a novel:

> He was sent to get "statements" from shrewd landlords whose tenements had just burned down, costing a few trifling lives, women or children; and he had to be polite to these monsters, and write down their lies, and see them printed.
>
> There were inquests; farcical affairs, wherein venal and sleepy deputy coroners ordered favorable verdicts from the tramps they had sworn in.
>
> Once he sat in a police station, while Blake coolly sketched an enormous brazen woman, pock-marked, grossly dressed, who had smothered her baby and buried it in an ash-pile; and Josslyn had to write down and "dress up" her remarks
>
> He was sent to a railroad wreck; he waded in blood and groped among slithery bundles of clothes for scraps of paper giving identification.
>
> He helped cover a bank failure, fought his way to the door through a shawled mob of screaming women, found the banker calmly smoking, wrote down the banker's lies; that afternoon he had to interview a gaudily-clad woman with whom it was said the banker was "in love"; and the woman tried to kiss Josslyn. . . .
>
> Some days he viewed corpses; some days he said "yes, sir" to bland hypocrites; some he spent copying illiterate diaries, full of "my baby girl" and "the oooooooooos stand for kisses."
>
> He worked never less than nine hours a day, and sometimes thirteen. He was one of the men they told off to sit up with juries, and to wait for strike settlements. There were weeks when he did nothing but wait: Wait in the offices, or in a jury-room, among obscene lawyers and the pale faces of the prisoners' relatives, watching a certain oaken door.
>
> They said among the staff, with chuckles: "Josslyn's getting his."
>
> Occasionally someone accosted him in the hall with: "How's the poetry now, Josslyn?"
>
> And at home Blake would perhaps greet him: "Well, still believe God's in his heaven,—huh?"

* * *

NOW that I have started quoting from the book I am going to be like Rip Van Winkle and not count this one:

> "Of course," said Franklin calmly, "this place is a fearful dog-hole. The newspaper business is a muddled, frantic hell of a business where you never know from one day to the next how you stand or what'll happen; and you roll up your sleeves every morning and fight the world, and you half poison yourself with mean thoughts, and you scrap with the Old Man—well, I oughtn't to say any more about it; but what do you say? Do you insist on staying in the business?"
>
> "Yes," stammered Josslyn.

In my review of "Deadlines," in which Mr. Smith gives the quaint, the amusing, the tragic memoirs of the news-rooms, I think I pointed out that Josslyn was an incorrigible idealist. In this second book where he is the leading character he passes through a bitter disillusionment, but comes again into his own in the concluding chapters. One cannot get away from the feeling that Josslyn is a real character in Chicago newspaper circles. I doubt whether Mr. Smith himself will deny such an assertion.

Judged by the highest literary standards of modern realism "Josslyn" is a newspaper classic. Fictional in form, it is in reality a series of snapshots of newspaper life; it comes much nearer giving a true picture of present-day press conditions than "Success" by Samuel Hopkins Adams. (Houghton Mifflin Company).

* * *

UNTIL Henry Ford purchased the *Dearborn Independent* in November, 1918, it was a small country weekly. According to an item in *Time*, the weekly news magazine, for July 28, Ford has made this sheet a national periodical with a circulation over 700,000, the bulk of which was obtained by Ford agents on a liberal commission. The same item says that Ford is erecting in Dearborn a building to cost nearly a million and a half. It is to be equipped with presses able to turn out an edition of one million copies of the *Dearborn Independent* each week. The item calls attention to the fact that the *Independent*—unlike most of Ford's other ventures—has not paid expenses, but it attributes this deficit to a policy of not accepting advertising.

* * *

SOME day the straight reporter is going to come into his own. A step in that direction will be found in the concluding paragraph of a letter which Felix Frankfurter of Cambridge, Mass., publishes in *The Nation* for July 30, under the caption "Snappy Journalism." The paragraph in this letter about the way the Democratic Convention was reported under which I should like to put ditto marks follows:

> Of course the Garden convention afforded endless material for the mere fun-maker and wit—for an Artemus Ward or a Swift. That's why among all the "special" writers Will Rogers carried off the laurels. He was plainly and completely out for fun and sauciness; he didn't pretend to interpret the news or to stick his pen below the surface to reality. But when it comes to the historians of the convention, the real news and insight for present-day readers and for future historians will be found in the unpretentious work of the dray horses of journalism, the daily chroniclers of daily happenings—stupid, slow, confused, struggling events—men like Michelson of the *New York World* and Oulihan of the *New York Times.*

* * *

OCTOBER 6, has been set by Simon and Schuster, Inc., as the publication date of "Joseph Pulitzer, His Life and Letters" by Don C. Seitz. Originally a two volume work was planned, one of which was to be written by Mr. Seitz and the other by Frank I. Cobb, for many years the editor of the *World,* after the death of Joseph Pulitzer in 1911. The death of Mr. Cobb last January, however, caused such a change in original plans that Mr. Seitz has done all of the work for the biography, which will consist of one large volume, fully illustrated and generously documented.

Incidentally, it may be remarked that Mr. Seitz has been engaged in the collection of material for this biography for something like 12 years. In 1898 he became the business manager of the *World;* before that time he had been the Albany correspondent of the *Brooklyn Eagle,* and later city editor of the same paper. At one time he was the assistant publisher of the *New York Recorder.*

Those who have seen the manuscript of the book say that it strikes many of the human interest notes found in the volume of "The Life and Letters of Walter Hines Page," and that it has the same dramatic interest as the autobiography of Edward Bok.

The mention of "The Life and Letters of Joseph Pulitzer" reminds me that the State Company of Columbia, S. C., has just published a volume of some 500 pages on "Braxton Bragg—General of the Confederacy" also by Seitz. In this volume, he has aimed neither to defend nor to vindicate. His purpose has been to give the facts about a Confederate general who fought some of the fiercest battles in the war between the States. It will always be a mystery to the friends of Mr. Seitz to know how a man who held the position of business manager of the *New York World* could find so much time to do the tremendous amount of research work required for the preparation of this volume.

Mr. Seitz has to his credit several volumes of poems, most of which appeared previously on the editorial page of the *World.* In recognition of his literary efforts he was elected president of the Author's Club of New York.

* * *

A BOOKLET that will answer many questions about the chemistry of paper-making is "Technical Control of the Paper-Making Process" by Ernst Mahler, General Superintendent of the Kimberly-Clark Company, Neenah, Wis. Strictly speaking, the booklet does not bear the title I have mentioned, but it does contain an article with that caption. It is profusely illustrated in rotogravure from photographs showing the story of paper from wood pulp to news print.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

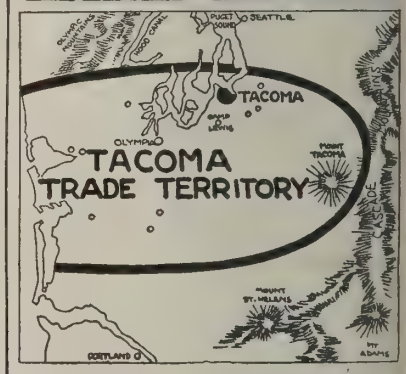
Chicago, New York, Atlanta, Los Angeles

first/

—*in* daily circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

THE TACOMA NEWS TRIBUNE



Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

EVENING HERALD, Los Angeles

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York. G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Washington Herald
Largest Sunday Circulation Any Washington Paper

The Washington Herald
morning
and
The Washington Times
evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News
Supreme in Texas

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE
Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



THIS is "Do it!" week.

Do the things you have been saying you proposed to do for an entire year.

On your desk, in your letter file, on your 1924-23 calendar, and tucked away in the corners of your brain are the memorandum notes to guide you in this week's ideal clean-up campaign.

You said that "some day" you would take that hard boiled merchant to lunch at the club and play him a round of golf and get into his mind the fact that he is missing an opportunity to better his condition through the medium of your newspaper. This week you will DO it!

This week write that long-deferred letter!

This week hold that staff meeting and say that thing which, if transferred from your mind to the minds of your co-laborers will mean a reform in methods and a united front for the business you are entitled to.

Make something really useful of this week—this mid-summer week, this ordinarily dull and uninteresting and unprofitable week!

This is a grand and glorious week, because it is not so full of pressing duties that it gives no time for abstract thinking and a tickling of those collateral and often neglected subjects which, when cultivated, may bring major results.

The gods have given you this week for high purposes—use it! Do it NOW!

BUT few women understand the plans of a house as depicted in blueprints. But photographs are different—any woman can understand them. If the contractors would use more interior pictures of the built-in features of modern houses to illustrate their ads they would no doubt find it a paying proposition. Suggest this idea to the advertising contractors of your paper, and you'll make money by doing it and so will they.—B. F. Clark, Hutchinson, Kan.

"Do You Know Where to Buy Nationally Advertised Goods?"—Make it a contest feature. Papers can make the amount of prizes to be given according to local conditions. Lay out the page or double page and pack in an equal number of spaces. In each of these the names and addresses of various merchants will be inserted—the other half will contain merely the trade names and slogan of nationally advertised goods. The object is to place the name and the slogan over the name of the merchant handling the goods. George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

Have you considered that the charitable organizations of your cities have a problem—that of raising funds—which demands their use of paid space? A number of newspapers have built up considerable departments by once or twice a week having special sections devoted to fairly small "ads" of such institutions, explaining their needs, and asking contributions—and asking for money to be willed them. Usually a special, low rate is offered. A paper with a high-class clientele in particular has a worthwhile proposition to offer this type of advertiser.—James M. Mosely, Boston.

By using some fast telephone solicitors, one large Sunday newspaper recently obtained a large lineage of small tie-up ads of about two inches each, with trademark and name of local dealer, from dealers over a wide territory who sell cars being advertised. It boosted the total lineage.—J. M.

A western newspaper originated a new one. "Free Cab Service to These Stores." Five merchants arranged with local taxicab company. The stores refunded the fare charged if purchases made amounted to over $10.00. A full-page advertisement was used to spread the message. A live ad man could easily convince a live merchant the merits of this scheme. —George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

Here's a stunt that will help you get more radio advertising: Name a certain week as "Long Distance Radio Week," during which all local radio fans would try for the longest distances possible. Ask all fans getting distant points to write in and tell you what they've done. Use this material in the radio department. And use the week as the excuse for getting more advertising from local radio dealers.—Frank H. Williams, Santa Ana, Cal.

"Sales Brevities" was the title of a small box in the *Dubuque* (Ia.) *Times-Journal* by the Roshek Bros. Company, included in a regular half-page ad. The ad featured a special column of items that required little elaboration to establish them as extra bargains.—L. J. Jellison, *Dubuque* (Ia.) *Times-Journal.*

About this time o' year you can get the coal dealers in your town to do some advertising telling the people "to buy their coal early when they can get the best in quality, price, etc." The coal season doesn't start before October, but this is a good time to buy. Try making a layout or two, with headlines, and you can get the coal dealers to buy the space. Maybe a page of dealers all together!—R. John Gibler, St. Louis, Mo.

Grouping many business cards, the *Washington* (D. C.) *Daily News* lists various local enterprises under the title "Buyers' Guide of Recognized Products and Services." In a very short time many new cards have joined this growing list.—C. M. Littlejohn, Washington, D. C.

"Clean Soft Water at the Turn of a Faucet Always" is the heading used by the *Fort Wayne* (Ind.) *Journal-Gazette* over a group of ads of local plumbers offering water softeners and household water systems. This group of ads ran about three-fourths of a page.—F. H. Williams, Fort Wayne, Ind.

In one city its three laundries co-operate in advertising. Each Monday, Wednesday and Friday a joint advertisement is published giving one new reason or benefit for sending your washing to the laundry.—Robert B. Miller, Marion, Ind.

Many women like to while away restful vacation hours in needlework, art embroidery and just plain sewing. Why not get up a special page with neat designs of ads from embroidery departments of large stores and special art needlework and fancy goods establishments?—C. M. Littlejohn, Washington, D. C.

SCHAEFER'S IDEA WON

Launched Movement to Have A.A.C.W. Declare Against War

A. Schaefer, advertising manager of the *Fort Wayne* (Ind.) *Journal-Gazette* and president of the Morning Newspaper Publishers' Association is credited with originating the movement which enlisted the Associated Advertising Clubs of the World in the cause of world peace resulting in the adoption of a pledge at the Wembley convention last week to "endeavor to awaken a more intense public sentiment against all those insidious movements that have a tendency to arouse war passions."

Nine months ago during the Bok Peace Plan contest he conceived the idea of taking the question of peace before the A. A. C. W. at the Wembley meet. He telegraphed the briefest possible outline of his plan to Edward W. Bok and later developed his proposal and sent it to the Bok award committee indicating he was not entering into competition for the Bok prize of $100,000. Since his proposal did not conform to the conditions of that competition. He merely believed that a great agency for peace would be procured if the A. A. C. W. could be enlisted in the cause.

Mr. Schaefer's proposal was printed in the Sunday *Journal-Gazette,* June 27.

Huge Iowa Special Edition

The *Davenport* (Ia.) *Democrat's* 240-page New Home edition published July 20, celebrating occupancy of its new plant is thought to have been the largest edition ever published in the state. More than 12 tons of paper were used. The mail edition filled 864 sacks. A 48-page section was devoted to the history of the Democrat, which is in its 69th year. Frank D. Throop is publisher.

Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of
HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

Mr. Publisher
or
Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

Peoria
The Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

Our Features:
Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New Yo k

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

VIRGINIA PRESS ADDS 12 NEW MEMBERS

Scarborough Reelected President at Thirty-sixth Annual Convention, Roanoke—George Marble, N. E. A. Head, Addresses Meet

Election of twelve new members, bringing the total membership to 122; the re-election of Paul Scarborough, editor of the *Franklin* (Va.) *Tidewater News*, as president, and J. C. Latimer, *Richmond Times Dispatch*, as secretary-treasurer, and addresses by George R. Koester, the *Greenville* (S. C.) *Piedmont*, and George W. Marble, president of the National Editorial Association, featured the 36th annual convention of the Virginia Press Association held at Roanoke, Va., July 25-26. Saturday was spent in touring the resort section of Southwest Virginia. A banquet Saturday night closed the entertainment features.



PAUL SCARBOROUGH

President Marble of the N. E. A. spoke at a dinner given Thursday evening at Blue Ridge Springs. He belittled the prejudices which exist where there are rival newspapers and said it was time the newspapers were realizing the great moral obligation resting upon them.

Mr. Koester in his talk on "Box Office vs. Sanctum," said there was need for the newspaper publisher to have a vision, adding, "A paper can have as distinct a personality as an individual. A paper without personality invites and succumbs to competition with personality."

Dr. Joseph H. Smith, president of the Virginia State Chamber of Commerce, outlined the "five-five" plan of that organization, and Dr. J. A. C. Chandler, president of the College of William and Mary, spoke on the relationship of the press and the educational institutions.

John H. Gwathmey, editor of the *Ashland Herald Progress*, spoke on "Virginia's Need," stressing the necessity of advertising rates being based on a knowledge of the cost of production. He said the reason more country publishers were not present at the meeting was that they carry advertising at such a low rate they could not afford the time or money to attend the meeting.

District chairmen were elected as follows: First District, John W. Daniel, Cape Charles; second, S. L. Slover, Norfolk; third, John H. Gwathmey, Ashland; fourth, George Kilpatrick, Lawrenceville; fifth, E. G. Moseley, Danville; sixth, L. E. Lookabill, Roanoke; seventh, J. H. Lindsay, Charlottesville; eighth, Stilson H. Hall, Leesburg; ninth, J. A. Whitman, Wytheville; tenth, George O. Green, Clifton Forge.

President Paul Scarborough in his annual address urged the editors to get away from the habit of catering to the politicians and to dissect every candidate and "impale his carcass under the microscope of cold reason and common sense." In commenting upon press agents, he asked, "When will we learn to distinguish between the actual news item and the more or less cleverly disguised press agent dope which is always sent as 'being of unusual interest to your readers.' It is worth mentioning that the United States Government is one of the most flagrant 'space grafters,' although the varieties of free publicity matter which reach your desk have long since exceeded the 57 pickle fame, or even the number of ballots cast in the recent Democratic convention."

Hood to St. Louis

Kenneth W. Hood of Portland, Ore., former secretary of the Tacoma (Wash.) Advertising Club and of the Pacific Coast Advertising Clubs' Association, will assume his new duties as advertising manager of the merchandise division of the Better Business Bureau of the St. Louis Advertising Club, August 10. He will install a shopping service employing the services of expert shoppers to reflect the reactions and impressions of the buying public in visiting St. Louis stores. Charles H. Fehrman, assistant to Charles W. Riehl, manager of the Better Business Bureau, will become manager of the financial division.

FREE PUBLICITY SCORED

Northeast Missouri Press Condemns Press Agents at Paris Meet

The Northeast Missouri Press Association, at its mid-summer meeting at Paris, July 25, ran up the black flag against free publicity agents and bureaus, which seem to pop up like toadstools during campaign years. The action was made plain in a resolution offered by Tom V. Bodine, editor of the *Paris Mercury*, following his talk on "Newspapers' Support of Candidates for Office," which was unanimously adopted by the convention.

The resolution included a recommendation "in the interest of popular government that a less expensive and more representative method of nominating candidates be devised than the present state primary system."

Bodine, who runs a weekly paper in a town of 2,000, said he saved up all the free publicity matter that came to his office in six weeks, and that it weighed 11 pounds.

Charles F. Link, who runs a large commercial printing plant at Kirksville, and also publishes a weekly, in speaking of "The Famine in Apprentices," said that in many offices the work rooms were poorly lighted and unhealthy, and facilities lacking. He urged that the mechanical department be maintained in better shape, with plenty of room in which to work and good light. Representatives from 21 counties were present at the Paris meeting.

Inexperience Wins Ad Prize

Miss C. Ethel Craddock, a Brooklyn woman with less than 6 months advertising experience won the $100 prize offered by Harper & Brothers for the best advertisement of "Advertising Copy," a book by Prof. George Burton Hotchkiss chairman of the department of advertising and marketing, New York University. Nearly 300 ad men, many well known, submitted copy. Judges were Earnest Elmo Calkins, senior partner of Calkins & Holden; Bruce Barton president of Barton, Durstine, & Osborn; and F. R. Feland, who is connected with the George Batten Company

Bean Growers to Advertise

An $80,000 advertising campaign to acquaint the public with the food value of Michigan pea beans is being planned by the Michigan Bean Growers' Association A. B. Cook, president of the group, states that Michigan will produce about 50 per cent of the total crop this year. G. C. Marotzke of Sebewaring is chairman of the advertising committee.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

15-HOE Presses

These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press

Let us know your wants.

THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

N. Y. DAILY NEWS

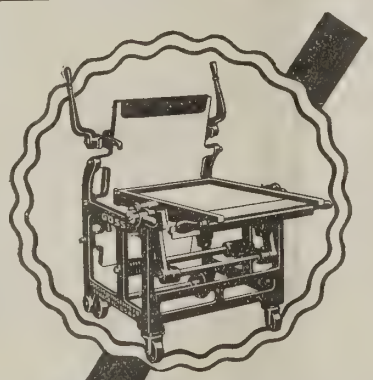
HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

For Sale.

4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for $50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

USED NEWSPAPER PRESSES

Goss Comet Flat Bed Press
prints 4, 6 or 8 pages.
Two R. Hoe & Co., Quadruple
Presses; prints up to 32 pages.
Two Scott 24 Page Presses
prints 8 col. paper.
Scott Multi-Unit Quadruple Press
with 2 folders. Prints up to 32 pages.
Write for Prices if Interested.

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

Don't "Pig" Metal

It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis, Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

LABOR,

Washington, D. C.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO. CHICAGO — NAME, SERVICE, QUALITY, FAME — CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

R. Hoe & Co.

Offer for sale at very attractive prices the following presses of other makes:

WOOD Octuple Press, Page Length 23¾"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press Page Length 21.60"
GOSS Straight-line Sextuple Press Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press Page Length 22¾"
GOSS 24-page Two-Plate-Wide Press Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press Page Length 23 9/16"
SCOTT 32-page Two-Plate-Wide Press with Color Cylinder, Page Length 23 9/16"
DUPLEX Eight-page, Angle Bar, Flat Bed Press. Double Drive Page Length 22½"

Full particulars furnished on request.

R. HOE & CO.
504-520 Grand Street
NEW YORK, N. Y.
7 South Dearborn St., CHICAGO, ILL. — 7 Water St., BOSTON, MASS.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

3c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

dvertising Man.
'orceful copy-writer, layout man and sales romotion expert, now employed, seeks eastern r western connection, city over 30,000. Eleven ears' experience. Reliable, energetic, married, roducer. Box B-644, Editor & Publisher.

dvertising Manager.
'mployed on daily of 8,000. Now leading paper city. Wish to transfer to daily in growing ommunity. Five years' experience in adversing on both local and national accounts. ight years newspaper work. References. refer location in Central or Eastern Section. ddress Box B-666, care Editor & Publisher.

dvertising Manager.
hard-hitting go-getter, city and country aining; fifteen years in newspaper business. ot a barnstormer but a quiet, effective, tactl producer and executive. Clean in appearce and habits. Available soon. 31 years old, mily. Good record and references. Address -674, Editor & Publisher.

dvertising Manager.
man who knows how to get business, who s a successful record as a solicitor, copyiter and advertising director. Prefer to conct with newspaper in the Middle West. Why t write me for an interview? Address Box 688, care Editor & Publisher.

dvertising Manager.
venty years' successful experience on two ong western papers, each with circulation excess of fifty thousand. Started at the ttom in business office and worked through ery department to advertising manager and sistant to business manager. Able to create d maintain enthusiastic loyalty among emyees and successful in securing national adrtising from agencies; can also build up ssified. Good reasons for desiring a change. rite Box B-664, Editor & Publisher.

vertising Manager,
h eleven years' successful experience on ding dailies, desires a permanent connection an advertising or business executive. I a man with broad vision and high standards h ability to produce and hold the confidence both publisher and public. Age 32, marl. College education. Address Box B-673, tor & Publisher.

vertising and Promotion Manager.
ture advertising and merchandising executive wishes to locate in city of 100,000 class, re conditions for raising a family surpass ie of Chicago, where I have engaged in spaper and advertising agency work for years. Thoroughly competent solicitor and writer. Can meet advertisers on their ground with constructive suggestions. Can lop and hold local and national lineage. 34, clean-cut, dependable and diplomatic aggressive. A live publisher in a good spaper town will find in me a capable unstudy. Tell me the things you would tell publishers' representative or agency e buyer and I will tell you what I can for you. Address Box B-684, Editor & isher.

rtising or Business Manager,
employed as business manager morning , desires change for best of reasons. Marage 25, excellent references. If you are ng for steady, hard worker, get in touch me. Personal interview if desired. Can t for duty anwhere upon reasonable noto present employers. Address Dan R. der, High Point, N. C.

onist Plus.
rienced in retouching, layouts, advertising desires change where he can feel assured future if he works for it. Address Box , Editor & Publisher.

onist Plus.
paper cartoonist. Also experienced in retouching, layouts and advertising art, s change now or later. B-523, Editor & sher.

Situations Wanted

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member I. C. M. A. References furnished. Address Box B-679, Editor & Publisher.

City or News Editor.
If you have room in your organization for aggressive, young city or news editor or reporter, let's get together. Have excellent record and references. Address B-663, Editor & Publisher.

Copyreader.
A-No. 1, seeks situation. Address B-662, care Editor & Publisher.

Correspondent,
twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor F. Holm, Bankers Trust Company, Place Vendome, Paris.

Eastern Advertising Representative.
New York office established 1915. Exceptional personal and successful services available. List is limited. Extensive acquaintance among advertisers and agencies. Publishers invited to correspond. Box B-655, Editor & Publisher.

Editorial Writer.
Paragrapher, executive, desires editorship or editorial writing connection. Wide, varied writing experience. Now with well-known national publishers in one of largest cities. Prefer smaller city. Write Box B-603, Editor & Publisher.

General Manager
or managing-editor will go with daily, 5,000 to 20,000 circulation, anywhere south of Mason-Dixon line or west of Mississippi river. Will demand complete authority and responsibility, but will guarantee results. Will require contract. Address B-680, Editor & Publisher.

Mechanical Superintendent or Foreman.
Available August 15. Ten years' composing room experience in cities from 100,000 to 200,000. 34 years of age, married. Best references. Union. Want to connect with good newspaper where ability and hard work is recognized. Address Box B-689, Editor & Publisher.

Newspaper Man
with all round experience available August 1, seeks engagement. Southern newspaper, preferably as telegraph editor. First class credentials. G. S., Box B-661, Editor & Publisher.

Newspaper Publisher
with exceptional record along reorganization lines desires connection with publication needing that kind of assistance. Am NOT efficiency expert but know how to get results along solid business lines. Able to render temporary financial assistance if necessary. No proposition too tough but expect compensation according to results accomplished. Replies treated in absolute confidence. Address Box B-678, Editor & Publisher.

To Publisher of Farm Paper.
The right kind of farm paper has not yet made its appearance in this country. I have the ideas; if you have the enterprise and the desire to do something worth while, write to Box B-691, Editor & Publisher.

HELP WANTED

Advertising Man
Somewhere in South there is young man with fair knowledge of advertising game who can fit in here. Must have good personality, clean record, fair knowledge of lay-outs, foreign schedules. Principal work for present soliciting local advertising. Sure promotion for right man. Write full particulars stating experience, capabilities, salary expected. News Publishing Company, Bowling Green, Ky.

Advertising Manager.
Southwestern daily in old established town, steadily growing. Good field. Excellent chance for man who is willing to work and can hold confidence of advertisers, direct department and build up business. Inexperienced men, mere "copy chasers" or those hoping to get by without ability ot make good in every way need not apply. Address Box B-669, care Editor & Publisher.

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Circulation Manager.
Wanted, aggressive young man, preferably one who is now assistant manager. For Middle West evening daily with circulation over 8000. Must know circulation from mail room to promotion work. State age, present position, salary expected, references and detailed particulars. Address B-690, Editor & Publisher.

Help Wanted

Correspondent and Bureau Manager.
A reliable newspaperman, preferably married, who is seeking a permanent position to act as correspondent and bureau manager in a live small town for a mid-western daily. Fair salary, low expenses, a real job for a man with determination and ambition. The Racine Times-Call, Racine, Wis.

Managing Editor.
Evening paper near New York needs managing editor, perferably man now manager small city daily, good opening. Box B-686, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Wanted.
An all around newspaperman for editor on weekly newspaper published in Metropolitan Boston and devoted to New England's interests. P. O. Box 3259, Boston, Mass.

Wanted.
Advertising Salesman and Copy Writer. Young man of clean personal habits, experience and ability. Must come well recommended. Give details regarding experience, starting salary, etc. W. M. Fuller, Advertising Manager, The Elkhart Truth, Elkhart, Indiana.

Working Circulation Manager Wanted.
Must be thoroughly experienced and capable of maintaining first class carrier delivery; office owned routes. City of 45,000, circulation 11,000; mornings except Sundays. Give full details, experience, salary, etc., in first letter. Jamestown Morning Post, Jamestown, N. Y.

BUSINESS OPPORTUNITIES

Advertising Salesman.
The only newspaper in the most talked of town in Florida, requires the services of a live wire advertising salesman. not over thirty-five years of age, who has a minimum capital of twenty-five hundred and is anxious to purchase an interest in a rapidly growing and profitable publication. The man we want is not satisfied to continue working on salary but knows he should share in the profits he can assist to increase. As this is an unusual opportunity the successful applicant's record must be clean and progressive. Can you sell yourself to us as a desirable business associate in your first letter? Address Box B-677, Editor & Publisher.

California Evening Paper
for sale. Fifteen thousand cash for first payment. Net porfits nine thousand. Guaranteed paying basis. Town 6,000; modern equipment. Address B-665, care Editor & Publisher.

California Newspaper
dominating field with practically no competition, and serving population in excess of 75,000 offers controlling interest to man capable of assuming entire management and making investment thirty to forty thousand dollars. Section has wonderful future and noted for climatic advantages. Paper owns own building and equipment is last word in efficiency. Character and ability of man are as essential as his financial ability. This is an exceptionally desirable proposition and those interested should give full particulars for prompt consideration. Address Box 2551, Station D, San Francisco.

Capital Wanted.
A client of ours desires to get in touch with brokers for the purpose of raising capital for establishment of a publication much needed in a virgin field to be backed by well known men in the industry in which publication will serve. Address J. H. Newmark, Inc., Advertising, Fisk Building, New York, N. Y.

Daily Newspaper
doing business of $35,000 annually in New York upstate growing city of 10,000 population for sale. Owner has other business. B-646, Editor & Publisher.

Daily Newspaper for Sale
at reasonable price and terms. Only newspaper published in city of 18,000 population. Only eight months old and needs a real newspaper man to handle. Owner can not give it his personal attention. An exceptional opportunity to make a moderate investment grow into something worth while. Address B-614, Editor & Publisher.

Wanted to Find:
Owner of small daily needing Junior Partner who can soon qualify as publisher, and may ultimately buy. Write B-683, Editor & Publisher.

We Offer One-half Interest
in a live newspaper and job printing property located in one of the best cities in New York State. Machinery account conservatively valued at $75,000. One-half interest can be obtained for $30,000 cash. The whole property can be had if desired. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

BUSINESS SERVICES

Press Clippings.
National Newspaper Reading Service. Reads the daily and important weekly newspapers of the United States. Four Terrace, Buffalo, N. Y

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

"I am glad to find the advertising service you give equals the high character of the stories EDITOR & PUBLISHER has in its columns of reading matter."—writes R. F. W. after using our Classified Section. much to his satisfaction.

The ranks of satisfied users of this section are growing fast. If you want a job, or need capital, or have a vacancy to fill on your staff, now is the time to

GET IN LINE

and become a Satisfied Classified Advertiser yourself.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

HOW many people have dropped a letter in the box, perhaps written in haste and uttering statements which are afterwards regretted, or, perhaps, you have put the wrong letter in an envelope directed to an entirely different person? The *Providence Journal* sent a reporter to interview the local postmasters and letter carriers and he came back with some tales which made the readers roar with laughter. The story was illustrated with comic cartoons which enriched the story.—Russell H. Sharpe, Providence, R. I.

When children under 16 get into trouble, don't use their names, but say "A boy whose name is withheld by the News because of his age." This gives the kid a chance, makes friends of the parents and friends of the child and makes the people realize the paper is human.—Harold Keats, *Washington* (D. C.) *News.*

One newspaper man of the northwest has established a reputation for his predictions on the amounts of the yield of the growing grains by taking trips through the grain-growing districts and interviewing farmers. The *Pharos-Tribune* used this idea and selected representative farmers in all parts of the county and interviewing them on the crops over the telephone. Very good stories resulted.—Lewis Hyman, *Logansport* (Ind.) *Pharos-Tribune.*

The "support docket," auxiliary to the divorce court, holds an interesting feature for the court reported. The *Fort Wayne News-Sentinel* recently ran an interesting story from this source, telling that the "support docket" revealed that more than $5,000 a month was being paid by divorced fathers for the support of their children, whom, by the way, they might only see on stated intervals. Seven hundred and fifty men paid $63,458 during the last year for children's support. The story handled in the human interest style gave opportunity to make comment on the growing "divorce evil" with comment from judges and their opinions as to legal "preventatives" and "remedies" for the constantly increasing number of unhappy marriages.—R. L. Beard, *Fort Wayne News-Sentinel.*

In their issue of July 3, the Queens County News carried a word-for-word copy of the Fourth of July program of Jamaica Village of 1842. In the same story the program for 1924 was used, making quite a contrast. It may not be too early to hunt up old Labor Day, Thanksgiving, Christmas or New Year celebration programs. Coupled with an outline of the activities planned for this year, the stuff makes live copy.—R. C. Bolton, Jr., New York City.

This year there will be a large number of postoffice employes retiring on pension throughout the entire country. Each of these are subjects for stories which are both entertaining and instructive. If the postal employe retiring is a mail-distributing clerk, ascertain how many letters he distributes each day. If the employe retiring is a carrier, figure out how many miles he has averaged a day and the total mileage for his term of service.—George Smedal, Sioux City, Iowa.

A paper can make friends of the Boy Scouts in its city by printing each week, preferably in box form, the best "Good Turn" performed by a scout during the week. Each week there is some outstanding example of service a scout has given. By giving this proper recognition, it will encourage the boys in their efforts to live up to the scout creed and will also prove valuable as a news source, since scouts frequently come across live items of news which they will report to the paper they consider their best friend.—A. C. Regli, Eau Claire, Wis.

In early days, women made beautiful hooked rugs at home by hand. This has again become the nation-wide vogue. Be on the watch for a feature story with pictures, all about it, how to hook rugs, how to decorate homes with them, and designs made by modern adepts.—James M. Mosely, Boston.

Pet superstitions are fascinating to a great many persons and can be developed into lively Sunday features. It is surprising to know the large number of educated persons who remain fearful of the number 13, walking under a ladder, three lights from one match, black cats and what not. Practically all persons, whether they admit it or not, have something of which they are unexplainably superstitious. City dwellers are more susceptible to superstitions than others. An article on the whys and wherefores is good any time.—A. C. Regli, Eau Claire, Wis.

What are the qualifications for voters in your state? Many eligible voters stay away from the polls both at the primaries and the general election because they have recently moved and don't know whether they are qualified to vote or not. Others travel and may be in doubt about their right to vote and the method of voting by mail when away. Few take the trouble to inquire.—W. W. Garver, *Cleveland* (O.) *Times.*

The *Bridgeport* (Conn.) *Telegram* has adopted a plan to get papers to morning readers more speedily than by newsboys. Boxes have been placed in trolleys and patrons may take a paper, self-service, depositing three cents in a portion of the box provided for the purpose. The plan has proved popular, the paper states.

WHAT OUR READERS SAY

Rankin Speech Questioned

To Editor & Publisher: I have before me the text of the splendid address, "Newspapers, the National and International Medium," delivered by William H. Rankin before the International Convention of the Associated Advertising Clubs of the World at Wembley, England.

There is so much good newspaper promotion in this document that I hesitate to mention the one flaw that caused me to wince when I read it. But at the risk of being called an old grandmother, I am going to pass my criticism along for what it may be worth.

In speaking about a plan to blanket the country with an advertising campaign for India tea, Mr. Rankin uses the sentence: "Also from time to time splendid editorials are contributed by newspapers on the nutritious, wholesome and healthful stimulating qualities of tea." He is referring to publicity that would appear in newspapers handling the India tea advertising account.

During the last two years I have received with increasing frequency letters sent along to me from the advertising manager, business manager, or publisher, with the suggestion that I could use the material as news or as a feature, if my judgment warranted such use. These letters that I refer to were diplomatically worded and clever appeals from the merchandizing heads of big advertising agencies, asking for editorial support, feature space, or news space that was tied up with some advertising campaign.

Even granting that there is occasional news value in such material, I submit that the news department must draw a sharp line between news that is published as news and material offered by an advertising agency which hopes that the lust for more advertising lineage and the maintenance of friendly relations with the advertising agencies is such that good news judgment will be over-ridden and the papers made increasingly subject to promotion material.

Some of the biggest advertising agencies in the country are the greatest offenders along this line at the present time. I think such inroads constitute a menace to the editorial department and I believe we should fight to eliminate such appeals at the source.

Let the advertising agencies confine their submission of news, features and editorial subjects to the editorial department, and not send them through the advertising or business managers who are always business office trained, and in many cases without the sharp perception of news and propaganda values that the editorial department has. Sincerely,

Walter M. Harrison,
Managing Editor, *Oklahoma City Oklahoman* and *Times.*

Now Is The Time
To Lay In Your
Winter's Fun-Fodder

STEPHEN LEACOCK

"Ace of Humorists"

Illustrated by KESSLER

Once a Week

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD. STREET,
CLEVELAND, OHIO

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C

LISTENING IN on the UNITED STATES
by Robert D. Heinl

POPULAR RADIO Syndicate Feature for Saturday and Sunday Newspapers covering Legislation, Control, Patents, Statistics, and Human Interest stories.

ROBERT D. HEINL
INSURANCE BUILDING
WASHINGTON, D. C.

The Death Ray
can
Electrocute an Army according to its Inventor

"The Ark of the Covenant"
by
VICTOR MacCLURE
is a
Fascinating Romance
of
A Man Who Holds
The World at His Mercy

Immediate Release
Wire

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International
Feature Service, Inc.
New York

Thomas W. Briggs Company
Memphis, Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet

New York State

and Her Achievements

New York is a liberal and progressive leader among the States of the Union, that has been built upon solid foundations for a better citizenship and business stability.

New York is the most favored of all States because of the right of might as represented in her population of more than 10,384,144 within what is probably the richest State area in the United States.

Rich in natural resources in the beginning, New York has kept her place of first by industrial expansion and intensive farming.

Communication and transportation have been developed to a higher point of perfection in New York State than in any other commonwealth of the nation. Her waterways have been made modern bearers of commerce and the business life of the entire State is closely interlocked by steam railroads, electric railroads and highways that mark the last word in Twentieth Century transportation construction.

Because of her position as a world leader, New York has attracted to herself the leaders and doers of big things from every part of the world, with the result that her citizenship is the most powerful buying force, as well as the most discriminating, today, anywhere. This explains why New York State is the most sought after market in the world.

Tell your story in this list of daily New York newspapers and you blanket the State. They can sell your merchandise through the local merchant.

		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News	(E)	18,746	.08	.08
***Albany Knickerbocker Press	(M)	30,537	.10	.10
***Albany Knickerbocker Press	(S)	52,354	.13	.13
†††Auburn Citizen	(E)	6,429	.04	.035
***Batavia Daily News	(E)	8,728	.04	.04
***Brooklyn Daily Eagle	(E)	66,079	.22	.22
***Brooklyn Daily Eagle	(S)	76,284	.22	.22
***Buffalo Courier and Enquirer	(M&E)	78,058	.18	.18
***Buffalo Courier	(S)	118,603	.25	.22
***Buffalo Evening News	(E)	123,852	.25	.25
***Buffalo Evening Times	(E)	100,236	.18	.18
***Buffalo Sunday Times	(S)	100,005	.18	.18
†††Corning Evening Leader	(E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser	(E&M)	32,915	.11	.11
**Geneva Daily Times	(E)	5,537	.04	.04
***Glens Falls Post-Star	(M)	9,065	.035	.035
***Gloversville Leader Republican	(E)	6,877	.035	.035
***Gloversville Morning Herald	(M)	5,927	.03	.03
***Ithaca Journal-News	(E)	7,308	.04	.04
***Jamestown Morning Post	(M)	10,515	.04	.035
***Middletown Times-Press	(E)	6,434	.03	.03
***Mount Vernon Daily Argus	(E)	9,490	.05	.05
†††Newburgh Daily News	(E)	11,564	.05	.05
New Rochelle Standard-Star	(E)	7,000	.04	.04
†††The Sun, New York	(E)	260,026	.60	.54
†††New York Times	(M)	345,149	.70	.686
†††New York Times	(S)	576,321	.85	.833
New York Herald-Tribune	(M)	276,340	.594	.576
New York Herald-Tribune	(S)	332,921	.6435	.624
†††New York World	(M)	360,908	.595	.58
†††New York World	(S)	575,672	.595	.58
†††New York Evening World	(E)	271,114	.595	.58
†††Niagara Falls Gazette	(E)	17,582	.055	.055
***Port Chester Item	(E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise	(E)	12,098	.05	.05
***Rochester Times-Union	(E)	66,574	.20	.18
†††Syracuse Journal	(E)	42,103	.14	.14
***Troy Record	(M&E)	23,568	.05	.05

** A. B. C. Statement, Sept. 30, 1923.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

THE DOMINANT NEWSPAPER
IN ROCHESTER

SIX years ago the Rochester Times-Union arose from the consolidation of two weak newspapers. Today it dominates its field. With a subscription price fifty percent higher than that of any other Rochester paper, its steady gain in circulation as well as in advertising and prestige continues.

Frank E. Gannett, editor and publisher of The Times-Union, writes:

"Without any question the Consolidated Press day leased wire service has been a big factor in building up The Times-Union to its dominating position. The service for our sporting department and the Chicago Daily News cables are of great value to us. Our financial pages are recognized as the best in the field and have won for The Times-Union the support of the men of most influence in Rochester. The superiority of its financial service is being appreciated by stock and bond houses, for its financial advertising has nearly doubled since this service was added."

Dominant newspapers in many of the leading cities of America hold exclusive city rights to C.P.A. service. When planning for a greater newspaper consider

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE :— RADIO AS NEWS AND ADVERTISING MEDIUM

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 11 | NEW YORK, AUGUST 9, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

Advertising Under Test Conditions in Chicago

Advertising is made profitable to an unusual degree in Chicago by The Chicago Daily News, which offers the advertiser opportunity of conducting his campaign under circumstances approximating "laboratory conditions."

His advertising expenditure is concentrated almost wholly upon his immediate market—the area necessarily cultivated by his salesforce as a unit. The 94% concentration of The Daily News circulation in Chicago and suburbs assures that.

He thoroughly covers the "advertisers' market"—the great majority of financially competent citizens of Chicago. This is assured by the 400,000 circulation of The Chicago Daily News, and its reading in nearly every worth while home in Chicago by the various members of the family.

His advertising is placed side by side with the bulk of the advertising of local merchants in the medium to which the buying public of Chicago habitually looks for merchandise news that is essentially *complete.*

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

Over 1,200,000,000 Dollars

Received Annually by the Wage-Earner From Ohio's Manufacturing Establishments

Ohio has more than 16,000 manufacturing establishments which give employment to more than 870,000 persons of which more than 140,000 are salaried employees and more than 730,000 are wage earners.

The total capital investment in industry in the State of Ohio is nearly $4,000,000,000 and the payroll of industry within the state annually totals more than $1,218,000,000.

The industrial horsepower center of the nation is located in the northeastern part of the state. Into every county radiates the industrial strength that has placed the commonwealth among the four leaders of the nation in the amount of excess profit taxes paid into the Federal Treasury.

The iron and steel ore and reduction and machinery industries are the leaders in the state. Manufacturing is very extensive in other lines. Of 264 industries classified by the Federal Census, Ohio is represented in all but 46. In eighteen of these industries Ohio outranks all other states and is second in iron and steel products.

Ohio is purely American in her ideals and mode of living as well as in the high percentage of her citizens who are native born and of native parentage. Illiteracy is low at 2.8 per cent.

Advertise in "Ohio First" through this list of Ohio Dailies.

These daily newspapers, as listed here, cover the strategic trading and distributing centers of this great state, more thoroughly, more completely, more frequently and more economically than they can be covered in any other manner.

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	5,046	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

CARGILL



A LIGHT THAT WILL NEVER FAIL! NEWS ITE... THE WETS ARE OUT FOR BLOOD

THE CENTRAL PRESS SERVICE IS THE COMPLETE SERVICE

All the world's important news events covered by the camera, John Sords' sport cartoons, editorial cartoons, Norman E. Brown's illustrated sport stories, Mrs. Mary Morton's popular household column, fashions, Mrs. Elizabeth Thompson's Heart and Home Problems column, Clark Kinnaird's "Gleanings from the Book of Life," Dr. W. J. Thomson's health feature, Dinner Stories, Who's Who in the Day's News, Timely Views on World Topics, Poems That Live, the Billy Whisker bedtime stories, the most popular children's series ever written, Daisy Dean's movie column, Mrs. Lilian Campbell's women's column, feature news dispatches from Washington, New York and Europe. . . . Semi-Monthly morgue service.

CARGILL, editorial cartoonist, who knows no superior, is now under exclusive contract to CENTRAL PRESS.

CARGILL is the man who has been called the Thomas Nast of our time. For four years his cartoons have been among the most widely reproduced in America, and England, too, has made frequent use of them.

In 1922, the *National Printer-Journalist* declared that his drawings on the deaths of Northcliffe and Graham Bell were the best cartoons of the year.

Since 1920 his cartoons have carried the name of the *Kansas City Journal* far and wide. There is no doubt that CARGILL belongs to the class of John T. McCutcheon, Rollin Kirby and Jay N. Darling.

CARGILL'S cartoons may be obtained as a part of the daily service of CENTRAL PRESS, or separately, beginning August 18. Write or wire us today.

Don't forget we supply the best picture page in America

The Central Press Association

CENTRAL PRESS BUILDING CLEVELAND, O.

Have you ever seen this chap before?



MR. MICAWBER

He's the original of the manufacturer and business man whom you know that is always "waiting for something to turn up."

You will remember Charles Dickens in David Copperfield mentions this chap whom he named "Mr. Micawber."

If Mr. Micawber were living today and were in business he would be making excuses for his lack of aggressiveness by saying some things like this:

"We hope to do good business after the election is over."

"Things will liven up a bit when the weather isn't so hot (or cold)."

"Business will be better if foreign affairs become settled."

Meanwhile alert business men are up and doing. Their products are being aggressively advertised and they are putting money in the bank.

In Philadelphia and suburbs there are more than three million people who are daily buying food, clothing, shoes, supplies of all kinds,—their daily needs are being filled by the advertisers who are going to them while their competitors are "waiting for something to turn up."

"In Philadelphia nearly everybody reads The Bulletin"

THE BULLETIN goes daily into practically every one of the half a million homes in Philadelphia and its vicinity.

Average circulation 512,445 copies daily

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SATURDAY, AUGUST 9, 1924 No. 11

Radio Now Paid Advertising Medium Also Special Spot News Carrier

Editor & Publisher Investigation Shows "Space in Air" Is Commercially Sold for General Publicity Advertising—Companies Use Big News But Claim They Are Not Newspaper Rivals—How the Wireless Reporter Works

By WARREN BASSETT

REPORTING big news events by radio—how is it done and what effect does it have upon the newspapers?

To answer this question I interviewed officials of two of the largest radio broadcasting stations in the country this week—WEAF operated by the American Telephone and Telegraph Company, and WJZ, controlled by the Radio Corporation of America, both located in New York.

As the interviews progressed I learned that more and more the business of radio broadcasting is paralleling the business of gathering and disseminating news. Space on the air is considered much in the same way as newspaper white space. It is the duty of the radio program manager to fill the immeasureable columns of the ether with information and entertainment which will "hold" listeners just as the news editor fills the news columns.

Discovering "what the public wants" is the problem of program officials just as it is the problem of newspaper editors.

Radio program features are "edited" in the light of their entertainment value to insure variety and appeal.

Radio broadcasting stations compete for listeners just as newspapers compete for readers.

An assignment book is kept in which news events of wide importance are listed for broadcasting. When the opening gong clangs in the prizefight arena, when a foreign polo team enters play with the Americans, or when a World's Series begins, a "radio reporter" is present to dictate into the microphone a running story of the event.

And advertising, the backbone of the newspaper business, is not being neglected. "Space on the air" is being sold at the rate of $200 for 10 minutes by the American Telephone and Telegraph Company. A group of 4 salesmen is at work interesting firms in this form of advertising. To date more than 250 companies have purchased and used this radio advertising, which differs radically from other recognized forms.

Is this close similarity between broadcasting and newspapers a menace to the future of journalism?

Radio officials say not.

The daily broadcasting of national and international news—the same news which goes into the dailies of the country—is virtually impossible. The press associations, defending their property rights in news, have refused the radio companies permission to broadcast any story carried in their reports. Individual newspapers, by terms of their contracts with the press services, cannot furnish this news. Because of this situation only an infinitesimal portion of the news carried by daily papers of the country finds its way into the air via radio.

In New York WJZ broadcasts nightly a short summary of local news prepared by the *New York Evening Post*. Both WEAF and WJZ carry a daily farm produce report obtained from the New York Bureau of Farms and Markets. WJZ broadcasts daily, by permission of the New York Stock Exchange, a limited financial report carrying the quotations of 60 stocks. This list is prepared by a local firm of brokers. In addition a daily summary of Wall Street written especially for WJZ by the *Wall Street Journal* is put on the air.



J. ANDREW WHITE,
Radio reporter at work at the Yankee Stadium

Refusal of the press associations to release their reports for broadcasting has limited the news field of the radio to the isolated "big" news events—speeches by the President—the national conventions—sports contests in which there is sectional or national interest, and occasional big news flashes, like the death of the President's son, which get into the air without prearrangement.

How do the radio companies cover these fixed events?

It takes enterprise, skill, and ingenuity. Competition for the right to broadcast is keen. In New York and the East the race is usually between the American Telephone and Telegraph Company and the Radio Corporation of America because of the mechanical features involved. To broadcast a prizefight, a baseball or football game, a microphone must be placed at the arena or field. Wire connections must be made between the scene of the contest and the broadcasting station itself. Few companies have the mechanical facilities for handling these "remote control" events, as they are called.

The right to broadcast is obtained from officials in charge of the event under consideration. If it is a prizefight the promoter is consulted. Permission to broadcast the World's Series is obtained from owners of the participating teams and approved by Judge Kenesaw M. Landis. The National Republican and Democratic Committees decided what companies should broadcast the recent conventions. Graduate managers of college football teams are consulted for permission to broadcast important games.

Neither WEAF nor WJZ pay for the right to place an event on the air.

"Competition never reaches that point," officials declared. "As it is, whichever company wins must stand a loss. We could hardly pay for that privilege."

In the case of the Republican and Democratic conventions, however, the A. T. & T. received pay from the stations in other cities which were hooked up by wire and received the radio report in their own plants for broadcasting.

When permission to broadcast has been obtained, the necessary mechanical arrangements are made. It is now that the "radio reporter" steps into the lime-light. Seated at the microphone at the scene of action he dictates his running story for the thousands of listeners. It is a difficult art.

The men chosen for the task of "covering" an event by radio are selected for their special ability to report tersely and accurately what is occurring.

J. Andrew White, WJZ's veteran "radio reporter" is a former New York newspaper man. He started on the *New York Herald* in 1907 as a reporter and subsequently worked on the old *New York Press* and the *World*. For a time he was New York correspondent for the *London Times*. For 10 years he edited *Wireless Age* and at the present time owns a weekly near Tuckahoe, N. Y., the *Eastchester Citizen-Bulletin*.

White declares it would be impossible for him to report by radio without his newspaper training.

"News judgment is absolutely necessary to radio reporting," he declares. "You must pick the news and get it on the air instantaneously. You can't be a second late. The listeners hear the crowd cheering when a decisive blow is struck. Your report of that blow must coincide. The newspaper reporter has time to weigh and select his phrases—to cross out, rearrange and correct. But with radio you must put the event into words at the time it occurs."

Graham McNamee, announcer for WEAF who has covered several sport events for his station is not a newspaper man. He usually works with an "observer"—a trained newspaper reporter. Because of the voice qualities necessary for good broadcasting, the average news writer is not adapted to reporting by radio, although he be able to dictate a smooth, unbroken story, radio officials say.

To understand the competition between radio companies for the right to broadcast news it is necessary to know the agreement which exists between the American Telephone and Telegraph Company and the Radio Corporation of America. Each company holds exclusive patents on devices needed by the other to broadcast successfully. Generally speaking A. T. & T. devices are principally in the field of

broadcasting; Radio Corporation patents are in the field of receiving. In return for the right to use the A. T. & T. broadcasting patents other companies have agreed not to enter the field of commercial broadcasting, that is, broadcasting for pay.

Immediately this agreement became effective the race for listeners began. By arranging distinctive programs the A. T. & T. aimed to attract a wide circle of "fans," thus making advertising space on the air of high value. Like a newspaper, the larger their "circulation" the more they could charge for advertising. In addition, daily broadcasting popularized radio and created a demand for broadcasting apparatus, which the A. T. & T. has for sale.

The Radio Corporation of America, whose chief patents cover receiving devices, aimed through its station WJZ to make "listening in" popular, resulting in the wide sale of receiving apparatus.

To maintain from day to day continuously interesting programs, radio officials constantly search for new features. News events, therefore, which attract the attention of millions are eagerly sought after. They are the most popular offerings of the broadcasting stations. Orchestras, lectures, operatic singers—regular radio features—are backed from the boards when an event such as the Dempsey-Firpo fight takes place.

Program managers, like city editors, are constantly on the watch for "news" broadcasting features. Events are singled out months ahead. WJZ at the present time has its entire football program lined up for this fall. Other big news events which will be covered by radio in the near future are the polo matches between the British and American teams at which the Prince of Wales is expected to be present the match race between Epinard, famous French race horse and an American horse; the Firpo-Wills prizefight; the World's Series baseball games.

However, the prize news event of this fall—the presidential election returns—will not be broadcast, according to present plans. It is said, the Western Union Telegraph Company, which cooperates with the Associated Press in collecting election results in every state in return for permission to sell the results to public gatherings, has been requested by the A. P. not to release vote figures to radio companies.

Just what is the attitude of the radio companies toward the newspapers and news?

W. E. Harkness, assistant vice-president of the American Telephone and Telegraph Company outlined the position of his company.

"It is not our business to compete with the newspapers," he declared. "We have no desire to 'scoop' them on any news event. When we broadcast a sport contest it is merely as an added feature to our regular program. We have never attempted regular news reports, nor have we ever hired reporters to furnish us news for broadcasting. The A. T. & T. is chiefly interested in the commercial side of radio and is conducting researches in that field.

"Radio advertising sold by WEAF does not compete with newspapers. We need a new term for 'radio advertising' for it is not truly advertising. Everything we put on the air is carefully 'edited' to eliminate features the radio public would resent. No direct advertising is broadcast. Prices or names of firms are not carried in connection with an article mentioned. The general form is to annouce that the next feature on the program is by courtesy of the '——— Manufacturing Company.'"

SMACKS OF EFFICIENCY



Remodelled Plant of the Lowell (Mass.) Courier-Citizen

To make available radio broadcasting to firms which cannot erect stations of their own, WEAF is providing facilities for their use, it was explained. Such firms are allowed the privilege of presenting amusement, entertainment and educational programs just as though they had their own station.

For an evening talk WEAF charges at the rate of $200 for 10 minutes. A musical program is allotted half an hour's time for the same price. The charge for morning broadcasting is exactly half of the evening charge for the same time. A discount of 10 per cent is allowed for a contract of 10 talks or more. Musical programs get the discount on 13 or more appearances.

Four salesmen are employed by WEAF to sell radio advertising. These men stress the "good will" feature of broadcasting.

"We invariably recommend the use of newspaper advertising, in connection with radio," an official declared.

The results of a year's work has proved that radio is adapted to service as a good will medium and that success is based largely upon the value or service which the features render to those listening in, it was stated. For this reason, the very best entertainers, dance orchestras and lecturers are frequently employed by the users of the station. Educational talks are not permitted to give the price of any article, nor to discuss its trademark identification or the place that it may be purchased.

Among the 250 firms which have used radio advertising during the past year are, American Chicle Company, Bank of America, Borden & Co., Columbia Phonograph Company, Corn Products Refining Company, Gold Dust Corporation, Great Atlantic and Pacific Tea Company, Happiness Candy Stores, National Carbon Company, Penn Mutual Life Insurance Company, Proctor and Gamble and the United States Sugar Association.

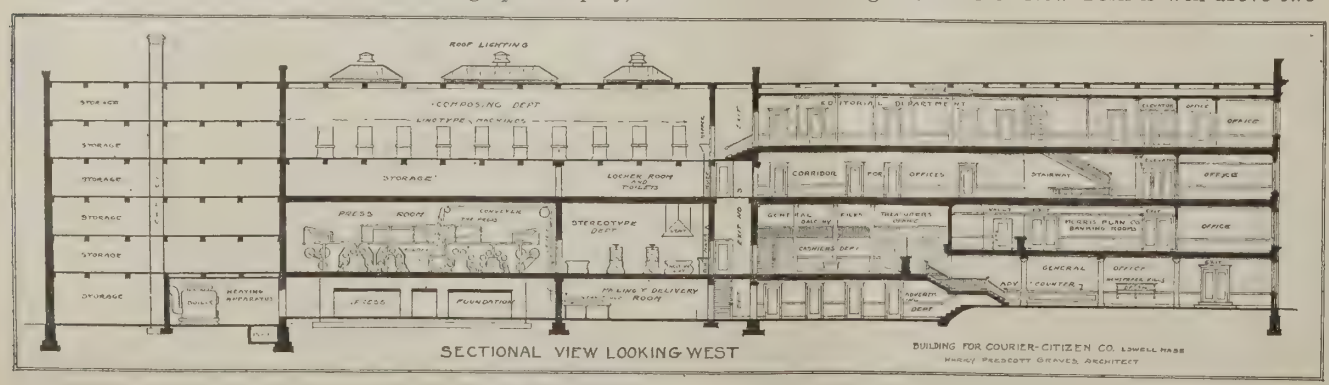
WJZ, by terms of its agreement with the A. T. & T. cannot broadcast for pay, but is highly interested in broadcasting news, according to Charles B. Popenoe, program manager. He declares radio holds no menace for newspapers.

"We want to broadcast general news and we have tried to get it, from the Associated Press, but without success," he declared. "We are hoping that someday an arrangement can be made. At present we confine our activities to special sport contests, speeches, and other available events. It is not our intention to form a news gathering organization. Several months ago we turned down the proposition of a newspaper man who wished to form such a group. What could it cover? Crimes, divorce trials, accidents. We are not interested in sending this type of news into the homes.

"We picture the typical radio audience as composed of the man, his wife and their children seated in the parlor of their home. We could not broadcast scandal and crime to them and survive. You can lock your door against the 'scandal' newspaper, not against radio."

Mr. Popenoe cannot visualize the radio ever becoming a serious rival of the newspaper. "Listeners in" cannot select items which interest them as they do in the newspaper—they must listen to the program as it comes, or cut off. And even when sport contests are broadcast radio fans buy newspapers just the same, Popenoe declares.

The radio audience in the metropolitan district, which includes the area within 50 miles of New York is well above two million, both WEAF and WJZ estimate, although there are no absolute figures obtainable. WJZ estimates there are 750,000 receiving sets in this area, with three listeners to each set.



Sectional view of new Lowell plant.

FORMER WAREHOUSE IS NOW FINE PLANT

Lowell Courier-Citizen in New Home Said to Be One of Best in New England — Luxuriously Furnished and Efficient

THE *Lowell* (Mass.) *Courier-Citizen and Evening Leader* moved recently into their new building in Kearney Square, regarded as one of the best in New England.

The building was remodelled from an old mill warehouse, the construction of which lent itself admirably to remodeling for a news plant. There is ample room for expansion over a period of many years.

In its remodelled state, the building has 4 stories, averaging 12 feet each. The ground floor of one front section is devoted to the general business office, the advertising, circulation and accounting departments. It is luxuriously furnished. The business executive offices are on a mezzanine floor. The second and third floors have been rented for office purposes. The editorial offices occupy the top floor.

The second section houses the mechanical departments. On the top floor is the composing room, just back of the editorial department. It is equipped with 11 Mergenthaler linotypes, 5 of which are new model 8's. The news copy bank is located near the news machines, while the display machines are near the advertising bank. In the advertising section there are two Ludlow type-casters and an Elrod rule and slug caster. On the same floor are located a pair of Hoe automatic steam tables and a double action molding table. The matrixes, when molded, are dropped through a chute into the stereotype foundry two floors below. Another chute carries all dead metal into the foundry for re-melting.

The floor below the composing room is devoted to locker and wash rooms for the employes.

On the next floor is the stereotype foundry, equipped with new machinery, including a Hoe finishing machine, a Hoe front finishing machine and the latest in saws and trimmers for flat work.

The press is on the same floor, which makes for easy handling of the plates from the stereotypers. The press is new—a straight-line octuple of the R. Hoe make of 64-page capacity. The control board is located on a mezzanine above the floor.

The conveyor from the press runs into the mailing and distribution room on the ground floor. A right-of-way running beside the building permits the circulation department's trucks to run up to the mailing room door, a factor which facilitates deliveries. In the same right of way is a spur track of the Boston & Maine railroad which makes it possible to unload paper cars right at the building, thus avoiding trucking from the freight yards.

The remainder of the building, comprising another entire section, is devoted entirely to storage, which permits the accumulation of huge stocks of newsprint.

The occupancy of the new building coincided with the 100th anniversary of the Courier-Citizen, and the occasion was marked by a 64-page souvenir edition.

Kaltenborn Completes Radio Tour

H. V. Kaltenborn, associate editor of the *Brooklyn Eagle*, has just returned from the first transcontinental radio tour ever undertaken by a radio performer. Between June 24 and July 30, he addressed radio audiences from 10 principal stations in the middle and far west.

Ulrich Joins Peshtigo Mills

M. L. Ulrich, formerly with the Junkin Paper Mills, Fort Madison, Ia., was recently appointed general superintendent of the Peshtigo Paper and Pulp Company, Peshtigo, Wis.

Editorial, advertising and circulation ideas in EDITOR & PUBLISHER, $4.00 a year.

"DING'S" GENIAL PEN REFUSES TO LIBEL LIFE

"It's the Only Human Race We Have, Why Not Be Kind to It," Eminent Cartoonist and Pulitzer Winner Counsels Colleagues—Condemns Vitriolic Caricatures—Says Ideas Transcend Mere Drawing

By HARLAN S. MILLER

"I DON'T care who is president," a well known cartoonist remarked, "provided his nose is amenable to caricature."

With this dictum Jay N. Darling, the 1924 Pulitzer prize cartoonist, is in complete and hearty disagreement.

First of all Mr. Darling, who signs his cartoons "Ding," holds it axiomatic that all noses, even the most chaste, are defenseless before the caricaturist's pencil.

Second and lastly, "Ding" *does* care who is president. Unlike some geniuses —incidentally, Ding doesn't believe much in genius—he esteems his country above his art.

It follows that should a prophet arise with an impeccable nose, a nose defiant of distortion, Ding would not hold it against him at the polls.

That is to say, Ding takes his government seriously, although he is not averse to giving it an occasional dig in the ribs, or chucking it under the chin. Caricature is merely one of its by-products.

It is significant that while he might in fun augment the Hughes whiskers and moustachio, or magnify the Hoover chin dimple or the Wallace eye-brows, so people who have never seen them can recognize them, he values this trio as the ablest public servants within sound of the republic's voice.

If you define genius as hard work dressed up in its starched shirt, he is willing to concede a conscientious government official the appellation. And he believes most officials are profoundly and eagerly conscientious.

Ding believes, moreover, that a cartoonist should not be hyper-critical, violent or vitriolic in his attacks on officials. He maintains that the effective admonition is the sweetly sugar-coated.

Thus it was with a muffled bludgeon that he won the $500 Pulitzer award, voted him as he was on his way back from a two-month vacation in Europe.

Rival caricaturists whose rapiers are smeared with no healing unguent estimate that this is something less than half of one per cent of his yearly income.

He arrived from Europe without heralding—no one met him or notified him of the prize, and he was ignorant of the award until he fished a Columbia university envelope, that looked as though it concealed a circular, from his waste basket.

Although he is still staff cartoonist for the *Des Moines Register*, an independent morning newspaper of Republican tendencies, which he joined in 1906, he has also been on the staff of the *New York Tribune* since 1917. The Tribune syndicates his cartoons to 110 newspapers of all shades of political and editorial views. Thus 110 newspapers printed the Pulitzer prize cartoon.

It was a drawing in four parts, of non-political import. Each part depicted the career of an easily recognizable national figure, from humble and obscure boyhood to his place with the mighty.

A goodly fraction of Ding's drawings are in this vein, broad commentaries on American and international life, not one whit contentious.

But often his sketches embody views sharply at variance with the editorial policies of some of his 110 newspapers, and yet are by them prominently displayed. In this way the cartoonist achieves somewhat the stature of a Fifth Estate.

By the terms of his agreement with the Tribune, Ding spends 4 months of each year in New York. The other eight he lives at his home, in Des Moines, Ia.

"There is less pressure out there against a man's brain and brush," he explains, "fewer suave enthusiasts for and against everything. Moreover, I have grown accustomed to the way we live in Iowa, and so find it more comfortable to live that way."

So much for the many who detect some esoteric philosophy in Mr. Darling's adherence to his Hawkeye prairies.



J. N. DARLING

During the Democratic Convention, Ding, as is his wont when sojourning in Manhattan, took possesion of a sedate hotel suite and disguised it with palettes, drawing stands, boxes of paints, brushes, ash trays, piles of photographs and clipped pictures until it resembled a studio after a minor hurricane.

This time it was the Algonquin, and Ding, a brawny six-footer or thereabouts, with a habit of making himself comfortable, had eliminated any urban hauteur the suite originally may have possessed. Cigars, books, cigarettes and magazines lay about.

The Democrats had adjourned a few minutes before, and already the cartoonist, with his sleeves rolled up, was squared away before a 30 by 20 sheet of stiff drawing paper, on a draughtsman's stand in the light of a bay window.

On the paper, under a rain of swift brush strokes, Smith and McAdoo were emerging as the Kilkenny cats. As in the legend, their tails, tied together, suspended them from a clothesline, and their claws tore at each other.

It was a prophetic picture, drawn early in the balloting, for Smith and McAdoo later emulated the cats and clawed away until little remainded but their tails. As he sketched he smoked and talked.

Ding's brow is broad, high and streamlined against faddist breezes. His features are large, sympathetic and tolerant, with eyes that are deceptively merry when he is most earnest. His facial lines bear the imprint of smile infrequently seen. His hand is amazingly, disproportionately swift at the end of a heavy arm slung from a broad shoulder.

There was, however, an interlude when it wavered. Well might Ding have added a fifth strip to his prize cartoon of greatness snatched against great odds.

Few know that 12 years ago, as he stood on the threshold of national recognition, that right arm hung helpless at his side, virtually crippled in a hunting accident.

First he tried to learn to utilize his left arm. Then during two years of stubbornly unconceded disability he held his brush in his right, its fingers and arm muscles quite limp, and furnished motive power by pulling it across the paper with his left. Eventually specialists restored use of the arm, but not before he had bridged a 24-month crisis that yawned menacingly across his career.

"Julian Mason wants this and three others by eight-thirty," said Ding, with a trace of pride. "These conventions give you a whiff of battle smoke. I feel young again." He looked permanently young, and behaved so.

A waiter was setting the table for dinner. Ding takes most of his meals, during such emergencies, in his own rooms. Friends accused him of avoiding the dining room downstairs for fear that he might encounter a bevy of colyumists and critics. This explanation he waved aside and insisted "It's cozier up here."

Ding's father was a Methodist minister, who never sojourned more than two years in any pulpit. Fate and the Conference decreed that he be born at Norwood, Mich., on the lake shore.

When he reached the gawky years he was living in Sioux City, Ia. From there he went to college, to absorb the scientific preparation for a medical course.

Science must have seemed a gaunt and austere taskmistress, for he sought relaxation in horseplay which blinded a sensitive faculty to the fact that his grades were good. . . .

It was a warm Democratic night, and as Ding gave recognition to the potatoes hashed in cream, he declined to remember all the schools that had expelled him. It was a subtle revenge; or so it must seem to the schools obliterated. Obviously Beloit University expelled him more tactfully than elsewhere; in Beloit's favor he made a solitary exception and remembered her kindly.

With the pedagogic tincan athwart his ambitions, Ding heard in its rattle no dirge; only an "I'll show 'em!" refrain. Like many another collegian, he became a journalist temporarily to earn tuition money, so he could return to his skeletons and scalpels in a year.

A husky, willing youth, he became police reporter, city hall man, sporting editor and staff photographer for the *Sioux City Journal*. That was before the day of specialized journalists.

In college he had been an awkward bashful exhibit, by his own avowal. Suave classmates and co-eds froze him in strange postures, tongue-tied.

"I still get sea-sick when I have to meet a roomful of strangers," he explains. And so in revenge he carried a pad and pencil and caricatured those who embarrassed him most.

On his several runs for the Journal, he still carried his pad and pencil. During lulls he would reduce an unsuspecting prominent citizen, at a banquet or a trial, to the equality of caricature. One day he thus embalmed an irascible pioneer attorney, the local Cato, during a school board meeting.

Shortly afterward this same short-tempered Demosthenes blew up during an argument in court and lambasted his colleague, the opposing counsel, with a walking stick.

This was a novel performance, and the city editor yanked Ding from a hot story about the horseshoe tournament, and sent him to get the violence gentleman's photograph.

The assignment was a stalemate. Ding's quarry had never had his picture taken, and announced thunderously that he never would. To cover his chagrin, Ding produced the pencil sketch. The city editor recognized his man instantly, and ran the caricature, probably no more flattering than a photograph would have been, on page one.

The Journal printed his whole sketch-book gallery as an alphabet of Sioux City celebrities. As a result Ding, then 24 years old, became engrossed in his cartoons, and abandoned his medical career.

Sometimes he regrets this, and surgery is still his foremost hobby. He reads surgical works, and is absorbed in intricate operations performed by some of the republic's leading surgeons who are among his friends.

This defection occurred in 1901. Five years later, when he joined the staff of the Register at Des Moines, his Iowa farmer was a recognized type, and he had stressed the hitherto unremarked resemblance between Uncle Sam and Farmer Corntossel, till it was limned in the national consciousness.

Today he has built a comfortable fortune with the characteristic black lines from his pencil and brush. (Even a Ding pig can be recognized anywhere as a Ding pig.) He drops in to size up the League of Nations at first hand, in its Geneva seclusion, as informally as he goes to the Iowa state fair for other data. He is having his young son and daughter educated in Europe, perhaps with the hope that they will love Iowa more. He has exchanged ideas with many, perhaps most, of the Republic's grandest vegetables, as the French say. Not because he is sociable, alone, but because he holds that a cartoonist ought to know his victims.

"A cartoon," says Ding, "is an illustrated figure of speech. Too many of them are merely mixed metaphors. Far too many are guilty of hyperbole. They exaggerate.

"What they exaggerate most of all is the wickedness of public officials. An unkind cartoonist, and there are too many

of him, condemns a whole government with a few brisk strokes.

"It is far too easy to criticize and slam well-intentioned, honest officials through caricature. A conscientious cartoonist will not poison the wells of public opinion by attributing false motives to personages whose heads are momentarily above the mob-line. It is too easy to foster baseless suspicion. The public usually is suspicious enough.

"The cartoonist with a warning or a message must sugar-coat it or become a common scold.

"This is the only human race we have. Why not be kind to it?"

The inspired cartoonist who dashes off a masterpiece in a mad frenzy, Ding testifies, is as rare in real life as the indomitable reporter of fiction, who wins a job as dramatic critic by climbing into the city hall through the transom and foiling a political plot.

"The 10-minute-a-day cartoonist is a myth," devastates Ding. "To keep a mind fit for caricature, the pictorial critic must flex his mental muscles constantly, by reading, by study and by contacts.

"Inspiration will not come to his rescue, galloping on a winged white elephant. He must grope for the message, and then he must study the public's psychology for the best way to convey it.

"In conveying it, he cannot be temperamental or toplofty. A cartoonist may well adopt for his motto: 'Reason with the public; don't dictate to it.'

Ding was smiling benignantly at some outlandish cheese, in lieu of dessert, which may or may not be an outgrowth of his last trip abroad. Suddenly the smile vanished.

"Here I am, preaching again," he acknowledged. "Well, if I am, I'm preaching at the thousands of hopeful parents of hopeful cartoonists who think the 'funny pictures' offer a good, clean if dishonest way of making a living for a youngster who's so ornery and incapable of everything else that he must have artistic genius.

"If all the aspiring cartoonists I meet every year were laid end to end, they would form a wriggly line clear around the White House, and high enough to protect it—even against cartoonists.

"Many of these youngsters are graduates of art schools, and can draw rings around me. But they don't know what the world's all about. They are too lazy to learn. Yet that's just why their folks want them to become cartoonists—because they're incorrigibly lazy.

"Why, the poor cartoonist,"—and here Mr. Darling's face assumed a solemn and sympathetic expression—"the harassed cartoonist spends more hours at work than anyone else in the shop.

"That brilliant symbolism having to do with the cow's whimsy toward her milk pail, expressed in kicks, and the inspired stuff about summer boarders, is good only once or twice a season. There are gaps to fill with ideas.

"Still, without any ideas whatever a caricaturist can always ruin a man's reputation, by pitiless cartooning."

Harshness and vitriol, however, are more frequent in the sketches of Europe's "pictorial critics" than in this mellow, live-and-let-live republic, Ding has concluded. There "pitiless cartooning" is the rule.

"The idiom of expression varies greatly between Europe and America," he said. "They use the bludgeon.

"The continental caricaturist is even more violent than his British colleague. The Britons are leaning toward geniality.

"But even the continentals are corking their rapiers. The youngsters among them are more generous. They yield a better admixture of humor.

"On the whole, I think caricature is discarding its ancient flair for lampooning." Ding knows his Voltaire. If he doesn't regard this as the best of all possible worlds, he is convinced, at least, that it is the champion world extant.

Morning Daily for Key West

John A. Lloyd, managing editor of the *Havana* (Cuba) *Post*, and J. T. Wilford, business manager of that paper, have announced they will publish a morning daily paper at Key West, Fla., Sept. 15.

ALL IN THE DAY'S WORK

Drawn for Editor & Publisher

By HUBBELL REED McBRIDE

Originator of "The Ark Age" Will Draw for Macfadden Tabloid



"Praise from Sir Hubert ——"

"STRUGGLING ARTIST" may sound bromidic to casual readers, but to Hubbell Reed McBride, newspaper cartoonist, creator of the comic strip "The Ark Age," and now illustrator and cartoonist for the Macfadden publications, it has fresh and poignant meaning.



H. R. McBride

Today McBride "has arrived" as they say. He has perfected an individual style. His drawings are widely known. He is a consistent contributor to *Life* and other publications. In his spare time he is completing a series of 36 figures of President Roosevelt—pen drawings—which he says will be the best serious work he has yet done.

It was in 1915 that McBride learned to know what the phrase "struggling artist" means. He was 22 then, and had come to Cleveland from his home on a farm near Mansfield, O., with the hope of "catching on" some place where he could foster his ambition to draw. For a month he worked in a restaurant at $12 a week. Then he found a place in the art department of a local bag company.

His first job as a newspaper cartoonist was with the Newspaper Enterprise Association, where he illustrated jokes and drew an occasional cartoon for a salary of $10 a week.

"I can't draw very well but I've got to have a job" was the way he applied, and it was the utter sincerity of this appeal which won him a place, according to the man who hired him.

After a year and a half with the N. E. A., McBride came to New York.

"Life was hard—I didn't know a soul when I came and I was timid about going after work and charging for it after I got it," he says. "Editor & Publisher gave me my first work in New York. I was drafted into the army after 6 months, and spent 15 months in the army, 8 of them as art director of *Air Scout*, an air service publication."

After the armistice McBride free lanced in New York for 4 years, trying to popularize a difficult style with little or no results.

He finally hit upon the style shown in the accompanying drawing, in which the drawing of the engraver and the artist is rendered, which he believes is best suited to him.

McBride will draw cartoons for the new Macfadden evening tabloid to be launched in New York soon.

MUST GROW TIMBER OR FACE PAPER CRISIS!

U. S. Forest Service Experts Report Astonishing Findings in Pulpwood Survey—Amazing Increase in Consumption Without Corresponding Conserva tion or Reforestation—Conditions Which Every Newspaper Publisher Should Study

By ARTHUR ROBB, Jr.

FIVE million tons of newsprint.

Thirteen and a half million tons of all kinds of paper. The last figure is stated, the first implied, as American requirements for 1950 in Bulletin 1241, U. S. Department of Agriculture, "How the United States Can Meet Its Present and Future Pulpwood Requirements." This document, a deep and detailed survey of the present and future of the chief raw material of paper, is the work of Earle H. Clapp, assistant forester and Charles W. Boyce, forest examiner, both of the U. S. Forest Service.

For the benefit of those not familiar with the present figures of the paper industry, it might be said that the figures cited represent double the tonnage of 1922, which are three times those of 25 years ago—1899. The use of paper per capita has increased 90 pounds, from 57 to 147, between 1899 and 1922, and a similar increase during the next twenty-five years, with the expected increase of 40,000,000 in population during that time, would involve a total paper consumption of 18,000,000 tons.

Conservatism, therefore, has characterized the quoted estimate of the report, in which some allowance has been made for factors which would make for a decreased rate of increase.

Any newspaper man can count a dozen or maybe a score of living publishers who were in the newspaper business in 1899, when its total draft on the newsprint mills was 569,000 tons. The 1922 consumption was 2,450,000 tons, and in 1923, it was 2.750,000 tons, probably more. It will not be much, if any, less in 1924.

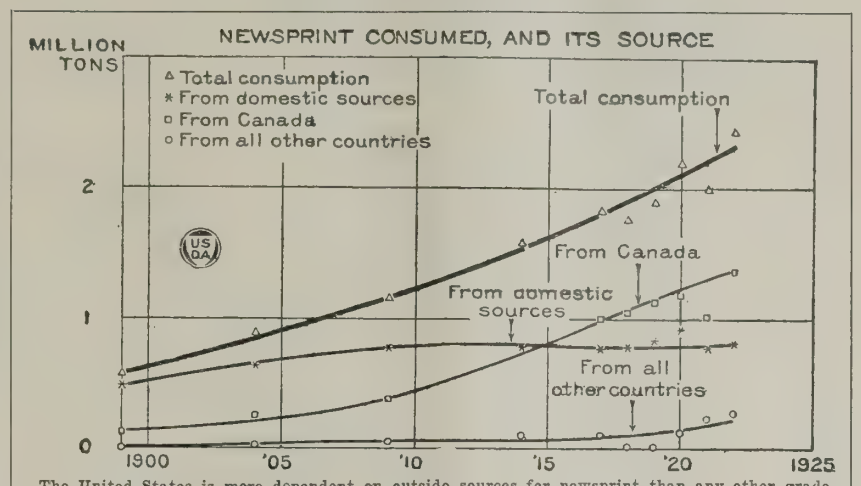
Now, before getting into the meat of the report, let us look back at the source of the 1899, 1922, and 1923 supplies. In 1899, the report states 83 per cent of the wood from which our newsprint was manufactured came from domestic forests. In 1922, this percentage had dropped to 34. That drop is relative, not actual, for the amount of domestic wood used for newsprint has increased about 450,000 cords in that time.

In 1922 we imported 42 per cent of the newsprint we consumed, all but 5 per cent of the imports coming from Canada, which in 1922 exported 83 per cent of its entire newsprint production. Imports of Canadian newsprint alone in 1922 exceeded the production from American wood, and this in spite of the fact that as recently as 1909 they totalled only 20,000 tons.

American mills also import pulp to the extent of 14 per cent of their consumption, half from Canada and half from overseas. Total imports of newsprint pulpwood in all forms, paper, pulp, and pulpwood, from all countries, are equivalent of 2,050,000 cords of pulpwood. Of this 350,000 cords came from Canada in pulpwood form—more than for any other paper grade. An additional 1,375.000 cords come from Canada in the form of pulp or newsprint.

Transferring the thought from newsprint to the entire paper field, let us state the problem, as of 1922, in this form. It took 9,148.000 cords of wood to supply 1922 paper requirements, of which about 4,498,000 cords were cut in our own forests. We exported the equivalent of 235,000 cords. Pulpwood imports amounted to nearly 1,045,000 cords. The remainder of our requirements, equivalent to 3,840,000 cords, was imported as pulp and paper.

Stated in another way, the American paper industry in 1922 manufactured 7,000.000 tons of paper from domestic and foreign supplies, but we consumed 8,000,000 tons. Our pulp industry manufactured 3,500.000 tons of pulp, in part from imported wood, but 5.847.000 tons were required for our total paper consumption. Finally, we cut from American forests 4,500,000 cords of wood, but the total consumed in the United States and elsewhere to meet our paper requirements was 9,148,000 cords of domestic and foreign wood. Only 88 per cent of the paper consumed in the United States in 1922 was manufactured in this country; only 60 per cent of the pulp used was a home product; and only 49 per cent of the wood used came from our own forests.



The United States is more dependent on outside sources for newsprint than any other grade of paper. We draw more heavily on Canadian forests than our own.

And the estimate is that we shall need 15,000,000 cords of wood in 1950!

Shall we get it from Canada? Probably not, as Canada is beginning to object seriously to letting unmanufactured wood cross the border. And Canada is beginning also to reach the limits of expansion, some observers say. Is Europe the source of the future? Hardly. Sweden is already removing the full annual growth from her forests and Norway is overcutting hers, as is Finland. Apparently, the report goes on, the only country in the world which offers the opportunity for a long sustained increase in pulpwood supplies commensurate with the increasing world demands is Russia, including Siberia, and a large part of the Russian forests are inaccessible. Europe, when it recovers, will need more paper than it can purchase now. The Near East and the Orient, Latin America and the gradually settling parts new to civilization will demand paper from the nearest points of supply, and Uncle Sam's children can expect to pay well in competition with the world if their supplies of paper are to come from beyond borders. That is leaving out of consideration political exigencies which might shut off outside supplies of pulpwood; that consideration is hardly negligible.

These are purely negative arguments the report advances for a domestic source for all our pulpwood requirements.

On the positive side, it is set forth that regions with large areas of forest land can be made centers of the same permanent development as areas of rich agricultural lands. Both produce crops which differ only in kind. A thriving timber industry is as basic in character as agriculture. Upon timber crops can be founded permanent local wood-using industries, such as pulp and paper manufacture. On the other hand, extensive areas of idle forest lands are a public burden. As long as they remain idle, transportation facilities can not be supported, taxes on productive property are increased, settlement is hampered, and social progress is retarded.

European pulpwood supplies, it is pointed out, now come from cultivated forests. Canadian supplies will also have to be grown by forestry if they are to remain a factor of importance. The United States has on the whole much more favorable growing conditions than either Eastern Canada or Northern Europe, the main sources of our imports, and we should therefore secure larger yields in shorter period from our own lands. Water power, fuel, and materials other than wood for manufacture of paper are abundant in the United States. Thus the more nearly independent the United States can become of foreign wood supplies, the less likely we are to be subject to dictated prices from outside sources of excessive prices resulting from world competition.

However, for the period during which paper or its constituent materials can be obtained more cheaply from foreign than domestic sources, importation is a sound measure of forest conservation, eking out our diminishing supply of convertible pulpwood.

The problem of the future is to make that 1950 requirement of 15,000,000 cords of pulpwood at home. Twelve million cords of this will have to be in spruce, fir, and hemlock, the constituents of ground wood and sulphite pulp which are all there is to newsprint and which are essential to a number of other grades of paper.

Of the total timber now standing in the United States about 760 million cords, including jack pine, is suitable for mechanical and sulphite pulp; 850 million cords are suitable for soda pulp, used in book papers; and 1,920 million cords are available for sulphate, which goes into the boards and other coarse papers. All of the Alaskan pulp species are within the sulphite-mechanical group.

The total annual drain on American forests, of which only 2.5 per cent is for pulpwood, is a little short of 25,000,000,000 cubic feet, about one-thirtieth of the total visible wood supply of the United States. Annual replacement through new growth is only 6,000,000 cubic feet, so that our timber resources are decreasing 19,000,000,000 cubic feet, or 160,000,000 cords a year. This drain includes much timber below saw-timber size, the losses in this size being thrice its renewals, thereby reducing the possibility of replacing the larger-size timber by the progressive growth of new wood. The drain upon the larger sized material suitable for saw timber is 5½ times the annual growth.

Now, under forests in the United States are 470.000,000 acres of the original 822,000.000 acres of virgin forest. The outlook is that agriculture will make no further inroads on forest lands and that the present acreage can be taken as the area for the forest cultivation that the future must bring. This total does not include the Alaskan forests, only two of which are considered in the report—the Tongass and the Chugach reservations. These 5,000,000 acres of forest lands may be added to the previous total. Of the present acreage, 138,000,000 acres are still covered with virgin timber, 250,000,000 with volunteer second growth, and 81,000,000, devastated by logging and fire, lack forest growth of any kind.

The forests of practically every region in the United States are being cut much more rapidly than they are being replaced by growth, and in most regions the original timber supplies have been greatly reduced, the pulpwood regions falling within the latter class.

The most urgent phase of the immediate problem is to secure annually an additional 870,000 cords of spruce, hemlock, and balsam, and 180,000 cords of aspen (known in the trade as poplar), to offset pulpwood imports. An important, but less urgent phase of the problem is to secure from American forests the pulpwood required to offset present pulp and paper imports. The total of these immediate and future requirements is a total annual increase in the spruce, fir and hemlock cut of about 3,916,000 cords, in the pine cut of 773,000 cords and in the cut of various hardwoods of 196,000 cords.

A third phase of the problem stated by Messrs. Clapp and Boyce is to meet increasing future paper requirements from our own forests if possible. This based upon the increase in requirements of the past decade or two, would necessitate a further increase in the fir, spruce, and hemlock group of 237,000 cords a year, in the pine cut of 110,000 and in the hardwood cut of 23,000 cords. Upon the basis of possible paper consumption of 13,500,000 cords by 1950, there would be required at that time, under present manufacturing practices, nearly 12,000,000 cords a year of fir, spruce and hemlock, 2 million cords of pine, and a little over 1,000,000 cords of hardwood.

Growing pulpwood is the fundamental solution. Some relief may be expected from new or modified pulping processes, whereby the number of species available for pulping purposes can be increased. If such an increase can include species which are still comparatively abundant in the Middle Atlantic, New England, and Lake States—the heart of the newsprint industry of the United States—it will be of first importance in relieving the present crisis, Messrs. Clapp and Boyce report. Additional relief may also be had by shifting sulphate pulp production from spruce, fir and hemlock partly or wholly to pine and larch. Elimination of waste in the chemical processes will also help. Only about 45 per cent of the original weight of wood now appears as sulphite pulp, the remainder being lost in the liquor. Reuse of waste paper has grown to 29 per cent of our present total paper consumption, but, with the perfecting of present deinking processes or the discovery of better ones, waste paper can be made to furnish to new paper more than its present 1,850,000 tons a year.

Use of woods and sawmill waste in pulp and paper is another avenue, which has been neglected these past 15 years. About 20,000,000 cords a year of sawmill waste from pulp species cannot be salvaged in lumber manufacture. Only 90,000 cords were used in pulp operations in 1922.

But, important as all these measures are as part of a general program, the investigators say "the main reliance in ultimately and fully meeting our pulpwood requirements must be placed upon the growing of timber."

The possible margin of growth on our present forest area, under intensive forest management, over the present drain, would ultimately amount to about 12,000,000 cords of the pulp species. To this

could be added a part of the 11,000,000 cords of pulpwoods not lost annually by fire and disease, but which could be saved by better protection. Alaska's forests can add another 2,000,000 cords a year without depletion of its resources. This total would more than meet the 10,500,000 cords difference between the present cut from our pulpwood forests and the ultimate cut of 15,000,000 cords, and leave plenty for increased use of other wood products. But—the difficulty comes back of the necessary concentration on spruce, fir and hemlock.

Two solutions of this difficulty—one for now and one for the future—are presented.

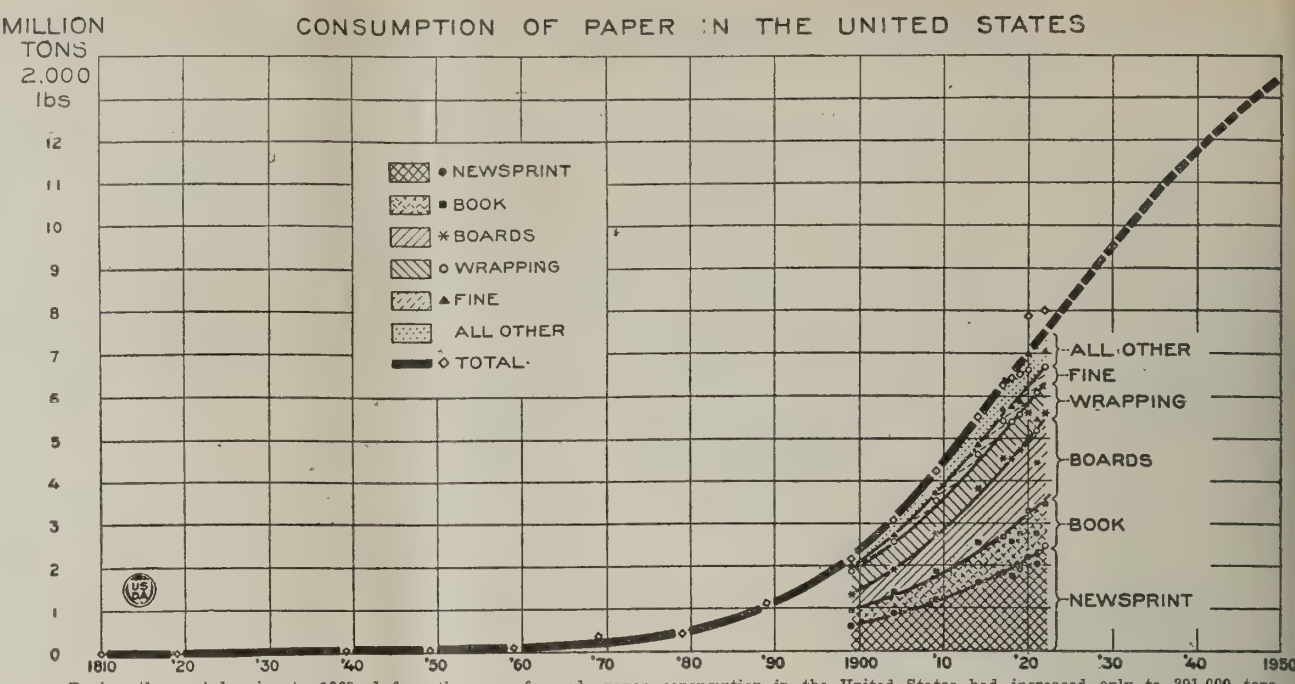
"Unfortunately," the report states, "the timber supplies of New York and Pennsylvania are now so greatly reduced in relation to demands, and provisions for their replacements by growing new supplies are still so far short of ultimate possibilities, that a curtailment of pulp production seems to be the only outlook if present pulping processes are continued. How rapid the curtailment will be, and how far it will go, depends primarily upon how soon forest management is applied, with what degrees of intensity, and on what part of the area of the entire spruce-fir type. Increased cutting of pulp timber in the immediate future would merely hasten and aggravate later curtailment. The main effort in the solution of the problem in the Middle Atlantic States must be to increase timber growth.

"The outlook for the immediate future in New England is similar, but less critical because of the larger timber supplies in relation to plant requirements and the smaller pulpwood imports. New Hampshire of the three spruce states, is in the worst situation, and Vermont is in the best. Vermont might succeed in supplying its own mills, but will probably be called upon increasingly to assist New Hampshire and New York. Drastic curtailment is the only outlook for New Hampshire so far as its own supplies are concerned, and reliance upon Maine and Vermont only serves to aggravate the difficulties of these States.

"Michigan's spruce and hemlock supplies are chiefly available for Wisconsin. Wisconsin, with only limited resources of its own, draws its pulpwood largely from Michigan and Minnesota. Minnesota, with anything but a favorable spruce outlook, is trying to eliminate the competition of Wisconsin mills. Eliminating new processes, the only way in which the pulp industry can hold its own is through the increased use of hemlock in competition with the sawmills, and through the possibility, already beginning in fact, of using jack pine. Both of these species are more suitable for sulphite than for mechanical pulp. Both, without intensive forest management, and possibly hemlock in any case, will be purely temporary expedients. Immediate enlargement of the pulpwood cut or of the manufacturing industry, is out of the question without corresponding curtailment later.

"Under present pulping processes, therefore, new regions alone, with ample stocks of virgin timber, offer the only hope in making up in the near future either our 870,000 cords of spruce pulpwood imports or the sum total of our dependence for spruce, fir and hemlock, equivalent to 3,916,000 cords. Half of the latter can be wiped out by a new industry in Alaska; three-fourths can be secured from the forests of Washington, Oregon, and California; one-fourth can be secured from the Rocky Mountain forests in Montana and Idaho. Only the growing of new crops of timber to replace present supplies can afford a basis for permanent plant operation in these new regions."

The outline for the future is less particularized. The possible cut from Alaska, the Pacific Coast and the Northern Rocky Mountain states is placed at about 6,500,000 cords annually. This is conditional upon intensive forest management on all cut-over lands, or at least on restricted areas devoted to pulpwood production. Potential growth on the spruce-fir lands of the Middle Atlantic New England, and Lake States combined, can ultimately, under similar methods, exceed 6,000,000 cords. Use of spruce for other purposes than pulpwood might



During the period prior to 1869, before the use of wood, paper consumption in the United States had increased only to 391,000 tons. Since that time consumption based chiefly on paper from wood has increased to 8 million tons. A smaller rate of increase than that of the last two decades would bring consumption to 1,950 to 13½ million tons. Paper consumption by grades is shown by cumulative curves.

be offset by utilization of more or less jack pine, possibly also hemlock, for sulphite, and by cutting spruce and hemlock in the Southern Appalachian states. The total for East and West would barely meet a 12,000,000 cord requirement of spruce and fir pulpwood, and the Eastern contribution would not be available until long after 1950.

"Public interest in the pulp and paper problem carries public responsibility to aid in its solution," the report concludes. "The supplies of pulp wood, lumber, and other forest products and the profitable utilization of the forest land constitute merely two phases of one of our most important national problems. The public is interested in securing permanent, as contrasted with temporary, industries. It is interested also in securing ample future supplies of paper at reasonable prices.

"The public must redeem its responsibility by enlarging the area of publicly-owned forest lands and devoting such lands in part to the growing of pulpwood. In co-operation with private owners, it must extend and improve protection against fire, insects, and disease. It must solve the question of forest taxation, which in its present form helps to discourage efforts by private owners to grow their own timber supplies. It must encourage the development of satisfactory forms of timber insurance. It must aid in forest products research into pulpwoods and pulping processes. To supplement present knowledge, it must, in co-operation with the pulp and paper industry, extend and enlarge the research of forest experiment stations in methods of reforestation, timber-growing, and protection.

"It must also secure fuller data on the adjustment of needs and supplies. Although the general information available amply justified action along the lines suggested, much more accurate and detailed data on timber supplies, growth, requirements, and available forest lands are essential for thoroughly satisfactory plans from the standpoint of either the pulp and paper industry or the public. For such data reliance can be placed only upon a timber survey, and in making this the public and the industry must co-operate.

"The interest of the industry in planning and providing for itself ample supplies of raw materials to meet its own future requirements is still more immediate and direct than that of the public and carries corresponding responsibility for the solution of the pulp and paper problem.

"The responsibility of the industry extends to co-operation in the lines indicated—forest protection, forest-products investigations, research at forest experiment stations, and a thorough-going timber survey. It includes systematic and widespread efforts to apply the results of research as rapidly as they become available. Further than all of these, the pulp and paper industry should, to safeguard its own interest, assume the leadership in timber-growing on its own forest lands and those upon which it is dependent for pulpwood supplies. The alternative is scrapping pulp and paper plants or diverting them to other and less essential products affords no real choice."

WEEK'S PRESS FLASHES

Nowadays the gentle sex is composed of men who do not drink or smoke cigarettes.—*New York American.*

A soft answer turneth away wrath, but the Loud Speaker is relied on to turn in the votes this year.—*Boston Transcript.*

You can always tell when you are on the wrong road. There are no detour signs.—*San Francisco Chronicle.*

We may at least hope that Defense Day will not involve mobilizing the military experts—*Springfield Republican.*

The inventor of the "death ray" won't sell it to the United States, but at any rate we have the secret of making moonshine.—*Portland Oregonian.*

Stepping on gas has become more dangerous than inhaling it.—*Lebanon Reporter.*

Hood—I saw you in church last Sunday morning.

Gear—Yes; I had a bad knock in my engine. What was the matter with your car?—*Boston Transcript.*

After all, the only real difference between the girls of this generation and the girls of the last generation is one generation.—*Robert Quillen in Detroit Free Press.*

The first candidate who says anything about "normalcy," should be led out and quietly shot.—*Columbia* (S. C.) *Record.*

No man is master of his own house if his bedroom is done in pink.—*Baltimore Sun.*

A man seventy-four years of age admits drinking whiskey for sixty years. Prohibition came along just in time to prevent him from getting the habit.—*New York World.*

Frequently a golf bag on the front porch indicates unpulled weeds in the back yard.—*New York Telegram and Evening Mail.*

A man in Sheffield, England, who is one hundred and eleven years old attributes his longevity to his confirmed practice of bathing his head in vinegar. Hope it hasn't soured his outlook on the world.—*Providence Journal.*

Radio in summer sounds as if dishpans were being broadcast.—*Columbia* (S. C.) *Record.*

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Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

GREAT NORTHERN CUTS NEWSPRINT PRICE

Reduces Newsprint Quotations from $75 to $70 Per Ton—International Declares It Will Not Abandon $73 Figure

The Great Northern Paper Company has reduced its price for newsprint to $70 per ton from $75.

This $5 reduction per ton is $3 below the price recently set by the majority of Canadian mills and followed by the International Paper Company and other producers in this country.

International and the Canadian concerns early in July lopped $2 a ton off the $75 figure, which had stood on contracts drawn up since the first of 1924.

Paper authorities point out that several years in the past Great Northern has quoted a figure below the majority of other newsprint makers.

That the International Paper Company does not intend to quote newsprint below $73 a ton, or $3.65 per cwt., during this year at least, was stated to EDITOR & PUBLISHER this week by Joseph L. Fearing, sales manager.

Mr. Fearing took great pains to explain his company's position, declaring it was "to the interest of newspaper publishers as well as newsprint manufacturers to keep the price at $3.65 per cwt.," a figure, which he insisted was "absolutely fair."

Regarding the reduction made by Great Northern, Mr. Fearing limited himself to the comment that "some mills of course may have an economically better strategic position than others."

"We already have met the price quoted by the majority of Canadian mills," he said.

"The American publishers realize that it is cheaper to produce paper in Canada than it is in the United States.

"Our position is, therefore, one of wonder as to how anyone can consider it possible for American mills to make prices lower than the Canadian concerns.

"We believe we have taken a fair stand in meeting the Canadian figure of $3.65 per cwt."

WESTOVER RE-ELECTED

Publisher of Yuma Sun Again Heads Arizona Association

J. H. Westover, publisher of the *Yuma* (Ariz.) *Sun*, was re-elected president of the Arizona Daily Newspaper Association, at the annual meeting held recently at Phoenix. Fred Breen of the *Flagstaff* (Ariz.) *Coconino Sun* was re-elected vice-president and O. B. Janes of the *Tucson* (Ariz.) *Citizen* was re-elected secretary-treasurer.

The Arizona publishers endorsed the El Paso and Southwestern Railroad and Southern Pacific merger, with the subsequent construction of the main line through the Salt River Valley. A resolution was passed expressing the sorrow of the association for the loss of C. F. Akers, late publisher of the *Phoenix Arizona Gazette*.

Plans were discussed for the association's fall meeting, which will be held in Phoenix about the middle of October. At this meeting the publishers will join with the Southwestern Associated Press Convention and the meeting of the Arizona Press Club.

Publishers present were: W. P. Stuart, of the *Prescott Courier;* Chet Johnson, of the *Tucson Star;* Leroy Kennedy, of the *Miami Silver Belt;* Tom S. Garlow, of the *Miami Bulletin;* George H. Kelly, of the *Douglas International;* John H. Whyte, of the *Arizona Gazette*, and Chas. A. Stauffer, W. W. Knorpp and Ed Harrington of the *Arizona Republican*.

Hattiesburg Daily Suspends

The *Hattiesburg* (Miss.) *Morning Herald*, published by Ben Stone Dever, has suspended publication after a few months' existence.

NEWS CAMERA WITH 100-YARD RANGE INVENTED BY NEW YORK MAN



M. S. Walker and his giant camera.

THE most exciting play in the baseball game was that slide to second base in the "lucky seventh."

Ground rules prevented most of the camera men from snapping the picture.

That long green thing, however, that looks like a cannon aimed from the grandstand behind the backstop, 100 yards away, has the graphic story told on a plate, ready to be developed and reproduced in tomorrow's newspaper.

It is the long range camera, invented by M. S. Walker, manager of the photographic department of the *New York American*. As a photographer who too frequently saw that exciting play missed by fellow camera men, Walker got busy, and after a year's hard work produced this long distant giant, which, according to claim, is the largest practical newspaper camera in the world.

Measuring 5 feet long, this Leviathan of cameras weighs 100 pounds despite the fact that it is made of aluminum. The fifty-seven and one-half inch lens alone weighs 40 pounds.

This lens, the secret of the camera's power of bringing subjects from 300 feet away up to the equivalent of 20 feet for smaller cameras, was manufactured in Germany. It is a copy of lenses used by Hun airmen during the war, long kept secret by the Germans from the rest of the world.

Two men are required to manipulate this photographic monster, which sits on a tripod made like a battle ship's gun pivot, capable of revolving around and moving up and down.

It is only one of Walker's camera creations, although it is his latest. Walker has been a newspaper camera man for 20 years, starting first with the New York American, and later transferring to the *New York World*. He was on the World up to the war, when he enlisted in the army. After the war he joined the photographic staff of the *New York Daily News*, later returning to the American.

While on the News, Walker constructed a camera about half the size of his latest, which then, known as "Big Bertha," was a sensation in New York newspaper circles. "Big Bertha's" lens measured only 30 inches. He has also invented a camera which makes three almost instantaneous exposures of the same subject, and another which takes 14 pictures 3¼ inches square in a half a second's time.

Billboards Ordered Down

All advertising signs along the highway in Lancaster County, Nebraska, will be torn down, according to the county road engineer. Only highway markers will be permitted.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

N. Y. SUN'S "IDEA MILL" PROVING VALUABLE

Business Office Invites Criticism of Methods from "Greenhorns" of Other Departments—Efficiency Ideas Unearthed

An "Idea Mill" with large capacity has been inaugurated in the business department of the *New York Sun* at the suggestion and under the direction of Edwin S. Friendly, business manager.

The principle of the mill is to improve methods of various departments by reversing the customary theory of having experts investigate.

"Brainy greenhorns ask the experts questions and make suggestions, with the result that many old deep-rooted traditions are being broken for the better," Friendly explained.

Meetings of the Sun's business department heads are held every Saturday. Friendly assigns 3 department heads to investigate another department, about which they know nothing.

"They ask fundamental questions," Friendly continued, "and demand answers."

"A committee, for instance, made up of the circulation manager, the head bookkeeper, and the production manager, investigate the operation of the advertising department.

"The investigators go into the department full of curiosity. They ask all sorts of questions, uncovering minor details that might easily be overlooked by an advertising expert. Their reports are brought up at the regular weekly meeting, discussed, and suggestions made are either rejected or accepted by the business manager.

"Some of the ideas emerging from the mill are of course wonderful and strange. But many are decidedly practical. And altogether it has made the Saturday meetings very interesting."

One result of the plan, which has only been in operation a short while, has been reduction in the number of the advertising checking copies of the Sun, 700 daily, Friendly pointed out.

The system of handling mail in the file room has been changed. A back number room of the Sun has been established. At present a committee made up of the promotion manager, the head of the publication office and the auditor are investigating the press room to discover how many spoiled copies there are daily and why.

James Editor 46 Years

With the issue of July 31, M. A. James completed 46 years as editor of the *Bowmanville* (Ont.) *Canadian Statesman*, a weekly.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

NEW IS INVESTIGATING POSTAL COSTS

President's Statement to Postal Employes on Wage Increase Plans Reveals Status of Second-Class Postage Situation

If Congress, at the next session, reenacts the postal employes' salary increase and provides the means of raising the money for the advance, President Coolidge will sign the bill. Virtual assurance on that score was given a delegation of the United National Association of Post Office Clerks, who called at the White House recently. The measure, carrying upwards of $60,000,000 passed at the last session of Congress was vetoed by Mr. Coolidge on the ground that it failed to provide additional revenue.

The President made it plain to the representatives of the postal workers that he appreciated the condition of postal employes, particularly in the larger cities and recognized the need of proper readjustment in salaries, provided that such readjustment would not impose further tax burdens on the people. He stated that he had virtually approved the proposal of Postmaster General New for salary increases aggregating $43,000,000 to be absorbed by increases in second, third, and fourth class matter, the heaviest increase falling on the parcel post.

The New plan provided for $5,000,000 of the additional $43,000,000 of postal expenses to be raised by increases in second class matter. Since the visit of the delegation of postal employes to the White House, President Coolidge has discussed the question briefly with the Postmaster General, but no decision has been reached regarding specific legislation. Mr. New is known to favor a program that will delay action on the salary readjustment until the investigation of the Post Office Department into the cost of handling various classes of mail, has been completed. This investigation is underway.

SCIENTIFIC AMERICAN WINS

U. S. District Court Enjoins Encyclopedia from Using Name

Through a decision just rendered by Judge Learned Hand in the United States District Court, Southern District of New York, the Scientific American Publishing Company is granted an injunction restraining the Encyclopedia Americana Corporation and its subsidiary, "The Scientific American Compiling Department, Inc.," from continuing to use the name "Scientific American" or "Scientific American Compiling Department, Inc.," on any of its present publications without proper qualification to indicate that there is no connection between the publishers of the Encyclopedia and the publishers of the *Scientific American*.

At one time the Scientific American consented to the use of the term "Scientific American Compiling Department" by the Encyclopedia. The magazine also co-operated in assembling data for the work, which was to be published within a limited time. When the policy of the new organization changed, however, Munn & Co., publishers of the Scientific American, withdrew their consent and sued to restrain the Encyclopedia Americana and the so-called Scientific American Compiling Department from using the name of the Scientific American in connection with the sale of the encyclopedia.

Associates Honor Bartlett

Edward E. Bartlett, president of the Bartlett-Orr Press, and director of linotype typography for the Mergenthaler Linotype Company, was the guest of honor at a dinner, July 29, at the Engineers' Club, New York, welcoming his return from a journey to Europe for typographic research and observation. Harry L. Gage, assistant director of linotype typography, presided as toastmaster.

GEORGIA DAILY WINS FARMER SUPPORT BY BOLL WEEVIL CAMPAIGN

Educational Drive by Albany Herald Lauded by Community and Backed by Local Business Firms—S.N.P.A. Enlisted

HOW an intelligently directed newspaper campaign against the boll weevil aided a section of Georgia to successfully combat that destructive cotton pest was told by J. A. Davis, business manager of the *Albany* (Ga.) *Herald* at the Southern Newspaper Publishers' Association convention held recently at Asheville, N. C.



J. A. Davis

So effectual was the campaign that the S. N. P. A. voted to issue a special bulletin to its members outlining the methods used by the Herald in order that the work might be taken up by newspapers in all parts of the South. How the newspaper carried on its battle has been told by Mr. Davis for Editor & Publisher

"Many years ago, when the South was wedded to the one-crop agricultural system and when cotton was practically the only product of Southern farms, the Herald saw that the South could not enjoy the prosperity to which it was entitled if it continued to adhere to the one-crop system of farming," he declared. "More than 20 years ago the Herald inaugurated its 'Hog, Hominy and Hay' campaign, the result of which was to develop a wide diversity of farming in southwest Georgia, to make the farms more nearly self sustaining, leaving cotton as a surplus money profit crop.

"But as it was impossible for the South to enjoy its fullest prosperity by raising cotton alone, and so it has developed that the South can not enjoy its fullest prosperity without the production of cotton. As long as the South permits the boll weevil to destroy from 60 to 75 per cent of the cotton it plants it will feel the effects of this large economic loss. This is not only true of the whole South, but of any section of the South. It costs money to plant and cultivate cotton, and if that cotton is not harvested a loss results which curtails prosperity and progress."

"For three years prior to 1924 the boll weevil had taken a heavy toll from the cotton harvest of southwest Georgia. Farmers who had experimented with various methods of boll weevil poisoning had made discouraging failures. When the planting season of 1924 approached, there was a spirit of pessism in this section. Farmers were disheartened and business men were discouraged.

"Fortunately, expermental work which had been carried on by the Armour fertilizer Company on a cotton farm near Albany had demonstrated that the boll weevil could be controlled, that cotton could be successfully and profitably grown under boll weevil conditions.

"The Albany Chamber of Commerce made the boll weevil fight, one of the planks of its program for 1924 and sought the co-operation of the Herald in getting the information to the farmers and in building up their morale, which had been completely shaken by the unsuccessful experiments with boll weevil poisoning in previous years. A simple, efficient and economical method of poisoning was prepared and the Herald undertook to 'sell' this method to the farmers of southwest Georgia.

"The Herald took the position that the farmers were in no condition to experiment any further in their fight against the boll weevil, but the experimentation should be left to the agricultural departments of the State and the United States and to such large interested industries as were able to carry it on. In an intensive campaign which lasted for 4 weeks the Herald urged the farmers to use the one method which had been proved to be efficient, and to stick to that method just as closely as possible.

"The campaign was opened up with a screamer printed in red across the top of the first page of the paper—'Southwest Georgia Must Lick the Boll Weevil.' In the same paper was a strong editorial calling upon the farmers to poison and to poison in the right way. The paper also carried a two-colored advertisement, half-page size, of the Albany Chamber of Commerce giving the simple method which any farmer could understand and easily use. For several days a red screamer was carried on the front page and editorials urged upon the farmer the importance of winning the fight.

"In a few days, the Herald augmented the appeal it was making to the farmers by publishing a series of half-page two-color advertisements from the leading business enterprises in the community, throwing behind the Herald's campaign the weight of endorsements from conspicuously successful enterprises in many lines of business—banks, wholesale houses, railroads, manufacturers, etc.

"The effect of this campaign was almost immediately felt. Soon everyone in southwest Georgia was talking about the boll weevil fight. The merchants and supply people were quickly sold on the idea and every time the farmer came in contact with these people he was urged to poison and to poison by the method which the Herald was advocating. Other papers in the territory took up the campaign and it became the all-absorbing topic of interest during the month of May when it was so important for the poison campaign to begin.

"It is too early yet to determine just what the ultimate results af the campaign will be, but a survey shows that about 87 per cent. of the farmers of this section have applied poison this year by the approved method. There are fewer boll weevils in the territory than there have been in a number of years and the prospects for a good yield of cotton are finer than they have been for five or six years.

"The Herald has never done anything which strengthened so much the good will it enjoys as the boll weevil campaign. Both the business men and the farmers are enthusiastic in their acclaim over an effort which they state has saved southwest Georgia hundreds of thousands of dollars.

Look for Smith's "Newspaper Typography and Make-up." Regular monthly feature. Editor & Publisher, $4.00 a year.

Seven Months as Leader

The New York Times published 14,821,820 agate lines of advertising in seven months this year, a gain of 493,166 lines over the corresponding period of last year and an excess of 5,118,102 lines over the second New York newspaper.

FORESHADOWED EVENTS

Aug. 11-16—National Assn. of State Press Field Managers, annual meeting, Salt Lake City, Utah.

Aug. 18-23—International Assn. of Printing House Craftsmen and Graphic Arts Exposition, Milwaukee.

Aug. 21-23—Nebraska Press Assn., summer meeting, Omaha.

Aug. 21-22—South Dakota Press Assn., midsummer meeting, Watertown, S. D.

Aug. 22-23—Washington State Press Assn., summer meeting, Spokane.

Aug. 22-25—Wisconsin Press Assn., summer tour, Milwaukee, and southeastern Wisconsin.

Aug. 25-27—Ninth District Convention, A. A. C. W., Washington, Ia.

Terrell (Tex.) Dailies Merge

The *Terrell* (Tex.) *Tribune* has purchased the *Terrell Transcript*, and it is understood that the two newspapers, which are both evening dailies, will be merged into the Tribune-Transcript. The Tribune was established in 1916, while the Transcript started publication in 1899. Fred Massengill is president of the Tribune Publishing Company. H. Galbraith was owner of the Transcript.

Summer Advertising

We learn that Kops Brothers, manufacturers of Nemolastik fabric, from which many garments are made, are continuing newspaper advertising throughout the country straight through the summer months, for the first time in years and with satisfactory results.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

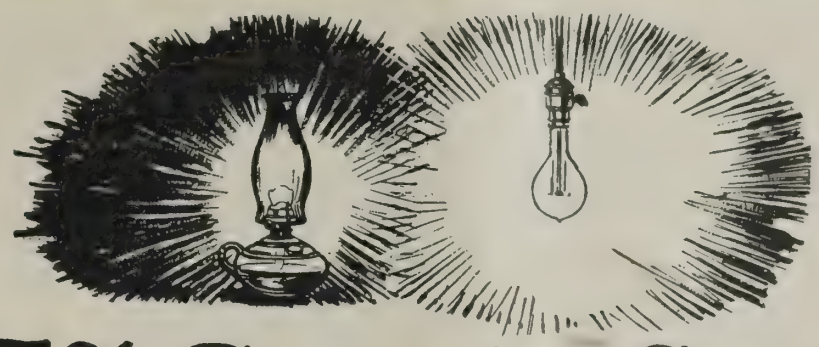
Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

Remember!

IT REQUIRES the use of only *one* medium — at one *low* advertising cost to thoroughly cover the rich Milwaukee-Wisconsin market. That medium is—

The Milwaukee JOURNAL
FIRST - by Merit



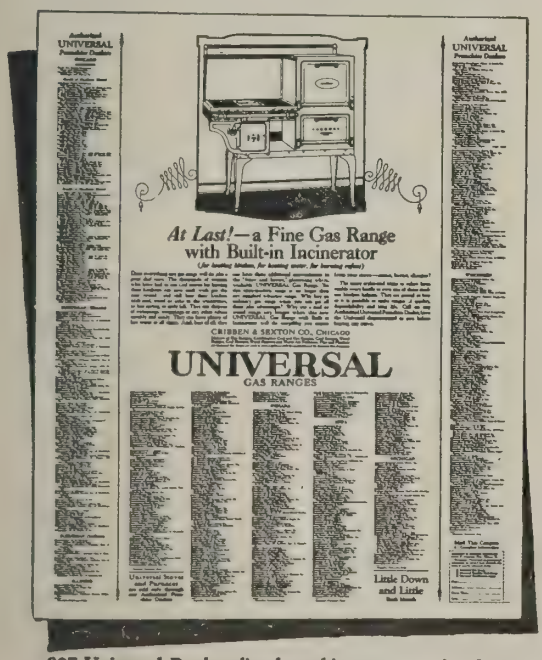
77% Gain in Sales Marks 52nd Year in Business

Cribben & Sexton use Chicago Tribune space to Merchandise More Universal Stoves

Every advertising salesman encounters this line of talk:

"Young man, this was a successful concern before you were born. We have never done any advertising, but our factory is busy year in and year out. Dealers buy our product on its merits. We pay our profits out in dividends and we don't need any smart ad man to tell us how to pay them out for white paper or blue sky."

There are many splendid businesses which have been built without advertising. But the experience of Cribben & Sexton shows that past triumphs are no more an answer to the story of this great business force than the excellent qualities of the horse or the kerosene lamp counterbalance the advantages of the automobile or electric light.



807 Universal Dealers listed on this page—a gain of 43% as a result of One Year of Chicago Tribune Advertising

Cribben & Sexton, manufacturers of Universal Stoves and Ranges, began business in Chicago half a century ago. They have warehouses in five other cities from which their dealers, scattered from coast to coast, are supplied. In New York, as well as in Los Angeles, this old Chicago firm is a big factor in the stove business.

One year ago, however, Cribben & Sexton undertook to stimulate sales throughout The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) by means of Chicago Tribune advertising. A page a month in The Sunday Tribune was contracted for. Based on this campaign, an intensive effort was made to secure dealers in the 502 major towns in each of which The Chicago Tribune reaches one-fifth or more of the families.

In one year, Cribben & Sexton increase their dealer organization by 43%

This drive began on July 1st, 1923. Cribben & Sexton then had 565 dealers in these five states. Today, after one year of Chicago Tribune advertising, they have 807 dealers, a gain of 43 per cent.

Furthermore, the old dealers have sold more Universal Stoves than they ever did before. During the year 1923 Cribben & Sexton sales outside The Chicago Territory were 6 per cent greater than in 1922. But in the five states of The Chicago Territory (where Chicago Tribune advertising was behind the salesmen and behind the dealers) increase in sales was 77 per cent.

What Cribben & Sexton think of Chicago Tribune advertising is evidenced by their assurance to dealers that 13 more pages will be run during the next year under a non-cancellable contract with The Tribune.

The kerosene lamp gave light, but the incandescent bulb gives more light, better light, and instant service. The horse has worked loyally for mankind for centuries and centuries, but he can't keep pace with the automobile. Impressive successes are possible without advertising, but no man knows the real possibilities of his business until he has geared to it this tremendous stimulating force.

SALES
In Chicago Territory

1922 - After 51 years — 100%

1923 - 51 years *plus* Tribune Advertising — 177%

Outside Chicago Territory

1922 — 100%

1923 — 106%

Ask a Tribune man to call and tell you how the vast prestige of The Chicago Tribune, won by 77 years of success and of advertising in this community, can be fitted into your merchandising problems. There is more to Chicago Tribune advertising than the mere purchase of space. We recognize the vital and strategic positions held by jobbers and dealers. We look upon advertising not as a separate entity in itself but as a force to be closely co-ordinated with selling.

Chicago Tribune men are familiar with merchandising as well as with advertising. They have conducted sales campaigns in The Chicago Territory for various lines of business. From repeated contacts with wholesaler and retailer, as well as with manufacturer, they know how to get maximum value from advertising dollars. You place yourself under no obligation in asking a Tribune man to call. You may find, as Cribben & Sexton did, that The Tribune has something worth while to tell you.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery

NEARLY 500 PRESS TELEGRAPHERS THREATEN NATION-WIDE STRIKE

United Press, United News, Universal Service, and International News, Conducting Last Minute Negotiations On Wage Scale

UNION leaders and the managements of the United Press Associations, United News, Universal Service, and International News Service were seeking means of averting a threatened strike which would call out nearly 500 press telegraphers as EDITOR & PUBLISHER went to press this week.

Both sides admitted that a last minute conference might result in agreement.

A strike vote, however, was being taken, and early returns indicate a large majority of union operators favored a walkout.

The union committee has until midnight Friday to accept or reject recommendations made by Hywel Davies, representative of the United States Department of Labor, providing a 3 year contract with $1 a week increases each year.

The recommendations were accepted by the wire services but were rejected by the union Wednesday this week, and the strike vote called.

Roscoe H. Johnson, international union president, and the union committee chairmen, object to "binding union members" to a 3 year contract, EDITOR & PUBLISHER was told.

They declared they might accept a 2 year contract which would guarantee the total $3 a week increase in pay.

The press services had demanded a reduction of $2.50 a week in the minimum wage, all classes; 50 cents reduction Saturday night extra; 10 cent reduction overtime; $10 reduction on wages of machine operators; and 10 cents reduction on machine operators overtime. They claimed decrease in the cost of living made these reductions justifiable. The management also wanted "vacation with pay" abolished.

The union demanded wage increases ranging from $10.75 to $15.75 a week.

Negotiations started in New York, July 6. Commissioner Liller of the Department of Labor was called in and, when he failed to conciliate the two parties Hywel Davies of the Department of Labor was appointed arbitrator. To him the press association managements submitted a joint brief, and the union committees submitted their demands.

In handing down his recommendations, which rejected the management's demand for abolition of "vacation with pay" and offered the 3-year contract, with $1 a week increase each year, Davies made it plain that his decision could not be considered as "an award," since, within 5 days either party could reject his proposals.

He declared his investigations showed that the "weighted average" of wages paid the Associated Press operators is $1.75 more than that now paid by United Press, I. N. S., Universal, and United News.

Union committeemen, however, contended that this average included "short trick" men, paid lower wages because of the short hours worked daily, and claimed the Associated Press paid its men more than the other press associations.

If settlement is not reached, both sides declared themselves for a finished fight.

Present wages now run for day work from a minimum of $41.75 per week up to $60.25 per week; and for night from $47.25 to $60.25.

Karl Bickel, president of the United Press, said his service was well prepared to meet a strike emergency should it arise. The U.P., he pointed out, has widespread machine distribution as far west as the Missouri River, now, also out of Los Angeles, with a new machine service being prepared to operate out of San Francisco.

President Johnson stated that there were very few unemployed press telegraphers available at the present time, since they had found work on the various stock exchanges, because of the boom in food and grain prices.

Willingness to reach a settlement, however, was indicated by both parties.

The present agreement expired June 30.

Following is the notice sent to all union telegraphers signed by the union committeemen, calling for a strike vote:

"All committees and President Johnson rejected 3 year contract, refusing to tie membership hand and foot over such a long period. Managements refuse to put arbitrator's $3 decision in 2 year contract with threat to organize company unions. We know present employes will not operate scab wires. Have members wire overhead immediately your general chairman, authorizing strike midnight, Friday, if our continued efforts fail. Committees ask for full vote and will hold every member accountable who fails wire vote to strike headquarters Aberdeen Hotel, New York."

Committeemen are: United Press Division 47: A. T. Maddux, General Chairman; J. P. Frayn; C. J. McTiernan, Secretary-Treasurer.

International News Div. 61: C. E. Landers, General Chairman and R. M. Pollock.

Universal Service Div. 97: M. B. Norton, General Chairman.

Representing the press services are: Karl Bickel, president, United Press Associations; George C. Shor, editor and manager, International News Service; Chester Hope, Universal Service.

The Associated Press employs 1,080 telegraphers, and has never dealt with the union.

HOUSTON MERGER COMPLETED

Staff Changes Announced—Hearst Wanted Post, Watson Says

Merger of the *Houston Post* with the *Houston Dispatch* following the sale of the former to the latter last week, has been completed.

The editorial masthead of the combined *Post-Dispatch,* Aug. 1, carried the following list of executives: R. S. Sterling, chairman of the board; W. P. Hobby, president; G. J. Palmer, vice-president; George M. Bailey, editor; Charles C. Maes managing editor. Directors R. S. Sterling, W. P. Hobby, R. M. Johnson, G. J. Palmer, R. L. Dudley, George M. Bailey, Judd Mortimer Lewis, A. E. Clarkson and S. M. McAshan.

William Randolph Hearst was angling for the Post just prior to its sale to Hobby and Sterling, according to Roy G. Watson, retiring Post president. He said Lester Clark, Hearst representative, had spent a week in Houston making the usual survey preliminary to purchase.

247,496

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for

July, 1924

The average net paid circulation of THE SUNDAY SUN for the four Sundays in July was 176,129.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

WHAT'S WHAT IN THE FEATURE FIELD

V. V. McNitt, president of the McNaught Newspaper Syndicate, New York, is spending the month of August at his summer home in Palmer, Mass.

Franklin P. Adams, conductor of the "Conning Tower," for the New York World Syndicate, is spending this month on vacation.

Tom Doerer, sports editor of the *Baltimore Post,* is drawing and writing a daily sports feature for the International Syndicate, of Baltimore.

Clinton T. Brainard, president of the McClure Newspaper Syndicate, N. Y., has purchased a co-operative suite with a roof garden in an apartment house being built at 800 Park avenue, New York.

The Bell Syndicate, New York, is negotiating with Ed Howe of Atchison, Kan., seeking to obtain a new feature to be run under the signature of the famous "Sage of Potato Hill".

Macfadden Publications, Inc., New York, is forming a new newspaper syndicate to distribute features to be developed by the New York daily newspaper which Bernarr Macfadden will establish this fall. Arthur Leslie has been appointed general manager.

Russell Cole, artist for the *Des Moines* (Ia.) *Register* and *Tribune Syndicate* sailed from New York, Aug. 7 on a tour of England, France and Germany. E. W. Jamieson, former artist and photographer on the Register accompanied him.

Warwick M. Tompkins, for several months sporting editor and copy desk man of the *Manila Daily Gazette* is now cruising through the South Sea Islands in a 55 foot yawl, seeking material for his weekly feature articles, which are syndicated under the title of "Tompkins Travel Tales."

O. O. McIntire, who writes a daily New York letter for the McNaught Newspaper Syndicate, New York, sailed for abroad last Saturday, on the S. S. Olympic. He plans to spend 2 or 3 weeks in Paris.

Rosita Forbes, England's woman explorer, has written a series of 4 articles for the Ledger Syndicate, Philadelphia, entitled "Terrors of the East." In this series the "nerviest woman in all England," as she is dubbed by King George, describes the 4 occasions when she was most afraid.

N. C. Ferguson, formerly associated with the Newspaper Enterprise Association, has joined the selling organization of the McNaught Syndicate, New York, effective Sept. 1.

Alex J. Morrison, trick-shot golf champion of America, has written a series of 24 articles on "Common-Sense Golf" for the Ledger Syndicate, Philadelphia.

Advertisements, like men, are judged by the company they keep

Who introduced him? Who are his friends? What company does he keep? These are the questions every man and every woman asks and answers before admitting a stranger to the inner circle of the home.

So, too, with merchandise. The confidence with which you welcome it, is determined in large measure by your regard for the newspaper that first brings it to your attention. This necessarily involves the consideration of the other advertisements commonly carried by the same newspaper.

In Cincinnati a campaign of advertising in the Times-Star is the "Open Sesame" to the worthwhile market. The Times-Star is the home paper of a well-to-do and highly discriminating market of 600,000 people. It is their paper, owned and edited by their fellow Cincinnatians whose interests are identical with their own. Editorially the Times-Star crystallizes the sentiment of the community of which it is so significant a factor.

The Times-Star goes daily into practically every literate, white, English-speaking household within the metropolitan area of "the most American of American Cities." Its daily city circulation is approximately 28,000 greater than that of its evening contemporary and more than 70,000 in excess of the leading morning newspaper.

In display advertising the leadership of the Times-Star is even more pronounced. Last year it carried 4,481,358 lines more than the second afternoon paper in Cincinnati and 2,192,708 in excess of the leading morning newspaper, *including its 52 Sunday magazine editions.* The preponderance was equally overwhelming in national and in local display. It is even greater now than last year or at any other time in the sixteen consecutive years of its unchallenged supremacy.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



There are certain fundamental beliefs upon which we have built this business

A PROFITABLE INVESTMENT

We consider it an unsound transaction to permit a customer to overequip his office or to buy a Linotype until his business justifies it. We do not therefore encourage the purchase of any Linotype unless, in our judgment, it will prove a profitable investment to the man who buys it.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

824.24.8-P

Composed entirely on the LINOTYPE *in the Benedictine Series*

GILBERT ANALYZES REPORTERS' TENDENCY TO GILD PUBLIC MEN

FRANK R. KENT, Washington correspondent for the *Baltimore Sun*, "stirred up the animals" with his waspish article on President Coolidge in the August issue of the *American Mercury*, wherein he asked the reason for the "curious conspiracy on the part of reporters to keep from the people the facts about public men."

Clinton Gilbert in his "Mirrors of Washington," appearing in the *New York Evening Post* Aug. 4, commented on Kent's article as follows:

"Here is Frank R. Kent, a clever newspaper man, making the discovery that truth is the hardest thing to tell. Pilate had the same idea a couple of thousand years ago. Probably he had been reading the newspapers of his day and generation. Says Mr. Kent, in Mr. Mencken's American Mercury, there is a 'curious conspiracy among newspaper reporters to keep from the people the facts about public men. . . . There is nothing deliberate about it. Unplanned and unpremeditated, they have been at it for generations. . . . This instinct to anoint and glorify, exalt and protect, is found among the local reporters who write about Sheriffs, County Clerks and City Councilmen, and among Washington correspondents who write about Congressmen, Cabinets and Presidents.'

"Mr. Kent takes Mr. Coolidge as a case in point. 'Here,' he says, 'was the dullest and most ignored and obscure Vice-President in history suddenly pitchforked into the Presidency. As Governor of Massachusetts and as Vice-President he had been a laughing stock for those who watched him function—a thoroughly commonplace, colorless person with a neat little one-cylinder intellect and a thoroughly precinal mind.' And today there exists the 'wise, strong, silent man' legend. This is overproving the case. It isn't anything against Mr. Coolidge that he wasn't highly regarded as Vice-President. A curious tradition requires us to look on all Vice-Presidents as a joke. A Vice-President is as inevitably funny as a man slipping on a banana peel.

"Now, what has brought about the contrast which impresses Mr. Kent so forcibly between the way Mr. Coolidge was regarded a year ago and the way he is regarded today? Two factors: one, Mr. Coolidge himself, and two, human nature. First, Mr. Coolidge has been all that the country has asked for in the way of an Executive, and he has given to a large, influential and vocal element of the community something it is grateful for—a medium for expressing its conservatism. This is important. And, second, what Mr. Kent calls a 'conspiracy of newspaper reporters' is really a conspiracy of human nature itself. Reporters are merely not free from human nature.

"If you ask half a dozen of your acquaintances separately to recommend to you a doctor, each will tell you that his doctor is a wonderful physician. If you want to find a good lawyer, every man will tell you his lawyer is a genius at the law. Every woman will tell you how her minister holds the keys to the gate of heaven. I was at a luncheon given by Lord Northcliffe while President Wilson was in England. A British newspaper man, no child in experience, said to me: 'I'm glad your President is staying with our King. It will do him good to talk to the King. The King, you know, is an awfully wise, level-headed fellow.' I was astounded to have it suggested that the King, whom I had shaken hands with the day before, had more sense than my President. But this British editor—it was his King, you see. The President is his President to every man in the country as well as to every newspaper man in Washington. And it's human to think highly of your President, as well as of your doctor, your lawyer, your dog and your automobile. At least, it is to so many that it does not make as much difference as Mr. Kent says what the reporters write from Washington.

"As for reporters, I should like to meet those 'hard-boiled' ones Mr. Kent talks about. The blase cynical reporter of the stage does not exist. Sometimes one talks like a wise guy, but it is all for show. His wise guidance is like the worldliness of a young collegian. As a class, newspaper men—and this includes Washington correspondents—are the most tender-hearted, sentimental, credulous people in the world. Mr. Arthur Brisbane, advising a correspondent who was approaching thirty that age was as dreadful to a newspaper man as to the beauty, said: 'Young man, you are approaching your grand climacteric. Young man, whatever you do, do not lose your superficiality.' If reporters lost their 'superficiality,' became hard-boiled, critical, penetrated below conventionality, Presidents might be less great, but Vice-Presidents would cease to be a capital joke, Congresses would no longer 'lack the faith of the country,' 'the highest authority' would pale into insignificance, 'fights' would degenerate into poses, Aldermen would stop being excruciatingly funny. Think what it would mean!"

KLAN BRANDS REPORTER

Woonsocket Man Has "K," Burned on Forehead and Wrist

Lucien C. San Souci, a reporter on the staff of the *La Tribune*, a French newspaper published in Woonsocket, R. I. and a relative of former Governor Emery J. San Souci of Rhode Island, said he was branded with a "K" on his forehead and the left wrist, as the result of trying to "listen in" on a Klan meeting near Woonsocket, on Aug. 5. San Souci heard that there was to be a Klan meeting and went out to investigate and get some information on the ritual of the Klan. While he was hiding in the woods, 3 men approached, San Souci said, wearing white hoods and robes. They grabbed him and more klansmen appeared. When questioned he told them why he was there and then, while some of the men held him, others branded him with a hot iron.

Fire Wrecks Weekly's Plant

Fire completely destroyed the office of the *Beaver* (Okla.) *Herald-Democrat*, a weekly owned by A. L. Kimball recently. The *Liberal* (Kan.) *Democrat* assisted in publication until new offices were obtained.

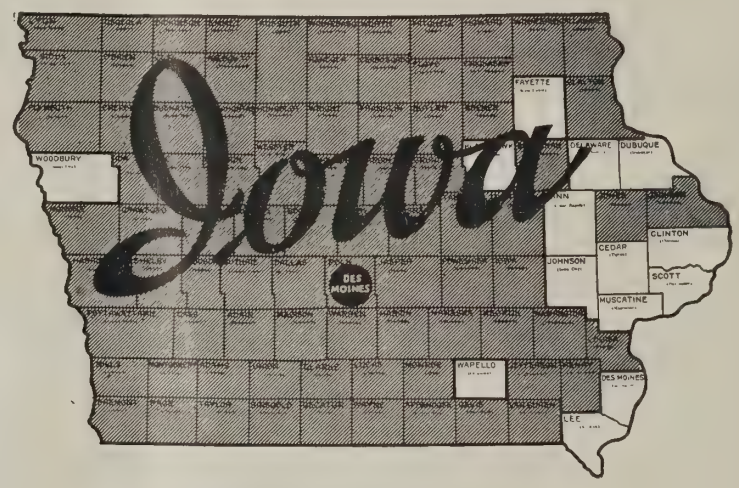
Eleven Children on Dad's Paper

The *Hico* (Tex.) *News-Review* claims to be a real "family newspaper." John M. Aiton, the editor and owner, has 11 children and all of them aid in getting out the weekly.

Two Dailies Elected to A. P.

The *Sarasota* (Fla.) *Evening Times* and the *Nome* (Alaska) *Daily Nugget*, have been elected to membership in the Associated Press. The A. P. membership now totals 1,202.

85 counties out of 99



Iowans Prefer Iowa Newspapers

Iowans have a strong liking for news and pictures of happenings in their home state. Consequently they prefer to read Iowa newspapers.

In 85 out of 99 Iowa counties The Des Moines Sunday Register has a larger circulation than the leading Chicago Sunday newspaper. The Sunday Register exceeds the Chicago Sunday newspaper in all the shaded counties.

Write for dot map and circulation statement, town by town in over 1,000 Iowa cities and towns.

Net paid circulation exceeds 145,000 daily and 130,000 Sunday

The Register and Tribune
Des Moines

I. A. Klein, New York; Guy S. Osborn, Inc., Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles.

The South is Nature's Treasure-Trove

The treasures supplied by Nature to the South were donated so lavishly that other sections of the country seem almost to have been slighted.

IT has resources in coal and iron ore, petroleum, sulphur, graphite, mica, lead, zinc, quartz and asbestos, enormous stands of yellow pine and oak timber, land so fertile that present volume of farm products could be doubled under intensive methods.

It is calculated that the two score rivers in the South, which now develop about 2,400,000 horsepower, have a capacity to generate nearly four times this amount.

The Southern States are now facing an era of great industrial development. For many years considered a purely agricultural section, the South is now developing its natural resources and is preparing to meet modern industrial conditions in a most progressive spirit.

The South's rapid industrial growth has been the development of an expanding manufacturing industry at home to utilize locally produced raw materials.

The South, rich in natural resources, rich in buying power and rich in merchandising possibilities, is now developing faster and progressing more rapidly than any other part of our land. For your share of business, advertise all merchandise of merit in this list of Southern dailies.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
•••Birmingham Age-Herald .....(M)	30,930	.08	.08
•••Birmingham Age-Herald .....(S)	42,177	.10	.10
•••Birmingham News .....(E)	75,304	.18	.18
•••Birmingham News .....(S)	53,228	.18	.18
•••Mobile News-Item .....(E)	11,217	.05	.05
•••Mobile Register .....(M)	20,227	.07	.07
•••Mobile Register .....(S)	31,962	.085	.086
FLORIDA			
•••Daytona Daily News .....(ES)	3,165	.03	.03
•••Florida Times-Union, Jacksonville..(M&S)	39,226	.09(.108)	.09(.108)
•••Miami Herald .....(M)	19,492	.06	.06
•••Miami Herald .....(S)	23,404	.07	.07
•••Orlando Sentinel .....(MS)	5,965	.025	.025
•••Pensacola News .....(E)	5,372	.03	.03
†††St. Petersburg Independent.....(E)	7,236	.03	.03
•••Tampa Times .....(E)	14,770	.05	.05
•••Tampa Tribune .....(M&S)	25,651	.07(.085)	.06(.075)
GEORGIA			
•••Augusta Herald .....(E)	16,624	.05	.05
•••Augusta Herald .....(S)	16,562	.05	.05
•••Macon Telegraph .....(M)	23,878	.07	.07
•••Macon Telegraph .....(S)	25,135	.07	.07
•••Savannah Morning News (M) 19,882..(S)	21,880	.06(.075)	.06(.075)
KENTUCKY			
•••Lexington Leader .....(E)	18,432	.06	.06
•••Lexington Leader .....(S)	18,538	.05	.05
•••Paducah Sun .....(E)	8,759	.04	.04
NORTH CAROLINA			
•••Asheville Times .....(E)	7,096	.04	.04
•••Asheville Citizen .....(M)	10,277	.055	.055
•••Asheville Citizen .....(S)	11,009	.055	.055
•••Greensboro Daily News.....(M)	22,424	.07	.06
•••Greensboro Daily News.....(S)	29,807	.07	.07
•••Raleigh News and Observer.....(M)	27,984	.06	.06
•••Raleigh News and Observer.....(S)	32,372	.06	.06
•••Winston-Salem Sentinel .....(E)	14,218	.06	.06
SOUTH CAROLINA			
•••Columbia Record .....(E)	15,695	.05	.05
•••Columbia Record .....(S)	15,366	.05	.05
•••Columbia State .....(M)	22,028	.06	.06
•••Columbia State .....(S)	23,079	.06	.06
•••Greenville News .....(M)	18,214	.065	.06
†††Greenwood Index Journal .....(E&S)	4,378	.025	.025
•••Spartanburg Journal .....(E)	3,799	.04	.04
•••Spartanburg Herald ....(M) 6,014....(S)	8,023		
TENNESSEE			
•••Chattanooga Times .....(M)	24,122	.06	.06
•••Chattanooga Times .....(S)	24,355	.06	.06
†††Nashville Banner .....(E)	58,892	.10	.10
†††Nashville Banner .....(S)	56,989	.11	.11
VIRGINIA			
Alexandria Gazette	3,900	.025	.025
•••Danville Register and Bee.....(M&E)	12,225	.05	.05
•••Danville Register (Sunday)	7,890	.05	.05
•••Newport News Times-Herald.....(E)	7,660	.05	.05
•••Newport News Daily Press.....(S&M)	5,725		
•••Roanoke Times & World-News.....(M&E)	25,048	.07	.06
•••Roanoke Times .....(S)	17,596	.07	.06
•••Staunton News-Leader (M), Leader...(E)	6,588	.035	.035

••• A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

EDITORIAL

MISSIONARY WORK

IN your city there is a manufacturer, perhaps several, doing business with the people of the United States through the medium of advertising.

You may know him socially, or through a local commercial organization. He is busy with the responsibilities of his office, buying his raw products, installing modern machinery, dealing with labor, employing executives, managing financial affairs, satisfying his stockholders and directors, watching his competitors and striving to refine and improve his product and give it the widest possible distribution through the most economical means.

Here, then, is the national advertiser. What does he know, in specific terms, of the various forms of advertising media? If he is typical he has only a sketchy idea of the established principles which determine values. It is a detail to him, very often delegated to subordinates.

A newspaper publisher, keenly feeling the subject of newspaper advertising superiority when merchandise distribution co-ordinates with selling publicity, decided within a year to appoint himself a committee of one to show some of his city's national advertisers how to improve their business by substituting newspaper advertising for various other forms of paid publicity. He tells us that he interviewed no less than 30 men, sometimes over coffee cups at his club, sometimes on golf links or at their places of business. He acted as a missionary for a cause from which he would benefit only indirectly, whereas the convert and the city would reap definite and immediate advantages. He laid down the facts as they are printed, week by week in EDITOR & PUBLISHER. He found that men at the heads of huge businesses, spending fortunes for advertising, were often acting in the hazy light of incomplete understanding.

If every publisher in the country would follow the lead of this zealous journalist incalculable benefits would accrue to journalism.

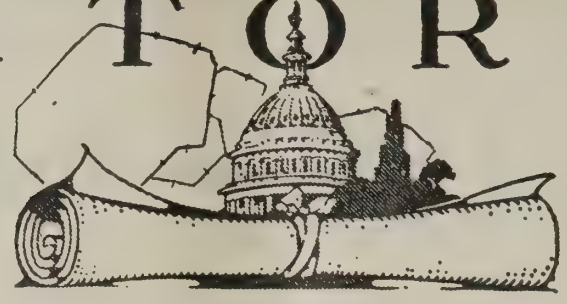
Consider what would happen if, for instance, it would be possible to instill in the consciousness of the manufacturers of the country a single fact revealed in the columns of EDITOR & PUBLISHER last week. We found the milline rate for the 112 daily and 60 Sunday newspapers in the 20 leading cities to be $1.89 for the dailies and $1.71 for the Sundays. These newspapers have a combined circulation of 29,000,000. No one can doubt that they reach all classes of people of those cities and that the man with a worthy product on sale in such cities can use those newspapers and call the fund devoted to such advertising "investment" and not "speculation."

How many manufacturers in the United States, meaning high executives of great corporations, know of a certainty that in buying for $1.89 a line space in a million copies of high-class daily newspapers in 20 leading cities he is paying only about one-half what he would be called upon to pay for the same space in national circulating media, with distribution which cannot often be controlled to co-ordinate with the sale of the merchandise advertised? How many know that some of their advertising is costing them from three to five times what the best newspaper advertising would cost?

Little drops of printer's ink,
Little grains of fact,
Make the dear, old public think—
Sometimes even act.

ALL ADVERTISING PAPER

ONE of the interesting publications you learn about when visiting London is Dalton's Weekly House and Apartment Advertiser. It contains nothing but advertising matter, 90 per cent classified. It is in blanket form, seven columns, and in a recent issue coming to our notice there were about 1,500 separate ads on seventeen pages, attractively composed, each ad carrying a three-line initial letter. The paper sells for two pence and has wide circulation. One insertion of twenty words, or under, costs approximately 35 cents. Evidently the news value in real estate, apartment and boarding house advertisements is of sufficient interest to cause the public to buy this paper. We know of nothing like it in our country.



CORINTHIANS

CHAPTER VIII. 2.

And if any man think that he knoweth any thing, he knoweth nothing yet as he ought to know.

SMASHING CAMERAS

A NEW YORK camera man was attacked and his camera smashed by an irate actor whose name figures in the week's grist of scandal news. The picture reporter attempted to get a magistrate to issue a warrant. Said the magistrate: "Did you have this man's consent to be photographed?" The photographer replied that such certainly was not the case, and the magistrate thereupon refused the warrant.

It is an old point and a fine one. It is not the disposition of newspapers to take unfair advantage of citizens, yet the best photographs, like the best interviews, would not be obtained for the press if the newspaper men were to go about asking people's consent. An assault and injury to property is something that concerns the processes of law, but perhaps the best method is the old one of picking up the pieces, smiling and forgetting the incident as soon as possible.

Avoid controversy with people, but fight for your principles when you have to, which is most of the time!

HOT STUFF FROM KANSAS

THIS spicy bit of news from the "great southwest empire," is contained in a letter to EDITOR & PUBLISHER from our friend Sidney D. Long, business manager of *Wichita Daily Eagle:* "We are right in the midst of the wheat harvest just now, out here in Kansas. Every indication points to a record-breaking production—and already new prosperity has commenced. It even looks like we're going to have a peach of a corn crop, too."

Fine business! In the East and the Far West they are going to have a pear of a peach crop, in Maine a turnip of a potato crop, in the south a wool of a cotton crop, and in the great field of advertising we are going to have a bust of a lineage crop, if EDITOR & PUBLISHER is not misled by reports from all sections.

August 9, 1924 Volume 57, No. 11

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

COMMERCIAL RADIO

THE statement of facts in reference to radio broadcasting, appearing in this week's issue of EDITOR & PUBLISHER, is commended to those who for four or five years have been contending that there is no menace in radio.

Radio is today, despite statements to the contrary, a news rival. In recent important news events it has been "creaming the pot," in so far as that section of the public which listens-in is concerned. It is ridiculous to contend that it is a good thing for newspapers to have announcements of news events broadcast through the air. The news of the great political convention contests, of major sporting events, of such national items of interest as a Presidential speech, are among the best newspaper sellers. When you have the result of a horse race or a prize fight, you have the story, in the main, whether you get it through the air or through a newspaper. The broadcasters will carry the running accounts of the world's series ball games and collegiate foot ball games this fall. They promise to "keep off" the presidential election, but we fancy listeners-in will hear something concerning the winners. Radio is in the news business.

We clearly reveal in this issue that radio broadcasting is also in business to sell "publicity advertising." Irrespective of the question whether such advertising can conceivably give commercial results to the advertiser, nevertheless it is another form of publicity on the market, by whatever name it may be called. It is solicited with reservations, such as limited space and clever devices to prevent radio audiences from realizing that advertising is being poured into their ears, but it is advertising.

The newspaper world was led to believe that radio broadcasting would not become commercial, in the advertising sense, and that it would not become competitive in the news sense.

We believe, from what we are hearing, that it is now both commercial and a news rival. The encroachment was to have been anticipated. No one has solved the radio economic puzzle. Without broadcasting the radio equipment business would smash. There would be no purpose in buying sets. Yet, the interests that profit from broadcasting seem not to have been organized to support broadcasting. The natural expedient, therefore, is to sell "air space" to advertisers.

Vanity, thy name is the advertiser of merchandise who spends his money to get his name in print, or on the radio, without expectation of business results.

SPECIAL PAGES

DO special pages pay? It is an old idea. There is a theory that advertisers brought in for an occasional use of small space because of the special interest in a page devoted to their trade specialty, often learn the value of advertising and develop good accounts.

Summer is usually a light season for music advertising, but we see an occasional music page that appears to be making money. The electric pages are ordinarily successful, sometimes running into Sunday sections in large cities.

In these days almost every newspaper carries a financial page, but outside of large cities, a small proportion show adequate advertising support, particularly local volume. Summer sport pages deserve particularly strong advertising support—they are the centers of interest for a mighty host of the livest elements in society.

EDITOR & PUBLISHER, in its valuable "Dollar Puller" department, which merits the attention of every advertising man, often presents successful experiences of many newspapers with special pages. It is a subject worthy of consideration if your summer volume is light.

Never before have we seen so many newspaper men writing for the periodical press, mainly about newspapers and newspaper men, some critically and some generally, but all helpfully.

PERSONALS

FRANK B. NOYES, publisher of the *Washington* (D. C.) *Star,* is enroute to Winter Harbor, Me., on board his private yacht Asthor. He plans to be away during the month of August.

E. Lansing Ray, editor of the *St. Louis* (Mo.) *Globe-Democrat* sailed for France this week to join Mrs. Ray who is in Paris. He plans to remain abroad about a month.

Frank Munsey is making a six weeks' tour of the Continent.

Saul Hass, editor of the *Seattle Union-Record* was in New York this week.

William T. Dewart, vice-president of the *New York Sun,* left Augt. 2, to spend a month's vacation at Alexandria Bay, where he has a summer home.

Elbert H. Baker, president of the *Cleveland Plain Dealer* has sold his 187 acre country estate, "Keewaydin Farms", at Gates Mill; 20 miles from Cleveland.

John D. Jackson, owner of the *New Haven* (Conn.) *Register* sailed for abroad Aug. 5 on the S.S. Columbus.

Frederick Roy Martin, general manager of the Associated Press, left Aug. 7 with Mrs. Martin to visit their daughter Nancy who is in camp at Lake Otsego, Cooperstown, N. Y.

Kent Cooper, assistant general manager of the Associated Press, is spending his vacation playing golf on the courses near New York.

Jackson S. Elliott, assistant general manager of the Associated Press, and his family spent part of last week at Great Barrington, Mass.

A. L. Dawe of the Consolidated Export Paper Company is due to return to the United States at the end of August from Sydney, Australia, where he went in the interests of his organization.

K. L. Ames, Jr., publisher of the *Chicago Journal of Commerce,* is leaving Monday, Aug. 11, for Camp Grant, Illinois National Guard encampment, where he is a captain attached to the staff of Brig. Gen. Milton A. Foreman.

IN THE BUSINESS OFFICE

J. E. MARTIN, production manager of the *New York Sun,* left on Monday this week for three weeks' vacation at Blue Ridge Summit, Pa.

Stephen B. Brigham, for several years with the American office of the Northcliffe Press, is now American representative of the Oceanic and European editions of the *Chicago Tribune,* with offices at 512 Fifth avenue, New York.

Amos B. Jenkins, of the advertising staff, *Salt Lake City Deseret News,* has been made manager of the department, succeeding W. E. Tyler, resigned.

Charles Copeland, after 40 years of service as compositor, reporter and advertising manager of the *Elmira* (N. Y.) *Star-Gazette,* has retired.

Charles B. Hollinger has resigned as business manager of the *Warren* (Pa.) *Tribune.* R. G. Chapel, president of the Tribune company's board of directors, is in temporary charge of affairs formerly handled by Mr. Hollinger.

E. Almquist, circulation manager of the new *Sioux City* (Ia.) *Daily Register,* has resigned.

Don Thayer, formerly on the advertising staff, *Cedar Rapids* (Ia.) *Republican,* has resigned and has purchased the *Walker* (Ia.) *News* from Norman Graham.

George V. Harper, for several years circulation manager of the *Miami* (Fla.) *Herald,* has been promoted to business manager, succeeding Edward Taylor, resigned.

Lewis M. Nachman, has been appointed classified manager of the *Chattanooga* (Tenn.) *Times.*

Dan Brown, formerly circulation manager, *Sioux City* (Ia.) *Tribune,* is now on the circulation staff, *Chicago American.*

Walter E. Hoots, formerly of Decatur, Ill., has resigned as circulation manager of the *Akron* (Ohio) *Press,* to succeed Carl Julian as circulation head of the *Indianapolis Times.* Orville L. Cross, formerly of the circulation department of the *Decatur* (Ill.) *Review,* will succeed Mr. Hoots at Akron.

Frank Griswold is now New York representative for the *Chicago Journal of Commerce* succeeding Paul B. Howard, resigned. Clarence Borre, is a new traveling circulation representative.

C. L. Smallwood, Jr., for two years telegraph editor, *Tuscaloosa* (Ala.) *News and Times-Gazette,* is now handling foreign advertising for that paper.

IN THE EDITORIAL ROOMS

VINCENT BYERS, city editor of the *New York Evening Post,* returned this week from 3 weeks' vacation spent in Bermuda.

Milton V. Snyder, assistant cable editor of the *New York Sun,* is recuperating from a serious illness caused by an infection.

Edmond P. Bartnett, city editor of the *New York Sun,* resumed his duties Monday this week, following 3 weeks' vacation spent in the Berkshires and at his home in New Rochelle.

George VanSlyke, political editor of the *New York Sun,* returned Monday from 2 weeks' vacation.

William Rice, assistant city editor of the *New York American,* is recuperating from pneumonia at Tobyhanna, Pa.

Edgar S. Barnes, for the past 10 years editor of the *Geneseo* (N. Y.) *Livingston Republican,* has resigned and has been succeeded by Samuel T. Jennings, former editor of the paper.

Harry J. Gurley, formerly city editor of the *Utica* (N. Y.) *Saturday Globe,* will join the staff of the *Utica Observer-Dispatch,* Aug. 11. For the past 2 years he has been with the *Albany Knickerbocker Press.*

George R. Young, recently with the Hearst papers in Oakland, San Francisco and Fort Worth, is now makeup editor of the *Miami* (Fla.) *Herald.*

Frank B. Anderson, city editor, *San Francisco Bulletin,* and Herbert Westen, special writer for the Bulletin, have been making an automobile tour of the Pacific Coast.

Olin W. Kennedy, managing editor of the *Miami* (Fla.) *Herald,* is spending a month's vacation in Montreal.

Roy J. Dunlap, assistant managing editor of the *St. Paul Dispatch-Pioneer Press,* is taking a two-week motor trip through Indiana.

Fred H. Strong, former city editor of the *St. Paul Daily News,* has returned to that paper as feature writer.

T. G. Michelmore has been made Sunday editor of the *St. Paul Daily News.*

Miss Cecile Kirwan, formerly a writer for the *Tulsa World, Champaign News-Gazette* and *New York Times,* has been made editor-in-chief of *Woman's Weekly,* at the age of 25.

Earl Wade of the editorial staff, *Warsaw* (N. Y.) *Wyoming County Times,* has resigned and has gone to Chicago.

Horace F. Wulf, telegraph editor, *Sioux City* (Ia.) *Tribune,* has been elected commander of the Eleventh district of the Iowa American Legion.

Wesley Hamer, reporter on the *New York American,* is spending his vacation on a motor boat trip up Long Island Sound.

Harrington Wimberly, one of this year's graduates of the University of Oklahoma School of Journalism, has been appointed city editor of the *Altus* (Okla.) *Times-Democrat* and *Plain Dealer.*

Oliver B. Campbell has been appointed managing editor of the *Medford* (Okla.) *Patriot-Star.* He graduated from the University of Oklahoma School of Journalism, Class of 1924.

A. J. Craig, make-up editor of the *Cleveland Plain Dealer,* with his wife, motored to Kansas City on a vacation.

FOLKS WORTH KNOWING

WESLEY McCURDY, who for the past 11 years has been associated with the *Winnipeg Free Press* as director, secretary-treasurer, and assistant to the general manager, has resigned to become the business manager of the *Winnipeg Evening Tribune.*



WESLEY MCCURDY

Mr. McCurdy is a graduate of Manitoba University, and began his newspaper career 24 years ago with the Free Press, and in a short time became the advertising manager of the paper. He subsequently resigned to become the advertising manager of the *Grain Growers' Guide,* after which, in conjunction with R. J. McPherson, he conducted the McPherson-McCurdy Advertising Agency in Winnipeg, which still continues under this name. In 1913 he disposed of his interest in that concern and joined the Free Press.

The Winnipeg Tribune since its change of ownership 4 years ago, and its subsequent acquirement of the *Winnipeg Telegram,* has shown a substantial gain in both advertising and circulation.

J. O. Abernathy of the local copy desk took over the make-up job.

Kate Hassell and Mamie Wynne Cox, of Dallas, well known in newspaper circles, are now conducting a book review department in *The Woman's Viewpoint,* a semi-monthly, published at Houston by Miss Florence M. Sterling.

William F. McDermott, dramatic editor of the *Cleveland Plain Dealer,* is touring Europe.

Don Stevens has joined the local staff of the *Helena Record-Herald.*

H. T. Bailey of Missoula is now state editor of the *Helena* (Mont.) *Record-Herald.*

Hal Foust, who free-lanced in Mexico City for a short time after leaving the city editorship of the *Prescott* (Ariz.) *Journal-Miner,* has joined the local staff of *San Antonio Evening News.*

W. M. Darling, formerly reporter for *San Antonio Evening News,* has resigned.

Arnold Prince has returned to the staff of the *New York Sun* after several years spent with the *New York Tribune* and on Pacific Coast newspapers.

Will Keats, make-up editor of the *New York Sun,* is on vacation.

Herman Drezinski has left the *San Antonio Express* local staff to return to New Orleans.

J. Keefe has been named city editor of the *Sioux Sity* (Ia.) *Daily Register* succeeding B. T. Campbell who has returned to Minneapolis. C. W. Campbell, a reporter, has also resigned. C. T. Culhane of Mankato, Minn., has been added to the staff as court house reporter.

V. E. Whitney has resigned as sports editor of the *Sioux City* (Ia.) *Tribune.* He has been succeeded by Roy G. Larson, member of the editorial staff.

Herman H. Koch, editor and publisher of the *Mapleton* (Ia.) *Press,* and Mrs. Koch, are the parents of a girl born July 24.

C. A. Wait, a special writer on the *Decatur* (Ill.) *Review* has resigned to become assistant to H. V. Studebaker, president of the Illinois Power & Light and the Missouri Power & Light companies.

Allen O. Brophy, sporting editor, and Morris Scott, city hall reporter for the *Rockford* (Ill.) *Register-Gazette,* lieutenants in the Officers' Reserve Corps, are attending a 15-day training camp at Camp Custer, Mich. Edward Aitchison, city editor, and J. Howard Johnson, reporter, returned Sunday from Camp Custer.

Lieut. Gov. Fred E. Sterling of Illinois, managing editor of the *Rockford* (Ill.) *Register-Gazette,* inspected Illinois troops in training at Camp Custer, Mich., on Aug. 5 as the official representative of Gov. Len Small.

Floyd Gibbons, of the *Chicago Tribune* foreign news staff, has returned from Paris and will be in Chicago for a few days on business.

G. A. De Witt has been made assistant managing editor of the *Chicago Herald-Examiner,* to fill the vacancy left by the resignation of William Foreman.

PRESS ASSOCIATION NOTES

A. S. THOMPSON, secretary to the general manager of the Associated Press, with Mrs. Thompson spent the last week end at Lake Otsego, N. Y., visiting their son Joseph who is in camp there.

L. B. Sebring, Jr., formerly of the A. P. Albany bureau, has been put in charge of the new A. P. bureau opened up at Syracuse, N. Y.

Alan J. Gould, sporting editor of the Associated Press, and Mrs. Gould, will return from France on the S.S. Baltic, Aug. 10. Gould assisted the A. P. Paris bureau in covering the Olympic games.

E. A. Dye of the Denver office of the

During the campaign the revised edition of "The American Government," (685th thousand), by Frederic J. Haskin, will prove an excellent premium for all newspapers that use canvassers for new subscribers or give premiums for renewals.

Ask Haskin—Washington, D. C.

Associated Press has been transferred to Helena to take charge of the Montana bureau. He succeeds W. A. Wells who goes to the San Francisco office.

Al Snyder, manager of the United Press, Dallas (Tex.) Bureau, has been appointed manager of the Kansas City Bureau, succeeding J. L. Sullivan resigned. S. A. Barker has been transferred from the Oklahoma City bureau to Dallas, while Richard Wilson relieves Barker.

W. L. Losh, manager of the United Press Washington bureau has returned from vacation.

Hugh Baillie, business representative of the United Press, is spending his vacation on a motor trip to Canada.

IN THE AGENCY FIELD

HONIG-COOPER Company of California, and the Joseph R. Gerber Company of Portland, Ore., advertising agencies, have consolidated. Officers of the new Honig-Cooper Company of Oregon are: President, Louis Honig; vice-president and secretary, Joseph Gerber; treasurer, Vernon R. Churchill.

Fairall and Battenfield Advertising Agency has moved to larger quarters in the Commonwealth building, Des Moines, Ia., from the Jewett building.

Alex F. Osborn of the advertising agency of Barton, Durstine and Osborn, has been elected a director of the Wildroot Company, Inc., of Buffalo.

A. E. Priest formerly with the National Cash Register Company and the Blaine Thompson Agency of Dayton, O., has joined the staff of Tuttle, advertising agency, Greensboro, N. C.

Capital Advertising Company of New York, Inc., has changed its name to Cutajar & Provost, Inc. Owners are Charles J. Cutajar and Carleton C. Provost.

WITH THE SPECIALS

ALLIED Newspapers, Inc., publishers' representatives, has opened a new office at 215 Higgins Building, Los Angeles, in charge of Charles H. Moody, formerly advertising manager for the *Western Farmer and Better Fruit* of Portland, Ore.

Benjamin & Kentnor Company has been appointed to represent the *Reading* (Pa.) *Tribune.*

Frost, Landis & Kohn, New York, have been appointed to represent the *Spartanburg* (S. C.) *Sun.*

WITH THE ADVERTISERS

F. X. WHOLLEY, formerly vice-president of the A. A. C. W., in charge of Washington affairs, now with the Barnet Leather Company, Inc., in charge of advertising and sales promotion, has recently been elected secretary of the Calf Tanners' Association.

MARRIED

GERRIT SMITH GRISWOLD, treasurer of the *Batavia* (N. Y.) *Daily News,* to Miss Evelyn Holden of Batavia recently.

Arthur E. Pflanz, reporter and staff photographer, *Utica* (N. Y.) *Daily Press,* to Jessie Stark.

J. Lyman Gollegly, former Sunday editor, *Utica Observer-Dispatch,* to E. Kathryn Bierman.

Lyle Henry Gift, circulation department, *Peoria* (Ill.) *Star* to Miss Ruth Elizabeth Seltzer, Aug. 2.

Milton M. Herrigg, former police reporter, *Sioux City* (Ia.) *Journal* to Miss Arice Paulson of Centerville, S. D.

Roland King of the *Bangor* (Me.) *Daily News,* to Miss Yvonne Soucie, of Bangor.

Jimmie Durkin, veteran head copy "boy," *Chicago Tribune,* to Mrs. Elizabeth Zuchsworth of Chicago, July 29.

ON THE MECHANICAL SIDE

INTERNATIONAL Plate Printers' and Die Stampers' Union of North America, at its 32d annual convention in Boston last week, voted to establish a death benefit fund of $450 for the dependents of its members, operative Oct. 1. The following officers were elected: President, Walter A. Burke, president of Boston Plate Printers' Union 3; first vice-president, Joseph A. McCullough, local 8, New York; second vice-president, Fred Olsen, local 15, New York; secretary-treasurer, James E. Goodyear, for his 10th consecutive term; organizer, Charles T. Smith, Washington, D. C.

NEW PLANTS AND EQUIPMENT

NEW home of the *Cleveland Waechter und Anzeiger,* German language daily newspaper, is ready for occupancy. The paper is installing new presses and other equipment.

Miama (Fla.) *Herald* has purchased a new Scott press, five additional linotypes and other equipment.

Tuscaloosa (Ala.) *News and Times-Gazette* moved, July 21, into its new home.

HOLDING NEW POSTS

ROBERT MURRAY, from Boston *merican,* to rewrite man, *New York American.*

Louis Fehr, from Standard News, to reporter, *New York American.*

George Weatherhead, from *Montana Record-Herald,* is now on the copy desk of the *Portland* (Ore.) *Telegram.*

Don T. Stetson, from rewrite man, *St. Paul Daily News,* to rewrite desk *Minneapolis Star.*

John L. Fletcher, from farm editor, *Cedar Rapids* (Ia.) *Republican,* to staff, *Mason City* (Ia.) *Globe-Gazette.*

B. H. Brown, from *San Antonio Evening News* local staff, to *San Antonio Express.*

R. W. Barry, from editor, *Beeville* (Tex.) *Bee,* to staff *San Antonio Express.*

Alfred Willoughby, from rewrite, *Baltimore American,* to news editor, *Evansville* (Ind.) *Press.*

Phil LaMar Anderson, from *Moline* (Ill.) *Dispatch,* to *Billboard,* theatrical weekly.

ASSOCIATIONS

CONNECTICUT Editorial Association held its annual summer meeting at Indian Point House, Stoney Creek, recently. A letter from President Campbell of the Massachusetts Press Association was read, inviting Connecticut editors to the outing to Mountain View Hotel, Whitefield, N. H., including a trip over the cog railway up Mount Washington, Sept. 27 to 30. President O. S. Freeman presided.

Golden Rule Advertising Club of Union City, Pa., has elected the following officers: E. R. Gates, president; B. L. Hess, vice-president; Ray H. Gates, secretary-treasurer.

Park Hills, (S. D.) Press Association spent August 8 and 9 in the Custer state park where they visited the South Dakota game lodge, Harney Peak, the Needles, Sylvan lake and other points of interest.

Montana State Press Association will hold its annual convention in Lewistown, Aug. 7, 8, 9. Among the speakers will be L. L. Callaway, chief justice of the state supreme court; Dr. M. A. Brannon, chancellor of the University of Montana, and Chester C. Davis, state commissioner. Tom Stout, editor of the Lewistown Democrat-News, will preside at the banquet.

Second District Editorial Association of Minnesota held its summer session Aug. 1, at Luverne, Minn.

Jacksonville (Fla.) Advertising Club completed organization with the election of George S. Lowman, advertising manager of the Whistle Company, president last week. Noble Enge of the Enge Studios was elected vice-president, and Harry E. Burns, of the Thomas Advertising Service, secretary and treasurer.

Spokane (Wash.) Advertising Club is arranging a big civic celebration for Aug. 4, the anniversary of the fire which destroyed the pioneer town of Spokane Falls in 1889, the present city being built on the ruins of the fire-swept city.

Maine Typothetæ held its second annual field day at Great Diamond Island in Casco Bay, July 26. There was a program of field sports, a dinner, and professional talks.

Inland Daily Press Association will hold its fall meeting Tuesday and Wednesday, Oct. 14 and 15 at the Morrison hotel, Chicago.

Oregonian Has "Radio Sedan"

The *Portland* (Ore.) *Oregonian,* is using a "radio sedan" as a method of advertising the newspaper in surrounding counties. It is equipped with a radio receiving set with five loud-speaker horns attached. The car is sent to county fairs, grange meetings and other gatherings where it picks up entertainment from the Oregonian's own station and other stations, as well as amplifies speeches given at the meeting. The Oregonian claims it is the first newspaper in the country to install a radio car.

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

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33 West 42nd Street **New York City**

Telephone Penn. 7443

Who's Who in the CONSOLIDATED PRESS



L. C. OWEN

L. C. OWEN, Division News Editor and Special Staff writer, with headquarters at San Francisco, has been for ten years or more one of the best known newspaper men on the Pacific Coast.

A man of the "great open spaces" himself, Mr. Owen's stories breathe the atmosphere of the vast country in which he has a roving commission.

Some of the most graphic stories of the great Japanese earthquake were told first by L. C. Owen from facts gathered at the wireless stations when the world was waiting eagerly for news of the catastrophe. One of his recent dispatches was an eye-witness account of the first execution of a man in the lethal gas chamber at Reno.

San Francisco is admittedly one of the colorful cities of the world. Mr. Owen's stories reflect that color. His writings teem with human interest values. Whether it be a tale of the sea, of old Chinatown or of Nob Hill, this writer treats it with equal skill and a rare versatility.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

City Trade Predominates

IN

NEW ENGLAND

NEW ENGLAND, as a territory, leads the United States in bona fide city trade.

Here, in this territory, more than half of the entire population lives in 39 cities having 30,000 or more inhabitants.

Owing to this density of population, New England is compelled to buy three-fourths of its food supply from other states. It is the biggest per capita market for high grade food specialties.

The wise food manufacturer can readily see that food campaigns meet with unfailing success in this territory.

New England is the most highly organized, densely populated and wealth accumulating section of the country and the well paid and prosperous industrial workers make it a coveted market.

The New England market has a stupendous aggregate buying power. This territory offers the greatest market and greatest field for intensive advertising through daily newspapers.

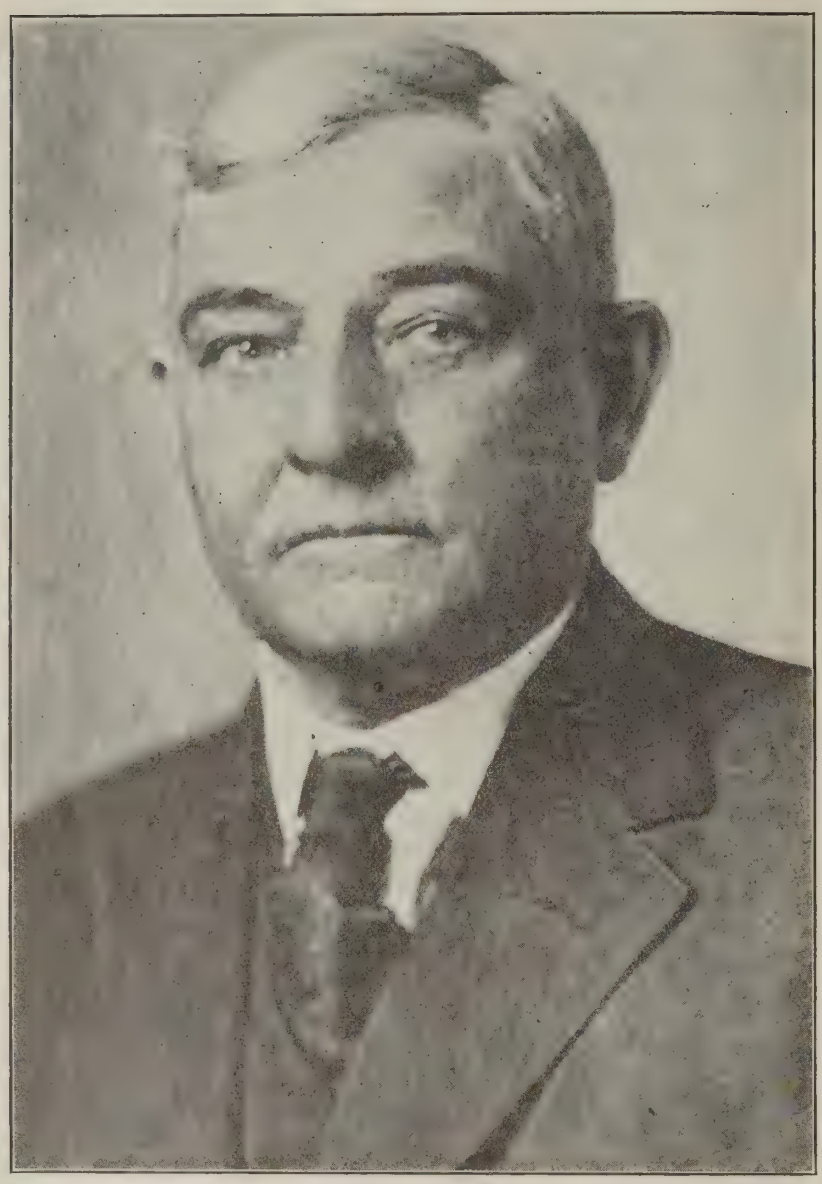
These daily New England Newspapers will introduce you to the right people.

		Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356				
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.0375	.03
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	83,086	.24	.21
***Worcester Sunday Telegram	(S)	48,127	.18	.15
MAINE—Population, 768,014				
***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.05	.03
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025
NEW HAMPSHIRE—Population, 443,683				
***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07
RHODE ISLAND—Population, 604,397				
†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,711	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
***Providence News	(E)	26,605	.07	.07
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05
(B) Combination rate Daily Journal and Eve. Bulletin.				
VERMONT—Population, 352,428				
***Barre Times	(E)	6,855	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015
CONNECTICUT—Population, 1,380,631				
***Bridgeport Post-Telegram	(E&M)	46,117	.14	.14
***Bridgeport Post	(S)	20,565	.09	.09
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



CHARLES HENRY DENNIS—Great newspapers have great staffs.

FORTY-TWO years in one newspaper organization in almost every editorial position from cub reporter to managing editor. Builder of the first great foreign news service. Maker of newspaper men and friend of many of the most notable of them.—Author.

There you have a thumb-nail sketch of the career of Charles Henry Dennis, managing editor of the *Chicago Daily News*.

While Mr. Dennis has been in active charge of the foreign service of the *Daily News* throughout its development, he declared that it was Victor F. Lawson, publisher of the *Daily News*, who had the vision of the need for and possibilities of such a service.

"The Spanish-American war made the United States a world power and created in this country an interest in foreign affairs such as never before had existed," Mr. Dennis asserted.

"Our army and navy fought in foreign territory. We assumed a sort of guardianship over Cuba and acquired Porto Rico, Guam and the Philippines. We made new contracts with other nations.

"Mr. Lawson was quick to realize this new condition and to prepare to meet it. It was possible to buy news of services in foreign countries, but it was unsatisfactory. It was written from the point of view of the country from which it came. Mr. Lawson's ideal was a service which would give foreign news for American readers, presenting the American point of view. To me he assigned the task of building such a service."

Mr. Dennis believes that the present is the beginning of a new era of interest in foreign news. The interest which developed during the Spanish-American war waned somewhat afterwards. There was another lull following the World War. Now he observes the first growing interest in foreign affairs, which has not been stimulated by a war. He believes it will continue to increase and will be lasting.

He cited conferences on foreign affairs being held at colleges and universities in the United States.

"The ability to recognize and to develop good newspaper men is the greatest asset a managing editor can have," Mr. Dennis said in reply to a question.

"Some men are born newspaper men, some men never can become newspaper men no matter how hard they try. By keeping young men of ability coming into the organization all the time, encouraging them, developing them, holding them with the paper, a newspaper always can be assured of having men for every need. No newspaper can be great which has not a great staff.

"Any managing editor should have an intense interest in his city. He should know and believe in human nature. He should see that the news is presented in a sympathetic rather than a cynical manner."

Speaking of himself is exceedingly distasteful to Mr. Dennis, but he loves to tell of men with whom he has been associated. He cherishes the memory of Eugene Field, near whom he worked for many years on the *Daily News*. He delights to tell of Field's practical jokes, his active brain, his brilliant work. He recently completed a book about Field which soon is to come from the press of Doubleday, Page & Co.

Mr. Dennis and George Harvey were reporters together on the old *Chicago Morning News*. That was in the days when there were no electric lights, taxicabs or typewriters. A reporter coming into the office would get a kerosene lamp from a table back of the city editor's desk, go to his own desk and write his stories with a pencil.

Near press-time one night, according to a story Mr. Dennis tells, there was reported an explosion near what now is the stockyards district of Chicago. Harvey and Dennis were assigned to it. Going in a hack, they found the scene of the explosion. Among the excited, jabbering foreigners they could not find a person who could speak English. The two reporters spent the few minutes they had in looking over the scene and picking up such information as they could find and then started back to the office in the hack.

"On the way to the office Harvey said to me, 'Dennis, I'll be planning the story if you'll be working on a list of dead and injured,'" according to Mr. Dennis' account. "Our story stood up. The only fault that ever has been found with our work that night was that the list of dead and injured contained too many Polish names and too few Lithuanian."

Mr. Dennis declared George Harvey to be a natural reporter. He said the same thing of George Ade, once a member of the *Daily News* staff. John T. McCutcheon proved in his covering of the battle of Manila and subsequent stories in the Philippines that he was a real war correspondent, Mr. Dennis said. Others whom he recalled affectionately and with praise were Kennett Harris and Ray Stannard Baker.

"Well, I play a rotten game of golf occasionally," Mr. Dennis replied to a question as to his recreation.

Mr. Dennis was born at Decatur, Ill., in 1860. He became a reporter on the *Daily News* the day after his graduation from the University of Illinois, where he had been editor of the university paper and had done some other newspaper work. During his first ten years on the *Daily News* he was successively reporter, dramatic critic, editorial writer, assistant city editor, city editor and news editor. During the next nine years he was managing editor of the old *Chicago Record*, of which Mr. Lawson also was publisher. When Mr. Lawson sold the *Record* in 1901, Mr. Dennis became chief editorial writer and manager of the foreign service of the *Daily News*. He was associate editor from 1907 to 1912, and since 1912 has been managing editor.

Mr. Dennis is married and has a son and two daughters.

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"YOUR HOME AND YOU," by Helen Kendall
Should Mean Even More to Your Readers.
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Our Own World of Letters

By JAMES MELVIN LEE

WHAT is the newspaper man's newspaper? That is a hard question to answer today. Yet when Charles Anderson Dana edited the *New York Sun* there was only one answer, because this title was so commonly applied to Dana's paper. Edward P. Mitchell, who is publishing his reminiscences in *Scribner's Magazine,* has selected it as a caption for his comments about his former chief and their newspaper. (Mitchell was connected with the Sun for 45 years.)

The anecdotes which Mr. Mitchell inserts bring back the Dana that old-timers used to know. After remarking that Dana always had pity for a nincompoop, and frequently showed a soft side for the simpleton who was honest, he gives this illustration:

> Somebody reported on a letter intended for publication: "This man's a darned fool." "Let's print it," said Dana. "Always give the darned fools a chance."

One night when Mitchell went out to the composing room to make up the editorial page he found in the form an item written by Mr. Dana and marked "Must." It was substantially as follows:

> We are indebted to our esteemed subscriber, Mr. Jabez Lightwalter of Goshen, for the largest and reddest and most mysterious apple that ever came to Manhattan. For more than one reason it is a prodigy of fruition. It looks as good as it is beautiful, but it would be a pity to cut it for eating; for it displays in perfectly distinct white letters on its unimpaired natural skin the initials of the Editor of this paper, who is compelled to confess that the marvel of cultivation or of artifice producing this phenomenon is beyond his comprehension.

Mitchell killed the item. When Dana the next morning demanded: "What became of my 'Must' paragraph about the apple?" Mitchell explained that the trick could easily be turned on an apple by pasting letters cut out of paper on the equator of the apple when it was green and then letting the sun do the rest. Dana replied: "Don't be afraid to kill my 'Must' for any reason as good as that one. Lynch him without judge or jury."

Mr. Mitchell thus introduces and describes Thomas F. Williams, who was Dana's secretary for a quarter of a century.

> He was a sworn Fenian of 1864, a Dublin scholar and journalist, good as gold and taciturn as an educated clam, with a little of Mark Twain's physiognomy and a great deal of Mark Twain's tardiloquence. Like Boyle O'Reilly, he came to this country when presence in Ireland was no longer possible. An ardent fisherman, his sailboat, the "Sand Flea," was frequently in evidence on Sundays in the lower bay. It was difficult to detect emotion in his sun-tanned countenance unless the subject was the wrongs of Erin or piscatorial conditions on the Roamer shoals. . . .
>
> For years there was famous in shorthand circles the story of his application for the post that became of life tenure. "Mr. Williams," inquired Mr. Dana, "are you sure you can take me as fast as I can talk?" "I don't know whether I can take you as fast as you can talk, Mr. Dana," drawled Williams, "but I do know I can take you as fast as any sensible man ought to talk."

Space—no editorial fib—permits only one more quotation, the Sun as a school of journalism:

> In the prime years of the Dana period it used to be the fashion to describe the Sun not only as "the newspaper man's newspaper," but also as "the best school of journalismm" then in existence. As to any attempt at formal instruction it was, of course, never a "school" in the sense intended. Such teaching as the beginner had was negative, rather than didactic. The editor, and those of his subordinates who were more or less wise in the ways of the profession, were too busy as a rule in getting out the paper seven days in the week to devote any time to the systematic training of their younger associates. If education there was, it was mainly education by absorption. It came to the aspiring by example rather than precept. They were taught by observation and by the self-preservative instinct what to do and what to avoid.

CARL C. DICKEY, who was formerly on the staff of the *New York Times,* starts, in *The World's Work* for September, a series of articles on "The Truth About the Newspapers."

WIL V. TUFFORD, secretary-treasurer of The Inland Daily Press Association, is the author of "In Poetic Fields" (Press of the Iowa Printing Company, Clinton, Ia.). The thing that first impresses the reader is the economy in the use of white paper. I never could see why a full page should be given up to a verse of only four lines, but this may be the thought of a practical printer and not that of a poet. Columns in this book, like those of a newspaper, have been filled—not with fillers, but with good stuff.

Possibly Mr. Tufford is at his best when he picks up the old autograph album to turn its pages over, or when he finds his old, high chair in the garret. In these, and other verses in a similar vein, he seems to live over again the past in an Indian summer by heart.

One is a little surprised at not finding more references to the newspaper. Yet this field, so dear to the author's heart, is not completely overlooked, as the following quotation will show:

> I am the modern press—
> The Daily Newspaper.
> I call on you at all hours,
> From 5 a. m. to the Bull Dog edition.
> I may say things sometimes unkind,
> But mainly I come with a smile.
> I bring good cheer;
> I bring good luck to all.
> I tell of strikes,
> And of great crops,
> Of prosperity and progress.
> I may be burlesonized,
> But I am here to stay,
> While a free people
> Live in America.
> I am the Daily Press.

DOUBLEDAY, PAGE, & CO. seem to have almost a monopoly on the humor written by newspaper men. For example, it has just published "The Old Soak's History of the World," by Don Marquis, and "The Wisdom of Laziness," by Fred C. Kelly. The former is written in the Old Soak dialect, which is so funny itself that the subject matter need not be humorous. Strictly speaking, the volume by Kelly might be more correctly described as semi-humorous as there is some good common sense thrown in by way of good measure.

MRS. RALEIGH HANSL, who as Eva von Bauer at one time so ably edited the Woman's Page of the *New York Evening Sun,* reviews in *The Bookman* for August recent books published for the information of parents.

HARRY HANSEN, literary editor of the *Chicago Daily News,* finds time to review in *The Nation* for August 6 "The Autobiography of an Idea," by Louis H. Sullivan.

WALTER PRICHARD EATON in *The Bookman* for August has a brief but interesting chat about three great American printers—Bruce Rogers, Frederic W. Goudy, and D. B. Updike.

FOR newspaper men the most interesting item in *The Nation* for Aug. 6 is "Appalling Confusion in the *New York World.* Editorials in the World on La Follette explains the publication of the article by *The Nation.*

STEPHANE LAUZANNE, who edits the *Paris Matin,* answers in *The World's Work* for August the question "Will French Women Ever Vote?"

DON C. SEITZ is scheduled to contribute to *The Atlantic Monthly* for September "A Portrait of an Editor—Joseph Pulitzer." This magazine article is doubtless based on material used by Mr. Seitz in the preparation of his volume, "The Life and Letters of Joseph Pulitzer."

What More Can An Advertiser Expect

If a newspaper has a paid daily circulation of 27,000 in a community where there are 110,000 people? That newspaper should have strength enough to produce excellent results for its advertisers. Most merchants in Altoona have come to the point of concentrating all their efforts in the Altoona Mirror, because of its strength as an advertising medium.

They Know From Experience

If the reader is at all skeptical regarding the pulling power of the Altoona Mirror, address a letter to any of Altoona's leading merchants. Ask them to give you their candid opinion about the results they have obtained. The publishers of Altoona's only A.B.C. newspaper are confident regarding the answers.

No newspaper covers its territory more thoroughly and there is no more prosperous city in Pennsylvania than Altoona.

The
ALTOONA MIRROR
ALTOONA, PA.

Daily Paid Average for July

27,583

BUSINESS DIRECT

"WEMBLEY MEET FIXED ADVERTISING'S PLACE IN WORLD TRADE"—HUNT

A. A. C. W. Manager Speaks Enthusiastically of Benefits of Recent Convention—Says Americans Gained An International Viewpoint

"ORGANIZED advertising has found its place in the sun."

So declared Carl Hunt, manager of the Associated Advertising Clubs of the World, on his return last Saturday to this country from the 20th annual convention of the advertising clubs held in London.



CARL HUNT

In an interview granted EDITOR & PUBLISHER, Hunt enthusiastically detailed benefits from the conclave derived by the American advertising fraternity. Summing up results of the meet, he expressed conviction that he was voicing opinions of the large majority of the 1900 advertising men who crossed the Atlantic to attend the international gathering.

"A prominent British advertising man stated just before convention sessions closed that advertising had been advanced 25 years in Great Britain," Hunt recalled.

"By this he did not mean that the English were so many years behind Americans in the profession. They are not. The exchange of ideas and ideals was reciprocal.

"What he meant was that, while heretofore nations seeking to solve economic problems had looked only to bankers, lawyers, statesmen, farmers and manufacturers, overlooking the potentialities of advertising men, the makers of markets, now, because of the gathering, advertising had attained its rightful recognition in the world.

"The A. A. C. W. convention was a dramatic staging of the idea that world markets can be created by advertising, and that the creation of such markets is concomitant with prosperity.

"The idea of organized advertising has taken its place in the affairs of the world as the means for development of bigger sales and bigger commerce, with the resultant solution of economic problems."

Mr. Hunt pointed out that advertising is now helping to answer a serious economic problem in England. Demand is being created and production is subsequently increasing, with the result that unemployment and the dole to 1,500,000 unemployed people is being decreased, he said.

"Prosperity, our association believes, arises from the ability to create markets. This idea, along with the importance of marketing, was stressed at the convention."

Mr. Hunt then went on to discussion of personal business values gained by Americans attending the London meet.

"Perhaps the biggest value of this sort," he said, "was the contact established between advertising men on the boats going over and returning from England.

"Then those who were in the export business, those wishing to expand their markets overseas, were offered and accepted tremenduous opportunities.

"We went over to see London. We saw the British Empire. I refer to the Wembley Exposition, which I wish could be duplicated in this country. This exposition presented a wonderful picture of a broad market, an inspiration, a remarkable source of trade information.

"Possibly many who went to England and saw the exposition were inspired with the thought of a broader market.

"We need more export business in the United States.

"Prosperity seems within easy reach in one single unit in the United States. It is a temptation for both advertising men and manufacturers to be content with this one market. Yet those who have learned the value of creating markets in other parts of the world are insured a more even flow of prosperity.

"Many A. A. C. W. members, I am sure, obtained this impression.

"Then others went to England desiring to find out specific things. Doors were opened wide to us. Ideas were exchanged. We talked to foreigners. We learned what they were thinking about; what they wanted.

"Briefly, a host of provincial Americans were given an international point of view.

"This international character has been everlastingly imprinted upon the A. A. C. W. We realize now that we must aid more than ever before in advertising club organization all over the world.

"Large delegations have promised to come to Houston in 1925 from England and France. Our internationality will be maintained."

Mr. Hunt concluded by saying that the convention had been the "biggest and best" in the association's history, which is 20 years.

"The English," he said, "prepared a marvelous program for us. Probably the most outstanding factor, and that which we will remember longest, will be the heartiness of British reception and entertainment."

Pennsylvania City Advertising

Sunbury, Pa., merchants through the Chamber of Commerce have launched a community advertising campaign featuring the "spirit of neighborliness" as a community asset.

The friendliness, reciprocity, and spirit of helpfulness as suggested by the simple act of "borrowing a cup of sugar" from a neighbor is the keynote of the series of ten 2-column, 10-inch ads, set in 10-pt, and signed "Merchants of Sunbury."

The ads appear weekly in 10 newspapers in that section of the state which Sunbury considers its trade territory.

SONGS OF THE CRAFT

(*Copyright*, 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE MAN-MAKER

An introduction!.....Come meet him, then—
Pounding his grinder or pushing a pen:
The Anonymous Maker of Famous Men!

Down in a corner called Pumpkinville,
In the last white house top o' the hill,
Lived an humble Farmer, grinding tools,
Plowing and dragging and cussing mules.
A Horny-Handed old type was he,
And he pitched his hay with a motion free
Till the Local Editor grabbed his pen
And called him a Prominent Citizen!

Then he hired a husky with calloused hands
To slaughter his hogs and turn his lands,
And got him a stovepipe and started to mix
In the Game of the Great called Politics.
Wherever a keg was bunged, he swung
A convincing manner and fluent tongue,
Till in course of time he arrived, and won
The Editor's brand of Favorite Son.

Out from the grasses of Pumpkinville,
Out from the white house top o' the hill,
Out from the business of grinding tools,
Plowing and dragging and cussing mules . . .
Behold, our hero has ridden his Fate
Into the halls of the Very Great! . . .
Back Home the Editor's praises burn
When he seconds a Motion to Adjourn!

Back Home the Editor shoves his pen,
Splitting Infinitives now and then—
The Anonymous Maker of Famous Men!

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

Lay Plans for Fall Now

Churches each year are learning the advantages of spending money to take their message to the community and to attract more attendants to service.

If you had difficulty last year in putting across a church attendance campaign perhaps your effort then has resulted in acknowledgment by church authorities now that advertising can be used to advantage.

Plan now for a definite city-wide campaign to begin when churches recommence vigorous operations, usually about September 1 to 15.

New copy will be offered shortly, similar to Series No. 3 and No. 4, used by many newspapers the past year.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

NEW BEDFORD DAILIES IMPROVE PLANT

Evening Standard and Morning Mercury Owned by Benjamin Anthony Occupy New 5-Story Addition—Enlarge Press Equipment

The *New Bedford* (Mass.) *Standard* and the *Mercury* have moved into a new 5-story addition to the Standard building. A Hoe octuple press is being installed, and from now on both the Standard and the Mercury will be published as 8-column instead of 7-column newspapers.

This is the fourth major expansion step taken by the Standard. Started 74 years ago, by Edmund Anthony, grandfather of the present publisher, the Standard grew steadily with the progress of the city, and soon moved into a large and what in those times was considered a very handsome office, located on the edge of the business section of the town. This was occupied for 36 years.

As the old quarters became too small, a beginning was made on the present Standard building, a 4-story structure of yellow brick being erected.

In 1911 this building was further enlarged, an addition being built and a fifth story added and new machinery installed, including a Hoe sextuple press, the capacities of which are now becoming inadequate. The 5-story addition just completed to give room for the octuple press increases the floor space in the building by 40 per cent.

On the first floor are located the circulation departments of both newspapers, as well as the classified advertising department and the telephone exchange. A mezzanine floor above the street floor accommodates the bookkeeping department, and affords storage for supplies and files. The mailing room, which has been completely rearranged, is located in the basement adjacent to the pressroom. It has been equipped with a Lamson conveyor to facilitate the handling of bundles of newspapers, which are distributed throughout New Bedford and its immediate vicinity by a fleet of automobile trucks, and go by train to more distant points in New England.

The advertising department, the copy writers, and business offices are located on the second floor, and here, too, is located the publisher's office. Office space occupying part of the first, second, third and fifth floors is rented, while being held in reserve for the future needs of the Standard-Mercury organization.

The third floor of the building houses the editorial staff of both the Standard and the Mercury, as well as the "gravelard" reference library and recreation room, while the photo-engraving rooms and staff photographers' rooms are on the fifth floor.

In line with its activity in community development, the Standard-Mercury has set aside from its own resources during 1924 the sum of $10,000 for advertising New Bedford throughout the country. This money is being handled through regular advertising channels in such mediums as the *New York Times* and the *Chicago Tribune*.

Benjamin H. Anthony, the present head of the organization, has grown up in the newspaper business.

The Standard-Mercury organization publishes three newspapers—the Evening Standard, the Morning Mercury, and the Sunday Standard.

SMARTLY APPOINTED OFFICE



New plant of "New Bedford Standard" and the "Mercury."

FEDERAL TRADE ORDERS

Commission Cites Two Concerns for Unfair Advertising

The Federal Trade Commission has issued unfair practice citations against W. C. and W. S. Mahaffey, and K. Hendricks of Linesville, Pa., trading as Mahaffey Brothers and Hendricks for advertising special process stationery as "Process Engraved" giving the public, the Commission alleges, the misleading impression that the stationery is engraved. The process is described as an application of chemical powder to type printing while wet and then submitted to baking, as opposed to real engraving from a plate.

The Puritan Silk Mills Corporation of Chicago also has been cited by the Commission for the alleged misbranding and advertising of certain fabrics as "Novelty Silks" and "Puritan Silks" with a "tendency to deceive purchasers of such products into the erroneous belief that the products are made of silk."

Providence Weekly Changes Name

The *Elmwood Sector*, a weekly covering the Elmwood section of Providence, R. I., has changed its name to the *Elmwood Times*. Frank Chapman, proprietor of the *Providence County Times* has withdrawn from the firm and the paper will henceforth be conducted by Abraham Pobris.

IN SALT LAKE CITY, UTAH

The Deseret News

Oldest Western Newspaper, is the Recognized authority of the intermountain region.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE
Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

first IN CENTRAL OHIO
Columbus IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH . . . 12,231,807 lines
SEC. PAPER . . 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

The Imperial Plus Metal Plan



In Detroit

the splendid staffs of the News and Free Press are helping to keep over a million citizens of this automobile manufacturing center informed on international daily happenings.

We feel a sense of pride and responsibility in being selected by publishers of two of Detroit's excellent newspapers to supply an important item necessary to publication — Imperial Metal.

Publishers throughout the country are adopting the Imperial Plus Metal Plan as the most sensible solution of metal problems. The Plan is doubly popular because it applies equally well to village semi-weekly or metropolitan daily.

What is this Plus Metal Plan?

The Plus Metal Plan is not shrouded in mystery. Upon request we will send you complete details of this dependable, economical Plan that adds years of service to your type metal all the while keeping it up to highest efficiency.

Imperial METAL
LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.
Philadelphia — Cleveland—Detroit



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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Mrs. Bennett's Interesting Letters

Mrs. Bennett wielded a facile pen, and wrote a series of letters from Europe between December, 1846, and June, 1847, that were very favorably received by the public as they appeared from time to time in the Herald.

The first one to be published was headed, "Random Notes by Mrs. James Gordon Bennett," and was written in Paris on November 18, 1846. It was almost wholly devoted to a discussion of her little son's welfare and her plans for his education and physical development, and reads as follows:

"My Dear Madam: Here we are in Paris at last, after travelling during the last summer over the greater part of Europe.

"You will be astonished when I tell you that I have not been engaged in studying the fashions, or driving in the Champs Elyssees or walking in the Tuileries. Instead of these, I have been making enquiries into the European system of education for youth. When I was in Switzerland, I learned a great deal about the new and improved methods of instructing youth, which interested me exceedingly, because my little boy, now coming of school age, requires some attention in that respect. * * * *

"I have sent my little boy to two schools—one to instruct his mind, the other to develop his body. His whole time is taken up between these institutions. The little Count de Paris attends this school, and goes through the same exercises. It is amusing to see the little creatures leap and jump about; climb ladders, turn somersets, hang by their hands, and work as hard as any posture-maker in the ring. The floor is padded in such a way that they can't hurt themselves.

"I have a great many things to say to you on other subjects, but must defer it to another time, as I am interrupted by a host of *marchands de modes*, who have just discovered that I am a new importation, and probably flush with money, and that they may lighten my burden with their attractive finery.

"Yours, H. A. B."

In another letter dated June 20, 1847, from Florence, Italy, Mrs. Bennett wrote as follows:

"I regret very much not having had a conversation with the Pope; but it was my own fault. I could not remain one day longer in Rome, though Monsignor Zamboni called on me himself, in company with Mr. Brown, the American consul, and tried to persuade me to remain one day longer. This M. Zamboni is a young nobleman, and one of the Pope's chamberlains. He sent me a cameo ring, with the Pope's likeness on it, and different other relics, and a painting which I bought. He does it for the benefit of the church. It is a copy of a celebrated picture by Guido."

In another letter, headed "Notes from Abroad by Mrs. James Gordon Bennett," and sent from London, she said:

"In London yet—damp, rainy London. Jenny Lind made her last appearance last night in 'Somnambula,' an opera in which she is said to excel. I must say decidedly, that she has not sufficient force for the character, in which my favorite, Grisi, is supreme. I have heard Grisi in the private salon, and there she is as fine as in the public theatre. In the concert room Jenny Lind pleases, from the extreme purity and beauty of her voice, but in the higher range of the musical drama, she lacks the sublime force of Grisi, and also Mr. B. says, of Malibran—still she is a wonder, and a peculiar wonder.

"After going the round of England, she returns to Germany. If ever she appears in Paris, there will be a prodigious controversy about the supremacy of her talents. The extreme purity and amiability of her character, so different from Grisi, who is both a termagant and a genius, has taken very much with the English nobility.

"A singular occurrence took place at a concert given at the palace by the Queen, where Grisi and Jenny Lind were to sing. It seems, Jenny, overflowing with good nature, was very desirous of an introduction to Grisi. It was given. Jenny was all smiles and amiability. Grisi received the advances with coldness, haughtiness and compulsion. As soon as the introduction was over, the beautfiul Italian turned her back to the fair Norwegian. The Queen, who was near by, witnessed this droll circumstance, and from that moment never entered Convent Garden, when Grisi performed."

Of Cerito, the famous dancer, she wrote:

"Cerito, the dancer is a lovely creature. I think the bounding leap, when she first appears on the stage, is the most wonderful and most graceful movement imaginable. You see her as if flying in the air like some ethereal being. The applause after the first movement is deafening."

Her last letter, dated August 25, 1847, was from London, and told of her last visit to Rome, where she "had the supreme pleasure of beholding that amiable and very talented man, Pius IX, the present Pope."

She also gave to her American friends advice as to the best way to tour Europe.

Mr. Bennett's letters were numerous and lengthy, and of great general interest. On June 19, 1847, he wrote:

"I have now completed my arrangements for the continent, in relation to correspondence and news, during the new *regime* of steam. I have established a central agency in Paris, with correspondents extending to all the chief cities in central and southern Europe. This is separate and distinct from my English arrangements. * * * * Hereafter the United States will be more closely connected with Europe than ever was contemplated by man. In two or three years there will probably be an arrival of a steamer every two days, doing the voyage in ten or twelve days. The improvements of the press must correspond with those in the other great departments of life."

In one of his last letters Mr. Bennett said: "The Queen has just sailed for the North of Scotland——Jenny Lind has gone to Brighton ——Louis Phillippe has gone to Eu—— broken down in health. He cannot live long. When he dies, then look out for squalls in France and elsewhere. The people are waking up and organizing for further decided movements all over Europe."

His final letter, dated August 31, was devoted to a description of the serious commercial crisis in England.

(To be continued next week)

TO ADDRESS CRAFTSMEN

Speakers Chosen for Milwaukee Meet August 19 to 21

Program for the sessions of the fifth annual convention of the International Association of Printing House Craftsmen to be held in Milwaukee, together with a Graphic Arts Exposition, Aug. 18 to 21 inclusive, has been announced.

With the convention called to order by William H. Badke, president of the Milwaukee Club of Printing House Craftsmen, speakers for the first day will be Hon. Daniel W. Hoan, Mayor of Milwaukee; Perry R. Long, first president of the international association; Harvey H. Weber, president; and Hon. John J. Blaine, Governor of Wisconsin.

On Tuesday, Aug. 19, John Clyde Oswald, publisher of *American Printer*, will speak on "Co-operative Educational Effort," and there will be an address by George K. Horn, president of the United Typothetæ of America. The next day, James W. Lynch, president of the Typographical Union, will speak on "The Education of the Future Compositor."

Speakers on the final day of the convention, during which election and installation of officers will take place, will be Leighton Hawkins, on "Educating the Apprentice," and John M. Niven on "The History of Printing."

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

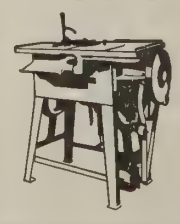
Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

"The Ludlow is Paying Daily Dividends"

THE president of the Queens County News, Jamaica, New York, Mr. Eugene E. Early, writes us this short, enthusiastic letter:

"Our experience with Ludlow composition is simply this: The Ludlow has solved our composing room problems. It is paying daily dividends because it saves the most vital element in the printing and publishing business ---i. e., time. We would not be without it."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco CHICAGO New York

LUDLOW QUALITY COMPOSITION

DETROIT VETERAN SHUNS TYPEWRITERS — PREPARES COPY IN LONGHAND

NO novelist or scenarist, however fanciful his vagaries, has ever taxed his imaginative powers to the point of attempting to create a hero for a newspaper epic who turned out his brilliant masterpieces in longhand. The feverish and epochal efforts of the dauntless reporter of screen and printed page are always pounded into hastily-snatched takes on the keyboard of an ancient mill. Yet, while the fact may seem unbelievably remarkable to those who have not learned it, there is such a character—a star on a great daily whose copy is written, to the final dash, with a fountain pen. He is John Fitzgibbons of the *Detroit News*.



JOHN FITZGIBBONS

Fitzgibbons is the oldest newspaperman in point of service in Michigan. He has been with the *Detroit News* continuously for more than 40 years. During that time he has covered practically all political events of importance that have occurred in the state. He has known at least 15 governors intimately. He has the widest acquaintance among men of affairs of any Wolverine newspaperman.

It was in the capacity of "coachman" that Fitzgibbons started his newspaper career. He came off a farm near Flint, Mich., and obtained a place driving a high-stepping "nag" for the late James E. Scripps, founder of the News. In spare time he composed some editorial paragraphs, which he submitted to his employer one morning while taking him to the office. The publisher liked the efforts and Fitzgibbons put aside the curry-comb and took up the pen. His original assignment was to report a dental convention.

Fitzgibbons has seen service in Washington, during congressional sessions. He represented his paper in Cuba in 1898 and in the Philippines in 1900. Upon his return he was stationed regularly at the Capitol in Lansing. He has served there uninterruptedly since.

It was at Mt. Clemens, Mich., during the *Chicago Tribune*-Henry Ford libel case that Fitzgibbons' odd system of reporting stood him in good stead. When his copy left the courtroom it was ready for telegraphic transmission and his paper profited by the time saved. A visiting correspondent, while that trial was on, sent out a paragraph on "the longhand reporter." Within a month he was besieged with letters from no less than 10 manufacturers of fountain pens asking his indorsement of their particular make as his favorite. Thus far, however, "Fitz" has remained neutral on this point. Just as neutral, in fact, as he is determined that he will waste no efforts gaining a one-fingered intimacy with the keys of a tottery office typewriter.

Montana Daily Host at Banquet

Celebrating the sixtieth anniversary of the discovery of gold in Last Chance Gulch, now Helena, Mont., the *Helena Record-Herald* recently gave a banquet to pioneers of the community. Dr. O. M. Lanstrum, publisher of the Record-Herald, announced the occasion would be made an annual event. Four prospectors found nuggets at Last Chance Gulch on the evening of July 14, 1864, the news of which brought on a great rush of miners to the new camp.

N. Y. World's "Kiddie Club" Frolics

More than 12,000 members of the *New York Evening World's* Kiddie Club attended the annual outing held this week at Starlight Amusement Park. "Cousin Eleanor" (Miss Eleanor Schorer) foster mother of the club membership, was on hand and qualified for handshaking honors. Miss Schorer is the wife of Chester Hope, editor of Universal Service, New York.

Oklahoma Names "Bronson Year"

Driving for new members of the Oklahoma Press Association, the present year has been termed "Bronson Year" in honor of the late E. L. Bronson, editor of the *El Reno* (Okla.) *American*, who died recently. Mr. Bronson, during his life, was one of the most enthusiastic association workers. E. A. Gaston, the newly elected association president, is conducting the membership drive.

Editor Runs "Auto Honor Roll"

While most newspapers print detailed accounts of automobile accidents, the editor of the *El Reno* (Okla.) *American* takes the other slant, and each week prints in a box an automobile honor roll of people who are entitled to recognition because of their careful driving. The names are supplied by traffic officers.

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

WHILE WE ARE always glad to add to our list of newspapers, we are also very careful as to the papers—their standing and their standards—and we insist upon everything measuring up.

It is because of these standards that we have the standing we have in the advertising field.

Always willing to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St., New York — 900 Mallers Bldg., Chicago
401 Van Nuys Bldg., Los Angeles

Permanent Wealth Assured

IOWA

By the Elasticity of Its Products

Iowa has never known a crop failure, consequently, there is always production. Iowa's income from farm products alone is nearly a billion dollars annually.

Iowa farmers never quit. If the market drops, he cuts his overhead but keeps right on producing. He knows the elasticity of products and takes advantage of it.

His usual procedure is to sell his crops just as they come from the fields for shipment to the markets. If, however, he cannot get a good return, he sells to the mills and canning factories within the state and thus avoids the cost of long freight hauls. As a result the flour mills are doing an annual business of over $25,000,000 and the canning factories well over $6,000,000.

When prices drop, these industries are not seriously affected because the farmer must sell enough to pay his taxes and current expenses, and because of the lesser distance they offer him the best market. The farmer himself does not take such great losses. He only sells what he has to, the rest he feeds to his stock, and gets a good price for the stock. The surplus he stores until such time as buying confidence is restored.

As is usually the case, the period of depression is now being followed by a good crop year. When the farmer is prosperous, the people in the towns and cities of the state are prosperous. They are now eagerly watching their daily papers for suggestions as to improvements that are to be made.

		Circulation	Rate for 5,000 lines
***Burlington Gazette	(E)	10,535	.04
***Cedar Rapids Gazette	(E)	22,671	.07
***Council Bluffs Nonpareil	(E&S)	16,132	.05
***Davenport Democrat & Leader	(E)	14,485	.06
***Davenport Democrat & Leader	(S)	17,416	.06
***Davenport Times	(E)	24,946	.07
***Des Moines Capital	(E)	61,683	.14
***Des Moines Sunday Capital	(S)	27,895	.14
***Iowa City Press-Citizen	(E)	6,230	.035
***Keokuk Gate City	(E)	5,899	.03
†††Mason City Globe Gazette	(E)	13,405	.04
***Muscatine Journal	(E)	7,980	.035
***Ottumwa Courier	(E)	13,375	.05
***Waterloo Evening Courier	(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

Obituary

ERIC ADOLPHUS DIME, 49, proprietor of the American News Service, New York, and New York representative of the *Philadelphia Journal of Commerce,* died suddenly July 31. He was treasurer of The Writers and a charter member of the New York Press Club.

D. L. HUNTER, 70, president of the *Webster City* (Ia.) *Daily Freeman-Journal,* died July 26, at Des Moines, following an operation.

FRANK P. NUZUM, 68, for 20 years a reporter for the *Stillwater* (Minn.) *Daily Gazette,* died July 28.

WILLIAM C. GILL, 53, associate editor of the *Elmira* (N. Y.) *Sunday Telegram,* died in Elmira July 31. He had served on the editorial staff of the *Elmira Advertiser,* and the *Star,* which is now a part of the *Star-Gazette.* He was also a lawyer and served as City Recorder for many years.

SIMON D. NORTH, 75, assistant secretary and statistician for the Carnegie Endowment for International Peace, who died at Wilton, Conn., August 3, was for years managing editor of the *Utica* (N. Y.) *Herald.*

Frederick G. Terrott, one time telegraph editor of the *Ogdensburg* (N. Y.) *Republican-Journal* and later with the *Ogdensburg Daily News,* died Aug. 1, At the time of his death he was private secretary to Congressman Bertram Snell of Ogdensburg.

JONAS GRANBY LUND, 88, formerly of the editorial staff of the *Athol* (Mass.) *Chronicle,* died July 30, at his home in Baldwinville, Mass.

CORNELIUS HAYES, formerly district reporter of the *Worcester* (Mass.) *Telegram,* was killed by a stroke of lightning at Spencer, Mass., Aug. 1.

WILLIAM O. KELLEY, 67, a printer for the last half century and employed by the *Shelbyville* (Ill.) *Democrat* the last 30 years, died July 31.

PURSLEY B. OGDEN, 34, former Chicago newspaperman, committed suicide July 26, in Pomona, Cal.

GEORGE H. MOORE, 85, formerly a compositor, later a proofreader on the New York Times, died in Brooklyn, Aug. 4.

S. N. CANN, former president of Typographical Union No. 16 of Chicago, and at one time a proof-reader for the *Chicago Tribune,* died July 29, at his home in Chicago.

AD-TIPS

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the Curtis Companies, Inc., Clinton, Ia., manufacturers of Curtis standardized woodwork.

Blackett, Sample & McFarland, 58 East Washington street, Chicago. Sending out orders on Van Ess Laboratories, Chicago.

Nelson Chesman & Co., 500 North Dearborn street, Chicago. Sending out schedules to general list of newspapers on Tonsiline Company, Canton, Ohio. Issuing schedules on Marmola Company, Detroit.

Erwin, Wasey & Co., 844 Rush street, Chicago. To use rotogravure sections on Aluminum Goods Manufacturing Company, Manitowoc, Wis.

Kling-Gibson Company, 1606 Consumers' Building, Chicago. Handling account of the General Laboratories, Madison, Wis., manufacturers of "B-K-HYPOCHLORITE antiseptic, disinfectant and sterilizer.

Mace Advertising Agency, Lehmann Building, Peoria. Will place account of the Eagle Manufacturing Company, Norton, Ill., manufacturers "Eagle" rotary harrows and "Eagle" straw spreaders.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Sending orders to Michigan papers on Portland Cement Association, Chicago.

William H. Rankin Company, 180 North Wabash avenue, Chicago. Issuing schedules to general list of newspapers on Templeton Company (Rax-mah), Detroit.

Philip Ritter Company, 185 Madison avenue, New York. Placing account of Charles Cluthe & Sons, Broad street, Bloomfield, New Jersey, manufacturers of "The Cluthe" truss for rupture.

Tuttle, Greensboro, N. C., has secured account of the Kenilworth Inc., Greensboro.

Williams & Cunnyngham, Inc., 6 North Michigan avenue, Chicago. Now handling the following accounts: Davenport Bed Makers of America, Chicago; Holt Manufacturing Company, Inc., Peoria, manufacturers of caterpillar tractors; Peaslee-Gaulbert Company, Louisville, manufacturers of paints.

C. C. Winningham Agency, 10 Peterboro, West. Detroit. Placing accounts of the R. C. Mahon Company, Detroit, manufacturers of metal specialties and fireproof doors, and the Dover Manufacturing Company, Dover, O.

TOLD LAWYER TO CONFESS

Hearst New York Assistant Publisher on Stand in Fallon Bribe Case

New York newspapers in general gave wide publicity this week to the testimony of Victor A. Watson, assistant publisher of *New York American,* in the case of William J. Fallon, lawyer, on trial charged with having bribed a juror in behalf of two bucket-shop clients. Watson testified that he had advised Fallon to confess guilt and throw himself on the mercy of the community. The testimony was a revelation of activity on the part of the newspaper to expose a system of fraud and indicated that the newspaper had paid large sums of money in the enterprise.

Dailies Arrange Radio Stunt

Arrangements effected between the *Pittsburgh* (Pa.) *Post's* broadcasting station KDKA and the *Buenos Aires La Prenza* resulted in reception this week by South American amateurs of an American radio program. Dr. Ezequiel Paz, publisher of La Prenza, is an enthusiastic radio fan, even his automobile being equipped with a receiving set.

WHAT THEY ARE SAYING

RADIO CANNOT SUPPLANT NEWSPAPERS

"EVEN the radio with its seemingly boundless possibilities holds nothing in store for you that is comparable to the service of your newspaper. The radio is not going to tell you about the wedding of your neighbor's daughter. You won't find the radio telling you how your neighborhood baseball team knocked the daylights out of the team in the next town. A member of your own club might be entertaining friends but you wouldn't know about it if your newspaper didn't tell you. The radio isn't going to do that. The two fields are different. They say that the average metropolitan newspaper today prints about 100,000 words in each issue. If the radio should attempt to transmit that amount of reading matter estimates are that the process would take from 8 to 10 hours. Imagine yourself tuning in for that length of time to get what your daily paper brought you this morning!"—Frank Hicks, University of Iowa School of Journalism.

* * *

TRAINING NEWSPAPER READERS

"DEMOCRATIC government depends upon public opinion and public opinion, as we know today, is mainly taken from the newspaper. If the purpose of education is to train the youth of the nation in citizenship, the study of the newspaper should have a prominent part in our public schools. Newspaper reading today is not taken as a serious part of the individual's daily life. On the whole the individual devotes at least 30 minutes a day to the newspaper. This is the weakness of our modern democracy. We do not digest the facts, we swallow them too hurriedly. The aim of the newspaper and journalism schools should be to train a new generation of newspaper readers to whom news, real news, is of more importance than the society column, the sporting page or the funny strip. The news should be read first leaving these other features as dessert. The news is the solid food. We need to cultivate news taste and discrimination in the public."—W. G. Bleyer, Director, School of Journalism, University of Wisconsin.

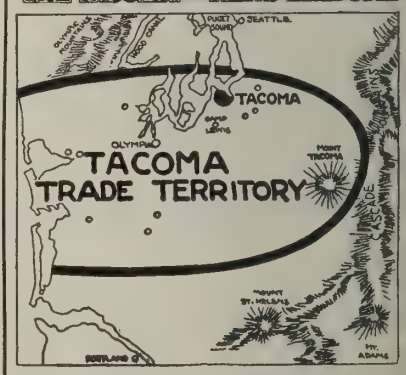
* * *

SCRAPINGS

"I KNOW of one newspaper man who was receiving $25 for Sunday articles, and who failed to please his Sunday editor with a certain interview. It was a botch job. The editor rejected it. The newspaper man, who had to submit regularly in order to secure his main income, was delighted. He sent the piece to the editor of a weekly magazine, one which carried heavy advertising, and straightway received a check for $250 and a request for more of the same. That day the newspaper lost an intelligent, active fellow, a good writer with a talent for facts. The ex-newspaper man is now supplying more of the same, with his tongue in his cheek and a $150 tailored suit on his back. Most magazine articles read exactly for what they are: scrapings from the reporter's kettle."—Laurence Stallings in New York World.

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

THE
Daily Mail
with its
WORLD'S RECORD
NET DAILY SALE
enables the advertiser to obtain in a single day, at a single cost, complete coverage of the whole of the British Isles. It is the recognized medium for national advertising in England, Scotland, Wales and Ireland.
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280 Broadway
Telephone: Worth 7270

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ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

The Greatest Force in British Advertising is
The Times
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When you come to London—
Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.
JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.
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For Advertising Rates and Particulars write:
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PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

The Washington Herald
Largest Sunday Circulation Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate. Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

NEW HEADS OF OREGON ASSOCIATION



The Oregon State Editorial Association, at its annual meeting at Tillamoot, July 25 and 26, arranged for district representation by vice-presidents, who also serve as directors. The picture shows the new officers elected. Left to right, Hal E. Hoss, president; Arne G. Rae, vice-president for Western Oregon; Earl Richardson, vice-president for Willamette Valley; A. L. Mallery, vice-president for Southern Oregon; Lansing Hurd, secretary-treasurer; J. D. Thomison, vice-president for Central Oregon.

EAGLETS BACK HOME

Brooklyn Eagle Party Dedicated Many National Parks

The Brooklyn Eagle National Park Development Tour, under the leadership of H. V. Kaltenborn, associate editor, which began June 20, ended in New York, Aug. 1.

This was the longest of Eagle tours, lasting 6 weeks, instead of the usual 4. It covered nearly 9,000 miles from the Atlantic to Pacific coasts. About 100 persons participated. Transportation was by rail.

There were more dedicatory ceremonies than on any prior tour.

They dedicated the new entrance to Mesa Verde National Park; the new Durango-Silverton-Ouray highway in Colorado; the southern entrance to Mesa Verde National Park; the El Morro National Monument; a rustic bridge, which they named Brooklyn Bridge Jr.; a new scenic road in Grand Canyon National Park; the Navahopi road, connecting two Indian reservations; the municipal zoo at Reno; the new community house in Grand Canyon National Park; the Tuba City and Painted Desert Drive; the Knife Edge Road and the Timpanogos Cave National Monument, near Salt Lake City.

UNITED PRESS EXPANDS

The United Press Association has opened two new automatic wire services, operating out of Columbus, O., and Harrisburg, Pa., connecting 14 different newspapers.

The circuit out of Harrisburg supplies the *Harrisburg News*, the *Lancaster New Era*, *Lebanon News*, *Shamokin News*, *Sunbury Item*, *Milton Standard*, *Shenandoah Herald*, *Hazelton Plain Speaker*, and *Lansford Record*.

The Columbus circuit serves the *Columbus Citizen*, *Bowling Green Sentinel*, *Fremont News*, *Portsmouth Times*, and *Tiffen Advertiser*.

Cargill Heads Midwest Trade Paper

John P. Cargill has assumed the editorship of the *Midwest Printer and Publisher*, published at Kansas City, Mo. He takes the position formerly held by A. D. Scott, forced to resign because of prolonged ill-health. The Midwest Printer and Publisher circulates in news and print shops of Missouri, Kansas, Oklahoma, Arkansas, Nebraska and parts of Colorado and Wyoming.

A. P. Adds New Mail Service

Starting Aug. 17, the Associated Press will issue a new supplementary news service by mail out of Boston, serving New England newspapers only. G. B. Littlefield, head of the A. P. Boston bureau, will have general charge. Some time ago, New England A. P. members organized, and the new service has been inaugurated at their suggestion.

Edwards Heads Writers' Conference

Henry Edwards of the *Troup* (Tex.) *Banner* was elected president of the Writers' Conference at a recent meeting in connection with the annual farmers short course held at the Agricultural and Mechanical College of Texas, at College Station. Mrs. J. W. Baird, Dallas, was elected vice president, and Fletcher Davis, Hondo, secretary. Prizes were awarded newspapers selected as having best served their rural constituents. *Troup Banner* was first, *Harlingen Star* second, and *San Saba Star* third.

Brownsville (Tex.) Daily Sold

J. Morris Stein, former Sunday editor of the *Houston Chronicle*, has become editor and publisher of the *Brownsville* (Texas) *Daily Herald*, succeeding Mrs. J. C. Wheeler, for 31 years associate editor and editor and publisher of the Herald. Stein and associates purchased Mrs. Wheeler's control of the Herald, taking charge Aug. 1.

Famous Hearst Estate Sold

The magnificent estate of the late Phoebe A. Hearst, mother of W. R. Hearst, near Pleasanton, Cal., has been sold and will be transformed into an exclusive country club within 60 days. It consists of 500 acres, 50 of which are devoted to ornamental gardens. There are 92 guest rooms in the castle.

Ninth in Industrial Products Valued at Nearly

$2,000,000,000

The industrial growth of the state is the natural result of superior transportation facilities. It is the pathway of almost all of the great trunk lines, and branch lines tap every part of the state.

Indiana's industrial value is tremendous, ranking ninth in point of value of products, with $1,901,846,000.

Manufacturing comprehends practically all standard products—steel machinery, motor cars, tinplate, cement, flour, glass, oil refining and meat packing.

Manufacturing consumes most agricultural products in preparation of foodstuffs for the market—meat packing, flour, etc., with considerable development also of machinery making to supply the immense nearby markets.

No other state enjoys the peculiar advantages of Indiana in regard to raw materials, fuel, power resources and transportation facilities. Other natural resources, especially sands and clay, furnish bases of profitable industries for her people, all of which have greatly contributed to the buying power of the people of the state.

Advertisers owe it to themselves to carefully scan the Indiana field and its great possibilities. This field can be judiciously covered by use of Indiana newspapers.

			Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)		3,276	.025
***Evansville Courier and Journal	(M)	27,040	37,908	.08
	(E)	10,868		
***Evansville Courier and Journal	(S)		32,502	.08
***Fort Wayne Journal-Gazette	(M)		31,274	.07
***Fort Wayne Journal-Gazette	(S)		34,657	.07
***Fort Wayne News-Sentinel	(E)		41,412	.09
***Gary Evening Post-Tribune	(E)		11,410	.05
Hammond Times	(E)		15,436	.05
***Huntington Press	(M&S)		3,563	.025
***Indianapolis News	(E)		131,818	.25
***Lafayette Journal & Courier	(M)	7,372	20,247	.06
	(E)	12,875		
†††La Porte Herald	(E)		4,091	.025
***Newcastle Courier	(E)		4,603	.025
***South Bend News-Times	(M)	10,155	23,039	.06
	(E)	12,884		
***South Bend News-Times	(S)		21,440	.06
***South Bend Tribune	(S) 19,718.	(E)	20,588	.06
***Terre Haute Tribune	(E&S)		23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

METHODS OF VALUING NEWSPAPER PROPERTY DISCUSSED BY EXPERT

Multiplying Annual Net Profits by Ten and Adding Current Assets and Plant Replacement Cost Favorite Method

By FRANK R. ELLIOTT

HOW to value a newspaper property, one of the most vital questions of the business, is one of the hardest to decide if we may judge from answers of men who have had much experience. None of the old heads in the newspaper business will lay down a hard and fast rule; they warn the purchaser to use common sense and think well over the general problems of local conditions, character of population, strength of competition, labor conditions, and responsiveness of business men. And buy low and sell high, is the rule here as elsewhere for success in commerce.

Speaking generally, the majority of the fifteen men whose answers form the basis of this article stand for three plans for valuing a newspaper property. The general methods are:

1. Count circulation and good will at $10,000 per 1,000 of paid circulation and add net current assets and plant replacement value.

2. Value circulation and good will at the total gross receipts for a year, and add net current assets and plant replacement value.

3. Value circulation at the amount of the net earnings capitalized at 10 per cent and add net assets and replacement costs of plant.

The main point of difference lies in the value of circulation and good will. The publishers questioned are divided about equally between the three methods of accomplishing this, with the first method mentioned above least favored and the last method favored slightly more than the other two.

Jason Rogers, formerly of the *New York Globe,* says the fairest method and the safe and sane starting point for all circulation is $10,000 per 1,000 of circulation. "Circulation as an item of the good will of a newspaper," he says, "is in most cases the newspaper's most valuable asset. Circulation once established, because of the peculiar nature of the patronage, is almost sure to continue, provided the quality of the paper is maintained the same."

After fifty years as a publisher and more than twenty years as a newspaper broker, C. M. Palmer, of New York, says $10 per subscriber is a low rather than a high rate for circulation and good will except on a losing paper. On a leading paper, $10 is decidedly low, he says.

H. F. Henrichs, veteran newspaper broker, of Litchfield, Ill., also shares the view that $10 per subscriber is low except for newspapers failing to show a normal profit.

Omar D. Gray, broker, of the *Sturgeon* (Mo.) *Leader,* says $10 per paid subscription is "outrageous" for a weekly of 1,000 circulation in a small town, but that $10 is not far wrong in a good town for a daily or weekly of 3,000 to 5,000 circulation. "The owner of a good daily or weekly," says Mr. Gray, "that will net from $5,000 to $12,000 annually can usually name his own price."

Paul Poynter, publisher of the *St. Petersburg* (Fla.) *Times,* the *Kokomo* (Ind.) *Dispatch,* and the *Sullivan* (Ind.) *Times,* voices a dissenting opinion and says that no dogmatic figure of $10,000 per 1,000 of paid circulation is safe. "Circulation," he points out, and there is food for serious thought in this, "may even be a liability unless the business community is responsive."

When such experienced and successful newspaper men as Mr. Poynter and Don C. Seitz of the *New York World,* rather enthusiastically endorse the second plan previously mentioned, namely that of valuing circulation and good will at gross annual receipts, there must be merit in the plan. Mr. Poynter qualifies his endorsement by recommending that the gross annual receipts be taken as the average for five years rather than the receipts for any one year.

"My rough method of valuing a newspaper property has always been," writes Mr. Seitz, "that a going concern is worth its gross annual business, plus a fair valuation of the plant."

Leonard E. Kolmer, president of the Southern Publishers Exchange, Inc., Richmond, Va., readily asserts that this is the best plan and is highly satisfactory when net assets and replacement value can be established. Mr. Gray, referred to above, agrees with this view but says that present day buyers will not usually pay this price.

As with the case of $10,000 per 1,000 of circulation, this second method of valuing circulation and good will at gross annual receipts brings a vigorously dissenting opinion. "This is a very poor rule," says Broker Henrichs, "and can be applied with justice to but a very few properties."

The third plan of valuing a newspaper at ten times its net profits for a year plus net current assets and plant replacement has unqualified support from a number of editors and brokers.

"Probably most popular rule," says Mr. Henrichs, "when net earnings make due allowance for owners' compensation, depreciation, interest on the investment, etc."

"A newspaper is actually worth ten times its annual profits," said the late General Charles H. Taylor, of the *Boston Globe.* He makes no provision for adding net current assets and replacement costs.

If a newspaper nets 10% on $10,000, it is honestly worth $10,000, says Justus F. Creamer, of the *Orange,* (Col.) *News,* without allowance for net current assets and plant replacement.

Editor Poynter agrees with plan three but thinks the ten percent earnings should be considered as the average earnings over a five year period. In this he may seem unduly conservative, especially in view of the growth of newspapers within the last few years, but he reminds the prospective buyer that the newspaper business carries with it a hazard and risk not present in most commercial and industrial undertakings. It is primarily more of a profession than a business, he points out, and a wave of public sentiment in a short time can destroy a great deal of imaginary value. The prudent purchaser must guard against being made the victim of forced, artificial and fraudulent methods of circulation building, but at the same time he should be on the lookout for undeveloped possibilities in the newspaper property he is about to buy.

Broker Palmer, while agreeing with the view that at least a 10% earning should be expected on the investment, warns the prospective purchaser that unprofitable papers are frequently sold for sums running into the millions.

Both more liberal and more conservative methods of valuing newspapers than those outlined above have been followed by prominent publishers of the past and are being followed to some extent in the present.

James E. Scripps, founder of the *Detroit News,* held that a paper was worth its annual cash receipts if making 5 per cent twice its receipts plus the value of the plant if making 10 per cent, and three times the receipts plus the plant if making 15 per cent. This would make the cost almost twice as great as that of plan two above in which a paper was held to be worth its gross annual receipts, with the assumption that 10 per cent is a fair income.

In a meeting of the Southern California Editorial Association, two plans were introduced as follows:

'1. Place weekly subscriptions at from $5 to $10, average $7.50; daily subscriptions at from $10 to $20, average $15; and add to this the plant valuation less depreciation allowance.

2. Value the plant at a reasonable figure without taking out depreciation and if the gross annual earnings amount to this figure, pay this amount for the property.

W. B. Harris, purchaser or promoter of 135 different newspaper properties during his long career in the weekly newspaper field, now editor of the *Ellettsville* (Ind.) *Farm,* places circulation value at $5 per paid subscription. O. H. Cravens, publisher of the *Bloomington* (Ind.) *World,* says $7.50 is nearer the correct valuation of circulation and would add whatever additional the good will value seems to be.

The rather conservative view of John Dodge, of the old Scripps-McCrea Syndicate, is offered by Mr. Henrichs as a rule which must be respected because of the wide experience of Mr. Dodge in purchasing and conducting newspapers. His rule is as follows:

"A going newspaper property is worth $5 per subscriber if the paper is breaking even.

"When property is making regular, healthy yearly growth and is earning be-

(*Continued on page* 29)

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of NEW, paid-in-advance subscribers obtained easily, rapidly and at comparatively low cost by our unsurpassed methods.

Wire or write for information concerning fall campaigns

HOLLISTER'S

CIRCULATION ORGANIZATION

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LOS ANGELES, CAL.

Our Features:
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R. L. Goldberg
Don Herold
Ed Hughes
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Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

In New Orleans
Consult the Latest
A. B. C. AUDIT
(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday
CITY CIRCULATION

Specials: East Beckwith
West Branham

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
11 Spruce St., New York

before consolidation

The New York Tribune
131,810 Daily—136,039 Sunday

and now!

276,340 Daily
332,921 Sunday

THE NEW YORK HERALD
New York Tribune

first!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

Mr. Publisher
or
Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

GOTHAM AD MEN HOLD GOLF TOURNEY

J. I. Wheaton Association President Takes Low Gross Score at Quaker Ridge Meet—Sixty Members Play

Prizes were won by virtually half of the 60 who took part in the second tournament of the Advertising Club Golf Association held Aug. 5 at the Quaker Ridge Golf Club, Mamaroneck, N. Y.

Principal winners were: David Lee, of Lee & Williams, newspaper representatives, New York, who won the low net in the morning; H. J. Haskell, low net in the afternoon; J. I. Wheaton of the Tucson Arizona Copper Company, association president, low gross in the afternoon; and K. H. Bragdon, second low net.

Prizes awarded consisted of sweaters, golf bags, socks, cocktail shakers, thermos bottles, golf balls, auto robes, and silver carving sets.

Wheaton is president of the association.

The tournament committee was composed of F. S. Newbery, chairman, Douglas Cairns, and Harold A. Stretch.

Some of the players were J. A. Sullivan of the J. O'Flaherty Company; R. S. Hursh, Brooklyn Eagle; G. H. Gunts, of the E. Katz Agency; Royal P. Smith, advertising representative of the Boston Advertiseer; H. O. Barnes, representative of the Texas World; William Jennings of Buckley-Dement; Fred W. Hume, executive secretary, National Publishers' Association; E. F. Morley; F. H. Dekhatel, Louis Bleseer, and Edwin A. Shank.

UTILITY ADS UPHELD

Connecticut Commission Dismisses Case Brought by Publisher

Advocating "a proper amount of publicity on the part of public utility companies," Chairman Higgins of the Connecticut Commission at Hartford, Conn., recently dismissed a case brought before him by Mayor Phillips of Stamford, a newspaper publisher, protesting the right of the Stamford Gas and Electric Light Company to spend money for newspaper advertising.

The defendant claimed the advertisements in question were educational in character and explained the company's system of charging for gas and electric light.

Phillips at the hearing declared against "a grasping monopoly, which does unnecessary advertising." He is publisher of the *Darien* (Conn.) *Review*, which is one of the newspapers in which the Stamford company advertises.

Following dismissal of the case, the public utility company announced it would continue its newspaper advertising campaign.

James Arthur Seavey

James Arthur Seavey, 56, for many years executive editor of the Laffan Bureau, and previously a reporter and editorial writer on the *New York Sun*, died Aug. 4 in New York, following a 5 years' illness. Until 3 months ago he had resided at Asheville, N. C., for 2 years towards the end of that period writing editorials for the *Asheville Citizen*. During part of the war period he was on the staff of the *New York Times*.

In New Orleans it's THE ITEM

NEWS WRITERS KEEP COOL

Group Covering World Flyers Are Now in Iceland

Many newspaper men are enjoying cool weather in the vicinity of Iceland this week, writing the history of the last lap of the world flyers.

Representing the Associated Press are W. J. G. Myers, chief of the A. P. New Haven bureau, on the destroyer Barry, now transferred to the Lawrence; W. E. Playfair, of the Boston bureau, on the S. S. Richmond; S. F. Reavis, of the London office, on the cruiser Raleigh; and Laclair D. Schulze, of the London office, on the Gertude Rask, Danish government steamer carrying supplies.

For the United Press Associations are Otis Peabody Swift, on the Richmond; Bob Doorland on the Lawrence, and J. R. Kelly, Montreal bureau, at Nova Scotia.

Davis Walsh is representing the International News Service, while Damon Runyon and Charles Tietsort are up north for Universal Service.

The *Chicago Tribune* has sent a huge Curtiss bi-plane to meet the world flyers. It is operated by H. A. Baker of New York. Reaching Portland, Me., Aug. 4, a few minor repairs were made, and the seaplane started for St. John, N. B. and from that port plans to continue north until the army aviators are encountered.

Reichler to Edit Square and Compass

Isadore Reichler, night city editor of the *Utica* (N. Y.) *Daily Press*, resigned, effective Aug. 1, to devote all his time to *Square and Compass*, a Masonic periodical published jointly in Utica by himself and his brother, Samuel Reichler, attorney. Kerby M. Spicer, for 2 years state editor, succeeds Reichler, while Robert L. Wheeler will take Spicer's place on the state news desk. Reichler had been a member of the *Daily Press* news staff for the last 4 years.

N. Y. to Have New German Daily

The Heiss Corporation, Inc., publishers of the *Inspirator*, German language monthly, announced this week it would start publication of the *New York Deutsche Post*, first as a monthly, with a view to making it a daily German language newspaper by Jan. 1, 1925.

Lakeland Star-Telegram Expands

The *Lakeland* (Fla.) *Star-Telegram*, a morning daily, this week started publication of an evening edition. L. W. Bloom and Harry L. Brown are the editors of the Star-Telegram W. F. Merrill is the new member of the Associated Press for the new paper.

Missouri Labor Weekly Moves

Charles W. Fear, editor and publisher of the *Missouri Trades Unionist*, has announced that his labor weekly, published at Joplin, Mo., for the last 15 years, will move to Jefferson City, Mo.

VALUING PAPER

(*Continued from page 28*)

tween breaking even and 15 per cent, add $1 per name for each 3 per cent of profit.

"Ten dollars per name if netting 15%; for each 1 per cent profit above 15 per cent, add $2 per name up to 20 per cent profit."

Perhaps the best indication of how to value a newspaper property may be gained from a study of some newspaper sales.

The *Miami* (Fla.) *Metropolis*, of 9,000 circulation, and the *Canton* (O.) *News*, with 20,000 circulation, are reported to have sold to ex-Governor James M. Cox, of Ohio, for $350,000 and $425,000, respectively.

In the field of the larger papers, the *Pittsburgh Press* is said to have brought $6,000,000 on a circulation of 150,000 daily and 200,000 Sunday.

The *Vancouver Daily Province* similarly is said to have sold for $1,000,000 with a circulation of 62,200.

As will be seen from the advice of nearly all newspaper owners of wide experience, valuation formulas are hard to determine on account of the variable factors of history, location, competition, field, personalities, and local financial conditions. Mere circulation and good will might be worth twice as much in one paper as in another.

When viewed purely and simply from a commercial standpoint and as a money-making proposition all these variable quantities must be taken into account. The owner will be interested in the income he will receive from his investment, and the only sure way to arrive at figures on profits would seem to be to find out what the profits have been over a period of years. If the prospects then are that the profits will be no less in the future than they have been, the prospective purchaser would be justified in offering an amount which will yield the desired profit.

Mrs. Don Seitz Dies in Maine

Mrs. Mildred E. Seitz, wife of Don C. Seitz, business manager of the *New York World*, died at St. Barnabas Hospital, Portland, Me., Aug. 4, following an operation. She was the daughter of the late John H. Blake of East Deering, where she was born in 1861. She was married to Mr. Seitz at East Deering in 1890 and thereafter lived in Brooklyn, N. Y., where she was prominent in local affairs. She served as president of the Chiropean and Cambridge Clubs and as regent of the Long Island Chapter of the Daughters of the Revolution. She was also deeply interested in orphan children, having found good homes for about one hundred, the majority of whom came from Maine. She had been spending the summer, at Summit Spring, Harrison, Me. Besides her husband, she is survived by two daughters, Miss Mildred Seitz and Mrs. E. M. Geibel, the latter of Tientsin, China, and two brothers, F. W. Blake of Tufts College and James B. Blake of Bridgton, Me.

FIVE BIG MARKETS IN TEXAS

THREE BIG MARKETS IN LOUISIANA

The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.

No Texas or Louisiana list complete without them.

Ask Beckwith—He can tell you.

Over— 200,000 CIRCULATION in less than 3 years. —because Detroiters want it.

DETROIT TIMES

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. Lytton Bldg. Chicago, Ill.

"FIRST IN PUBLIC SERVICE"

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



THE mind is running to ice, but the "tickler" says "coal."

Likewise refrigerators are obvious, but heating plants should be contracted for now.

A lot of house painting will be done before frost time.

The wise woman is thinking about recarpeting her home.

The question of where Susie and Willie will go to boarding school this year is still undecided.

If you neglected school supply people until the last minute last Fall, this suggestion will be helpful for this year's campaign in that direction.

All the boys who bought open cars are now wondering why they didn't get sedans in which to ride in comfort all Winter.

Hunch: Small town and country people are buying engine oil and "gas" by the barrel, saving a bit of money and a lot of roadside delay. Who in your town will advertise the fact?

First Monday in September is Labor Day, the big gateway to Fall business.

Line up for that day!

* * *

WHO are the real estate agents in your city? It is to every real estate man's advantage to have folks familiar with his appearance. So it would be an easy stunt to get most of the real estate men to come in on a page or double page which was given over to photos and write-ups of the local real estate men under an appropriate heading clear across the page. The size of the space which any one man could buy should be limited so that no one man could dominate the whole thing and so that every advertiser would get a fair deal out of the proposition.—Frank H. Williams, Fort Wayne, Ind.

Every Saturday a manager of a small daily in northern New England runs a half page of advertising, the space being allotted solely to those establishments who specialize in the baking of beans for Saturday customers. In this way some small home bakeries became advertisers who had never advertised previously. Thus the newspaper received revenue from an unexpected source. The newspaper manager obtained this idea from the owner of one of the small bakeries.—W. McNulty, St. John, Can.

This idea makes a hit with theatres, washing machine dealers, grocers and others. In a 3-column space, letter in the days of the week in bold letters. Then block off 7 equal spaces with the names of the days at the top of each space and a heading across the top similar to this, "THINGS OF INTEREST IN BLANKVILLE NEXT WEEK." This is a good tonic for a lean Saturday issue.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

Mexico City El Universal (Spanish) runs a column entitled "What You Ought to Know," presenting many advertisements of local merchants, restaurateurs and others, written interestingly as news.—C. M. Litteljohn, Washington, D. C.

"Patronize your neighborhood theater." Under this heading you can work up a campaign to run for a considerable length of time writing large copy telling why you should patronize the "movie" in your neighborhood—easy to get to, cheaper, etc.—pro-rating cost of compaign among the theaters.—Dorothy Dickel, Cleveland.

"Mighty Lak A Rose" was the caption of a full-page co-operative recently run in a northern New York publication. The page contained 10 spaces with cuts of infants in each, and each space exploited some necessity for the little folks. It ought not be difficult to convince progressive merchants that such an advertisement would have a tremendous appeal to mothers.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

Buenos Aires La Nacion had a whole page ad in a recent issue in which the border outline carried the advertising, which was for a well known cigarette in that city. The interior (save for a small box of additional advertising) was utilized in interesting reading matter, a tiny short story, several paragraphs for children, illustrations, and magazine features of miniature nature. Considerable originality and enterprise was shown in this advertising endeavor, in furnishing reading material not elsewhere available. —C. M. Litteljohn, Washington, D. C.

There is a small community just outside of Portland which has no paper of its own. Once a week we publish a full page or two of news and stories of this community under a strip head. This scheme is popular with the small town's merchants and several hundreds of extra inches have been secured on regular weekly insertion contracts.—Tim Ward, *Portland* (Me.) *Express.*

New Negro Weekly at Columbus

William I. Gibson and Henry Lee Moon are editing the *Columbus* (O.) *Voice*, a new weekly newspaper, published by and in the interest of negroes of Columbus, O. The new weekly appeared July 26.

SUPPLIES & EQUIPMENT

For Newspaper Making

For Sale.
4 Lee Linotype Metal Feeders and 2 Water Cooling Casters, good condition, like new. Sell all for $50.00 cash. Write Buffalo Evening News, Buffalo, N. Y.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For sale.
Hoe twelve page newspaper press, with complete stereotype equipment, prints 4, 6 and 8 or 12 pages, 6, 7 or 8 columns, length of paper page 22¾ inches, exceptional bargain, for quick sale, wire or write for details. Baker Sales Company, 200 Fifth avenue, New York City.

Newspaper lineage statistics appear in EDITOR & PUBLISHER. Subscription $4.00 a year.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

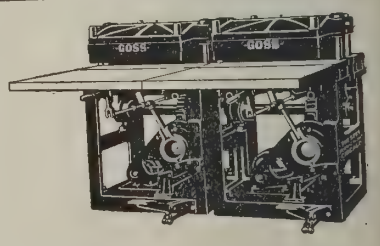
FOR SALE
Hoe Quad Newspaper Press
Excellent condition, has had no hard usage. Equipped with Westinghouse control and 44 h. p. motor. Prints 2 to 16 pages at 24,000 per hour and 20, 24, 28, 32 pages at 12,000 per hour. Now set for 8 columns, 12 ems; will do 8 columns 12½ ems; type column length 21¼ inches. Sheet cut 22⅝ inches. Price $7,000 cash, on foundation, immediate delivery, with accompanying stereotype equipment including Hoe No. 7 pump pot. Not including saw and trimmer. Address B-693, E. & P.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

NEWS OF THE NEWSPAPER WORLD appears first in EDITOR & PUBLISHER. $4.00 a year.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
KENOSHA NEWS,
Kenosha, Wisc.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO — NAME, SERVICE, QUALITY, FAME — CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.



Goss Motor - Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.
GOSS

USED PRESSES at ATTRACTIVE PRICES

GOSS 16-page Two-Plate-Wide Press, Page Length 239/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS 24-page Two-Plate-Wide Press, Page Length 23 9/16"
GOSS Straight-line Sextuple Press, Page Length 21.60"
GOSS Straight-line Sextuple Press, Page Length 23 9/16"
GOSS 32-page Two-Plate-Wide Press, Page Length 22¾"
DUPLEX Eight-page, Angle Bar, Flat-Bed Press. Double Drive, Page Length 22½"
SCOTT 32-page Two-Plate-Wide Press, with Color Cylinder, Page Length 23 9/16"
WOOD Octuple Press, Page Length 23¾"
WOOD Sextuple Press, Page Length 23 9/16"
WOOD Sextuple Press, Page Length 23 9/16"

7 South Dearborn St. CHICAGO, ILL. — **R. HOE & CO.** 504-520 Grand St., New York, N. Y. — **7 Water St. BOSTON, MASS.**

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Experienced young advertising man—copywriter and solicitor—capable of managing department on small daily. Box B-698, Editor & Publisher.

Advertising Manager.
Man 30 years, married, 10 years newspaper—special—promotion, seeks position in city of 50,000 to 100,000. Best references as to character and ability. Address Box B-721, Editor & Publisher.

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-674, Editor & Publisher.

Advertising Service Man.
Copy and layout man to work with advertising manager or solicitor on daily paper. Retailer's, department store's, wholesaler's or manufacturer's advertising problems analysed by man capable of producing result getting advertisements. Experienced in advertising, news and mechanical departments. Box B-696, Editor & Publisher.

Advertising Solicitor.
American Hebrew, 7½ years' classified experiences, desires a connection with metropolitan newspaper, city or traveling capacity. Live wire, available at once for particulars write, Box 8-701, Editor & Publisher.

Business Manager.
Wanted: Position as business or ass't business manager of newspaper, either daily or large weekly. Young married man. 10 years experience in daily field. First class references. Results guaranteed. Seeking advancement. Address, P. O. Box 45, Noblesville, Indiana.

Cartoonist Plus.
Experienced in retouching, layouts, advertising art, desires change where he can feel assured of a future if he works for it. Address Box B-687, Editor & Publisher.

Circulation Manager.
Efficient hard worker fully experienced, successful, seeks position requiring capable management. Box B-720, Editor & Publisher.

Circulation Manager.
Experienced on metropolitan and smaller dailies. Capable producer of maximum results at minimum cost. Familiar with promotion work, also A. B. C. records. Member I. C. M. A. References furnished. Address Box B-679, Editor & Publisher.

Circulation Manager,
now employed is interested in securing position with larger possibilities. Last two positions in cities of 100,000 and over, four years with one paper and seven years with other. Splendid increases in all branches of circulation. Can develop department along efficient and economical lines. Right age for best work. Member I. C. M. A. and thoroughly competent. Best of references. If interested write in confidence to B-695, care Editor & Publisher.

Classified Ads Are PRODUCERS—

Read what a satisfied user says about them.

I wish to take this opportunity to thank EDITOR & PUBLISHER for the prompt and courteous attention extended in connection with my two recent classified ads, which brought me into connection with seven prospective positions along the line I was seeking, one of which I accepted. . . . The classifieds have proved themselves as producers to my complete satisfaction.

Cordially yours,
E. G. D.,
Spartansburg, S. C.

Situations Wanted

Correspondent,
twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor F. Holm, Bankers Trust Company, Place Vendome, Paris.

Copy Reader.
First class copy reader seeks position. Address B-713, care Editor & Publisher.

Editor.
Former editor for news service, 26, married, seeks permanent position. Telegraph, city or head of desk. Afternoon New England daily. Personal interview if desired. B-711, Editor & Publisher.

Editor
On or about September 15th, position as editor or city editor of daily in small city, preferably in South. Know news and how to get it. Can hold reader interest. Initial salary not as important as opportunity to locate where conscientious work can produce results. Address Box B-699, care Editor & Publisher.

Mechanical Superintendent or Foreman.
Available August 15. Ten years' composing room experience in cities from 100,000 to 200,000. 34 years of age, married. Best references. Union. Want to connect with good newspaper where ability and hard work is recognized. Address Box B-689, Editor & Publisher.

Newspaper Advertising Manager.
now employed and with record that will bear the closest scrutiny, wants to make a change. Prefers city of 250,000 or larger. Would expect beginning salary of $6,000 a year, with understanding that ability to earn more would be recognized in a reasonable time. Address B-697, care Editor & Publisher.

Newspaper Man.
Thoroughly familiar with details of editorial "game" from news gathering to putting paper to press, I am seeking a position, either on newspaper or magazine, where hard work, loyalty, and initative will be rewarded. B-705, Editor & Publisher.

Photographer.
High grade all-around man with keen picture sense possessing wide experience in newspaper photography desires position; good executive, well educated, speaks foreign languages. 3 years' European experience. Address Box B-546, Editor & Publisher.

Reporter.
capable and experienced. Wants position on live daily in Wisconsin or Illinois. "Reporter," 425 South High St., Janesville, Wis.

Woman's Page Editor.
formerly on Cincinnati Enquirer desires position. Has done snappy, brilliant feature work on fashions, beauty, household, interior decoration, etc. Also capable of handling shopping service, advertising feature. B-706, care Editor & Publisher.

Young Woman,
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

HELP WANTED

Advertising Manager.
with broad conception of merchandising possibilities through newspaper advertising; one who doesn't sell space, but sells merchandise through advertising space. Good salary and commission on increase. Town of 12,000; only daily; leased wire. Tribune, Fort Scott, Kansas.

Advertising Manager.
Southwestern daily in old established town, steadily growing. Good field. Excellent chance for man who is willing to work and can hold confidence of advertisers, direct department and build up business. Inexperienced men, mere "copy chasers" or those hoping to get by without ability ot make good in every way need not apply. Address Box B-669, care Editor & Publisher.

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Help Wanted

Advertising Salesman Wanted.
Morning paper. City 10,000 Must be "Go-Getter" able to write copy and sell space. Give age, reference, salary. Address B-709, care Editor & Publisher.

Advertising Solicitor Wanted.
To be assistant to advertising manager; must be conscientious, steady, good habits, good personality; leading paper, evenings; over 10,000 daily. Salary gauged by ability, moderate at start. Give full particulars. The Courier, Elgin, Illinois.

Chicago Office
of Daily Newspaper Representative is open to young man qualified to assume same at reasonable salary. To have application given consideration, state fully in one letter, qualifications as to experience, salary expected, knowledge of Western field, age, nationality, religion, etc. B-708, Editor & Publisher.

Classified Advertising Manager.
In Connecticut City. Applicant must have experience and be willing to work as well as direct. For further particulars address Waterbury Democrat, Waterbury, Conn.

Correspondent and Bureau Manager.
A reliable newspaperman, preferably married, who is seeking a permanent position to act as correspondent and bureau manager in a live small town for a mid-western daily. Fair salary, low expenses, a real job for a man with determination and ambition. The Racine Times-Call, Racine, Wis.

Managing Editor Wanted.
Splendid position open for a managing editor of daily newspaper near New York. I want a thoroughly experienced, seasoned young man, with ideas and enterprise. Here is an excellent and well paid position for a man capable of holding it. Write stating previous experience and references. One or two good reporters also wanted immediately. Box B-704, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Photographers.
Wanted, immediately—Two newspaper photographers to work on established daily. City within few minutes of New York. Must be experienced and reliable. Box B-703, Editor & Publisher.

BUSINESS OPPORTUNITIES

August Opportunities.
Available through this and affiliated agencies, several very desirable daily and weekly publications all earning handsome dividends on price ask. If in the market address J. B. Shale, Times Bldg., New York City.

Buyer Has $100,000.
First payment on Midwest or Western daily. Immediate purchase. Wire National Newspaper Bureau, Bedford Building, Chicago.

California Evening Paper
for sale. Fifteen thousand cash for first payment. Net porfits nine thousand. Guaranteed paying basis. Town 6,000; modern equipment. Address B-665, care Editor & Publisher.

Chance for Someone
If you have the money and might be interested in participating in the purchase of an established newspaper in a city of over 250,000 write. Box B-702, Editor & Publisher giving data as to experience and amount available for investment and arrange for interview. Advertiser will be in New York for one week.

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

Daily, Evening Newspaper.
and job printing plant, in prosperous town of 25,000 and trading radius of 75,000, within 100 miles of New York, can be purchased at remarkably low figure on cash basis. Owner has good reasons for selling. Palmer, DeWitt & Palmer, 350 Madison Ave., New York, N. Y.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

FOR SALE

THE MIDDLETOWN DAILY & SUNDAY HERALD, of Middletown, N. Y., will be sold at the Court House, in the City of Newburgh, N. Y., on the 21st day of August, 1924, at 10:00 A. M.

Sealed bids will be received by the Trustees up to the time of sale. Each bid must be accompanied by a certified check in the amount of ten per cent of the bid.

For further details communicate with Frank H. Finn and Alan C. Madden, Trustees, Merchants' National Bank Building, Middletown, N. Y.

Terhune Talks to News Writers

Alfred Payson Terhune, writer of dog stories, addressed the annual dinner of the Pica Club at Highland Mills, N. Y., recently. Those attending included Eugene K. Bird, of the *Hackensack Republican;* John J. Sweeney, past president of the club; E. A. Bristor, editor and publisher of the *Passaic Daily Herald;* Michael Higgins, city editor of the *Hudson Dispatch,* and F. William Busch, of the *New York Journal of Commerce.* William M. McBride of the *Passaic Herald,* president of the club, was toastmaster.

Royal Commission Makes Report

The Royal Commission on Pulpwood has presented an exhaustive report to the Canadian Parliament, urging the development of a chain of publicly owned forests throughout the Dominion and suggesting a general conference to improve the protection of timber lands. The commission commenced investigation into the forest resources of Canada, Oct. 2, 1923. Regarding application of an export tax, the report states that such a step would be adding "insult to injury."

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

PEOPLE are always celebrating their wedding anniversaries. But only a small percentage of these are reported. Silver and golden ones make good copy, and furnish future morgue material. The *Alexandria* (Va.) *Gazette* is now endeavoring to have the principals send in this material by inserting the following ad in the regular classified columns of the *Gazette:*

WANTED: News of wedding anniversaries. Have you celebrated your silver or golden anniversary? If so, let us know. Address Society Reporter, The Gazette, or telephone No. 7.—C. M. Littlejohn, Washington, D. C.

In order to stimulate more interest in personals among its reporters one Washington state daily recently offered a bonus of $5 a week to the reporter who obtained the greatest number on his run. The results were gratifying, the average per day being raised from 50 to more than 100.—A. N.

Tennis is increasing in popularity each year. A story containing facts of various interviews with older men and their opinions of the game as compared with the sports of their day should make interesting reading for your subscribers. The improvements made to the city courts in the past few years, and the number of private courts in town should also be included in the article.—H. M., *Logansport* (Ind.) *Pharos-Tribune.*

For several years one of the pullers of a prominent mid-west daily was a little two-column box run in the lower right hand corner of page one, telling a humorous anecdote on some prominent business or professional man. Sometimes they would be illustrated with a miniature cartoon. Actual names were used, and nothing embarrassing was printed. Sometimes it would be a joke in court on a certain lawyer told by a fellow lawyer, or something that happened to a prominent business man on a trip, or something that had happened several years ago. Lots of human interest in a little feature of this kind, and good anywhere. Head it "Our Daily Yarn" or "Today's Corner Story."—E. G., Chicago.

What do purchasers of postage stamps tell the stamp clerk? *Detroit News* recently had an interesting feature—one that could be worked up in any city—of the many stories patrons tell as to why they are writing letters, of especial interest being the excuses many offered for placing special delivery stamps on letters.—A. N.

The *Portland Sunday Telegram* runs a complete section of automobile news, touring information and advertising every week. A recently inaugurated feature which is proving popular is a combination line cut and half-tone engraving showing a one day's motor tour illustrated with photographs of scenes on the trip, also a story giving information on points of beauty and historical interest. The map is marked and indexed and the photographs numbered to correspond with their position on the map.—Tim Ward, *Portland* (Me.) *Express and Telegram.*

Common mistakes of automobile drivers and how these might be avoided are being covered in a daily feature of the *Boston Post.* A striking illlustration brings out the point, which is discussed frankly, sometimes quoting what leading traffic officers say. The public is invited to report violations of the law to a local automobile club, which has prepared the data. The mayor has endorsed the series.—James M. Mosely, Boston, Mass.

NEW CASTLE HERALD SUSPENDS

Lack of Advertising Patronage Forces Daily to Quit

NEW CASTLE, Pa., Aug. 6.—After more than 60 years of existence the *New Castle Herald* has joined the Valhalla of newspapers. Saturday evening, Aug. 2, the Herald published its last edition, giving as its reason for suspension the lack of patronage by advertisers. The Herald was originally the *Courant-Guardian* but some 20 years ago under the management of Addison C. Dickinson changed its name. About 10 years ago the paper was taken over by H. C. Ogden, of Wheeling, W. Va., and has continued under his management ever since.

Whether or not the plant will be dismantled or sold to new interests is not known at the present time, although some of the equipment has already been moved out. Three years ago the Herald erected a new plant on East street and installed a press which had been taken from a Washington, Pa., newspaper which had suspended.

In the announcement of suspension the Herald said, "New Castle may be a one newspaper town, or it may be that the paper will do better under a different management."

The notice came as a surprise, none of the employes having been informed. The withdrawal of the Herald from the New Castle field leaves but one daily in the field, the News.

Two other dailies, the *Rapid City* (S. D.) *Evening Journal* and the *Waycross* (Ga.) *Morning Journal-Herald* suspended last week.

Omaha Examiner Suspends

The *Omaha Examiner,* a weekly published and edited by "Senator" Alfred Sorenson, dean of Omaha newspaper men, suspended publication with this week's issue after 21 years of continuous publication. Mr. Sorenson who has had 53 years of active newspaper work, will retire.

Montana Editors at Annual Meet

The Montana State Press Association is holding its annual convention at Lewiston, Mont., Thursday, Friday and Saturday this week. The annual press dinner was to be held the evening of Aug. 9, with Tom Stout, editor of the *Lewiston Democrat News,* as toastmaster. O. S. Warden, general manager of the *Great Falls Tribune,* is president of the association, and S. E. Peterson, secretary-treasurer. Elections were to be held this Saturday. Program for the meet was arranged by Peterson, G. M. Moss, P. B. Snelson, C. H. Draper, M. J. Hutchens and T. J. Hocking.

Newsprint Imports Increase

During the first month of this year, EDITOR & PUBLISHER learns from U. S. Chamber of Commerce, 72,353 tons of European newsprint came into the United States. This meant that in these 6 months, American newsprint manufacturers lost business amounting to more than $5,400,000. Of the total, Germany shipped 25,994 tons; Sweden, 20,854 tons; Finland, 18,947 tons; Norway, 5,000 tons; and other European countries, 1,557 tons.

Ohio Daily Celebrates New Home

The *Chillicothe* (O.) *News-Advertiser* celebrated its centennial year and the formal opening of its new home with a special edition July 23. The newspaper traces its history back to the spring of 1824, when Caleb Atwater established the *Friend of Freedom.* The *Chillicothe Advertiser* was founded June 11, 1831. J. K. Hunter is the present president and general manager. An artistic fireproof building now houses the News-Advertiser plant, the mechanical department having a total floor area of 4,000 square feet.

Plans Complete for Water Carnival

The *Chicago Tribune* will hold its third annual water carnival in the Lincoln Park Lagoon in Chicago, Aug. 17.

Eagle President's Son Married

William V. Hester, Jr., son of the president and principal owner of the *Brooklyn Eagle,* was married Aug. 6, in Paris to Miss Lillian Scharman of Brooklyn, member of the American women's tennis team in the Olympic games. Mr. and Mrs. Hester are honeymooning in Europe. They will return to America in September.

Interstate Circulators to Meet

The fall meeting of the Interstate Circulation Managers' Association of Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia and West Virginia, will be held in Philadelphia, Sept. 17, at the new Hotel Sylvania.

Wickham Steed Writes Memoirs

Wickham Steed, editor of the *London Times,* has written his memoirs, which are scheduled for early fall publication by Doubleday, Page & Co. The title of the book will be "Through Thirty Years."

In Planning Your Paper
For the Fall and Winter
Remember —
"The Metropolitan for Fiction"
Quality
Reader Appeal
Enjoyment
"Our Aim is Excellence"
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

Thomas W. **Briggs** Company
General Offices
Memphis, - Tenn.
We increase your Local Display 10,000 lines Monthly With Our *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

"Know Your Own Child"
by
Dr. Albert Loyal Crane
is a
Practical Application
of
Psychology
to
Child-Training
Dr. Crane has specialized in this line for years. He invites and replies to correspondence.
Write for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

LISTENING IN on the UNITED STATES
by Robert D. Heinl
POPULAR RADIO Syndicate Feature for Saturday and Sunday Newspapers covering Legislation, Control, Patents, Statistics, and Human Interest stories.
ROBERT D. HEINL
INSURANCE BUILDING
WASHINGTON, D. C.

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

WEALTH AND SAVINGS REACH HIGH FIGURE

IN

PENNSYLVANIA

Pennsylvania's total wealth has now reached

$28,833,745,000

(LATEST OFFICIAL FIGURE)

Amount of total individual deposits in National Banks

$1,793,621,000

Amount of savings deposits in National Banks

$641,161,000

Net Income as shown by 1921 income tax returns

$1,937,291,858

Per capita income tax paid in 1921

$9.70

(This exceeds the average of the country by $2.90)

Building and Loan Associations Total Assets

$624,000,000

Building and Loan Associations Total Membership

1,251,000

Prosperity is permanently planted in Pennsylvania. This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

These Listed Dailies Will Give You Leadership

	Circulation	2,500 lines	10,000 lines
***Allentown Call .....(M)	30,627	.09	.09
***Allentown Call .....(S)	19,595	.09	.09
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†††Bloomsburg Press .....(M)	7,130	.029	.029
†††Carbondale Leader .....(E)	5,682	.025	.025
***Chester Times .....(E)	15,547	.055	.055
††Coatesville Record .....(E)	6,097	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
†††Easton Express .....(E)	21,270	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
***Erie Times .....(E)	26,820	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
***Pottsville Republican and Morning Paper .....(E&M)	15,354	.08	.07
†††Scranton Republican .....(M)	28,492	.12	.10
†††Scranton Times .....(E)	41,544	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
***Sunbury Daily Item .....(E)	4,416	.025	.021
***Warren Times-Mirror ....(E&M)	9,090	.036	.036
***Washington Observer and Reporter .....(M&E)	17,042	.06	.06
***West Chester Local News.....(E)	11,090	.04	.04
***Wilkes-Barre Times-Leader....(E)	23,690	.08	.05
***Williamsport Sun .....(E)	19,561	.07	.07
†††York Dispatch .....(E)	18,317	.05	.05
†††York Gazette and Daily.....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

Rapid Strides in National Advertising

DURING the first half of this year The Sun in New York carried 1,599,194 lines of NATIONAL ADVERTISING, a greater volume than in any similar period and a far greater volume than that carried by any other New York evening newspaper.

The Sun gained more than 300,000 lines of National Advertising to achieve this record, materially the largest gain made by any New York morning or evening newspaper.

Advertising agencies and national advertisers recognize that in The Sun they reach the largest circulation of high-class, responsive readers attained by an evening newspaper in New York—the world's greatest market.

The Sun

280 Broadway New York

Average daily net paid circulation more than 250,000

THIS ISSUE:—HOW ONE EDITOR CHECKS FOR ACCURACY.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 12 | NEW YORK, AUGUST 16, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy



Chester Gump *is going to* Australia *alone!*

A GREAT adventure . . . Chester Gump, the pride of Andy and Min, has gone to Australia to see Uncle Bim. All the millions that Uncle Bim has accumulated are at the command of this colorful child of the comic page.

Children will look forward with unprecedented eagerness to the weekly page of Chester Gump's travels and adventures—the mysteries of the ocean liner, the Bim Gump castle, the pet kangaroo, the army of servants, the diamond mines, and all the vast possessions of the rich and lonely Uncle Bim.

There is a big opportunity to increase your circulation by getting this comic and advertising it in your daily issues, in your windows, on your trucks and wagons and newsstands.

The CHICAGO TRIBUNE *Newspapers* SYNDICATE

Tribune Square, Chicago 25 *Park Place, New York*

Buy ---------- *Leadership*

Blue Ribbon

FICTION

First Run Work of First Class Authors

Blue Ribbon Serials for Sunday *(one release a week)*

Blue Ribbon Serials Week day *(six days a week)*

Blue Ribbon Short Stories—*from 8,000 words down.*

Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips

The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*

COMICS IN COLORS

8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE

by Gelett Burgess

W. E. HILL

PAGE OF COMICS

in Gravure or Black and White
HEROES OF THE WEEK
Half page by Sals Bostwick

CARTOONS

John T. McCutcheon — Carey Orr — Gaar Williams

BURNS MANTLE

Weekly New York Theatre Letter

WEEKLY ILLUSTRATED CHILDREN'S STORY

Raymond Kelly

DR. EVANS

The first and best of newspaper medical writers

WEEKLY COMIC STRIPS

JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

SENTENCE SERMONS

Roy L. Smith
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake in Movordom, Outline of Science, Character Reading, Weekly Home Page, Women's Page and Page of Sports.

LEASED WIRE Service

Foreign—National—Local

PACIFIC & ATLANTIC Photos

Organized by The Chicago Tribune and The New York Daily News, 25 Park Place, New York

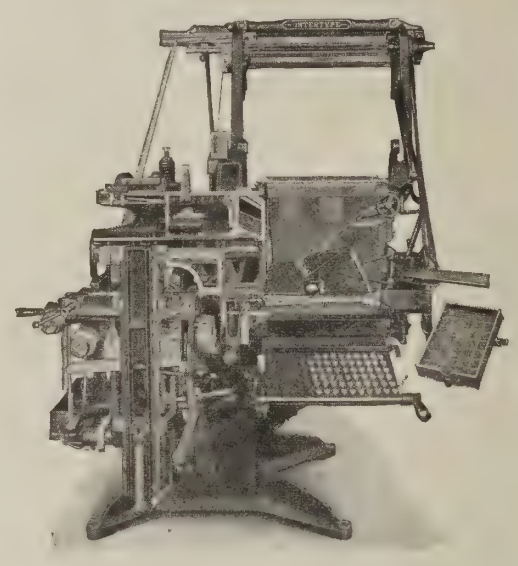
Built for Your Profit

Your present or future profit in operating Intertypes is necessary for our continued success. Therefore we aim for *your profit*—

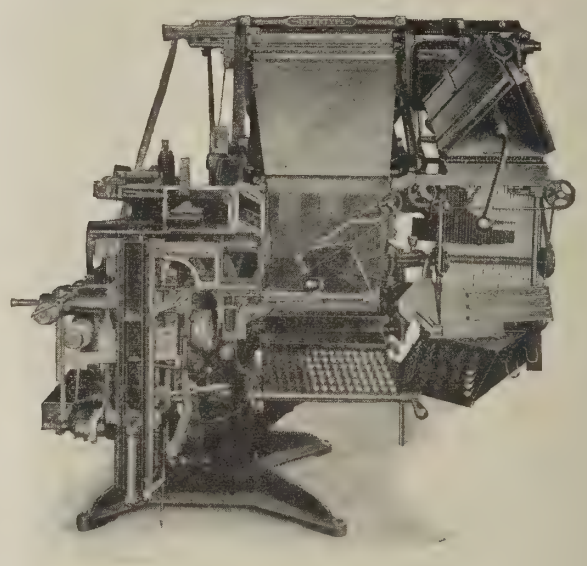
(1) By building Standardized Units, so that you can make your original investment as low as possible and later add more units when you can use them advantageously.

(2) By enabling you to apply profitable new Standardized Units, such as our recent power-driven Side Units, to your Standardized Intertypes; also new Standardized Improvements, like the Intertype Positive Assembler, which increases output and makes for cleaner proofs.

(3) By protecting you against obsolescence, that insidious destroyer of the value of your investment. *No Standardized Intertype has ever become obsolete.*



Standardized Basic Unit, ready to be completed with Standardized Equipment Units consisting of One, Two, or Three Main Magazines, and, if desired, a One- or Three-Magazine Side Unit.



Standardized Basic Unit completed with Three-Main-Magazine Unit and Three-Side-Magazine Unit (Standard Equipment C-s.m. No. 2). Any combination of Main and Side Magazine Equipment can be had.

Write for Intertype Literature

INTERTYPE CORPORATION

50 COURT STREET **BROOKLYN, N. Y.**

Branch Offices: CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO. *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, LONDON, W. C. 1.

INTERTYPE

Horatio Alger in 1924—

¶ "Tattered Toms" play but a minor part in the distribution of the Sunpapers.

¶ We have newsboys in Baltimore—hustling kids with voices as loud as, and with car-hopping agility equal to those of any other city.

¶ But their Sunpaper sales are merely a final touch to make Sunpaper coverage complete.

¶ Carrier circulation is the backbone of the Sunpapers — delivery directly into the home, not by the glorified newsboy of fiction, but by exclusive carriers, supervised by members of the Sun Route Owners Association, responsible business men who can glorify themselves after working hours and pay a good tailor for the glorification.

¶ Sunpaper circulation grows not through promises of sensation shrilled at the passing crowd, but through the efforts of these business men to serve a demand which grows as naturally and inevitably as the city itself increases its population.

July Average Net Paid Circulation

Daily (M. & E.) . . 247,496
Sunday 176,129

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Philadelphia

Third Largest Market in America Offers Great Opportunities to Alert Advertisers

Three million people, fifty thousand business places, sixteen thousand manufacturing plants make Philadelphia worthy of the attention of those who would profit by trading with its inhabitants and those of the territory adjacent to the world's sixth largest city.

Four hundred thousand separate dwellings, most of them owned or being purchased by their occupants, present daily needs that run up into big figures.

Alert advertisers are planning their sales efforts now for good Fall and Winter business. Are you?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

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Vol. 57 NEW YORK, AUGUST 16, 1924 No. 12

Managing Editor Asks Readers to Report Inaccuracies in News Columns

St. Louis Star Mails to All Persons or Institutions Whose Names Appear in Its Columns a Questionnaire as to Accuracy—98 Per Cent Reply and Many Appreciate Courteous Treatment

By MARLEN PEW

THIS is the story of a managing editor who is giving to the product of his staff the acid test of approval by the persons written about in the news columns of his paper.

If there is anything wrong with the reports he is publishing, if accuracy is not conserved, if reporters are incompetent, careless or disposed to exploit individuals for the purpose of creating sensations, this managing editor wants to know it and he goes to the original sources of information, the persons written about, and asks them to check-up on the statements his men have made in print.

It is one of the most interesting and progressive local campaigns for news accuracy and editorial responsibility which has come to the attention of EDITOR & PUBLISHER.

Frank W. Taylor, Jr., the aggressive managing editor of *St. Louis Star*, causes to be mailed to every local individual or institution whose name has appeared in the news columns of the Star, a questionnaire covering the subject of accuracy.

A blank form is used and the item, as cut from the paper is pasted in and the list of questions asked are as follows:

"Was your name spelled correctly?

"If not, what is the correct spelling?

"Was the street address correct?

"If not, what is the correct address?

"What statements in the article are inaccurate?"

With the questionnaire is sent a personal letter from the managing editor, which reads as follows:

"The St. Louis Star is striving constantly for accuracy in reporting the news.

"It is the purpose of the Star to reduce to a minimum any misstatements of fact, misspelling of names, incorrect reports of addresses, etc.

"Will you please indicate on the enclosed blank whether the news item which is attached was accurately handled, and mail the blank to me in the enclosed stamped envelope?

"Your co-operation will enable us to set a higher standard of accuracy."

"This questionnaire was originally sent out to some Star readers four years ago," said Mr. Taylor. "We have since sent out many thousand, ninety-eight per cent of which have been answered. Every local item in the St. Louis Star in which the name of an individual or firm is mentioned, gets the questionnaire next day.

"Through this medium we have been enabled to weed out habitually inaccurate or careless members of the staff. At the same time it has served to break down the belief in the minds of thousands of citizens that a newspaper prints only what it believes to be of interest, regardless of facts.

"During the Star's nation-wide disclosures of the medical diploma mill doctors, I obtained ample first-hand evidence of why the public is justified in doubting the report in many newspapers. Harry Brundidge, our star reporter, who at great personal risk, laid bare the medical crooks, is scientifically careful in collecting and writing his facts. To have seen his accurate, first-hand reports garbled and changed to suit the fancies or whims of what certain editors and reporters regarded as the best selling news angles of the situation, was to gain additional understanding of why the public doubts the veracity of a large section of the press.



Frank J. Taylor, Jr., Managing Editor, St. Louis Star

"The Star observed that its disclosures, the details of which were made available over the width and breath of the nation, were reported inaccurately and carelessly in many leading papers and in one eastern newspaper, regarded as reliable and sometimes infallible, there appeared a half-page Sunday article which was hopelessly inaccurate on the available facts. The newspaper mentioned did not strive to present the facts carelessly, but the presentation was both careless and inaccurate. To readers who did not know, but who later might come upon the true facts, the paper was guilty of having published 'newspaper stuff,' that term of opprobrium which justifiably attaches to so much that appears in print today.

"The St. Louis Star's questionnaire is not a panacea for all ills afflicting a news department. It will not prevent errors, it will not make A1 men out of Class B material, it will not bring any great number of new readers in a week or a month, but the newspaper which employs some method such as this to convince a representative proportion of the reading public day in and day out that it is honest and seriously intentioned in the matter of accuracy, will make progress and the men on that newspaper who stand under the shadows of the questionnaire will not allow their records to be blackened with preventable error. The careful and intelligent man's record stands in relief after a sufficient number of questionnaires have been returned on his work to indicate its quality.

"Many important promotions of young men in our news department have been determined through this medium for checking the Star's accuracy."

Mr. Taylor added that readers of his newspaper often commented upon the idea of a questionnaire in returning them. There was a general note of appreciation signifying that a bond of confidence has been established between newspaper and reading client.

This novel means of promoting newspaper accuracy appears to EDITOR & PUBLISHER as significant of the new trend in American journalism. Ruthless, or at least inconsiderate methods are giving way to the higher and keener science, which comprehends fair play to every individual, whether of high or low estate.

The practice, once scorned, of submitting interviews for check as to accuracy is growing among newspapermen. EDITOR & PUBLISHER itself practices it. No member of the staff of this journal believes he has a right to quote an interviewed person, particularly one who has spoken at length and without preparation on a subject, without giving that person an opportunity to see and, if need be, edit according to his final judgment the words that are to represent him before our reading public.

It is an old theory that such a practice would tend to denature an interview, but such is not our experience. Many manuscripts are unchanged, and many are improved by interlineation and addition. All submitted interviews represent the deliberate opinion or statement of the interviewed person and accuracy cannot be questioned.

Among the newspapers and very particularly among press service men, the day of fast and loose reporting, "wild-cat writing," is distinctly on the wane. Newspaper publishers are alive to the fact that reader confidence in the correctness of news reports lies at the foundation of newspaper success. We have, however, heard of no such admirable candor with the general public as that exhibited by St. Louis Star in its accuracy questionnaire.

SAYS KLAN WRECKED SAGINAW PAPER

Evening Star Suspends and Matters May Be Settled in Courts—Talk of Reviving Publication Under Another Name

On Monday the *Saginaw* (Mich.) *Evening Star* published a three-column display box on page one announcing that it would suspend publication with that issue.

The statement read:

"This announcement is made by the management after eleventh hour attempts to keep the business going have failed.

"The Saginaw Evening Star goes down with the flag of the Saginaw Valley Publishing Company at the masthead. The old Saginaw Evening Star Company members have been approached to take the business back, but decided today against assuming the management after an organized boycott, made up largely of present stockholders, had been launched against the paper.

"Nearly $40,000 in unpaid Saginaw Valley Publishing Company stock subscriptions are now due. It is probable that the Saginaw Evening Star Company will launch suit immediately against the Saginaw Valley Publishing Company for failure to fullfill the purchase contract. Suit will also probably be started to force payment of the unpaid stock subscriptions.

"The management takes this opportunity of thanking the advertisers and subscribers who have stayed by the paper through the trial and tribulations that have been plentiful in recent weeks. Credit is also due to the working force of the paper who have fought and labored for it even after its own officers deserted.

"What disposition will be made of the equipment is not known, as no information is at hand from any of the directors of the Saginaw Publishing Company."

A. K. Alderman, editor and manager of the paper, in a statement to EDITOR & PUBLISHER, declared that the paper was broken up through a local fight among members of the Ku Klux Klan.

Mr. Alderman said:

"The Saginaw Evening Star was bought by the Saginaw Valley Publishing Company from the Saginaw Evening Star Company on March 26. A certain sum was paid down and a contract signed to pay the balance in six installments. No installment was ever paid after the original payment, although some payments were made on machinery debts. Saginaw Valley Publishing Company was made up of members of the Ku Klux Klan.

"A war among Klan members in Saginaw wrecked the paper and stopped revenue from stock subscriptions.

"The Saginaw Evening Star Company was approached to take the paper back, but refused. The Saginaw Valley is still in charge. The Saginaw Evening Star Company undoubtedly will launch suit immediately. A total of $66,000 in stock was sold in the new company, and $30,000 is now due in unpaid stock subscriptions.

"A new company composed of substantial Saginaw business men is planning to take over the paper, changing the name and publication may be resumed next week."

Butte Miner Issues Survey

A general résumé of the business conditions in Montana has just been issued by the *Butte* (Mont.) *Daily Miner*. The publication, which is in the nature of a folder, designed to fit the usual filing case, contains in loose leaf form under departmental heads, useful information for the advertising agency when preparing schedules for the placement of advertising copy. The front cover is a replica in miniature of the front page of the paper. The Miner is under the management of B. E. Woolston. Benjamin & Kentnor are the foreign representatives, both east and west.

NAMES DIGNIFIED NEW MEXICO JUDGE CALLED EDITOR CARL MAGEE

Tom Sharp Reveals the Ugly Language—New Version of Magee's Hard Fight Which Earned for a Mild "Conservative" Sobriquet of "Radical"

"STAND up Carl Magee . . . stand over here . . . you lying, low-down un-American political harlot, . . . you remittance man, . . . cow thief, . . . horse thief, . . . low-down skunk, . . . lying, mangy, cowardly reprobate . . . What have you to say for yourself?"

—Words by Judge David Leahy seeking respect for his court.

"I deny that I am accorded due process of law, and I deny that this is a court."

—Editor Magee's reply to Leahy's direct question.

"For saying that I find you in contempt of court and sentence you to from three to six months in the common jail of San Miguel county."

—Judge Leahy meeting out "justice."

Seven minutes later the editor was in his cell.

* * * *

The above version of what happened in a New Mexico court to the editor of the *Albuquerque State Journal* is given to EDITOR & PUBLISHER on the authority of T. E. Sharp, editor *El Paso Post*.

In his article in EDITOR & PUBLISHER three weeks ago, Carl Magee said that Judge Leahy "called names," but he did not specify. It is well, perhaps, to have the rough stuff known to the newspaper fraternity.

Mr. Sharp recently visited the scene of the judicial riot and has the following to say of Magee:

"In physical appearance he is a tall, heavy-set blond with light blue, quizzical eyes. He seldom is caught without a smile on his lips; at the slightest provocation this expands to a chuckle. He punctuates conversation with humorous anecdotes. He is a good conversationalist and talks in modulated, even voice, except when he tries to talk and laugh at the same time, then the words run into High C.

"He looks nothing like the motion picture conception of newspaperman, politician or militant reformer.

"He looks like a successful business or professional man, which is what he is.

"Magee was a successful and comfortably wealthy corporation lawyer and oil man before he came to New Mexico for health reasons. Not an environment or source of income that tends to make a man a 'radical.' In fact, Magee generally is considered a 'regular' in his politics and a 'conservative' in his economics.

"In New Mexico Magee found himself with a lot of time on his hands and considerable money in his pocket. He looked around for an investment and bought the *Albuquerque Morning Journal* from A. B. Fall. That was before Teapot Dome. Fall was hard up and needed the money.

"Going about the business of printing a daily newspaper, Editor Magee stumbled on to certain political and financial conditions in New Mexico. He thought things did not look right on the surface so he dug inside; there he found some festers of graft and corruption.

"The new publisher found himself up against this problem:

> Whether to play in with the gang and keep quiet or to risk the deluge of libel suits and perhaps his life by attempting to expose the festers.

"'Watch your step and you can go to the U. S. Senate easily in a few years,' Fall told Magee after he turned over the Journal.

"Magee now was in a position to trade with the politicians. He had found the skeletons in their closets, he knew their secrets and was on to their tricks.

"Probably he could have had whatever he asked for as pay for keeping still.

"But Magee had a crazy idea that a newspaper editor owes a duty to his readers.

"He had to shoot in the dark. Often he was certain of his facts yet held no proof, so he would have to make his charge and risk the chance of a libel judgment that would put his paper out of business.

"But he had the moral and physical courage not to care if he lost his fortune while trying to fulfill his duty as an editor.

"Magee exposed wholesale graft and crookedness in public office in New Mexico. He exposed a financial hold-up ring that was bleeding New Mexico. He exposed the fact that the will of the people could count for little in that boodle-run commonwealth.

"And for doing this his enemies call him a 'radical,' a 'bolshevist.'

"Before the fight was ended, Magee had lost all of his money and was in debt besides. Yet he did not flinch. Twice the readers of his paper came to his assistance, loaning him approximately $50,000 in $100 amounts. Twice he licked the First National of Albuquerque crowd that tried to force him to the wall.

"Magee had to sell the Journal in order to protect the interest of the readers who had loaned him money.

"He paid all of his debts and had a trifle of money left over.

"Then he started a weekly which later became a daily—the *State Tribune*.

"He was obsessed with the opinion that man who had discovered as much as he had about corruption in New Mexico owed it as a duty to New Mexico to carry on.

"This is the 'radical' Magee.

"He had before him the history of six other editors who had tried to fight the gang. Each of the six was ordered to appear in Judge David Leahy's court at Las Vegas and within 48 hours after being ordered to appear each had been convicted and sentenced. Each of the six promptly ceased publishing a paper.

"Magee, however, thought he was fairly safe from strong-arm methods as his paper was not published in Leahy's judicial district.

"One day a sheriff walked into his office with a citation ordering him to be in court at Las Vegas, 133 miles away, to stand trial at once.

"He was charged with criminally libeling Justice Parker of the supreme bench. Justice Parker said he did not construe Magee's editorial as libeling him. That made no difference to Judge Leahy.

"Magee went to Las Vegas. He went before Judge Leahy at 9 a. m. and asked to be released on bond until he had time to prepare his case. Leahy told him no delay would be granted, that trial would start that afternoon.

"'My attorney is on the way home from Chicago, I plead for at least enough delay to permit him to arrive' said Magee.

"Leahy replied there were plenty of good attorneys in Las Vegas and that the defendant should secure one and appear at 2 p. m. that day for trial. Magee secured other attorneys and managed to stall the case along by daily motions until his own attorney, Richard Hanna returned. Meanwhile Magee wrote for his newspaper the story of the trial. Each day he wrote an article, Judge Leahy cited him for contempt of court.

"Finally Magee entered a new plea. He stood up in court and personally accused Judge Leahy of 'railroading' him. He told Judge Leahy that he was corrupt and that if he would 'be man enough' to grant a change of venue to any other judge he would prove he was corrupt. Judge Leahy preferred to try the case himself.

"For 10 days Judge Leahy heard evidence Magee entered in an effort to prove that Judge Leahy was corrupt and a crook.

"The court had admitted that the truth would be a defense. It was up to Judge Leahy to decide if the evidence Magee introduced was true.

"If he found Magee not guilty, Judge Leahy would have to admit that the evidence introduced by Magee was true. Leahy found Magee guilty and handed him a whole flock of fines and penitentiary sentences. This trial was held last year.

"Later when it looked as if Magee would have to quit the fight against corruption and for free speech because he had exhausted his money resources, the Scripps-Howard organization came to his financial assistance.

"But for two years or more, Magee had fought the fight against corruption with his own money, and lost the money.

"Yet they call him a 'radical.'

"He is a 'radical' because when he caught a crook in the act of robbery he grabbed the hand of the crook.

"As a matter of fact, in both politics and economics, Carl Magee is a blue-blood conservative."

The New Mexican daily newspaper published in Santa Fe, the capital of New Mexico, has this to say in an editorial published under the heading, "The End in Sight."

"Everybody in New Mexico is in contempt of court. In fact, Judge Leahy's court probably now enjoys the distinction of being the most contemptible one in America.

"Truculence has given way to hysteria and bull-dozery has been becoming amusing. Judge Leahy will resign. It may not be possible to put him in jail where he belongs and to which he is fond of consigning his superiors, but his disappearance from the scene will be a great blessing and sweeten the odoriferous political air of San Miguel county, like a balmy breeze from out-doors or a dozen spots of formaldehyde and remove a public nuisance from where it offends the eye of the passerby.

"The end is in sight for Judge Leahy. The effect of his retirement will be wholesome beyond doubt. Respect for courts will begin to pick up rapidly and the peace and safety of New Mexico will no longer be menaced by the curious phenomenon of the ass in the lion's skin terrorizing full grown men."

PRINT DESPITE FLOOD

Fond du Lac Dailies Issue Miniature Editions on Job Machines

Despite handicaps imposed by the most serious flood in the history of Fon du Lac, Wis., the *Daily Commonwealth* and the *Daily Reporter*, newspapers of that city, never missed an issue last week.

Press rooms of both newspapers were flooded shortly before noon Aug. 4, and until Aug. 7, the editions appeared in miniature form, printed on small job machines. The Daily Commonwealth was issued in 4 pages, measuring 7 inches by 10 inches, while the Reporter printed the same number of pages on 6 inch by 9 inch sheets.

The new Duplex 24-page press installed by the Reporter in June 1923, was under water 12 hours. Water receded during the afternoon and evening of Wednesday and by the morning of Aug. 7 two units, 8 pages, were ready to run the day's newspaper.

The Commonwealth printed in tabloid form of Monday and Tuesday. On Aug. 6, the flood had subsided sufficiently to permit use of the steam table, but not the press. The issues of Aug. 6 and 7, were published through the courtesy of the *Oshkosh* (Wis.) *Daily Northwestern*. Mats were sent to Oshkosh and the papers returned by truck.

P. B. Haber is president of the Daily Commonwealth, and A. H. Lange, president of the Daily Reporter.

Lenehan to Milwaukee Sentinel

T. L. Lenehan, recently local advertising manager of the *Chicago Herald Examiner*, has been appointed advertising director of the *Milwaukee Sentinel* and the *Sunday Sentinel-Milwaukee Telegram*.

BRILLIANT FETES MARKED A.A.C.W. PARIS VISIT

London Meant Work, Paris Play for American Delegates—Impressive Services Held at Tomb of Unknown Soldier—Receptions and Banquets Tendered

By G. LANGELAAN

(*Paris Correspondent*, EDITOR & PUBLISHER)

PARIS, July 31.—Delegates of the A. A. C. W. who came to Paris on July 26 had four glorious days in France which must have filled with envy those who did not make this part of what has been a wonderful trip. London meant work. But Paris meant pleasure, and the clever French people in charge of the arrangements set the note right from the start and made the delegates feel they had only to let themselves be entertained with all that grace that the French know how to put into such occasions.

Long before the first special train drew into the Gare du Nord on the evening of July 26, the reception committee in full force were waiting on the platform beneath the rows of French and American flags for the American advertising delegates. M. Paul Dupuy, with M. Léon Bailby, of *L'Intransigeant,* the principal evening newspaper in Paris, and M. Marcel Knecht, secretary general of *Le Matin,* with many other notabilities of the French Press, were present, to say nothing of a crowd of reporters, French and American. Among the latter were Mr. Raymond B. Carroll, of the *Philadelphia Public Ledger;* Hudson Hawley, of the Associated Press; Lorimer Hammond, of the *Chicago Tribune;* A. Haskell, business manager of the *New York Herald-Tribune,* and James R. Morrison, of the Paris edition, *New York Herald.*

With trains arriving at different platforms it was a little confusing getting the delegates and the reception committee to the right spot, but eventually formal presentation took place, and then the American advertising men were taken in autocars to their respective hotels, a large number of them being housed at the Hotel Continental, where a permanent information office for their use had been set up.

Next morning the delegates began the day by a visit to the tomb of the unknown French soldier beneath the famous Arc de Triomphe, at the top of the Avenue des Champs Elysees. The ceremony was intensely impressive as the visitors walked to the grave notes of Chopin's Dead March across the wide space of the Place de l'Etoile. There have been many wreaths laid up the tomb of this unknown soldier of France. Statesmen, soldiers, kings have paid their homage before the simple slab bearing the words that there an unknown soldier lies who died for France. But of all the ceremonies, except perhaps the first when the simple coffin was lowered into the ground, never has there been one more impressive and which touched the hearts of the French more than the spontaneous way in which the delegates of the A. A. C. W. all knelt around the sacred spot and, led by the Rev. James M. Kirwin, Vicar General of the Diocese of Galveston, recited the Lord's Prayer. It was a surprise to the French people to see these practical Americans, men who had made great names in the hard world of business, in simple faith kneeling beneath the Arc de Triomphe, and it won the hearts of their hosts.

After this a number of the delegates visited the American churches in Paris. At 3 p. m. autocars were waiting for them on the Place de la Concorde and took them out to Versailles, the palace of the kings of France, a building of which every detail, inside and out, was built to please the eye, surrounded by a magnificent park where on all sides gorgeous vistas spread out before the enthralled beholder. The American visitors were greeted in the Court of Honor of the palace by M. Bonnefoy-Sibour, Prefect of Seine-et-Oise, M. Saint-Mieux, Mayor of Versailles, M. Perate, Curator of the palace, and M. Petitpas, President of the Fetes Committee. M. Bonnefoy-Sibour in a charming little speech told the visitors of his pleasure in welcoming them to Versailles, and evoked the past



President Doumergue conducting the American advertisers through the gardens of the Elysée Palace.

with its record of Franco-American friendship, definitely sealed on the battlefields of the world war. M. Saint-Mieux, the Mayor, also spoke, and Mr. Fred B. Smith responded in behalf of the visitors.

Then began a visit of the famous Chateau and its wonderful grounds, the visitors going in groups through the Chateau and the park, guided by M. Peraté and his friends, explaining all the points of interest. The fountains were set to play, throwing their glittering streams high into the air against a background of masses of green trees. Dinner was served in the Grand Trianon. At the banquet M. Paul Dupuy spoke, as did Mr. Jesse N. Neal. After this the visitors were taken to the small lake known as the Basin of Neptune, where they saw a sight which they are not likely ever to forget, one of those feasts of art of which the French are masters. A firework display, such as was given in the reign of King Louis XIV, was staged, with a culminating set-piece of the flags of America and France. When the visitors reached Paris they were tired but thrilled with a wonderful day.

Tuesday began with a reception at the Hotel de Ville, the City Hall of Paris. They were welcomed in the name of the town of Paris by M. Maurice Quentin, President of the Municipal Council, and the members of the Council. Mr. Charles, Mr. Neal and Mr. James W. Brown signed the Golden Book of the Town of Paris, the book in which all famous visitors to the French capital sign their names, while a military band played the "Star-Spangled Banner" and the "Marseillaise." M. Quentin, speaking to the American delegates, said:

"You are here in a city which has always been in the forefront of the world's history. Not far from us stands a statue which perpetuates the memory of the founder of your profession, Theophraste Renaudot. He was, in fact, an initiator, and, by his character, his ingenuity and fertile brain he deserved to be American if fate had not made of him one of the most astute of Parisians."

M. Julliard, Prefect of the Seine, spoke next.

"The science of advertising," he said, "such as you conceive it, calls for high qualities, technical experience, determination and patience, which are to the honor of your corporation."

M. Raynaldy, Minister of Commerce, also addressed the visitors.

"You have become," said the Minister of Commerce, "strictly speaking the true collaborators of those engaged in industry and commerce in your country. You launch their products on the market, you spread far and wide their renown, and you really set forth their true value. If you have attained these immense results, of which you can be justly proud, it is because disdaining, repudiating, avoiding brazen and untruthful advertising, you have made yourselves the guardians of sincerity in advertising, and thereby of the dignity of your organization.

"I can assure you that this conception of a healthy, loyal advertising, desirous of attaching renown only to those products which deserve it, you will find in our newspapers, among our solicitors of advertising, our manufacturers and our merchants. At every step you will find proofs of what I say when shortly you stop before our Paris shop windows, whose sober tones so well set off the elegance and richness of the goods displayed, or later in the evening when you pass along our boulevards."

Senator Paul Dupuy thanked M. Raynaldy and the Hotel de Ville authorities for their welcome in the following terms:

"In the name of the Reception Committee of the Advertising Clubs I wish to thank you for the splendid hospitality you have today shown to our American friends, as well as for the words of welcome which you have just spoken.

"I cannot tell you how great is my pleasure to see at the present moment the advertising clubs of all the towns of the United States gathered together in the City Hall of the town of Paris.

"A few months ago, going from place to place in America, I came into contact with these organizations which have as basis and as aim the protection and development of honest and intelligent advertising.

"How wide the Atlantic seemed to me at that moment! I would have liked to have by my side then all the merchants of our capital, in order that they might be witnesses of the prodigious development which advertising, established on a basis of high ideal, can bring to commerce.

"But the wish was impossible of realization, and it seemed equally impossible that the Advertising Clubs could leave their home and some day come to France to give us the benefit of their experience and show us their methods.

"Thanks to the energy of all concerned, what seemed an impossibility is today a reality, and all the Advertising Clubs, from the Pacific to the Atlantic, are now on the banks of the Seine, ready to communicate to us their ideal.

"This word may perhaps seem to you an exaggeration, and yet it is not. There is in the United States not a single business which does not stand upon an ideal; it would have no chance to develop and grow if the public did not understand this ideal, which the public itself seeks in everything.

"Thus it is that the Telephone Company of New York takes a whole page in all the newspapers of the city, not to announce a change of tariffs or some exceptional piece of news, but just simply to make an announcement like the following: 'Good Will. Thanks to our system, six million times a day citizens by our service are put into communication with one another in direct, personal contact. What an opportunity to develop still further good will and spirit between the inhabitants of the same town!'

"A manufacturer of food for infants advertises: 'Children are our dearest possession, and their food is of capital importance for their health. We have built our factory right out in the open country, on a beautiful site, surrounded by trees and flowers. It costs us more than if our factory were in a town, but we are without smoke or smell. Can we take too many precautions for our dear little ones?'

"Advertising understood in this way humanizes commerce and industry. It is not for me to develop here American ideas on advertising, but I do know that when these same methods are fully understood and employed among us they will produce the same wonderful results. All our limitations, those that concern production as well as those that concern distribution and marketing, will cease of themselves when we no longer set a limit to our ideal.

"To gain money is in itself never an aim worthy of a great effort. It is only an excellent fruit which we gather in passing when we serve our neighbor well.

"In London the members of the Advertising Clubs have been referred to as 'modern crusaders.' They come, indeed, impelled by their faith in their methods, to bring the good word to us in Europe.

"It is not sufficiently known in France how many eminent men the American press has counted among its members during the last quarter of a century.

"Those who have been the first courageously to reject advertisements which they considered as deceiving or not measuring up to the dignity of their newspapers have pointed out the way and have laid down the basis of this code of advertising which today, thanks to the Advertising Clubs, is spreading over the world.

"It is with all my heart that in the name of the French press I salute all the delegates and bid them welcome."

M. Rénier, of the Agence Havas, also spoke, setting forth the present situation of advertising in France, followed by M. Charles Maillard, President of the Advertising Association. Mr. H. H. Charles, President of the Advertising Club of New York, made appropriate reply to M. Dupuy's speech. Then Mr. Jarvis Wood, President of the Poor Richard's Club, in the name of the Mayor of Philadelphia, presented to the President of the Municipal Council a gavel made from the red cedar beams of Liberty Hall.

Mr. James W. Brown, of EDITOR & PUBLISHER, addressed those present, telling the French how touched all were by the wonderful reception, and pointing out to his American colleagues the earnestness and sincerity of their French colleagues and enjoining them to come again to France to study and enjoy all the wonderful things they had seen during

this hurried visit. Mr. Brown thanked all those concerned for the welcome and hospitality the Americans had received.

When the visit to the Hotel de Ville was over, the delegates made their way to the American Chamber of Commerce, where they were received by the President, Mr. Blyth W. Branch. Speaking at this reception M. Paul Dupuy said:

"I am happy to have the pleasure of introducing to you this very important American delegation of the Associated Advertising Clubs of the World. They came to Europe to attend the annual convention of their association in London, but did not wish to return to America without having visited Paris and France.

"As soon as you heard of their coming, you suggested to me that the American Chamber of Commerce should have the pleasure of receiving them.

"The object of the members of the Advertising Clubs in coming to France was not primarily to meet their fellow countrymen, especially as their stay in this country is so very short, but this Chamber is so Parisian and the members understand so well our French methods and points of view—and also their appreciation for all that is French is so well known—that I insist that this Chamber is regarded as essentially a part of France.

"May I take advantage of my visit here to thank you, Mr. President of the Chamber of Commerce of Paris and your Parisian colleagues, for the very considerable assistance you bring every day to Franco-American understanding and to the development of commerce and industry between our countries.

"As fellow countrymen of the members of the visiting Advertising Clubs, you all know, sirs, what is the significance of these splendid organizations. Just now, at the Hotel de Ville, I recalled the important part they play in the economic development of your great country.

"I am glad that you have this opportunity to meet and know each other, and I thank the American Chamber of Commerce in Paris for their courtesy in inviting the members of the French Committee to this American fete."

In the afternoon the delegates were received at the Palace of the Elysee by M. Gaston Doumergue, President of the French Republic. They were introduced to the President by M. Paul Dupuy, who in presenting them said:

"I present to you, Mr. President, the members of the Advertising Clubs of the United States. This important delegation, which came to Europe to attend the Advertising Convention in London, did not wish to return to America without visiting France.

"We are sincerely grateful to them, as we are grateful to you, Mr. President, for having kindly interrupted your high duties in order to receive them.

"All over the United States I have seen these clubs at work, and I can assure you that they constitute essential elements of the remarkable development of American commerce and industry and, as a consequence, of the prosperity of the United States.

"They are more than this, for they are elements of education and moral inspiration. You know their device—truth, sincerity, protection of the public. That is why we welcome them today as forerunners and consider them as veritable apostles whose doctrines are all the more valuable in that they are based upon experience and success.

"I believe I am the interpreter of all in thanking you, Mr. President, for this splendid reception, of which we shall all ever keep a precious souvenir."

To this the President of the Republic replied:

"I am very glad that you had the excellent idea of coming to visit France and Paris. I know that it is a mark of friendship for our country, and this we all feel.

"I am aware of the important role played in your country and in the world by your great association, which has taken as its rules the principles of sincerity and truth common to your colleagues in France.

"I thank you for your visit, and I wish you, while among us, the most cordial welcome."

Mr. Jesse H. Neal thanked the President in behalf of his friends for his very kind reception.

Seven hundred members of the French press and delegates sat down to a dinner in the evening at the Hotel Continental organized by the Reception Committee in the honor of the visiting Americans. M. Camille Chautemps, Minister of the Interior, presided, having beside him Mr. Myron T. Herrick, the American Ambassador; M. Raynaldy, Minister of Commerce; M. Paul Dupuy, Mr. Blyth W. Branch, President of the American Chamber of Commerce, etc.

M. Chautemps, Minister of the Interior, addressed the gathering:

"I wish to emphasize the immense services that intelligent and healthy advertising, founded according to your methods on truth and probity, could render in the necessary propaganda which public authority has to undertake in favor of works of general interest. Thanks to your enlightened efforts, advertising will become more and more in every country a formidable means of action. This ought to be placed entirely at the service of public welfare and social progress.

"Our two countries have always been friends. They were friends before the birth of your great nation. We are indebted one to the other for our independence. The companions of Lafayette went to your country to help you bring forth liberty, and the descendants of Washington came to France to help us to prevent liberty from dying. This long-standing fraternity, whose source is so noble, finds itself fortified in our hearts by the community of democratic institutions and by the inspiration of a same ideal of progress, which bases the prosperity and greatness of a State on the development of justice and peace between peoples as between citizens of one country."

Ambassador Herrick, M. Jusserand, French Ambassador at Washington, and others made loudly applauded speeches.

The final day of the Paris trip began with a visit to the Agence Havas in the rue de Richelieu, where the American delegates were shown over the building and services. Then came a luncheon at the Armenonville restaurant in the Bois de Boulogne, followed by a visit to the flying grounds of Le Bourget, where many of the delegates got views of Paris from the air. M. Laurence Eynac, Under-Secretary of State, was present. The whole wound up with a wonderful gala performance at the opera.

Throughout the visit M. Marcel Knecht, Secretary General of *Le Matin*, was indefatigable, and no small part of the success of the reception was due to him. He was everywhere, and succeeded in making everyone feel at home. Through him Americans and French were able to understand one another perfectly, for M. Knecht translated with ease and wonderful accuracy all the speeches made.

PRESIDENTIAL NOTIFICATIONS DRAW MANY POLITICAL WRITERS

Forty-two Correspondents, "Personally Conducted" by Jim Preston, Invaded Clarksbury—Special Wire Arrangments Made

By SAM BELL

(*Washington Correspondent*, Editor & Pub-

WASHINGTON, Aug. 15.—The fine Italian hand of "Jim" Preston was discernible in the press arrangements for the notification exercises this week. At Clarksburg Monday night, where John W. Davis made his speech of acceptance, and at Washington, last night, when President Coolidge received his formal notification, little was left undone to expedite the work of the newspapermen.

Arrangements at Clarksburg called forth special praise. It is far easier to handle such matters in Washington. The little town in the West Virginia hills acceded to every suggestion offered by the Hon. Jim, and carried through his ideas in a fine spirit of helpfulness.

Although the hotels were so overcrowded that cots were placed end on end in every corridor, and scores of Democratic notables were obliged to seek shelter in adjacent towns, reservations were held for correspondents. They were among the elect to have baths.

The Elks Club, through its secretary, Walter Wilson, converted its assembly hall into a press room. There were typewriters and working space enough for everyone. The Baltimore & Ohio Railroad, through Col. W. V. Shipley, its Washington passenger agent, put on special cars at Preston's bidding. The Western Union sent traffic chiefs from New York and Philadelphia and experienced press operators from Washington. Twenty-three through circuits were available.

With the aid of William J. Donaldson, superintendent of the House Press Gallery, Preston had the arrangements at Goff Plaza organized along the lines of the national political conventions. Two State policemen, with motorcycles, ran copy from the scene of the notification exercises to the Western Union offices on a five-minute schedule, despite the difficulties attendant on forcing passage through the crowd of 50,000 persons.

In addition to the representatives of Clarksburg, Parkersburg, Huntington, Charleston, Wheeling and other West Virginia papers, the following news associations and papers sent special correspondents to the Clarksburg exercises:

Associated Press, James L. West.
United Press, Fraser Edwards.
United News, Thomas Stoker.
Universal News Service, James R. Nourse and Sears Taylor.
International News, W. K. Hutchinson.
Consolidated Press Association, David Lawrence.
Baltimore Sun, J. Fred Essary.
Boston Globe, M. E. Hennessy.
Boston Christian Science Monitor, Miss Cora Rigby.
Boston Herald, Robert B. Choate.
Brooklyn Eagle, Henry Suydam.
Chicago Daily News, Junius B. Wood.
Chicago Tribune, Philip Kinsley.
Cleveland Plain Dealer, H. T. Mackender.
Detroit News, Jay G. Hayden.
Indianapolis News, Mark Thistlethwaite.
Kansas City Star, Roy A. Roberts.
Louisville Courier Journal, Ulric Bell.
New York Times, James A. Hagerty.
New York Herald-Tribune, Grafton S. Wilcox, Carter Field.
New York Evening Post, Robert Barry.
New York Sun, Ralph A. Collins.
New York World, Eliott Thurston.
Newark News,, Arthur J. Sinnott.
New York Evening World, Lindsay Denison.
New York Herald-Tribune Syndicate, Mark Sullivan.
Philadelphia Public Ledger, Robert Barry.
Philadelphia Record, H. E. Alexander.
Philadelphia Evening Public Ledger, Clinton W. Gilbert.
Pittsburgh Gazette Times, W. J. Grundish, Bruce Lockwood.
Pittsburgh Chronicle-Telegraph, Harvey O. Smith.
Pittsburgh Post, John Ball.
Pittsburgh Sun, John Thomas.
New York Telegraph, James P. Sinnott.
St. Paul Pioneer Press, Edgar Markham.
Washington Post, Aubrey Taylor.
Washington Star, G. Gould Lincoln.
Current Features, William Hard.
London Post, Sir A. Maurice Low.
Woman's National News Bureau, Dorothy Shumate.

The work of correspondents at Clarksburg, as well on the Davis assignment throughout, has been aided in a very large measure by the appointment of John E. Navin, who has been designated by the Democratic National Committee as the chief publicity representative with the candidate. Mr. Nevin, a veteran Washington correspondent, gives every indication of maintaining his reporter's point of view in handling his new position, of catering to the correspondents rather than to a candidate. Such an arrangement, if carried through, will make for the most cordial relations between Mr. Davis and the score or more of reporters who will accompany him, and will give to the candidate the best possible relations with the American reading public.

The arrangements for the Coolidge notification were handled by the Republican National Committee, through Leo Nixon. Every newspaper having a correspondent in Washington was invited to have a representative in Continental Memorial Hall, where the President delivered his acceptance address. The correspondents were placed just to the right of the speaker. It was not possible to have writing tables in the hall.

Nearly 100 Washington correspondents were present at the exercises.

ON-TO-HOUSTON DRIVE STARTED BY CORNELL

Associate Publisher, Houston Chronicle, Says British Delegation of 500 Assured—"Key Men" Named to Promote Meet Abroad

How the "On-to-Houston" drive was launched in London immediately following the international A. A. C. W. convention there last month was told Editor & Publisher in New York this week, by R. H. Cornell, associate publisher of the *Houston* (Tex.) *Chronicle* just returned from England.

"We are already assured that a delegation of 500 advertising men from Britain and 100 from the Continent will attend the 1925 A. A. C. W. meet in Houston next July," Cornell declared.

First steps to this end were taken in London just before Cornell sailed on the home trip.

A luncheon, attended by prominent British advertising men, was staged by the Houston delegations, and plans laid for the British delegation's trip to Texas. This luncheon was arranged by Cornell for the Houston Advertising Club with the assistance of Jack Akerman, advertisement manager of the *London Times*, and former manager of the London bureau of the United Press Associations.

Spirit at this luncheon, which was jestingly referred to as given by "the survivors of British hospitality," plainly demonstrated that the Houston gathering would in every way be as international as the London convention just concluded.

"We sold Houston to them," he declared. "British advertising men have already started preliminary work of organization, looking towards a big representation in Texas."

Sir Charles Higham, speaking at the luncheon, praised Houston as a city "symbolic of youth," and expressed the hope that the British delegation would charter the *Mauretania* to cary them direct from Southampton to Houston.

Captain William Lea, Mayor of Orange, Tex., and Robert I. Cohen, of Houston, also spoke at the luncheon.

Among those attending were: Viscount Burnham, Sir Woodman Burbidge, Sir Charles Higham, H. Gordon Selfridge, Judge H. M. Garwood of Houston, W. S. Crawford, H. S. Imber, Percy Bradshaw, H. C. Derwent, Thomas McDougal and A. H. Williams.

Prior to the luncheon, Cornell made preliminary arrangements for international representation at Houston. He appointed "key men" to organize delegations from among advertising men attending the London meet. These "key men" were appointed to boost the "On-to-Houston" movement at Paris, Vienna, in Holland, Sweden, Finland, Denmark, and Cape Town, South Africa.

Mr. Cornell also described the post convention tour to Yorkshire of which he was chairman. He characterized it as by far the most interesting trip out of London following the business sessions.

Cornell plans to return to England in February to attend the convention of the 14th District of the A.A.C.W., when he will complete the "On-to-Houston" plans.

"GOOD WILL" STRESSED IN RADIO ADVERTISING

But It Works Best Tied with Newspaper Space—Dallas Man Says Radio Firms Slighting Dailies—Dissemination of Radio News Discussed

By WARREN BASSETT

"A BRAND new medium for selling people in the mass."

That is what officials of the American Telephone and Telegraph Company say of radio advertising after more than a year's experience with commercial broadcasting from their own station, WEAF.

But they shy at the phrase, "radio advertising," for that connotes trade marks, sales punch, price marks and all the other devices used in printed publicity to induce the public to buy a definite article manufactured by a definite company.

Radio advertising isn't like that. It differs radically from all printed forms. It is advertising in the second dimension. Heretofore sales appeals have been made almost exclusively through the eye—in newspapers, show windows, circulars, and on billboards. Radio advertising assails the mind of the prospect through the ear.

Advertising by radio came into existence at the beginning of the radio boom. Broadcasting stations were springing up like mushrooms. The public clamored for radio sets. Large firms with extensive budgets for advertising applied to the A. T. & T. for broadcasting apparatus that they might set up and operate their own stations. Many such stations were built and put in operation—so many in fact that other firms, contemplating such a step, saw the saturation point had been reached. With broadcasting stations on every store roof, the novelty of radio would soon wear off—the air would be filled with a meaningless babel of sound.

As proof that the above situation existed, the A. T. & T. states that more than 150 companies were contemplating the erection of broadcasting stations a year and a half ago.

The solution of the problem was what has now come to be known as radio advertising—the use of a single station by any number of firms broadcasting their own individual entertainment features, with the firm name attached.

The A. T. & T., through its station, WEAF, early began exploring and charting the field of commercial broadcasting. Today it has developed a definite technique for broadcasting publicity and has 4 salesmen in the field selling "space on the air."

It was early decided that direct advertising could not be broadcast without arousing the resentment of the radio public. A strict policy was therefore adopted, prohibiting the mention of trademarked articles, prices, or places where articles could be purchased. Only entertainment or service could be broadcast. The "Happiness Boys"—well known radio entertainers in the employ of the Happiness Candy Stores—"do their stuff" without so much as mentioning Happiness Candy. The advertising note is struck only when the name of the stores is announced before and after their appearance.

This "name" or "good will" advertising brings a high price. For a 10-minute talk on life insurance or any other subject, the company sponsoring the talk pays WEAF the sum of $200. A musical entertainment, "by courtesy of the ——— Company," is allowed a half hour's time for the same price. In addition the performers must be paid. In the case of a high-class orchestra this adds another $200 to the cost of the advertising. Approximately $400 is spent to have the firm name announced to the broadcasting public twice.

What is the value of this form of advertising?

It "humanizes" the company's general advertising in newspapers and periodicals and creates a vast amount of good will in the minds of the radio public, WEAF officials declare. They are convinced that a radio listener after enjoying the Astor Coffee Orchestra week after week, will purchase Astor coffee in preference to another brand in case the purchaser has no fixed buying habit.

The case of a face lotion was cited to show the value of radio as an advertising medium. The originator of the lotion, a woman, gave a beauty talk over WEAF—a general discussion, which made no mention of any particular cosmetic. The firm name was announced, as usual, before and after the talk. The next day WEAF received more than 100 letters, asking, "Where can I buy ———'s Face Lotion?"

A point stressed by WEAF is that to get the maximum return from radio publicity, newspaper advertising should be used simultaneously. The radio program gives the humanizing touch—creates good will—the newspaper space gives the price, place of purchase and sales appeal. Radio officials call attention to the numerous advertisements appearing in New York newspapers carrying the line, "Listen In On WEAF Tonight," to show how the two mediums are being used in conjunction.

Because of this tie-up with newspaper space, and because of the strict rules which prohibit direct advertising over radio, WEAF scouts the idea that "air copy" is a menace to newspaper advertising.

"People who criticize commercial broadcasting don't understand it," radio officials declare. "Any argument against it can be used just as effectively against other mediums.

"It is commonly said that radio advertising is forced upon the listeners. That is erroneous. It is just as easy to tune it out as it is to escape printed advertising by turning the page. Every talk is labeled advertising at the beginning and end."

It is admitted that radio is not an advertising medium suited for the small, virtually unknown firm struggling to create a market. Radio is super-publicity, institutional advertising, and works best for firms already strongly established which wish to keep their names, rather than the fine points of their products, before the public. Substantiation of this is seen in the list of companies using radio advertising—American Chicle Company, Columbia Phonograph Company, Atlantic and Pacific Tea Company, Proctor and Gamble, Borden & Co., Gold Dust Corporation—powerful corporations with prestige built on years of printed advertising.

WEAF talks space on the air to prospects on the basis of 500,000 "circulation," or listeners. That is the minimum. Maximum estimates figure the radio public in the metropolitan area at more than 2,000,000. Only firms which WEAF considers can "profitably" use radio publicity are solicited.

Response of the audience is judged by letters received at the station daily. They come from every state in the union. A card index is kept of letter writers. This index contains more than 100,000 names, it is stated. Letters to advertisers are addressed to WEAF and forwarded to the respective firms.

What do business firms think of radio advertising?

The comment of the advertising department of the Happiness Stores is representative.

"We are enthusiastic about radio publicity," an official said. "We think it is keeping our name before the public in a nice way. We have received more than 1,000 letters from listeners, thanking us for our program.

"I do not think, however, that radio advertising has any selling value under present conditions. It is primarily a good-will medium. Personally I think some of the advertising broadcast is very dull. Success with radio advertising depends on how you use the medium, just as it does in any other type. We have been fortunate in retaining the Happiness Boys. They have unquestionably made a hit with the public. Our use of radio has had no effect upon our use of the newspapers. At present we are using neither medium, but expect to resume in September. We believe radio in general works better as a tie-up with newspaper advertising."

Use of radio as an advertising medium is increasing, according to reports. Static, which interfered greatly with clear reception last year, is gradually being overcome by the refinement of both broadcasting and receiving instruments.

SOS calls from ships at sea often suddenly terminate a "radio ad." The air is immediately "cleared." When this occurs a free 're-run" is given the advertiser.

SONGS OF THE CRAFT

(*Copyright* 1924, EDITOR & PUBLISHER)

By Henry Edward Warner

THE PIONEER

I sing a song . . . a little song
Of one of noble birth
Who plucked his vision from a Star
And brought it down to Earth.

A Prince he was—Not of the blood,
But of the heart,—who came
To lift a peasant from his knees
And show a King his shame.

Unread but in the truths that lie
In conscience, so he stood
To champion as he might the cause
Of human brotherhood.

Not they who sat in marble halls
Broke bread with him . . . he ate
His crust where he was welcome, and
Quarreled never with the plate.

And I shall speak no empty speech
Of foolish phrases framed,
Nor offer gauds and baubles to
A spirit so untamed;

And I shall weave no garlands . . nay,
He would not have it so!
His strength was not in fawning friend,
But in a beaten foe.

O Spirit of the Press! . . This song,
This tribute now I bring!
I lay it at your feet, O Prince,
This feeble little thing!

But grant me grace, that in my time
I, too, may see afar
And leaping from the Earth, may pluck
My vision from a Star!

Says Manufacturers Are Slighting Press as Selling Medium

By J. P. DEWEY

Publicity Director, *Dallas* (Tex.) *News*

A GOOD many things are happening to radio as a science, perhaps as many more are happening to it as a business, while as a field of newspaper activity a number of things of prime significance are occurring. Probably the most significant of them is the fact that the gentle pastime of radio broadcasting is losing its popularity among newspapers, that only half as many papers are now operating stations as were doing so a year and a half ago, and that of the 50 papers now broadcasting a good percentage are closing their stations during the summer months.

Another significant fact is that few newspapers are venturing into radio nowadays, and most significant of all, perhaps is the fact that the number of papers which operate stations that are owned and at least partly financed by other interests seems to be increasing. The latter tendency may point the way to a solution of the problem which is, or at least should be, vexing the whole radio industry today.

Radio, an infantile industry which is struggling along to the tune of more than $350,000,000 a year, is dependent upon broadcasting as no other industry on earth is dependent upon any single supply or service factor, and yet to date it is the newspapers that are doing most of the high-grade broadcasting.

This article is not concerned directly with the fate of the radio trade, neither is it intended to deal with the question of whether broadcasting belongs within the sphere of newspaper service. It is acutely concerned with what is happening, and going to happen, among the broad and progressive newspapers which have invested thousands upon thousands of dollars in radio stations as adjuncts to their service to their people, and which are at present carrying on that service without adequate or just reward.

The responsibility for the existing condition, which is certainly not growing any better, lies in just one place and that is upon the doorstep of the big radio manufacturers, the firms that are profiting in fullest measure from newspaper broadcasting and most of whom are not displaying an agate line's worth of ap-

preciation. Into the trade journals, class magazines and general magazines the radio folks are shoveling their advertising appropriations in vast clusters while the broadcasting newspapers seek their solace in "good will."

Broadcasting service alone is not a sound basis upon which to solicit advertising. No intelligent advertising manager would waste his time doing so. But along with broadcasting go a number of related circumstances which unquestionably stamp the broadcasting newspapers as logical media for national radio campaigns. The broadcasting newspaper is inevitably the center of radio interest in its field. It prints its programs in its own columns and nearly always supports them with a good radio department or page. It employs men who must know radio and who can talk and write it ably. Its knowledge of local conditions gives it a value in the eyes of its readers that cannot be attained by any national medium, and in radio the local conditions are vital factors.

The retailers and wholesalers in any community will be found to appreciate these facts fully. A recent investigation among them in one district developed the fact that they are unanimous in advocating the broadcasting newspapers as media for the advertising of their manufacturers. It is in spite of their wishes, or in ignorance of them, that the manufacturers are using the magazines and trade journals.

Nobody but the manufacturers themselves can tell all of their reasons for their general policy. It is safe to say, however, that one of the greatest is that they are still working primarily to establish jobber and dealer connections, that they are short-sightedly striving to load the retailers' shelves rather than to help unload them; that in short they are indulging the popular but expensive pastime of pursuing "dealer influence." If such is the case the manufacturers may be succeeding in influencing new dealers but they are missing the bull's eye with the dealers who are already on the job and who know where their patronage is coming from.

Some manufacturers are making their dealers allowances for advertising which is being handled locally; some are beginning to recognize the claims of the broadcasting newspapers and are placing campaigns with them; but there is entirely too much patronage being diverted to other channels and it is time the broadcasting newspapers had a few hats in the ring. A number of them have of course made vigorous bids individually with varying success but what the situation seems to call for is a general movement toward giving the manufacturers a clearer understanding of their claims and qualifications. There is a good-sized job open for an association of broadcasting newspapers, and if such an association can be organized and can accomplish its purpose a lot of benefits will accrue to the papers, a stronger situation will be brought about within the radio trade, and the public at large will be assured of continued high-grade newspaper broadcasting—than which no more comprehensive system of broadcasting is likely to be devised for some time.

REVERENTLY AT THE TOMB OF AN UNKNOWN HERO



American advertising men knelt at the tomb of the unknown French soldier, in Paris, while the Bishop of Galverstone prayed.

How Broadcasters Give Radio News to Daily Press

RADIO news has become a necessity to the up-to-date newspaper. The important broadcasting stations supply a good proportion of the radio sections through publicity departments. In fact, the radio editor's mail bag is becoming one of the largest in the newspaper office.

Three kinds of radio publicity material are in circulation:

1. Broadcasting programs and schedules.
2. Program news and publicity.
3. Releases of a technical nature.

As closer cooperation with the newspapers has developed, the broadcasting stations have gradually been sending out more accurate programs in a form best suited to newspaper use. But there is still frequent discrepancy between programs printed in the newspapers and those actually broadcast. This is a matter of no little importance, according to letters received by broadcasting stations from radio listeners complaining that their time schedule has not been closely followed or that a certain newspaper did not publish notice of a very enjoyable program feature. In some cases, the broadcasting station is responsible for the error. But in most instances, conditions beyond the control of the broadcasting management make changes in the program subsequent to its issuance to the press quite unavoidable. Inasmuch as some broadcasting stations supply as many as 500 and 600 newspapers with their releases, they are not in a position to issue statements of correction except through the mails. This is often too late to include final changes.

Conscientious radio editors make an effort to check up the program of the three or four principal stations in the immediate locality in which the newspaper is published just prior to going to press. In fact, one New York paper is now featuring the program changes which they obtain by last minute check up in a special box, in order to draw attention to the accuracy of their programs. Such a check-up involves considerable hard work on the part of the already over burdened radio editor but it is certainly appreciated by newspaper readers.

Most broadcasting stations have two kinds of program releases, daily and weekly. The daily release issued from 7 to 10 days in advance giving programs in considerable detail, including names of selections, etc., and weekly program is for the use of weekly newspapers and is issued two weeks or more ahead.

Radio editors are also furnished with publicity statements issued by a large number of stations. Those which obtain the widest attention are issued with considerable regard as to the accuracy of statements published in them. Publicity men in the radio field at first made the mistake of describing at least two or three artists each week as "the world's greatest broadcasting artist" or "the greatest figure who has ever appeared before the microphone" and similar exaggerated designations. The publicity statements issued by broadcasting stations should be considered as a real news service to radio editors and should consist of statements of fact. Strenuous hyperbolies simply discredit the station issuing them and ultimately their statements are not accepted as authentic.

Another feature of the successful radio publicity statement is short items featuring the human interest element, which serves as a pleasant contrast to the usual dry and technical radio page.

Human interest stories created by the imagination of a versatile publicity man for the purpose of securing publicity, however, soon expose themselves and cause radio editors to avoid future stories from the same source.

Broadcasting stations supply photographs of broadcasting artists for the use of radio editors. In one respect the radio editor is occasionally unfair in his selection of the most suitable photographs, assuming that reader interest centers on the faces of pretty women. The radio audiences entertainment in no way depends upon the features of the artist hidden behind the invisible microphone. If the performance of an artist delights them, they are interested in seeing his or her photograph, but usually the photograph of a pretty woman, whether she is a first-class artist or not, is selected for publication by radio editors in preference to that of a great violinist or singer.

The announcers, who enter hundreds of thousands of homes daily via the radio route, are regarded with a peculiar interest by the radio audience. Judging from letters I have seen, they become almost one of the family. Consequently human interest stories regarding announcers and entertainers who appear frequently are particularly appreciated by radio editors.

Another type of radio story, which has received but little attention up to this time is one which takes the reader behind the scenes of the broadcasting station. How broadcasting is done; the men who operate the stations; little incidents of the studio and the technical problems involved in placement of artists and providing wire facilities at out side points—all these things are of general interest to the radio reader.

The publicity issued by Station WEAF now has a circulation of well over 500 copies. Its form has gradually been evolved with a view to making it as useful as possible service to radio editors. Press agent work has been avoided and its descriptions of artists has been confined to terse and accurate descriptions of their careers when the artist is considered worthy of such a description. As a result, the statement has gradually earned a good reputation among editors and it is freely used. The value of this reputation evidences itself by the liberal use which is made of it.

Honor Joseph Pulitzer

Students in journalism at the Pulitzer School have just issued "The Columbia Journalist—1924." This volume is dedicated to the memory of Joseph Pulitzer, the founder of the school, and the students plan to publish a similar book each year so that this and the succeeding volumes may form a series of milestones to mark the progress of the school in training young men and women for newspaper work.

The stories printed in the volume were chosen to represent the work of the students in writing five types of articles: news stories, feature stories, editorials, criticisms, and short stories.

COVERING SCIENTISTS' MEET HUGE TASK

Advance Work on Complex Toronto Speeches Began Last December—170 Advance Articles Furnished Newspapers by Mail

TORONTO, Aug. 12.—A noteworthy feat in the covering of a great scientific convention was achieved in connection with the 92nd annual meeting in Toronto of the British Association for the Advancement of Science, to which learned savants from all parts of the world were attracted. The program presented during the 8 days of the meeting, August 6 to 13, was appalling in its extent and complexity, 13 sections holdings meetings practically simultaneously and addresses being delivered by hundreds of scientific experts on a tremendous range of topics. To give such an event adequate consideration in the press was a problem of unusual difficulty, yet, judged by the published results, remarkable success attended the effort.

As far back as last December, a publicity committee under the chairmanship of Professor Hardolph Wasteneys, associate professor of bio-chemistry in the University of Toronto, was formed and with the active assistance of a Canadian Press staff man, set to work to obtain advance material. Every expected speaker for the big gathering—there were between two and three hundred on the program—was canvassed well in advance and most of them "came across" with the text of their speeches or summaries in sufficient time to enable the publicity committee to prepare readable condensations.

The outcome was this—170 separate hold-for-release articles, approximating more than 150,000 words of copy, were mailed in advance to the newspaper members of the Canadian Press and to the Associated Press in New York for distribution to its members in the United States. This constituted practically a 75 per cent covering of a big assignment by advance mail service and undoubtedly gave the British Association the best publicity it ever received at home or abroad. For days during the progress of the meeting, the newspapers of Canada and the United States displayed many columns of the matter delivered to them some time previously, some papers publishing whole pages day after day, while the public followed with interest.

Each of the 4 Toronto dailies had from 6 to 10 men on the job and British Association proceedings dominated the news columns throughout the convention.

Never before has a science meeting been so thoroughly reported.

BUICK'S NATIONAL TEASER CAMPAIGN LURED 500,000 TO SHOW-ROOMS

Between 350 and 400 Newspapers Used to Announce New Model—Copy Ignored Mechanical Details—Made Prospects "See It for Themselves"

By HAMMOND EDWARD FRANKLIN

ANDY GUMP went fishin' in Old Timer's Lake, where no fish had been caught for some years.

He arrived back with an exceptional "string" and Old Timer asked what bait he used to make such a catch. Andy replied: "I figured out what kind of bait I would bite on if I were a fish, and used that."

Making newspaper advertising sell goods requires exactly Andy's kind of strategy. Experience has taught Buick this.

People like to have their curiosity aroused. They like to play games. Things that are "different" get a reaction more quickly than a plain, unvarnished message.

More than half a million prospects for cars are estimated to have been brought into Buick show-rooms the country over as the result of a unique and far-reaching "teaser" advertising campaign in which between 350 and 400 newspapers figured recently.

The Buick Motor Company had a new model to place before the public. To simply have announced that a new model was ready would have produced very little enthusiasm. The public would have taken it all as a matter of course and the chances are sales of the new model would not have been anything to shout about.

So it was determined to "tease" the public, to get people gossiping and wondering what was coming, and then to coax them into the show-room to actually *see* the new car.

The branch managers and distributors were called into session in May. The plan was unfolded to them. It was emphasized that the success of the project would depend upon absolute secrecy. As a result, while the public was wondering "what Buick was up to," nobody in Buick organizations had anything to say.

On Saturday, June 28, through the country four different advertisements ran on different pages of the same issue of the various newspapers used. Black silhouetted figures mused out loud their curiosity as to what Buick had been doing.

Two travelers coming into New York harbor, a woman receiving a letter from the postman, a sign painter on a wall, and an imitation news article all sounded the query, "What is Buick going to do? You'll know Tuesday!"

The same day a poster, "What is this rumor about a new Buick?" went up in Buick show-rooms.

On Sunday, June 29, five more teaser advertisements tickled the curiosity of the American public. "I understand Buick is going to have a new car," two men on a golf links remarked. A cowboy pausing for a moment asked a passing motorist, "What's this I hear about a 'new' Buick?" Dad asked Mother, "What is all this about a 'new' Buick?" Two men in the washroom of a Pullman asked each other, "What's this rumor concerning Buick's new car?" And a semi news story in display space was headed "Mystery surrounds Buick's new move."

To all queries, each advertisement gave the answer, "You'll know Tuesday."

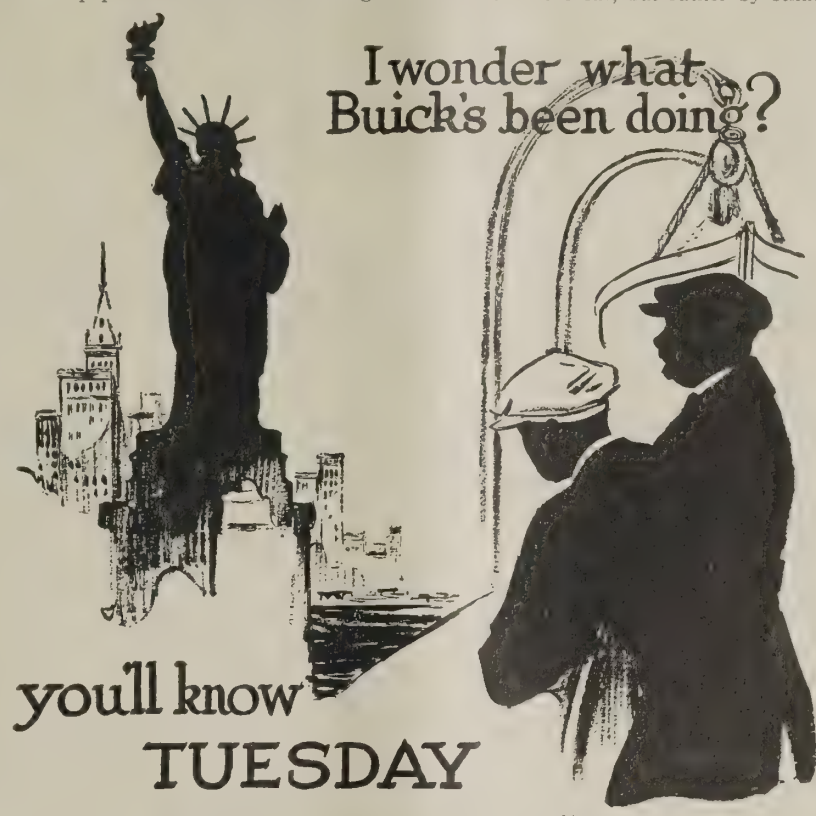
Four more teaser advertisements ran on Monday, June 30. "When can I see the new Buick?" was the burden of the question. "You'll know Tuesday" was the invariable answer echoing back through the radio and otherwise in the pieces of copy. Rumors flew everywhere.

Then on Tuesday, the featured day, large space announced: "Today is *the* Tuesday. BUICK, It's a new six! See it for yourself."

An equally large piece of copy ran on Wednesday, July 2.

At the same time on July 1, a poster reading, "The new Buick six is a wonder," went up in show-rooms. Three other posters also went up.

For the month of July in branch, distributor and dealer cities, outdoor postings in strong black and white silhouettes also teased the public. As the several days around July 4 were a general holiday, newspaper advertising was resumed on Tuesday, July 8. It told of the large number who responded to the advertisement on the opening day. On July 9, four advertisements appeared in one issue of each paper on the list. These again



Specimen of how Buick ad-writer makes his public wonder.

showed silhouetted figures. This time they were saying, "You must see it yourself." The emphasis was put upon actually going to see the new model.

On Thursday, July 10, four more advertisements were published.

These told very little about the car, but rather stirred interest to see it and implied there was something unusually worth looking at.

The advertising was placed by Campbell-Ewald Company, Detroit.

"The leading newspapers were used in 34 branch house and distributor cities, these being the main marketing points over the country," A. B. Batterson, advertising director of the Buick Motor Company, Detroit, explained. "Buick dealers in a number of other large cities likewise co-operated by running the entire campaign. All in all, I should say between 350 and 400 newspapers carried this advertising. Preferred position was not purchased in any paper.

"For a good many years the Buick Motor Company, in common with other automobile concerns, announced its new models to the public by taking larger space in national media and in the newspapers upon the day when these new models were first shown to the public. As time went on and such announcements became more frequent, public interest in them died down to a considerable extent. It came to us, therefore, that some thought should be given to building up the interest of the public in a new car before it came into view. Careful study revealed the fact there was no better way than arousing the curiosity of the public as to just what the new car or the new plans of the Buick Motor Company were."

Three years ago the first teaser campaign was tried out, centering attention on "What is going to happen August 1?" As a result more people crowded Buick show-rooms than ever before, not only on August 1, but for 30 days after. Later advertisements purposely did not answer all questions in the public's mind.

In 1923, the slogan was "August 1 is Buick Day." On Aug. 1, more than 225,000 people walked into Buick display rooms and within 30 days more than a million had done so. This year the new model was to be brought a month earlier and just before the Independence Day vacation period when many are away.

"You will note that Buick's announcement campaigns during the past three years have been remarkable in that they have told very little about the product itself." Mr. Batterson pointed out. "There are two very good reasons for this. First, we felt that in not telling them about the car, but rather by stimulating their interest in it, we would get them to come into the showrooms and actually see the car, and we all know what it means to have a prospect see, feel, and sit in a fine automobile. In the past we found, when everything was told in the copy, many went over the specifications carefully and decided it wasn't the car they wanted—and they didn't go to see it. Second, bringing people into the show-room enables the salesman to get the names of the prospects."

The general advertising and reputation of Buick of course form an essential background for the success of the effort. Mr. Batterson stated the company feels that newspaper advertising is of great value. While it has been impossible to get full returns, at a most conservative estimate more than 500,000 people visited Buick show-rooms on the Tuesday dramatized as a red-letter day by the newspaper teaser work. Many more have paid visits since.

New Home for Long Beach Press

Construction work on the new $250,000 home of the *Long Beach* (Cal.) *Press* has been started. The building will comprise four stories and a basement, with a total floor space of 62,000 square feet. New Goss press units are being built in Chicago which will be installed upon completion of the building.

South Dakota Press Outing

Annual summer outing of the South Dakota Press Association is to be held at Watertown Aug. 21 and 22. The program, as prepared by J. F. Halladay, secretary and treasurer of the association, is predominately entertainment with the exception of one short business session.

ADMEN'S 'SPOON STORY' DENIED BY DUPUY

French Publisher Cables A. A. C. W. President that News Dispatch Charges Were False—Nothing Missing at Elysee

Senator Paul Dupuy, owner and publisher of the *Paris Petit Parisien*, this week branded as "absolutely false," news dispatches widely circulated in this country, charging that 24 gold spoons were missing following the visit of members of the A. A. C. W. to the Elysee Palace recently.

Delegates to the A. A. C. W. international convention, Wembley, were invited to attend a post-convention program in Paris, largely arranged by Senator Dupuy. One function was a banquet given by President Doumergue of France at the Elysee Palace. A few days later Paris newspapers printed stories to the effect that the advertising men, as incurable souvenir hunters, had made away with 24 gold spoons.

The French government denied the charge, but the French newspaper stories were copied extensively in this country, and Lou Holland, A. A. C. W. president, cabled Senator Dupuy for exact information.

Mr. Holland's inquiry was: "Is story true gold spoons missing after the visit of American advertisers?"

Senator Dupuy replied: "Story of missing spoons absolutely false and childish. President Doumergue just told me how he was charmed with all your delegates and how he appreciated their splendid behavior and tact. I confirm with pleasure the publicity concerning the excellent impression produced in France by this visit."

Senator Dupuy was chairman of a committee, representing statesmen and business men of France, to extend an official welcome to the American advertising men who visited France after the world convention.

24 HOUR FIELD PASSES

Cleveland Dailies Agree to Resume Day and Night Basis

From a 24-hour field to a day and night field again is the plan of Cleveland newspapers beginning Sept. 1. On that date the *Plain Dealer* will discontinue its bulldog edition, which goes to press at 8.45. Its first edition will be the present "All-Ohio" edition, which goes to press at 10.45. However, this will be for mail only and no Plain Dealers will be offered for sale in Cleveland until midnight.

The *Press* and *News* are to continue their early morning editions, which go to press at 7. These will be printed for mail purposes, but will not go on the streets. The first street editions of the afternoons will be at 9 a. m. The Press and News have agreed to place no editions on the streets after 5 p. m.

The first edition of the *Times*, which goes to press at 10.40, will remain unchanged, but it will be a mail edition only.

Would Legislate Ad Fund

To produce a revenue of $75,000 annually for publicity for the State of Maine, a bill is being drawn by a member of the last Maine legislature for presentation to the next session for a mill tax. The amount raised from this tax of one mill would be expended for advertising and publicity, in addition to the $25,000 which is raised each year by the Maine Publicity Bureau.

Daily Files Bankruptcy Petition

Voluntary bankruptcy proceedings have been instituted by the suspended *Pottstown* (Pa.) *Daily Ledger*. Liabilities were given as $26,725; assets, $17,205. P. Quinn Roth, publisher of the Ledger, also filed a voluntary petition in bankruptcy. The schedules filed by him showed liabilities $19,239 and assets $250.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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CHAPTER SEVENTEEN

Mr. Bennett Returns from Europe and Instals New Hoe Presses—Herald's Enterprise During Mexican War—The Astor Place Riot—Mr. Bennett Assaulted by Graham Brothers—Trip to Cuba

ON Sept. 24, 1847, the Herald announced that Mr. Bennett's return from Europe had been delayed, "in consequence of a sudden and dangerous attack of illness in his family on the morning of the departure of the steamship 'Britannia.'" He and his family finally arrived in Boston on the steamship "Cambria" on Oct. 19.

During his prolonged absence, the steady growth of the Herald in both circulation and advertising patronage had necessitated the enlargement of his plant, and his first action after his return was to contract with, the even then famous firm of Hoe & Co., in Grand street, for two new revolving presses and an improved steam engine, at a total cost of $30,000. In a double leaded editorial, Mr. Bennett said:

"The necessity of this large expenditure has been forced on us by the increasing patronage of the public, both in the shape of advertising and in our circulation. So great has been the accession to both of these departments, that for some time past we have been under the necessity of absolutely refusing new advertisements and new subscribers, in consequence of our inability to afford space for the one, or numbers to the other. By our new arrangement we will be enabled to issue a double sheeted Herald, every morning if necessary, at the rate of from twenty to twenty-five thousand single, or ten to twelve thousand double, of full impressions per hour."

He then drew a contrast between the inadequate printing facilities of the London and Paris newspapers and those of the Herald, declaring that the publishers in the European cities had met with no success in obtaining increased speed and power.

"We have also in contemplation," said he, "to issue impressions, which are called in Paris, *feuilletons*, or supplements, devoted to literary and philosophical subjects. This will enable us to call into action a portion of the floating genius of this metropolis and of this country."

He also paid a high tribute to Morse and Hoe, as two of the greatest inventors of the age.

The increased facilities were brought into operation on March 12, 1849, when Mr. Bennett announced the issue of the "first Double sheet of the Herald," in which advertisements were inserted at "fifty per cent less in price than those which we publish in the inside of the single sheet." At this time the paper was 22 inches by 32 in size, and was nearly as big as the "blanket sheets" of the antiquated "Wall Street press."

On April 7, 1849, Mr. Bennett briefly summarized the Herald's splendid equipment both editorially and mechanically complete to meet all requirements:

"The Herald establishment is now in a state of the best possible organization, both as respects its intellectual and mechanical means and capabilities. Our numerous corps of editors and reporters is composed of gentlemen experienced in the useful discharge of their duties. The machinery, presses, and all necessary means and appliances are as perfect as modern art can make them. We have every facility for the publication of an immense edition in the shortest time. All this efficient organization has involved a vast outlay of money, and been the result of great experience and practical skill.

"Without the slightest inclination to depreciate the merits of any other journal in the country, we are, we believe, fully justified in stating that no other newspaper in the United States enjoys a circulation at once so large and so diffusive as the Herald.

"We shall next week commence printing our journal in entirely new and beautiful fonts of type, from the foundry of James Conner & Son."

Herald's Enterprise During the Mexican War

Mr. Bennett's ability as an organizer of efficient service was notably manifested during the Mexican War. The seat of hostilities was located at such a long distance from New York, and the invasion of Mexico took place so unexpectedly that he at first had to depend on regimental correspondents for the news, but shortly sent two prominent Southern journalists to join General Scott's army, and at great expense received, generally in advance of his contemporaries, the fullest and most accurate reports of military operations, embellished with many pictures and maps. The Herald thus more than ever before, achieved a national reputation, distancing all its competitors both in speedy news gathering, and in judicious editorial comments. Reports of many of the battles were obtained by its correspondents ahead of the official despatches and formed a part of the Government's records, while its lists of the killed and wounded were complete and were copied by newspapers all over the country.

On Nov. 14, 1847, the Herald thus editorially referred to the war's termination:

"Thus has terminated in 18 months the conquest of a great Republic, exhibiting to the world, a series of brilliant achievements, surpassing those of Napoleon in Italy; for instead of one Napoleon, ours was an army of Napoleons, and General Scott has distinguished himself in an extraordinary degree."

Some jealous publishers in May, 1849, circulated the report that the newly invented Hoe presses destroyed much paper when being operated. This Mr. Bennett denounced as "an unmitigated falsehood," concluding his denial by stating that the Herald establishment was then "complete in all its parts—mechanical and intellectual," and representing an investment of $90,000.

On April 10, 1849, Mr. Bennett could not resist the temptation to again hold up Col. Webb to ridicule. Webb was eager to obtain the Madrid mission or some other diplomatic post, and in a long editorial the Herald referred to his "furious assault on President Taylor's Administration. For the love of the Gods, gentlemen of the Cabinet, do get rid of Mr. Webb as soon as possible. Give him whatever he wants without a moment's delay. If you do not, he will puff you to ruin!"

The Astor Place Opera House riot on May 10, 1849, due to an embittered controversy between the partisans of the two famous actors, Forrest and Macready, and in which 25 people were killed and sixty wounded, led to prolonged discussions as to who was responsible for the inception of the troubles. As late as Oct. 1, 1849, Noah in the Sunday Times, tried to place the blame upon Mr. Bennett, saying:

"The quarrel of the two actors was but the occasion of the riot; we trace the bloodshed of that awful night to the simple, well known fact, that the manager of the Opera House *had seen fit to refuse a season seat to the editor of the Herald!*" Mr. Bennett in denying the atrocious charge, said that he had "paid his way like any other quiet citizen, at the door. The editor of the Herald was not on the spot during the riot; never saw it and knew nothing of its details." He then placed the blame for the "massacre" on Captain Rynders and his associates.

In connection with this terrible tragedy, it later became known that unscrupulous methods had been used to influence the Herald, as an article had been sent to it for publication, with which was enclosed $100 as a bribe. Mr. Bennett through the Mayor of the city, promptly turned the money over to the Protestant and Catholic Orphan Asylums, while the article was thrown into the waste basket.

Mr. Bennett kept a close watch over the doings of his contemporary editors, and on May 30, 1849 gave Mr. Greeley another casual slap, saying:

"Our amiable neighbor, and genuine friend of humanity, Massa Greeley, of the Tribune, has been edifying his readers by an elaborate narrative of his adventures on the road to Cincinnati, whither he had journeyed, in order to attend a gathering of philosophers. The Tribune's philosopher encountered all sorts of terrible disasters—such as getting wet to the skin, and going to bed without any supper—all of which romantic incidents he details with a prolixity and naivete quite characteristic and infinitely amusing. Massa Greeley was awfully shocked by the naughty expressions with which sundry stage drivers on the route interlarded their agreeable conversation, and the use of tobacco and whiskey by many of his fellow travelers, inflicted innumerable wounds upon his pure and suffering spirit."

When Greeley arrived in Cincinnati he found that the cholera epidemic had scared away his fellow philosophers, and he was sadly returning.

Later on under the heading of "Meanness of Certain Newspapers," Mr. Bennett bitterly denounced "a certain class of journals who steal and appropriate every item of intelligence that may appear exclusively in the Herald; not only without giving us any credit, but they abuse us at the same time. The *Commercial Advertiser* and the *Daily Express*, both ricketty, declining sheets of another age, are the principal offenders in this way. Even the *Journal of Commerce*, generally manly in its demeanor, can't resist the malarial and vicious atmosphere of Wall Street in this respect."

(To Be Continued Next Week)



Convincing Figures

The figures show very conclusively that Washington is a busy market during the summer. Its physical and commercial conditions are peculiarly contributory to year-round stability. "Business as Usual" is the summer slogan in Washington—and the Star, as always, the preference of advertisers in Washington.

ADVERTISING IN THE WASHINGTON STAR

June, 1924	2,269,847 lines
June, 1923	1,951,588 lines
A Gain of	318,259 lines

The latest statistics available show that of the 12 newspapers of the country printing the greatest volume of advertising for the month of June, The Washington Star made the greatest gain in total advertising.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

FOWLER SEES DANGER TO ADVERTISING IN OVER-SIZED PUBLICATIONS

Time to Think of Raising Rates to Limit Paid Spaces, Says Colgate Advertising Manager—Through Questioning of Service Values Improvements May Be Made

By GEORGE S. FOWLER

Advertising Manager of Colgate & Company

EDITOR & PUBLISHER courteously asks the writer to discuss the ten questions which our friend, Arthur Brisbane recently so capably treated in these columns. The questions give rise to some points which deserve consideration, particularly the question of how advertising is going to meet the burden that is going to be placed on it this year of our Lord 1924.

We have come to a half-year point with business conditions quite tentative, the rumblings of investigation committees still disturbing business as a whole



GEORGE S. FOWLER

and an unusually lengthy gathering of a national party still the subject of lunch table conversations. Moreover, with the presidential election being used as an excuse for less than good business, we must all be concerned with what our dollars are going to bring forth before the end of this year.

Mr. George Roberts of the National City Company once said the most prosperous time for this country is when it is neither looking for a boom nor fearing a disaster. That would seem to the writer to be a proper condition of mind at the present time.

About the time of the panic of '97, a pessimist of that day asked Uncle Joe Cannon what he thought of the United States, and it is reported, whether on good authority or not we cannot say, that the distinguished Congressman thought the United States was "a hell of a success."

Whatever our individual opinions of the present business situation, it is certain that the basic conditions of the country are sound and ought to offer good business for a national manufacturer who has the courage of his convictions. In most localities, the retail trade is in a fairly healthy state. While advertising, in line with other efforts of manufacturers, might be reduced at this point or that, it is not to be doubted that publishers and those who control other advertising media than magazines and newspapers will find that this year ends with their statements in a black rather than a red ink condition.

There is no need of being a Pollyanna at this time to set forth the view that with goods of merit and a courageous, continuous course of selling and advertising, most business should come through 1924 in a better state than the first quarter indicated would be the case.

EDITOR & PUBLISHER asks among other questions whether the real power of advertising is today used or understood in general by either the sellers or users of space. To the writer, that seems an unnecessary question. We all, in a measure, appreciate the need for telling the story of the goods we have to sell. Boiled down to its simplest terms, that is what advertising is, that is what advertising does.

"Are there radical improvisions in methods and in what direction do they lie?" To us who are buying advertising, it seems that sometimes there are not radical improvements which are at the same time sound policies. Better a plan which is tried and true and used over a long period of time than a policy of fly-by-night cleverness which, possibly unsuccessful at the start, turns aside a manufacturer who has taken up advertising on a wrong basis.

A radical improvement in the mind of the buyer of advertising would be the giving up of any thought that advertising is like the electric lights in our homes, to be switched on at will, and the giving up on the part of the publisher of certain policies which look to the cutting into the value of each advertising dollar to such an extent that profitable business may not be possible.

Which brings us to a reconsideration of this question: "Why is the newspaper the leading advertising medium in America?" Of course the editor would like a quick affirmative of the fact which the question implies. That, the writer at least, is not prepared to give. If it is slightly revised to read, "Why is the newspaper one of the leading advertising media?" then the fact could be affirmed and the quick and friendly suggestion might be added that the newspaper can increase its position of importance and help the advertisers and consequently put itself in a better position to become even more of a newspaper, by making sure that the advertiser's dollar is returned to him many fold, and that there shall not be so great a diversification of interest that the newspaper advertising fails of achieving its purpose for the advertiser. If the advertisement does not pay, the newspaper will not continue to increase its advertising revenue. If its advertising revenue be not increased, it presumably cannot realize its potential as an important newspaper, since money is essential to making for a newspaper of importance, and the danger in the eyes of some advertisers is a most serious one today, when we see newspapers of not forty or fifty pages, but newspapers of sixty, eighty and even one hundred pages.

It may be said quickly that some magazines are lying under the same charge, but if the question is asked in the newspaper field, as it surely is, then newspapers may well think of raising their rates so as to keep down the amount of advertising, of placing a limit to the size space advertising which will be accepted, or of the consideration of an absolute relationship between the amount of advertising that is carried in any issue and the amount of news and editorial matter in that issue.

One has only to hear this criticism coming from laymen who do not know advertising and who are becoming appalled by the amount of it, to believe that we must be most careful that we do not strike a friendly dagger in the goose and break the golden eggs even before they have been laid.

In reading the other day a most interesting book by Bruce Barton, one quotation that he used from Boswell, concerning Boswell's Johnson, was to the effect that we must all keep our friends in a constant state of repair. Surely this is an admonition to every manufacturer who has begun to make friends for his goods, both by the use of the goods and by the exploiting of them through advertising. Nothing could serve a manufacturer to a greater extent than this great economic force of advertising, in keeping his business friendships in a constant state of repair.

Recognizing that newspapers are one of the leading advertising vehicles, we must recognize, too, that the correlation of the advertisers' work and the local retail dealers' work has become a matter of great study on the part of the newspaper and a very worth while study. Begun by some few newspapers with trepidation and undoubtedly a selfish reason in the main, the merchandising service which newspapers, large and small, are rendering the advertiser and his dealers today is proving itself not only a valuable adjunct to newspaper advertising, but a creator of more newspaper advertising and an asset in making newspaper advertising more profitable.

Since discontent is the first law of advertising, we who are in the business of making advertising more respected, more useful, more profitable, should be sure from time to time that we are discontented with ourselves and our products and through that discontent will come to a point of greater service.



The problem of the successful business girl who finds it difficult to adjust herself to the role of dependent wife.

A New Marriage-Problem Serial

HER FREEDOM

by

Hazel Deyo Batchelor

In 54 800-word installments for release every week day

For terms and samples wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

Fall Schedules

ADVERTISERS that are to be represented in the Cincinnati market this Fall are using The Enquirer to bring their message to Cincinnatians.

They are using The Enquirer both daily and Sunday because it is the one paper that reaches everybody. A recent survey showed that it goes into 104,000 out of 106,000 homes.

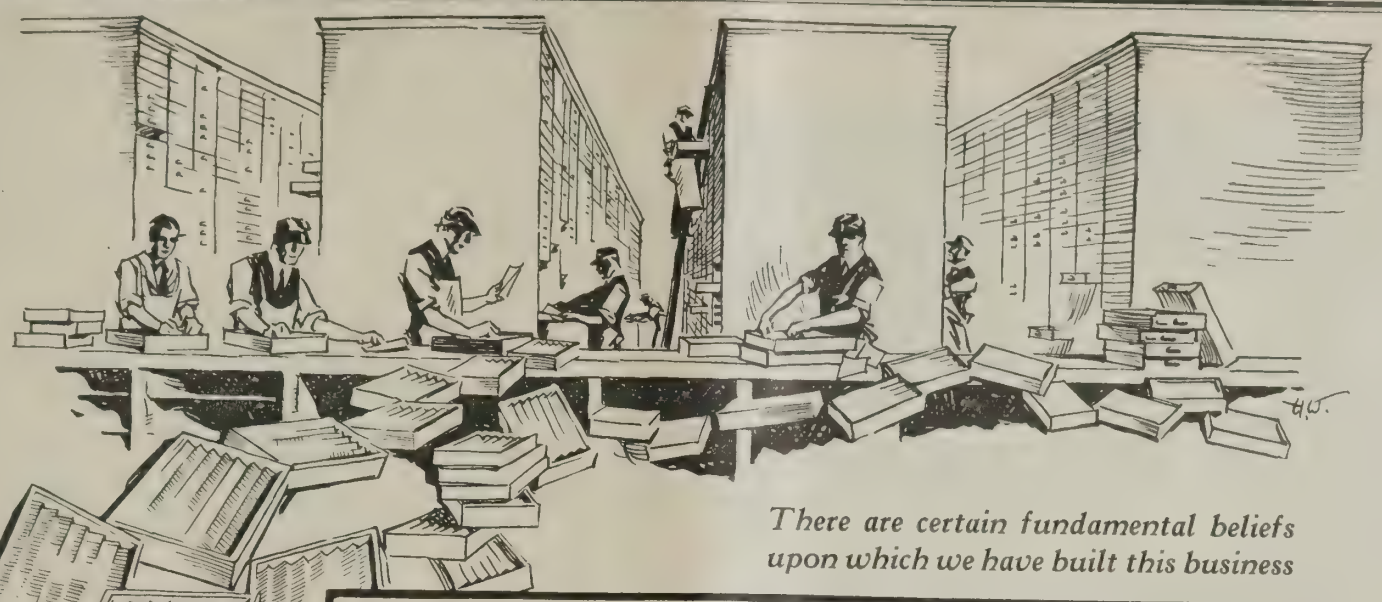
National Advertisers are following the lead of Local Advertisers—and are buying not only the circulation of a newspaper, but what it represents in buying power.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The **CINCINNATI ENQUIRER**

One of the World's Greatest Newspapers



There are certain fundamental beliefs upon which we have built this business

MATRICES

When we sell a Linotype, we assume and fulfill the responsibility of keeping it supplied with matrices.

TRADE **LINOTYPE** MARK

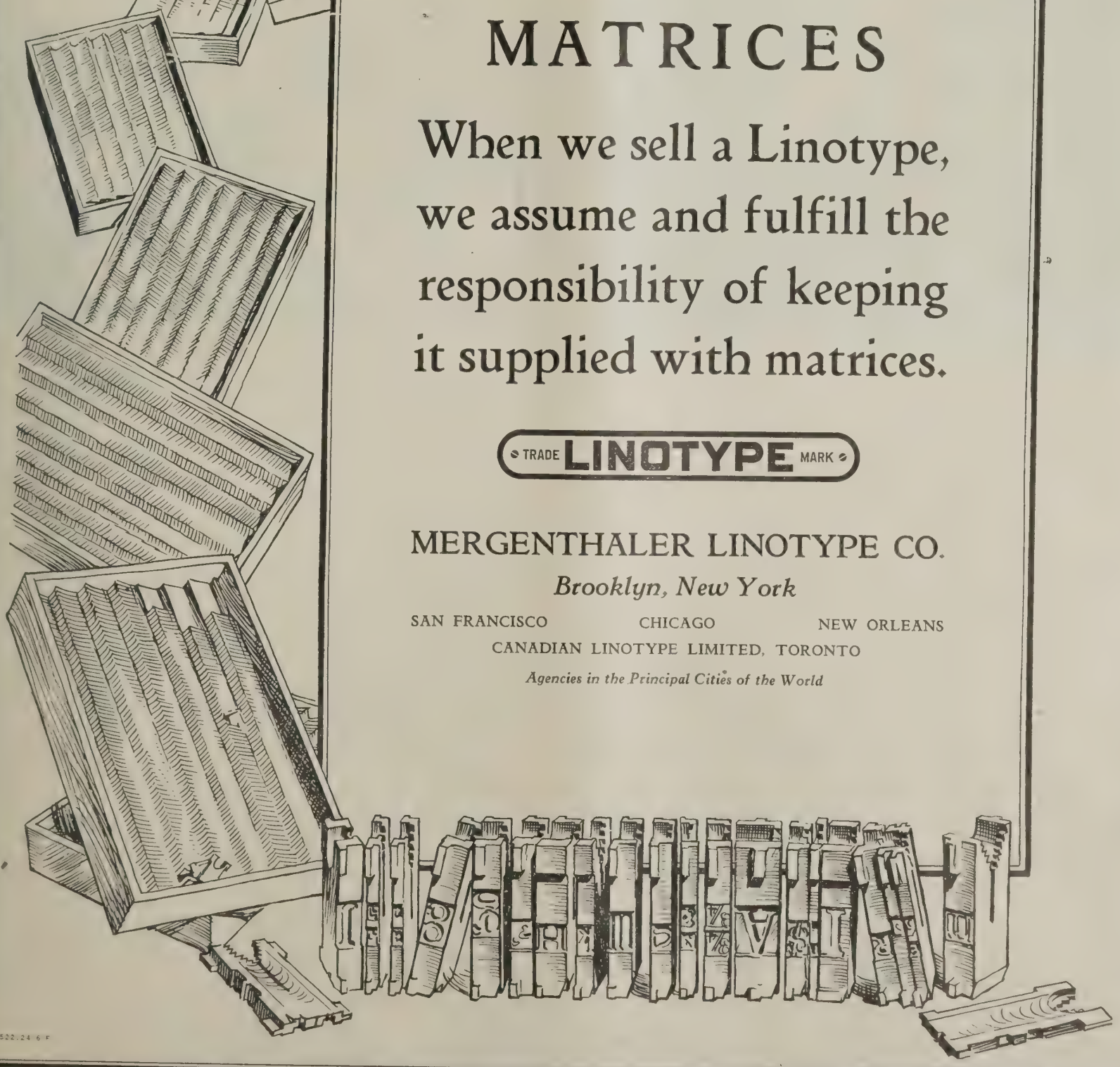
MERGENTHALER LINOTYPE CO.

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



522.24 6 F

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



FRANK G. HUNTRESS—"All newspaper publishers should work for the future."

"I CAN become prosperous as proprietor of a peanut stand, if I advertise properly," a newspaper maker once told me.

It was Frank G. Huntress, general manager of the *San Antonio Express* and the *San Antonio Evening News,* and president of the Express Publishing Company.

I considered the remark significant, because it showed the Huntress confidence in both himself and advertising, a factor largely responsible for the successful upbuilding of his two Texas properties. He went on to explain his statement.

"As a peanut stand proprietor, I would let as many as possible prospective customers know by way of a widely circulated medium that I would be at a certain street corner at a certain hour each night. There I would promise to furnish them with 'fresh, hot, roasted peanuts.'

"But to succeed, I would have to make certain that every single night my peanuts were fresh, were hot, and were roasted. I would have to deliver the goods."

Mr. Huntress has spent more than 40 of his 53 years in newspaper work, but, during the conversation, he frankly admitted that journalism is not his favorite vocation, that he always wanted to be an advertising man.

"Advertising is one of the greatest forces in this country," he believes. "It creates a desire to buy, which stimulates production; and, as in the case of the successful peanut vendor, it keeps producers up to scratch in fulfilling all they promise."

And so Mr. Huntress has become the advertisers' firm ally in the conduct of his newspapers, without slighting his readers, without creating dailies which are nothing but cash register ringers.

His newspapers were among the first in the southwest to establish a merchandising department. This was in 1913. A trip through southwest Texas was financed by the Express and News to obtain data regarding the market for advertisers.

The department does not attempt to sell goods and refuses free "write-ups." Its purpose is to educate stores to the advantages accruing from handling advertised goods.

Huntress successfully manages to keep his news columns free from publicity puffs by publishing monthly the *Express-News Retailer.* This paper, sold for 25 cents a year, contains all the write-ups necessary, and, according to Huntress, is well received by the local merchants.

"All newspaper publishers should work for the future of advertising," Huntress declared. "And, above all, they should work to increase public confidence in advertising. To this end they must and are generally eliminating all advertising that is not honest."

This Huntress confidence extends in his newspapering beyond advertising to confidence in his readers.

"For the 'Peepul'" smacks so often of insincerity! Soap box orators yowl the phrase to passers-by. Clownish politicians use it as a funny slapper to push voters to the polls.

But when Huntress says his newspapers "stand for the community and for its people first," one knowing him, has every reason to believe he means it, every word, and puts it into practice.

"A newspaper," he says, "should be like an individual, should have a character distinctly its own. And that character should be the composite of its readers, not its makers, whose business it is to know and believe in the people.

"I have confidence in the people of San Antonio and in taking a stand, I always try to consider the wishes of my 180 000 readers."

It is an expensive business running a newspaper for the people, Mr. Huntress, with a host of others, realizes. Retrenchments run rampant in newspaper offices.

"But you can't make cuts in the editorial department," Huntress asserts, "not if you are running a newspaper. The public wants the news, and the only way to give it to them is to pay for it."

Confidence in oneself is preached often, but lived particularly well by Huntress of San Antonio.

He was a newsboy back in 1884; a newsboy, unlike the majority of that motley crew, so aptly referred to as the "power of the press." He had confidence in himself.

"It isn't how much you get, it is what are you going to make of yourself" was the idea he followed.

Like others of the paper peddlers, he advanced to the mail room of the San Antonio Express. There he spent two years. Confident he had it in him to advance higher, he resigned from head of the mail room to begin at the bottom in the circulation side. He was ambitious he was made circulation manager at the then extravagant salary of $35 a week. While a circulator, he published a suburban sport newspaper called the *Pastimes* on a press worked by foot and inked by hand.

Then he decided his future was not on the circulation side. He was ambitious to advance further, and saw the higher executive positions opened up from the main business office. Consequently he accepted a loss in salary to accept a collector's job for the Express at $10 a week. In the business office he advanced to bookkeeper, cashier and assistant business manager successively.

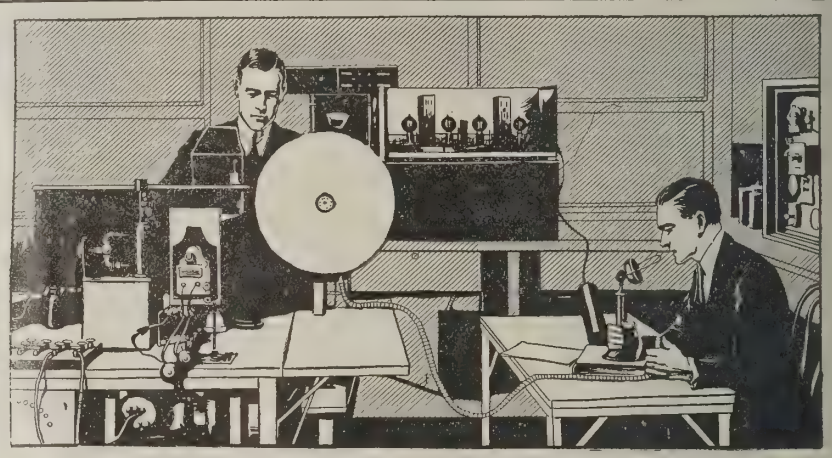
In 1889 he was made advertising manager. After that he began slowly to acquire stock in the Express Publishing Company. By December, 1910, he was elected vice-president of the concern, and in the next year attained his present position of president.

He has succeeded by having confidence in advertising, in other people, and in himself. And, added to that confidence, he has completed the cycle, by delivering the goods.

John Cohen Married

John Cohen, son of Maj. John Sanford Cohen, editor of the *Atlanta Journal,* was married to Miss Margaret Fox Aug. 4. Mr. Cohen is a member of the editorial staff of the *New York Sun.* Mr. and Mrs. Cohen are now in Europe on their honeymoon.

Cohen's associates on the Sun editorial staff presented him with a handsome clock.



In the Bell System laboratories speech sounds are recorded on the oscillograph with a view to their subsequent analysis.

The service of knowledge

The youthful Alexander Graham Bell, in 1875, was explaining one of his experiments to the American scientist, Joseph Henry. He expressed the belief that he did not have the necessary electrical knowledge to develop it.

"Get it," was the laconic advice.

During this search for knowledge came the discovery that was to be of such incalculable value to mankind.

The search for knowledge in whatever field it might lie has made possible America's supremacy in the art of the telephone.

Many times, in making a national telephone service a reality, this centralized search for knowledge has overcome engineering difficulties and removed scientific limitations that threatened to hamper the development of speech transmission. It is still making available for all the Bell companies inventions and improvements in every type of telephone mechanism.

This service of the parent company to its associates, as well as the advice and assistance given in operating, financial and legal matters, enables each company in the Bell System to render a telephone service infinitely cheaper and better than it could as an unrelated local unit.

This service of the parent company has saved hundreds of millions of dollars in first cost of Bell System telephone plant and tens of millions in annual operating expense—of which the public is enjoying the benefits.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

Announcement

The trade is familiar with the suit brought by the owners of the Ellis "Automatic" blanket patent No. 1,296,782 of March 11, 1919, to enjoin the manufacture and sale of the "Economy" blanket. We wish to announce that a decree has been entered in said suit sustaining this patent and enjoining Tingue, Brown & Co. from making or selling press blankets like the "Economy" and from in any way infringing said patent. Tingue, Brown & Co. must, therefore, stop forthwith all manufacture and sale of the "Economy" press blankets. All orders for press blankets of this kind should be sent to the New England Newspaper Supply Co. of Worcester, Mass.

In order to settle in full all claims of the owners of said Ellis patent for profits and damages caused by our infringing, manufacture and sale of the "Economy" blanket, as well as all claims for profits and damages against the purchasers and users of the "Economy" blanket, Tingue, Brown & Co. have assigned to the owners of the Ellis patent that part of its business that relates to press blanket, printers' and newspaper supplies, together with the good will, trade marks, patents relating thereto. All future orders for gold cloth, molding blankets, "Everwear" drying blankets, "Tibrode" rubber blankets, "Tindeck," as well as "Economy" blankets, should be sent direct to the New England Newspaper Supply Co., Worcester, Mass.

We take this opportunity to thank our many customers for their valued patronage and feel that their future requirements will be efficiently attended to by the New England Newspaper Supply Co.

Very truly yours,

Tingue, Brown & Co.

August 7, 1924 (Signed) W. J. Tingue, Pres.

MIDWEST AD MANAGERS MEET IN WICHITA

Hold Three-Day Session Aug. 9-10-11 —Theatrical Publicity and Automobile Copy Discussed—30 Members Present

Midwest Advertising Managers' Association concluded its fourteenth annual meeting at Wichita, Kan., Monday, Aug. 11, after a three-day session. More than 30 members were present, representing Missouri, Kansas, Nebraska, Iowa, Oklahoma, Minnesota and Arkansas.

Recreation and entertainment figured largely in the meeting although a business session at which advertising problems were discussed was held Sunday. Topics discussed included theatrical publicity and amusement advertising, automobile copy, and methods of improving advertising contracts to make them more effective.

The visiting ad managers began arriving in Wichita Saturday morning. Saturday afternoon they visited Wichita Country Club for golf, swimming and tennis, and later with Emery Hardwick and Clyde Speer, advertising manager and business supervisor of the *Wichita Eagle,* as guides they toured the city in motor cars.

Late Saturday afternoon the ad men left the city for Hurst's camp on the Ninnescah River, 20 miles south of Wichita, where they spent Saturday night and Sunday as guests of the advertising department of the Eagle.

During the business session Sunday, Knowlton Parker, Advertising manager of the *Kansas City Kansan* and president of the association, explained the purpose of the organization for the benefit of several guests who were present.

The organization has been so successful it is possible a similar organization for business managers will be formed in the same territory within the near future, according to Sidney D. Long, business manager of the Wichita Eagle, who was a guest at the meeting Sunday.

Among the members present were: Knowlton Parker, *Kansas City Kansan;* J. J. McClellan, *Joplin News-Herald;* Al Du Teau, *Lincoln State Journal;* D. B. Clapp, *Topeka Capital;* H. A. "Doc" Sprague, *St. Joseph News-Press;* Charles Nicholson, *Hutchinson News-Herald;* Roy Bailey, *Salina Evening Journal;* Joe Jordan, *Duluth News-Tribune;* L. R. Booth, *Topeka Capital;* H. E. Dreier, *Oklahoma City Oklahoman Times;* F. O. Larsen, *Tulsa World;* W. Y. Morgan, *Hutchinson News-Herald;* Charles Herrin, *Joplin Globe;* G. W. Gwinn, K. McPherson, Morgan Coe and H. A. Waller, *Hutchinson News-Herald;* C. E. Farris and W. H. Garrison, *Oklahoma City Oklahoman Times;* X. and C. Blair, *Joplin Globe.*

Union Spent 15 Millions on Strikes

Charles P. Howard, president of the International Typographical Union, stated August 11, at the union convention in Toronto, Canada, that during the 4 years ending May 31, 1924, the union expended $15,391,342 in strike benefits and special assistance to local unions throughout Canada and the United States. The report of J. W. Hays, secretary-treasurer, showed a balance of $5,158,984 in the union's treasury.

The Deseret News

SALT LAKE CITY UTAH

IN 1923 the "News" increased 71,708 lines in national advertising over 1922, while all other Salt Lake papers showed a loss for the same period.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

36,000 FAMILIES READ THE "NEWS" DAILY

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa. Placing account of the R. F. Simmons Company, 191 No. Main street, Attleboro, Mass., manufacturers of Watch Chains. Will make up lists in the Fall.

Barton, Durstine & Osborn, 200 Delaware avenue, Buffalo, N. Y. Placing the account of the Upson Company, Lockport, N. Y., manufacturers of wallboard. Lists will be made up in September.

Campbell-Ewald Company, General Motors Building, Detroit, has secured the account of the Blaw-Knox Company, Pittsburgh, manufacturers of standard steel buildings. Chicago office handling the advertsing of the United Manufacturing & Distributing Company, 9705 Cottage Grove Ave., Chicago, manufacturers of the United air cleaner for motor cars.

Colonial Advertising Agency, Webster, Mass. Placing orders with Ohio and Michigan newspapers for the Wilson Foundry and Machine Company, Michigan. Placing orders with Pennsylvania and New Jersey newspapers for Dr. Blanche Dennes, Norway, Me.; Square Deal Agency, Oneonta, N. Y.; Joseph N. Damon, Annisquam, Mass.; E. Bailey & Sons Co., New York; Jerome Shoe Company, Natick, Mass. Placing orders with New England newspapers for the New Worcester House, Nantasket Beach, Mass.; Bushwick Hospital, Brooklyn, N. Y.; E. M. Purdy, Wilton, N. H.; Wilcox Comb Company, Keene, N. H.; Matthews Farm Agency, Wilmington, Dela.; W. H. Thompson, New Haven, Conn.; Providence Body Company, Boston, Mass.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing advertising of Electric Vacuum Cleaner Co., Euclid avenue and Ivanhoe Road, Cleveland, O., manufacturers of "Premier Duplex" Electric Vacuum Cleaner. Lists will be made up during the month of September.

Long Advertising Service, 37-39 Porter Bldg., San Jose, Cal. Placing account of Bean Spray Pump Company, San Jose, Cal., manufacturers of spraying outfits. Lists will be made up during September.

Harry M. Lynch, Inc., Citizens Bank Building, Kokomo, Ind. Placing the advertising of John J. Hildebrant Co., Logansport, Ind., manufacturers of Fishing Tackle. Lists will be made up during September.

Byron G. Moon Company, Inc., Proctor Bldg., Troy, N. Y. Placing account of Hall, Hartwell & Co., 218 River street, Troy, manufacturers of men's shirts, collars and athletic underwear.

Irvin F. Paschall, Inc., McCormick Building, Chicago. Handling account of the Standard Pressed Steel Company, Jenkintown, Pa., manufacturers of Pioneer hangers, Hallowell steel collars, Standco set screws and other transmission devices.

Ruthrauff & Ryan, 404 Fourth avenue, New York. Placing advertising of Grace Osborn, Inc., 309 Third street, Bay City, Mich. Lists will be made up in September.

Herman W. Stevens Agency, Globe Bldg., Boston,, Mass. Placing account of Barber Company, 26 Warrenton street, Boston, manufacturers of Gill Automatic Oil Burner.

Street & Finney, Inc., New York. Handling account of Lewis M. Weed Company, Inc., Binghamton, N. Y., manufacturers of Sport Clothing. A campaign in sporting magazines will be launched.

Chas. H. Touzalin Agency, Inc., 7 S. Dearborn Street, Chicago. Handling account of Kirsch Manufacturing Company, Sturgis, Mich., manufacturers "Kirsch" Drapery Hardware. Lists will be made up during September.

4 Simplicity OF LUDLOW

THE fact that Ludlow repair bills, on a year after year basis, are almost nothing is one of many definite proofs of Ludlow simplicity. There is practically nothing to get out of order, so the Ludlow is always ready to supply you with an abundance of new, clear-cut display type in slug lines for either regular or big special editions.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

NEW DAILY PLANNED FOR NORTH CAROLINA

John Temple Graves Will Edit Hendersonville Times Purchased by Leroy Sargent, Florida Capitalist— Was Semi-Weekly

Leroy Sargent, Florida capitalist, has purchased the *Hendersonville* (N. C.) *Western North Carolina Times,* a semi-weekly, and will begin shortly to publish it as a daily. John Temple Graves, former editor of the *New York American,* will edit the new newspaper.

The publication will be known as the *Hendersonville Daily Times,* and will be run as nearly along the lines of a metropolitan daily as its limitations will permit.

An announcement issued by the new management states:

"The Hendersonville Times will be an independent Democratic paper, as far as national and state politics are concerned. Locally it will stand for honest, efficient and clean government, no matter what party may be in power."

Mr. Sargent has engaged Morris A. Bealle of Washington, D. C., as his managing editor. Bealle was one time day city editor of the *Washington Herald.* More recently he has been engaged in publicity work in Virginia and North Carolina.

Graves, who will be editor, is nationally known as a newspaper man. Graduated from the University of Georgia, class of '75, his first newspaper work of importance was as editor of the *Jacksonville* (Fla.) *Daily Union,* which position he held from 1881 to 1883. Then he was associated successively with the *Atlanta* (Ga.) *Daily Journal,* and the *Rome* (Ga.) *Tribune.*

From 1905 until 1907 he was editor-in-chief and co-proprietor of the *Atlanta* (Ga.) *Georgian.* For the following 8 years he was editor of the *New York American,* and later was editorial representative for the Hearst newspapers. He was elected president of the New York Press Club in 1913.

In addition to his work in journalism, Graves has also taken part in Southern politics. In 1905 he was candidate for United States Senator from Georgia, but withdrew his candidacy on account of ill health. Three years later he was the candidate of the National Independence Party for Vice-President.

Coming to Hendersonville to recuperate from an operation, Graves is said to have decided to live there permanently.

E. W. and John Ewbank were editors of the semi-weekly which Mr. Sargent purchased.

Advertisers Honor Eastman

D. T. Eastman, of Eastman & Company, industrial advertisers of Chicago, has been appointed secretary-treasurer of the Engineering Advertisers' Association of Chicago. Mr. Eastman was formerly advertising manager of the Eagle Picher Lead Company, Chicago.

A REAL AMERICANISM SERIES

Released August 25th in 30 articles

(Monday, Wednesday, Friday)

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RADIO NEWS AND FEATURES Two columns weekly by Carl H. Butman Washington Radio News Service, Room 201, 1422 F St., Washington, D. C.

Serial

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AFTER A WEEK'S USE

of the

PONY AUTOPLATE MACHINE



BUILDING OWNED AND OCCUPIED BY
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THE DAILY OKLAHOMAN
(DAILY AND SUNDAY)
AVERAGE NET PAID CIRCULATION LAST MONTH { DAILY / SUNDAY

OKLAHOMA CITY TIMES
(EVENING EXCEPT SUNDAY)
AVERAGE NET PAID CIRCULATION LAST MONTH

OKLAHOMA CITY, OKLA.

July 26, 1924

Wood Newspaper Machinery Corporation,
New York City.

Gentlemen:

The Pony Autoplate Machine was installed July 20. We find that it casts a good plate in every way, and is a machine that does everything that is claimed for it, and does it well.

During its first week's operation the Pony has turned out a variety of work, in addition to the routine runs of our two daily publications, such as double-page casts, four-color comic section, and plates for our farm publication—the Farmer-Stockman.

After noting the above, it seems unnecessary to add that we are highly pleased with the new machine.

Very truly yours,

The Oklahoma Publishing Co.
R. E. L. BROWN, Superintendent

COVERING TI

FOR UNITED PRESS



WILLIAM J. LOSH, Manager of the United Press Washington bureau, will have a watchful eye on the White House for news of President Coolidge.



FRASER EDWARDS, ... the Washington staff, ... taken up his headquar... at Locust Valley, L... with John W. Davis ... will accompany the D... ocratic candidate on ... campaign trips.



PAUL R. MALLON, assigned to Senator LaFollette in Washington. Mallon was one of the leading members of the United Press political staff in June, assisting in covering all three conventions, and will accompany LaFollette on his speaking tours.

UNITED PRESS

WORLD BUILDING

IE CAMPAIGN

FOR UNITED NEWS



RALPH H. TURNER, News Manager of United News, who will direct the handling of the campaign news and follow the activities of the Democratic candidate, Mr. Davis.



MOND CLAPPER, of the best known spondents in Wash-n, whose interpreta- political stories have ted nation-wide at- on.



THOMAS L. STOKES, of the Washington staff, who will cover the developments in the LaFollette campaign.

ASSOCIATIONS

NEW YORK

EDITORIAL

IS EVERYTHING OKEH?

HAVE you the most enterprising newspaper in your city—alive to the interests of the bulk of the citizenship, and scooping the opposition on the big local and telegraph stories and giving a good ten per cent of pure, wholesome entertainment?

Will your paper show a profit gain this year, over last? Is the circulation department co-operating to keep the unpaid and left-over copies under 1 per cent of the total run?

Is your total newsprint waste, including returns and free copies, less than five per cent?

Will your daily circulation rates average two-thirds of the wholesale price, if three cents, or one half of the retail price if two cents? Will your Sunday circulation rates average better than 7 cents, if the retail price is ten cents?

Are you averaging better than a quarter of a cent per line for each thousand of circulation for display and classified advertising, both daily and Sunday?

Is it costing you less than $2 per column for advertising and around $1.65 for news composition?

Do you collect 96 per cent of your circulation accounts and 98 per cent of your advertising accounts?

Are there no bad "overhead leaks"?

Have you tied up the best features?

Are your service contracts in good shape?

Is your newsprint contract at better than $3.65?

Are you promoting your business by advertising?

Is your staff happy and contented and sharing decently with you in the profits of your enterprise?

Are you giving real, checkable, dependable service to both reader and advertiser?

All right, if such is the case, you may take a couple of weeks vacation, for your newspaper property is in good shape.

The young man who can sell and also write advertising has an advantage, comparable to that of the lawyer who can both prepare and argue a brief.

PICTURE ETHICS

THE Berlin Chamber Court recently decided that a newspaper has no right to print a person's picture contrary to his will. The case grew out of the action of a local Berlin newspaper in publishing a cut of Herr Siegfried Jacobson, who objected to the publicity and brought suit.

The question has often been raised in this country, but no rule has been set up, except as custom has dictated it among newspaper editors. To the lay mind it may appear to be a delicate and many sided problem. It is best considered, however, in the light of the general disposition of editorial men toward news subjects. It is not the object of the newspaper to disregard the legitimate sensibilities of any individual, nor act unjustly toward any person. There are numerous valid reasons why certain news figures should be pictured, even as they are written about. If the general public is not in some true sense served by the publication of a picture it ordinarily will not be printed.

The news picture is the best possible description of a person or an event in the news, and this form of reporting is advancing with tremendous rapidity throughout the world. A good picture tells the story at a glance. To some people it may seem like an invasion of private rights to be "snapped" on the street, and pictured before the world without consent, or sometimes even without notification. Normally, this is a narrow view. We are in the world and are subject to its inspection. News pictures are a part of the realism of every day life and are as legitimate in news columns as is free writing. People who are unfortunate in personal appearance often object to picture publicity and their wishes are respected. Pictures of deformed persons, or persons shown in distressing circumstances, rarely appear, except when such publication is believed to be a genuine service to the public, as in the case of criminals. No laws need be written in this country on this subject, for the voluntary attitude of editorial men in general well protects the public.

Deliver us from the narrow zealot who regards his business as a divine cause and every rival as the devil's apostle.



I CORINTHIANS
CHAPTER 1. 27-29.

But God hath chosen the foolish things of the world to confound the wise; and God hath chosen the weak things of the world to confound the things that are mighty;

And base things of the world, and things which are despised, hath God chosen, yea, and things which are not, to bring to nought things that are:

That no flesh should glory in His presence.

Does newspaper work build knowledge and sap intelligence?

NEW LABOR IDEA

THE agreement reached this week among the three union press services and their telegraphers is a notable achievement in at least one respect. The desirability of a three-year agreement, stabilizing that industry, finally became apparent to both sides. The problem was to write a safe contract for both employer and employe which would anticipate possible unforeseeable future developments which might disjoint equity.

The union was willing to take a two-year contract, but balked at three years.

It was decided in conference that the contract might be reopened at the end of two years, providing the Secretary of Labor, if appealed to, assented to the proposition that a "major economic dislocation," or an "abnormal economic situation" had occurred, rendering the contract inequitable to either party.

This is something new in labor contracts. It seems sound and practical. For the press services and their many hundreds of newspaper clients it means that there will not be the usual ugly threats of strike and preparations to meet a strike and long-drawn out negotiations each July, unless some upheaval like a war should throw business out of joint, and to the men it means three years of undisturbed work with encouraging increased pay.

"The live wire editor is the one that reads these ideas and adopts the ones that will fit his community," comments the Sooner State Press, official organ of the Oklahoma Press Association, referring to the EDITOR & PUBLISHER *"Hunch" department.*

August 16, 1924 Volume 57, No. 12

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

WHOLESALE PSYCHING

A GIRL graduate at Columbia University prepared a 103-item questionnaire on delicate matters of personal honor, sex emotion and deep-seated "complexes" common to many people, and sent 2,000 copies to Columbia students to find the basis for a paper which she hoped would bring her a Ph.D. degree.

Columbia students, acting as newspaper correspondents, sent the story broadcast and the young lady got a very uncomfortable armful of clippings about her insolent venture. She said: "I am disgusted. We asked the newspapers not to publish the questionnaire, and urged the university publicity representative to prevent its publication, but both efforts failed. I am disgusted." It was true that New York editors were appealed to but refused to suppress the facts.

Here are three of the young lady's questions, intended to disclose psychoses in her fellow students: "Have you often stolen things?" "Do you pick your teeth in public?" "Are you one of those who think it all right to indulge in any amount of petting?"

The amateur psychologist is one of this day's worst pests. He gets a few primary thoughts on the subject and straightway proceeds to "psyche" everyone in sight. At a glance he knows to what degree you are suffering from "inferiority complex," your dreams reveal the hidden truths concerning your nature, and your sub-conscious self becomes an open book to the self-appointed analyst through an inadvertent wink of your left eye or the slant of your off shoulder when in repose.

A tape measure would be the right instrument for many of the amateur psycho-analysts to use on their own craniums.

It is well enough for the newspapers to turn the tables on these brash experiments in a delicate new science which those who have intelligently studied it admit is so intricate and incompletely developed as still to be regarded as in the laboratory stage even among the highest skilled psychologists. Any amateur trifling with it is merely playing with fire. No one with good sense or ordinary discriminating taste would ask strangers such intimate and absurd questions as those propounded by the Columbia student, most of which can be answered by most people with a "yes" and a "no," and therefore signify nothing.

The way to establish a newspaper as a radio medium, a real-estate medium, an amusement medium, or any other special medium, is to gain through hard and intelligent plugging a reputation as the local authority on that subject.

NAILING A FAKE

THE story in a French newspaper that some of the spoons used at a state banquet given in honor of the advertising convention delegates in Paris had been carried off by the American diners as souvenirs, is now denied.

The falsehood of the "lost spoons," which, of course could be nothing less than the own particular treasures of Louis XIV and therefore of incalcuable value, has found its way through a section of the American press and has fastened an insult upon the American advertising men which no amount of second-day "correcting" can remove.

Some French journalist, inspired by the noble sentiment of speeding the parting guest with a kick, invented the spoons fake and it was duly cabled and published here. The *New York World* calls it a "good joke." We fail to see the humor.

American correspondents in France who get their news by clipping the French press might, at least in such doubtful and such insulting instances, credit the source so that readers here could accept the "news" with proper reservations. No treasured spoons were stolen from the banquet hall by American advertising men or their wives. All that happened was that a foul-minded French newspaper man perpetrated a cheap fraud which some weak-minded American correspondents swallowed, hook, line and sinker.

A great all-season's sport: Catching a wild idea by the tail, locking him up in a two-column box, making him do his tricks for the benefit of all the folks in town.

PERSONALS

EDWARD B. McLEAN, editor of the *Washington* (D. C.) *Post,* entertained last Wednesday at a stag luncheon at the Kebo Valley Club in honor of Walter Hagen, British open champion, and Joe Kirkwood, former Australian golf champion, who gave an exhibition match on the Kebo Valley course, Washington.

W. J. Conners, Jr., editor of the *Buffalo Courier and Enquirer* has been elected senior chairman of the board of the Great Lakes Transit Corporation.

Maximilian Elser, Jr., president, of the Metropolitan Newspaper Service has returned to New York after two months in England and France. Mrs. Elser and their 3 children will remain in France until fall.

IN THE EDITORIAL ROOMS

KEATS SPEED, managing editor of the *New York Sun,* left this week on a month's vacation. He plans to spend part of the time at his home in Leonardo, N. J.

E. L. Bragdon, radio editor of the *New York Sun,* with his family, has gone to Sebago Lake, Me., to spend 2 weeks' vacation.

Carr V. Van Anda, managing editor of the *New York Times,* is spending a month in the Catskills.

Edward A. Sullivan, editor of the *Bridgeport* (Conn.) *Sunday Post,* is seriously ill with typhoid fever in Bridgeport Hospital.

John A. Hurley, formerly of the *Bridgeport Post,* is now assistant city editor of the *Bridgeport Telegram.*

Edward T. Ingle has left the reportorial staff of the *Toledo Blade* to take postgraduate studies at the University of Michigan.

Bruce Bacon, formerly reporter for the *Toledo Blade,* has resigned to enter business.

George St. Amour, a telegraph operator, formerly on the *Cleveland Times,* has written a newspaper serial story, "A Crick Umbrella," being published serially in the Times.

Raymond T. Tucker has resigned as Washington correspondent of the *New York Evening Post* and is now editor of the *National Democratic Magazine.*

John Elson, church and school editor of the *Buffalo Evening News,* will resign Sept. 1, to re-enter Cornell University.

Marc A. Rose, managing editor of the *Buffalo News,* is touring the Adirondacks.

Harvey White, managing editor of the *Buffalo Commercial,* accompanied by his son, Howard, reporter for the same newspaper, is making a 2 weeks' motor tour of the New England states.

Jay N. Darling, cartoonist for the *Des Moines* (Ia.) *Register,* went to New York last week to meet members of his family who are returning from a trip abroad.

Walter H. Chase has joined the editorial staff of the *Long Beach* (Cal.) *Press.*

C. H. Mahood, day commercial reporter for the *Sioux City* (Ia.) *Tribune,* has returned from a 3 weeks' vacation spent in New York.

Miss Peggy Wells, feature writer for the *St. Paul Daily News,* is in New York on a month's leave of absence.

Alan Hynd, former *Trenton* (N. J.) *Times* reporter, has just returned from a trip to Europe.

Miss Marion Geyer, society editor, *Alliance* (O.) *Daily Review,* is spending her vacation at Wingfoot Camp, on Lake Erie, near Perry, O.

K. C. Willis, from *Burlington* (Ia.) *Hawk Eye,* to telegraph editor, *Tuscaloosa* (Ala.) *News and Times-Gazette.*

IN THE BUSINESS OFFICE

HAROLD L. GOLDMAN, classified advertising manager of the *New York Sun,* with Mrs. Goldman, plans to leave Aug. 20 on the S. S. "Paris" for a 5 weeks' trip abroad.

W. Payne Lovell, circulation manager of the *Bloomington* (Ill.) *Pantagraph,* who this week became business manager of the *Clinton* (Ia.) *Daily Advertiser,* was given a farewell dinner by his associates. Joe Bunting has succeeded Mr. Lovell on the Pantagraph.

W. H. Coonradt, circulation manager of the *Decatur* (Ill.) *Review* for 21 years and for a quarter of a century connected with the paper, has resigned and will move to Riverside, Cal., where Sept. 1 he will take up his duties as circulation manager of the *Riverside Enterprise.* He has been president of the Central States Circulation Managers' Association.

Edgar A. Steele, recently Western representative of the *Boston American,* has been appointed special color representative of Capper's *Household Magazine.* Mr. Steele will make Chicago his headquarters.

SCHOOLS

MILTON S. EISENHOWER, assistant instructor in agricultural journalism at the Kansas State Agricultural College, Manhattan, Kan., has resigned to enter the United States Consular service. He will be assigned to the consulate at Edinburgh, and will specialize in journalism while taking advanced work at the University of Edinburgh.

CHANGES OF OWNERSHIP

EARL C. BROWNLEE has sold his half interest in the *Oregon City* (Ore.) *Banner-Courier* to F. J. Tooze. Brownlee has leased the *Forest Grove* (Ore.) *News-Times* from A. E. Scott who will retire as editor.

Edward Taylor, business manager of the *Miami* (Fla.) *Herald,* has purchased the *Melbourne* (Fla.) *Times,* a weekly, and will take charge Sept. 1.

Jackson Blizzard, for 6 years editor and publisher of the *Ida Grove* (Ia.) *Record-Era,* has sold that publication to Ben J. Pruess, for 11 years publisher of the *Glidden* (Ia.) *Graphic.*

Miss Ruth Camp, said to be the only woman newspaper publisher in Iowa, has disposed of one-half interest of her paper, the *Lewis* (Ia.) *Standard* to Charles Willey, former owner of the Standard.

George F. Kane, who recently sold the *Anthon* (Ia.) *Herald* to Fred C. Freeman, has purchased the *Scotland* (S. D.) *Journal* from J. O. Lee.

Hamilton (Ill.) *Press* has been sold by A. L. McArthur to M. N. Clanson and associates, the transfer to be effective Sept. 1.

Clinton (Ill.) *Daily Public,* owned for several years by a local corporation, has been sold to Bruce R. Wood and J. Earl Sigler. A. H. Montgomery, managing editor for the corporation, will remain with the new company.

James C. Nance has sold his interest in the *Lubbock* (Tex.) *Plains Journal* to his associates.

Jack Bonner has sold the *Altus Plain Dealer* and *Democrat* to L. H. Duncan.

J. C. Safley, owner of the *Grangeville* (Idaho) *Idaho County Free Press,* a weekly, has sold the business to E. M. Olmsted, of Cambridge, Idaho.

MARRIED

JOHN R. BATTIN, of the editorial staff, *Cedar Rapids* (Ia.) *Gazette,* to Miss Leota Croson of Cedar Rapids, Aug. 4.

Lyle Henry Gift, radio editor, *Peoria* (Ill.) *Star,* to Miss Ruth Elizabeth Seltzer, Aug. 2, at Peoria.

Seacord Roberts of the advertising staff, *Peoria* (Ill.) *Star,* to Mrs. Justina Anderson, in Sterling, Ill., Aug. 4.

Paul H. Gelvin, advertising department, *Spokane Chronicle,* to Miss Mabel Pross of Spokane, Aug. 2.

Charles E. Traunicek, circulation manager, *Windsor* (Ont.) *Border Cities Star,* to Miss Nellie A. Templeton.

ASSOCIATION CHIEFS

CHARLES D. ROUNTREE, editor and publisher of the *Wrightsville* (Ga.) *Headlight,* has been re-elected president of the Georgia Press Association. He is also president of the Twelfth District Press Association of Georgia, to which post he was first appointed in 1921.



CHARLES D. ROUNTREE

Beginning his life work as a teacher, Rountree quit that profession in 1905 to enter journalism in his home town of Graymont, Ga., becoming editor of the *Graymont Hustler.* He held this position 3 years.

In 1908 he became owner and editor of the *Richland* (Ga.) *Georgian,* leaving this newspaper to purchase a half interest in the *Swainsboro* (Ga.) *Forest-Blade* with W. E. Beatright. Selling his interest in 1916, he purchased the Wrightsville Headlight from the estate of the late J. M. Huff, who owned it for 35 years.

ON THE MECHANICAL SIDE

WALLACE SINES, of the *Trenton* (N. J.) *Times* composing room, is at the Government training camp, Plattsburg, N. Y.

Charles Watkins, pressroom foreman, *Tuscaloosa* (Ala.) *News and Times-Gazette,* has resigned to become head *pressman for the Selma* (Ala.) *Times-Journal.*

Chicago printers defeated the Boston printers by a score of 14 to 0 in the second day of the International Printers' baseball tournament Aug. 3, at Cubs' Park, Chicago.

IN THE AGENCY FIELD

CHARLES B. ANDREWS, formerly of the *New York Times* advertising department, has joined the New York office of John B. Woodward.

Baker Advertising Agency, Limited, Toronto, has moved from 392 Bay street to 204 Richmond street, W.

Byron G. Moon Company, Troy, N. Y., advertising agency, has moved its New York office to 395 Broadway.

Joseph C. Bowman, advertising manager of the Packard Electric Company, Warren, O., has announced he will establish an industrial advertising agency in Cleveland, Sept. 1.

H. A. Harris, formerly advertising manager of Pathé Phonograph Company and later of Davega United Sport Shops, has joined the staff of Wm. T. Mullally, Inc., as an account executive.

James W. Rhodes, formerly managing editor of the Arkay Feature Service of Providence, R. I., has resigned to join the Ewing Advertising Agency of Providence.

Campbell-Ewald has moved its Chicago office from the Maller Building to 360 North Michigan avenue.

Arthur A. Dole, formerly manager of the financial department of *Hearst's International,* has joined Albert Frank & Co., in Boston.

Peck & Staake, Kalamazoo, Mich., advertising agency is now the A. H. Peck Company, following the withdrawal of Mr. Staake from the partnership.

PRESS ASSOCIATION NOTES

A. L. BRADFORD, for many years on the Washington staff of the United Press Associations, sailed for France from New York this week to join the U. P. Paris bureau, which has been increased due to the greater volume of domestic and general news now being handled from the French capital. Ludwell Denny, formerly of the Federated Press, New York, has been appointed to succeed Bradford in Washington.

Louis P. Lockner, of the Associated Press Berlin bureau, has returned to this country to spend a few weeks' vacation.

E. T. Conkle, superintendent of bureaus for the United Press, plans to leave next week on a fishing trip in Canada.

Miles W. Vaughn and Frank Getty of the United Press New York staff, leave for vacation Aug. 18. Vaughn plans to spend 2 weeks in Bermuda, while Getty is taking a trip to Canada.

J. H. Furay, foreign editor of the United Press, has returned from a vacation spent with his family in the Adirondacks.

NEW PUBLICATIONS

WEINERT (Tex.) *NEWS,* a weekly has been started by J. C. Watson, who also publishes the *Rochester* (Tex.) *News.*

NEW PLANTS AND EQUIPMENT

DAYTON (O.) *HERALD JOURNAL* expects to move into its new building about Oct. 1.

Lincoln (Neb.) *Star* is installing a Hoe 48-page press in its new building.

Cincinnati Times-Star is erecting a 7-story addition and will install two new Goss presses.

Springfield (Mo.) *Leader* is converting

During the campaign the revised edition of "The American Government," (685th thousand), by Frederic J. Haskin, will prove an excellent premium for all newspapers that use canvassers for new subscribers or give premiums for renewals.

Ask Haskin—Washington, D. C.

its Hoe Quad press into a Sextuple (48 pages), with an extra 8-page color deck and is also adding a third No. 14 linotype to its present advertising equipment.

Hagerstown (Md.) *Daily Mail* is installing a mechanical printer for its International News Service.

WITH THE SPECIALS

GEO. B. DAVID COMPANY has been appointed to represent the *Paris* (France) *Times*.

New Jersey Newspapers, Inc., of which Harvey C. Wod is president, have appointed M. C. Gilbert manager of their Philadelphia office.

William Karpen recenty eastern advertising manager of *Radio Merchandising*, New York has joined Davidson & Hevey, New York, publishers' representatives.

SPECIAL EDITIONS

OSWEGO (N. Y.) *PALLADIUM* a 22-page Dollar Day edition, July 30.

St. Thomas (Ont.) *Times-Journal* a 50-page Reunion edition, July 23.

Audubon (Ia.) *Advocate*, a 48-page Audubon County Historical edition, July 24.

Miami (Fla.) *Herald*, 116-page anniversary edition, Sunday, July 27, in commemoration of the 28th birthday of the city.

Iola (Kan.) *Daily Register*, a 16-page Ford Day edition, July 28.

Byron (Cal.) *Times*, a 252-page illustrated annual edition devoted to the progress of San Joaquin and Contra Costa counties.

ASSOCIATIONS

PITTSBURGH PRESS CLUB held its annual outing at Kennywood Park on Aug. 6, when the members and their families were guests of the management.

Southern Illinois Editorial Association, which has a membership of 80, is launching a membership campaign headed by I. S. Dunn, publisher of the *Divernon* (Ill.) *News* and president of the association.

Oakland County (Mich.) Weekly Press Association has just been established at a meeting held last week at Birmingham, Mich. Twelve weeklies are included in the organization. Floyd J. Miller, editor of the *Royal Oak Tribune*, was elected president; Joe Haas of the *Holly Herald*, vice-president; George R. Averill, of the *Birmingham Eccentric*, secretary-treasurer. At the next meeting, to be held in Royal Oak on August 28, members of the executive committee will be elected, and plans for the winter fully outlined.

St. Louis Advertising Club will again conduct evening classes in advertising this year, John H. DeWild, chairman of the educational committee, has announced. Classes will meet once a week at the club's headquarters. Merchandising will be directed by Hart Vance, of the Admars Company, production classes by A. E. Schanuel of Roeder & Schanuel.

WHAT READERS SAY

Ad Staff to Blame

AURORA, Ill., Aug. 7, 1924.

TO EDITOR & PUBLISHERS—Re article on editorial page in your issue of Aug. 2, headed "Needless Sacrifice."

I am wondering if this publisher's lack of satisfactory advertising patronage may not be within his own organization.

It often happens that in the advertising department of a small newspaper there is too much economy practiced.

A newspaper situation always provides a lot of unreasoning and unreasonable opposition from a lot of business men who are ignorant of the whys of such a situation and too bullheaded or thick-headed to learn. They influence others, and thus make a newspaper condition a hard one to handle.

The way to handle it is to refuse to argue about it, and to sell advertising on its merit rather than to solicit on the ground that the paper deserves support. This takes real advertising salesmen, and real advertising salesmen cost money, but they are worth it. A man who can earn $100 a week is a lot more profitable than one at $20 a week, even if the $20 man is earning it, which he most likely is not.

I suspect a part, if not all, of the troubles of the publisher under discussion would be solved if he had a really first-class advertising soliciting force.

J. K. GROOM,
Director National Advertising Northern Illinois Group.

He Copyrighted "News Quiz"

TO EDITOR AND PUBLISHER:—I notice in your "Hunches" column a suggestion by a contributor of a feature in which the newspaper prints daily a list of questions based on the daily news in its columns, to stimulate a careful reading of the paper and as a quiz to test the reader's news knowledge.

The *Evening World* has been running a feature devised by myself of the very same nature for the past month and doubtless it is from this source that your contributor got the idea, since the similarity is too close to admit of coincidence. This feature is a copyrighted one and may not be used by any newspaper without contractual arrangements and for this reason I should be grateful if you would give this communication notice in your columns.

"Tidal Wave"

TO EDITOR & PUBLISHER:—While reading EDITOR & PUBLISHER, I was interested to note the story by Hammond Edward Franklin about the Columbus, O., Building & Loan Association.

This certainly is a powerful tribute to the power of newspaper advertising and in this connection a prominent building and loan man who has been co-operating with the United States League of Building & Loan Associations and the Thrift Committee told me that last January there was considerable more building and loan advertising done than has been in previous years.

This was entirely due to the co-operation between the United States League of Building & Loan Associations and the National Thrift Committee. When 10,000 of these building and loan movements begin to develop and advertise, there will be a regular tidal wave.

JNO. A. GOODELL,
Executive Secretary, National Thrift Week.

WEEK'S FLASHES

Americanism: Used gum under a movie seat.—*Brooklyn Eagle.*

If the Prince of Wales stops at all the clubs in this country that have so announced he will be with us for at least three years.—H. I. Phillips in *New York Sun.*

Affluence in 1912:—A spare bedroom in 1924.—A spare tire.—*New York Telegram and Evening Mail.*

In these days they promise to love, honor and obey their impulses.—*Belton Star-Herald.*

The police shot one bandit in a battle. Think how terrible it will be if it turns out the ill-fated robber was, after all, only a child emotionally, and was merely cutting up in childish glee.—*New York Telegraph.*

But how can a farmer feel radical when he can afford a car with two more cylinders?—*Baltimore Sun.*

By the end of this week they will all have accepted. All except the people. We have to wait until November for theirs. —*Boston Transcript.*

The more genial the guest, the more casually he flicks his ash in the general direction of the tray.—*New York Telegram and Evening Mail.*

There is a certain irony in the circumstance that Italy has more wine than casks to put it in while there remain so many willing containers over here.—*Boston Herald.*

History may not be bunk, but the speeches of statesmen indicate that bunk makes history.—*San Francisco Chronicle.*

The American Navy has just introduced chewing gum for the first time into Iceland. We trust that the Icelandic Government will be able to devise some suitable form of retaliation.—*Chicago News.*

Believers in Defense Day say that it makes for peace, but it seems to have already started a fair-sized battle.—*New York World.*

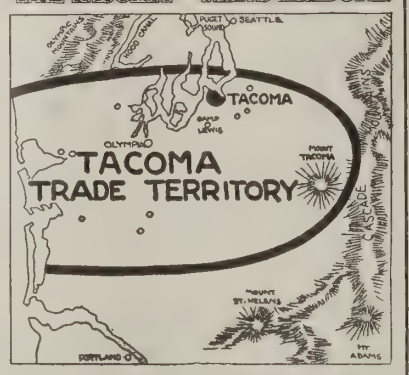
How pleasant it will be when the paying teller runs his window on the self-service plan!—*Baltimore Sun.*

Judging by some of the defections from the two big parties, the Shenandoah is not the only big gas bag that can't even stay tied.—*Philadelphia Evening Public Ledger.*

A spiritualistic medium is baffling the investigators at Boston. The most disturbing possibility about spiritualism is that invisible millions may be sitting on the rim of the bath tub.—*F. Landis in New York American.*

The Washington Herald
Largest Sunday Circulation
Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

Ahead on its Merits
Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of
The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star
Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

THE TACOMA NEWS TRIBUNE


Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

First four months of 1924
Carried more Food advertising than any other paper in the City.
NEW YORK EVENING JOURNAL

first!
—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis **NEWS**

Mr. Publisher or Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

VIRGINIA DAILIES PLAN TO ADVERTISE STATE

Meet Informally at Call of Richmond News Leader to Discuss Campaign —Newspaper Problems Also Considered

Representatives of every daily newspaper in Virginia met at an informal conference in Richmond, Monday, Aug. 11, to make preliminary plans for advertising co-operatively the resources of the state. The meeting was called by the *Richmond News Leader*.

The conference convened following a luncheon at the Commonwealth Club at which the visitors were the guests of the News Leader.

Colonel H. L. Opie of the *Staunton* (Va.) *Leader* and the *News-Leader* presided as chairman. Junius P. Fishburn, of the *Roanoke World News* and the *Times* acted as secretary.

The idea of advertising the state was received with approval and plans were discussed for combining the dailies in an aggressive campaign.

Problems peculiar to the daily newspapers, were also discussed, every phase of publication being covered in the round table discussion that lasted throughout the afternoon. There were no speeches.

Circulation, advertising, paper costs and supply, machinery and ink problems were thoroughly dissected by the executives.

A number of the state dailies were represented by publisher, editor and business manager alike, others sending at least one representative. The ready response to the call for the informal gathering and the enthusiasm with which those present participated in the discussions that followed resulted in the decision to hold a similar conference within the next 4 or 5 months.

The list of those present included A. P. Rowe and former state senator O'Connor Coolrick, *Fredericksburgh Star;* P. R. Anderson, the *Alexandria Gazette;* W. S. Smith, *Danville News;* R. A. James, Jr., The *Danville Register* and *Bee;* Colonel H. L. Opie, *Staunton Leader* and *News-Leader;* L. I. Jaffe, editor, and R. E. Turner, general manager, *Norfolk Virginian Pilot;* W. S. Copeland, *Newport News Times Herald* and *Press;* Carter Glass, Jr., *Lynchburg News* and *Advance;* Junius P. Fishburn, and Capt. F. K. Parker, the *Roanoke World News* and *Times;* C. P. Hasbrook, *Richmond Times-Dispatch;* Robert Ford, *Norfolk Ledger-Dispatch;* R. B. Huber, *Petersburg Progress-Index;* John Stewart Bryan, Douglas S. Freeman, Major Allen Potts, R. Hess, and R. B. Jones, *Richmond News Leader.*

Maine Dailies Hold Meeting

The quarterly meeting of the Maine Daily Newspaper Association was held last week at Cape Shore Inn at Cape Elizabeth. A. W. Fell, manager of the New England Daily Newspaper Association, was the principal guest and speaker of the gathering. Representatives of Maine newspapers present were: Walter B. Reed, *Bangor News;* Frank W. Manson and Caleb A. Lewis, *Waterville Sentinel;* Frederick R. Lord of the Gannett Publishing Company; Roy L. Wardwell, *Portland Press Herald;* William H. Dow and Donald F. Grey, *Portland Evening Express;* James C. Cook, *Biddeford Journal;* Hartley L. Lord, *Lewiston Journal,* and L. B. Costello, *Lewiston Sun.*

Veteran Indiana Editor Dies

Oliver M. Hand, 60, editor and publisher of the *Royal Center* (Ind.) *Weekly Record* for 28 years and the first president of the Northern Indiana Editorial Association, died at his home in Royal Center, Aug. 11, following a stroke of paralysis suffered on June 2. His two sons, Jesse and Frank, will continue publication of the paper.

Read EDITOR & PUBLISHER For News of the Newspaper Field—$4.00 a year.

PROGRAM READY FOR 9TH DISTRICT MEET

Washington, Ia., Host to Ad Men Aug. 25, 26, 27—Delegates to Be Quartered in Tents—Speakers Named

Washington "cleanest city in Iowa"—is making ready for the annual convention of the Ninth District of the Associated Advertising Clubs, scheduled for Aug. 25, 26, and 27.

Marking an innovation in advertising conventions, the sessions at Washington, Ia., will be in the nature of a "Business Chautauqua," held under a "big top," with delegates housed in small tents pitched in a nearby grove.

The program will be confined largely to a discussion of retail problems as they are found in the smaller towns.

The list of speakers thus far announced include Fred P. Mann, merchant of Devil's Lake, N. D.; J. W. Fisk, head of the merchandising counsel department of the *Milwaukee Journal;* James A. Austin, advertising manager, *Omaha Bee;* J. Adam Bede, lecturer of Pine City, Minn.; John H. De Wild, manager of the merchant's service department of the Ely and Walker Dry Goods Company, St. Louis; John Blaul, head of the Blaul Wholesale Company.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

the World's Largest NEWSPAPER CIRCULATIONS



THEY had a lot of good fun with each other at the Advertising convention—those British Advertising men and the American "On-to-London" delegation—over the relative "sizes" of things in this country and abroad.

The Americans told, with just pride, of the enormous newspaper circulations built up in our metropolises.

But the British had a real comeback with their "Daily Mail" which enjoys a net sale in excess of eighteen hundred thousand each day.

Also, the "News of the World" with Sunday editions of 3,000,000 came in for its share of glory.

"The Mirror" (over a million daily), "The Express" (850,000), "The Times" and Messrs. Hulton likewise were proudly cited by our British cousins.

When the Americans visited the plants of these publishers, however, they felt right at home.

For there they recognized Goss Presses on the job the same as they are in the pressrooms of America's leading publications. And they found British pressmen as loyal to Goss Presses as are American pressmen.

Some forty-eight Goss Sextuple and Octuple Presses are in the service of leading London newspapers alone. Many more throughout Great Britain, Australia, New Zealand and Canada.

Publishers throughout the British Empire and the European continent favor Goss Presses as highly as do American publishers. Appreciation of the best is, after all, a universal trait.

THE GOSS PRINTING PRESS COMPANY • CHICAGO
The Goss Printing Press Co. of England, Ltd., 18-19 Whitefriars St., London, E. C.

GOSS
PRESSES

JOHNSON CITY DAILIES IN MERGER

Staff-News and Chronicle Now Directed by Single Corporation Headed by Smith-News Combined with Staff

Owners of 3 newspapers in Johnson City, Tenn., the *News,* the *Staff,* and the *Chronicle,* this week formed a new corporation, the Appalachian Publishers, Inc., pooled their assets and liabilities and will issue two newspapers, the Chronicle, morning, and the Staff-News, afternoon.



GUY L. SMITH

The new corporation is capitalized at $250,000. Guy L. Smith, president of the Chronicle Publishing Company, is the president of the new concern. Separate boards of directors will control policies of the papers.

This week's consolidation and incorporation is the culmination of a newspaper war which started soon after Munsey Slack, publisher of the Staff, sold his newspaper to the Chronicle.

Old employes of the Staff, headed by Charles N. Carson, former Staff general manager, launched the News. It was backed by $75,000 subscribed by 300 shareholders.

Last Thursday, Aug. 7, the News ceased publication and appeared as the Staff-News.

The new corporation claims that an economic loss of $100,000 annually is eliminated by the deal.

TIT FOR TAT

ADVERTISING and editorial jealousies are being aired in the literary department of the *Cincinnati Times-Star.* George M. Payne, literary editor of the Times-Star, recently printed the following:

CHAPTER I

The Critic—In reviewing Henry Justin Smith's notable story of "Josslyn," the record of a newspaper man's career and his reactions to his experiences, the critic made bold to say that the news department of a newspaper was the essential department.

CHAPTER II

Critic of the Critic—"C. B.," writing to the Critic, made equally bold to say that if it were not for the advertising department the critic would "starve to death," a most terrible fate.

CHAPTER III

Adding Fuel to the Flame—Now comes "C. B. F.," also bold, and deposes as follows, to wit.

Mr. George M. Payne, Literary Editor, Times-Star:

Dear Sir—The criticism of the news department by some friend of the advertising department, as printed on the book page of The Times-Star, Thursday, reminds me of a story I heard in New York. An advertising agent told one of the New York editors that he would starve but for the advertising agents. The editor replied: "If it were not for us 'writer fellers' most of you advertising 'fellers' would be selling fish from the tail of a cart." C. B. F.

In New Orleans Consult the Latest A. B. C. AUDIT

(September 30th, 1923)

Before scheduling space in evening papers.

NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday

SPLENDID COOPERATION TO ADVERTISERS

Leads in Daily and Sunday CITY CIRCULATION

Specials: East Beckwith
West Branham

G. O. P. Selects Ad Agencies

The following advertising agencies have been selected by the Republican National Committee, New York, to place its advertising on the presidential election: W. L. Brann, Inc., 11 E. Forty-third street, New York; Barton, Durstine & Osborn, 383 Madison avenue, New York; Gardner Advertising Agency, 1627 Locust street, St. Louis. The Gardner agency will handle religious publications only.

Davis Joins Illinois Group

R. Heath Davis, manager, LaCoste & Maxwell's Chicago office, has been appointed Western representative of the Northern Illinois Group of daily newspapers, consisting of the *Aurora Beacon-News, Joliet Herald-News* and *Elgin Courier.* He will assist I. K. Groom, director of national advertising for the Group.

Hesters to Return Next Month

Mr. and Mrs. William V. Hester, Jr., who were married last week in Paris, are sailing for home September 13 on the Empress of Scotland. Mr. Hester is son of William V. Hester, principal owner of the *Brooklyn Eagle.*

first IN CENTRAL OHIO
COLUMBUS IN **CIRCULATION & ADVERTISING**

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH . . . 12,231,807 lines
SEC. PAPER . . 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

WARDEN AGAIN HEADS MONTANA PRESS

General Manager Great Falls Tribune Reelected President at Lewiston Meet—Agricultural and Forest Problems Discussed

Montana State Press Association closed its 39th annual convention at Lewiston, Saturday, Aug. 9, with the reelection of President O. S. Warden, general manager of the *Great Falls Tribune,* and Secretary S. E. Peterson. The meeting opened Aug. 7. Attending members declared the sessions the most successful ever held.

Among the speakers were Martin J. Hutchins, editor of the *Missoula Missoulian;* G. M. Moss, editor, *Whitefish Pilot;* Dean Stone of the Montana School of Journalism; M. A. Brannon, Chancellor of the Montana State University; C. G. Manning, Superintendent of the Lewiston Schools; L. L. Calloway, Chief Justice of the Montana Supreme Court; Mrs. W. T. Perham, prominent club woman of Glendive; W. L. Stockston, president, Montana Farm Bureau; Fred Morrell, U. S. District Forester; C. H. Purcell, engineer, Bureau of Public Roads, Portland; Col. C. S. Albert, of the Legal Department of Great Northern Railway; Sam Freed, Denver Matt staff, Chicago; and Chester C. Davis, Montana Commissioner of Agriculture.

The pushing of a good roads program, preservation of forests, loyalty of its people to products of the state, the sheep and the wool industry, and kindred subjects were thoroughly discussed. Commissioner Davis dwelt strongly on the agricultural resources of Montana and demonstrated that there had been a steady and rapid increase in soil productions of the state for the past decade with the single exception of the year 1919 which was the only complete drouth ever suffered by the state. This year's production of wheat alone was estimated at 60,000,000 bushels.

The meeting ended with a banquet Saturday night.

New Editor for Hawaiian Paper

Vern Hinkley has resigned from the news and editorial staff of the *Honolulu Star-Bulletin* to become editor of the *Hilo Tribune-Herald.* He succeeds Charles E. Banks, who is returning to Seattle to join Mrs. Banks who is recuperating there from an operation. Before going to Honolulu 2 years ago, Hinkley served on the *San Francisco Bulletin.*

Veteran M. E. Resigns

G. A. Martin, managing editor of the *El Paso* (Tex.) *Herald,* has announced his resignation to take effect Nov. 1. It is his intention to enter other fields of work. He had been managing editor of the Herald for the past 12 years, having been connected with the same newspaper for more than 22 years.

KEEP IN TOUCH WITH OLD FRIENDS through EDITOR & PUBLISHER —Subscription $4.00 a year.

New Copy Is Coming

Church advertising copy has been issued by this Department for nearly three years. Scores of newspapers in all parts of the country have taken advantage of the opportunity to help their community by stimulating larger attendance at local churches.

This new series, No. 6, will consist of 52 pieces, about 250 words each, and will be available in proof form September 1.

To cover cost of printing and promotion a charge has been fixed of only 3 cents per thousand circulation per week, and if any paper thinks this is too much it is at liberty to fix its own price.

Proofs will be ready September 1, and may be obtained without charge by addressing Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

NOT

Messrs. Winkler, Fal
Switzerland, are offering
casting apparatus which
from an overhead furnace
which we referred in our an

This advertisement is t
sue, under eight patents
sell, or use the Winkler
the United States. And
one patent, those who ma
Winkler drying and moldi

In order to satisfy any d
such a plate casting apparatus we are manufacturing a similar machine, which is faster, simpler, more easily handled than the Winkler, and may be attached to existing metal furnaces, which can not be done with the Winkler. Its price is $5,000, f. o. b. cars, Plainfield, N. J.

We are nevertheless not pushing this machine, for the reason that neither it, nor the Winkler, is adaptable to the American market. Whereas the Pony Autoplate machine casts, trims, shaves, and cools the plate, delivering it dry, ready for press, the Winkler neither trims, shaves, nor cools the plate, and is offered here upon the assumption that unshaved printing plates are suitable for American newspaper printing, which is not the case.

WOOD NEWSPAPER MACHINERY CORPORATION
HENRY A. WISE WOOD
President

LOOKING backward from the pinnacle of 23 years, N. C. Dodge, cartoonist for the *Manchester* (N. H.) *Union-Leader,* writes the following confessions:

"Alas—the world and I cannot agree. I claim the title of cartoonist.



N. C. Dodge.

"My father and the populace had the same trouble. The day I entered the world, he argued with the neighbors as to whether the church bell and the factory whistle were announcing my arrival or the speeding danger of a brush fire outside the city.

"I was born June 13, 1901, thus gaining prominence for one of the three times in my life. Marriage and death are yet to come. I was born in Manchester where there are plenty of other odd characters. Reared in a mill town, I played with the Portuguese and the Greeks and gained my first intimate knowledge of the English language in the primary school.

"I was graduated from Manchester high school, never asking how for fear of a mistake. My graduation from Dartmouth with the class of '22, convinced me mistakes are made even in college. Later I learned what the B. S. was they gave me.

"I made the track team at Dartmouth easily and was picked to enter the first race. Then they told me it was an elimination event and that together with 100 others I was released. After that I sung in the college choir at chapel, keeping silent on special occasions when visitors were present.

"My first official act, when called on to face the world alone, was to break an arm cranking an ancient Ford. I then composed a cartoon on "Crank versus Self Starter," which was universally rejected but always accompanied by the personal apologies of the editor.

"During college I successfully submitted several drawings to the *Dartmouth Jack O'Lantern* during the dull seasons. For the past two years I have been the budding staff artist with the *Manchester Union-Leader.* A few months after I began work for the Sunday Union-Leader, it suspended publication indefinitely. How I get by, I can't explain. Here's hoping my luck grows correspondingly with my nerve."

CHANGES ON N. Y. TIMES

Griswold to Chicago Journal of Commerce—Andrews Resigns

Frank P. Griswold, Jr., and Charles B. Andrews, both members of the advertising staff of the *New York Times,* resigned this week to take positions elsewhere.

Griswold, who has been in charge of the financial advertising department of the Times for two years, will become New York representative of the *Chicago Journal of Commerce* on Aug. 18. Only 26 years old, he entered the employ of the Times in 1917, serving at the publication counter. He joined the navy during the war, returning after the armistice to his old post. After a short time there he was transferred to the financial advertising department as a solicitor. He was placed in charge of the department in 1922.

Mr. Griswold's associates bade him farewell at a dinner in his honor Aug. 14, at Villipigue's, Coney Island.

Andrews leaves Saturday, Aug. 16, to join the John B. Woodward organization He was given a farewell luncheon Aug. 12.

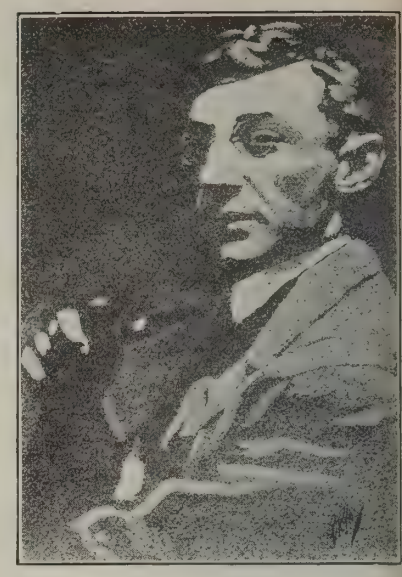
Genevieve Forbes to Wed

Miss Genevieve Forbes, for several years a feature writer for the *Chicago Tribune,* has announced Sept. 6 as the date for her marriage to Mr. John Origen Herrick, another member of the Tribune staff. Dr. George Craig Stewart will read the service at St. Luke's Episcopal Church, in Evanston, Ill. Robert M. Lee, city editor of the Tribune, will be one of the ushers.

WHO, WHAT & HOW

about

Los Angeles



(*Are you getting the truth from this ridiculed, startling, impetuous city that claims it is out to become the world's greatest metropolis?*)

LOS ANGELES is a D'Artagnan who has touched the imagination of the war-weary, strike-disgusted, politics-stuffed World.

It is a city doing the impossible.

Hundreds of thousands have come, are coming—a new type of pioneer—from every corner of the country.

Los Angeles produces 85 per cent of the world's movies—an influence on the thoughts, tastes and modes of 18,000,000 people daily.

Los Angeles dominates the old-world, has 1,050,000 people, ranks third place in building for 1923, leads in inter-coastal shipping and has the most unique Little Theater in America.

If John Doe leaves your town for Los Angeles folks are far more interested in what he is doing than if he goes to New York or Chicago, or New Orleans.

Do you want a daily, weekly or monthly unbiased, news letter from Los Angeles.

Do you want special news:

Business	*Women*	*Children*	*Lumber*
Oil	*Shipping*	*Movies*	*Styles*
Real Estate	*Banking*	*Personals*	*Politics*
Advertising	*Mining*	*Art*	*Music*
Agriculture	*Industry*	*Motoring*	*Fruit*
Mercantile	*Church*	*Hotel*	*Prohibition*
Aeronautics	*Finance*	*Sports*	*Stocks*
Scandal	*Literature*	*Science*	*Law*
Mercantile	*The Press*	*Society*	*"Open Shop"*
Dancing	*Cafe*	*Fish*	*Crime*
Dope	*Railroad*	*Hydroelectricity*	*Schools*
Textile	*Mexico*	*Medicine*	*Irrigation*
	Klan	*History*	*Forestry*

Do you want impartial interviews—accurate statements and thumb-nail character-sketches?

Do you want special, or monthly, reports?

Rates very reasonable for good work:

Upon receipt of your requirements rate will be wired you.

SHERLEY HUNTER

FREE LANCE

816 Detwiler Building Los Angeles, Cal.

(REFERENCES: Any Los Angeles newspaper or magazine publisher—bank or institution.)

WHY NOT SEND THE COUPON

SHERLEY HUNTER, 816 Detwiler Bldg., Los Angeles.

Please send me a copy of your magazine "COPY" and your rates for the following service

.....

.....

.....

Name .....

Publication .....

Address .....

City .....State.....

New York Retains Lead In Total Earnings

EARNING power of a territory indicates more directly than wealth, the strength for immediate business activity. The creators of the greatest wealth are the greatest spenders.

In the preliminary report for income taxation (just issued) for 1922, New York State is shown to have reported incomes of $4,110,588,989. The amount of tax paid was $273,960,079 on 1,102,748 returns filed. New York State contributed 31.82 per cent of the total tax paid. The next highest state paid only 10.87 per cent of the whole.

The average income of those reporting in New York State was $3,727.41 as compared with $3,391.73 the previous year. Government figures indicate that the State's per capita net income was $383.71 on a population of 10,712,680, the per capita income tax being $25.57.

New York State with a total wealth of $36,986,638,000 is the wealthiest community in the world.

New York State presents more attractions for any manufacturer than can be found elsewhere. The really big merchandising successes are obtained by going where the big money is—and the Empire State is the successful National Advertiser's big money maker.

Buy Space Regularly In These NEW YORK STATE Daily Newspapers

		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News	(E)	18,746	.08	.08
***Albany Knickerbocker Press	(M)	30,537	.10	.10
***Albany Knickerbocker Press	(S)	52,354	.13	.13
†††Auburn Citizen	(E)	6,429	.04	.035
***Batavia Daily News	(E)	8,728	.04	.04
***Brooklyn Daily Eagle	(E)	66,079	.22	.22
***Brooklyn Daily Eagle	(S)	76,284	.22	.22
***Buffalo Courier and Enquirer	(M&E)	78,058	.18	.18
***Buffalo Courier	(S)	118,603	.25	.22
***Buffalo Evening News	(E)	123,852	.25	.25
***Buffalo Evening Times	(E)	100,236	.18	.18
***Buffalo Sunday Times	(S)	100,005	.18	.18
***Buffalo Express	(M)	48,019	.14	.12
***Buffalo Express	(S)	55,407	.18	.14
†††Corning Evening Leader	(E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser	(E&M)	32,915	.11	.11
**Geneva Daily Times	(E)	5,537	.04	.04
***Glens Falls Post-Star	(M)	9,065	.035	.035
***Gloversville Leader Republican	(E)	6,877	.035	.035
***Gloversville Morning Herald	(M)	5,927	.03	.03
***Ithaca Journal-News	(E)	7,308	.04	.04
***Jamestown Morning Post	(M)	10,515	.04	.035
***Middletown Times-Press	(E)	6,434	.03	.03
***Mount Vernon Daily Argus	(E)	9,490	.05	.05
†††Newburgh Daily News	(E)	11,564	.05	.05
New Rochelle Standard-Star	(E)	7,000	.04	.04
†††The Sun, New York	(E)	260,026	.60	.54
†††New York Times	(M)	345,149	.70	.686
†††New York Times	(S)	576,321	.85	.833
New York Herald-Tribune	(M)	276,340	.594	.576
New York Herald-Tribune	(S)	332,921	.6435	.624
†††New York World	(M)	360,908	.595	.58
†††New York World	(S)	575,672	.595	.58
†††New York Evening World	(E)	271,114	.595	.58
†††Niagara Falls Gazette	(E)	17,582	.055	.055
***Port Chester Item	(E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise	(E)	12,098	.05	.05
***Rochester Times-Union	(E)	66,574	.20	.18
†††Syracuse Journal	(E)	42,103	.14	.14
***Troy Record	(M&E)	23,568	.05	.05

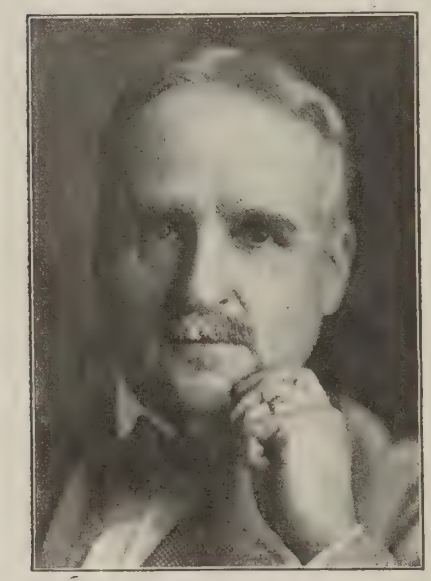
**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

HENRY M. PINDELL, PEORIA PUBLISHER, DIES SUDDENLY AT 63

Stricken at Summer Home in Michigan Following Illness at Democratic Convention—Prominent in Journalism for Three Decades

HENRY MEANS PINDELL, 63, publisher and owner of the *Peoria Journal and Transcript,* and for three decades a prominent figure in Illinois and middle western journalism, was stricken suddenly at his summer home at Northport Point, Mich., Friday, Aug. 8, and died at 7 o'clock in the evening. Funeral services were held from the Peoria home, Monday afternoon and newspaper men from the state gathered to pay their last tribute.

Mr. Pindell was first taken ill at the Democratic Convention where he was active in the McAdoo campaign and worked unceasingly for the Californian. At the 37th ballot Frederick A. Stowe, Journal-Transcript editor, who was at the Convention became alarmed at Mr. Pindell's weakening condition and urged him to return to his summer home. He left the East July 2.



The Late Henry M. Pindell

Mr. Pindell was born in St. Joseph, Mo., Dec. 23, 1860. He received the degree of A. B. from De Pauw University in 1884. He served as a reporter on the *Chicago Tribune,* business manager of a country newspaper, then became city editor of a daily in Springfield, where he was elected city treasurer in 1887.

When he founded the Herald he had no capital of the cash sort—but an abundance of that super-capital which people call brains and energy. Peoria was not a promising field for a new morning newspaper, for the historic Transcript was strongly intrenched. In spite of this, the Herald prospered from the first. Mr. Pindell did not believe, however, in destructive rivalry, the burden of which is always assessed upon the business men of a community. Instead of trying to destroy the Transcript, he bought it. And the Herald-Transcript became at once a powerful factor in Illinois journalism.

Soon afterward the Evening times was started, with an Associated Press membership. Mr. Pindell did not consider the paper was needed in the field, and he purchased it, selling it at once to Jacob Barnes, of the *Evening Journal.* In 1902 he disposed of the Herald-Transcript and bought the Evening Journal, proceeding to develop it into a metropolitan newspaper, with modern equipment and up-to-date features. In 1916 the Transcript was again offered for sale and Mr. Pindell consolidated it with the Journal. He became editor and owner of a morning, evening and Sunday newspaper. Mr. Pindell attracted national attention in 1913, when President Wilson nominated him for the post of Ambassador to Russia. Some metropolitan newspapers in the East, with characteristic provincialism, raised the inquiry: "Who is Pindell?" The people of the Central West knew who he was—and the President knew. But partisanship in the Senate resulted in delays as to his confirmation. President Wilson responded to this situation by submitting his appointment to the Senate a second time—and it was promptly confirmed. Mr. Pindell as promptly declined the appointment—to the great regret of his friends, among whom he counted hundreds of the leading newspaper makers of the country.

In the second year of the World War Mr. Pindell visited the French and Belgian trenches, obtaining a close-up view of the nature and significance of the great struggle. From the moment when the United States declared war on Germany he subordinated all other newspaper efforts and policies to the service of the nation.

Mr. Pindell was a member of the Society of the Cincinnati, the Lambs, Phi Gamma Delta Fraternity, the University Club in Chicago and the Country, Creve Cœur and University clubs in Peoria.

WHAT THEY ARE SAYING

A COMPLETE BUYING GUIDE

"THE newspapers today are a complete buying guide and the public is becoming more and more used to buying from newspaper advertising. That being true, the dealer ought to have as complete a showing of merchandise as possible in his show window. All departments should be represented and none should dominate."—James W. Fisk, Merchandising Counsel, Milwaukee Journal.

* * * * *

ATTRACT ATTENTION FIRST

"THE great thing to remember in advertising in a newspaper is that to go into a newspaper is like going into a big hall, except the newspaper has tens of thousands or hundreds of thousands of readers. The first thought should be to attract attention. After you have attracted attention you can talk to them fairly in detail."—Arthur Brisbane.

* * * * *

MUST TRAIN MEN TO SELL

"THE time has arrived when we must show more appreciation of the value of training men to sell. We would not place our smallest newspaper press in charge of an unskilled mechanic. Yet some of us engage young men with little or no training to represent our publications, expecting them to sell pages of valuable display space varying according to the publication from five cents to several dollars a line."—Harvey R. Young, Advertising Manager, Columbus Dispatch.

* * * * *

CUT OUT BITTER COMPETITION

"A NEWSPAPER needs more advertisers rather than more advertising. We would rather have 100 advertisers using 500 columns a week than ten advertisers using the same amount. There are too few advertisers in many cities simply because newspaper men have not shown enough merchants how they can become advertisers. Solicitors often times compete too fiercely for the business of the small crop of present advertisers instead of developing new business. This usually bitter competition is not good for the newspaper or the advertiser."—A. L. Poorman, Advertising Manager, Providence (R. I.) Journal.

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SUCCESSFULLY ADVERTISING FOOD PRODUCTS

"TO successfully advertise a food product there are three things you must have—a good product, a good sales force and a good distribution. You must have a product that will please, and one that will repeat, and the sales force must get it out into all points where the advertising reaches, for the best that advertising can do is to tell the people about this product."—H. E. Phelps of Williams & Cunnyngham.

TRY IT YOURSELF

The Manhattan office of the BROOKLYN STANDARD UNION in the Woolworth Tower is the highest advertising office in the world.

We get some queerly addressed letters up here, but the star of them all came a few days ago. It read:

To the Tallest Man
In the Tallest B'ldg,
45 Seconds from B'way, City.

It arrived here without any delay.

Put an order in an envelope, and write a puzzle on the outside. We seem to be getting everything which ought to come our way.

Poor Bob's Almanak

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Newark

The Sun Leads
New York Evening Newspapers
in
National Advertising
Automobile Advertising
Radio Advertising
Financial Advertising
and in many other classifications.
The Sun gained more than one and a half million lines of advertising in the first seven months of this year, as compared with the same period in 1923.
The Sun
New York
Average daily net paid circulation more than 250,000

FIVE BIG MARKETS IN TEXAS
THREE BIG MARKETS IN LOUISIANA
The BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL cover the Fifth Market in Texas and the Third Market for Louisiana.
No Texas or Louisiana list complete without them.
Ask Beckwith—He can tell you.

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell
J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

STRIKE AVERTED AS TELEGRAPHERS SIGN WITH PRESS SERVICES

Three-Year Contract Calls for $2 Raise First Year, 50 Cents Succeeding Years—Can Reopen Negotiation Only Under "Abnormal Economic Situation"

AN innovation in long time labor contracts developed late last week, when Roscoe H. Johnson, international president of the press telegraphers' union, and union committeemen agreed with heads of the United Press Associations, Universal Service, and International News Service to maintain a 3-year agreement, stabilizing the service, unless an "abnormal economic situation" exists at the end of the second year.

Walk-out of nearly 500 press operators in newspapers and bureaus all over the country was averted by the move.

The agreement, reached late Friday, Aug. 8, provides a 3-year contract with a $2 a week increase in wages of all operators, both day and night, for the first year with a 50 cents a week increase for the next two years. The contract is retroactive to July 1.

The unusual clause in the contract reserves a reopening right at the end of the second year in the event of a "major economic dislocation." In case of dispute as to this right, it is further agreed to submit the issue to the Secretary of the Department of Labor or his appointees, whose decision will be "final and binding."

The clause follows in full:

"It is mutually agreed that if at the end of the second year of this contract an abnormal economic situation exists creating a major economic dislocation such as was created by the World War between 1915-1918 or as was created by the panic of 1893 or 1907 the men and the company reserve the right to reopen this contract, in the usual manner provided for the termination of contracts, for revision in harmony with economic conditions. It is understood that this agreement can only be reopened on the basis of the above-named causes and that a sectional or minor industrial or economic change cannot be used as a basis for reopening the contract. It is agreed that in case there is any dispute as to the right of either party to reopen this contract under this clause that the issue will be submitted to the Secretary of the Department of Labor or his appointees, whose decision will be final and binding."

Before this agreement was reached, union leaders and press association officials were deadlocked with a strike impending. Union leaders went so far as to take a strike vote.

Company officials were confident they would win, if the dispute was carried to the walk-out stage. But neither side wanted a strike. The press services preferred to deal with the union, but wanted relief from annual negotiations.

President Johnson long stood firm against a 3-year contract. On the other hand the press services were equally as adamant in favor of the long time agreement.

The nucleus of the accepted contract had been handed down early this month in the form of a suggestion by Hywel Davies, representative of the Department of Labor, who had been called in as arbitrator, when previous negotiations, which started July 1, had failed.

Davies recommended a 3-year contract with $1 a week increase each year. His recommendation was accepted by press service heads but rejected by the union.

The union had demanded increases ranging from $10.75 to $15.75 a week. The press associations demanded $2.50 a week reduction, pleading decrease in the cost of living.

Wages before the accepted present contract were from $41.75 per week for day work up to $60.75 per week; and for night work from $42.25 to $60.75.

Settlement of the dispute was reached by Karl Bickel, president of the United Press Associations, Chester Hope, editor, Universal Service, and George C. Shor, editor and general manager of the International News Service, and President Johnson, A. T. Maddux, J. P. Frayn, V. J. McTiernan, C. E. Landers, R. M. Pollock, and M. B. Norton, representing the union.

REVEAL "INSIDE" STORY

Political Writers Tell How They Worked at Clarksburg

Several correspondents, covering the "notification" at Clarksburg this week, let the public in on some of the secrets of newspaper political writers.

Robert Barry, political writer for the *Philadelphia Public Ledger* and the *New York Evening Post*, for instance, devoted several paragraphs to a talk with Col. "Mike" Hennessy, *Boston Globe* correspondent, with a description of "Mike's" cane. He also told how the news writers tried the Clarksburg golf courses.

Lindsay Denison informed readers of his newspaper, the *New York Evening World*, just how the press representatives were received by the Clarksburg Democrats.

"It is a delirium," he telegraphed.

"And that isn't all. Out on the station plaza is the Hon. James Preston of the Senate press gallery at Washington.

"You stand right here, Jim says, and he'll have a car for you in just a minute. You stand. Along comes big bustling John Edward Nevin, Mr. Davis's own press contact man.

"He wants to know what you are standing gawking about on a corner for. You explain that when you were a little boy your grandmother made you promise to do just as Jim Preston said and are doing it. Mr. Nevin suggested that Mr. Preston could go somewhere that no grandmother would have sent him and hurls you into a car."

"Just one final item," the same writer concluded his dispatch, "showing how thoroughly Clarksburg is on the job this day. All newspaper despatches are carried from the Davis home and from the headquarters to the Western Union offices by uniformed motorcycle policemen of the Clarksburg force."

Millers to Advertise

Buckwheat Millers' and Shippers' Association at a recent special meeting in Elmira, N. Y., decided to conduct a co-operative advertising campaign under the direction of A. S. Bennett of New York.

Classified Advertising

"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

By Crops, Livestock Products, Manufactures and Mining

West Virginia

produces annually about

$931,387,000

OF course that is not actually net income. As figures, they are misleading, but by matching them with such figures from other states and dividing by population you will sense a measure of West Virginia's possibilities for your business and of the richness of its people.

This state, which ranks 40th among the states in size and 27th in population, ranks second in value of mineral wealth.

West Virginia's native born whites number 90 per cent of the total population.

Here is an ideal field for advertisers. For a little money spent in these papers you will be a big advertiser in West Virginia.

In West Virginia the National Advertiser gets concentration of buying units in a few chief centers.

These are the cities and papers:

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

WHAT'S WHAT IN THE FEATURE FIELD

SEYMOUR B. CONGER, now Berlin correspondent for the *New York Evening Post* and the Ledger Syndicate, Philadelphia, is writing a series of uncensored articles from Berlin relating his six months' experiences in Russia, whence he has just returned from studying conditions under the Bolshevist regime.



SEYMOUR B. CONGER

He is a newspaper man of long training. Graduated from the University of Michigan with an A. B. degree in 1900, he took an A. M. in 1903. During these college years he worked on the staff of the *Grand Rapids* (Mich.) *Evening Press*, and afterwards became connected with the Associated Press, remaining with the latter organization nearly 20 years.

For the A. P. he was stationed at St. Petersburg, Russia, during the revolution and the Russo-Japanese war, from 1904 to 1910. Then for the next 7 years he was director of A. P.'s Berlin bureau. When war was declared, he became a war correspondent, attached to German and Austro-Hungarian forces on all fields of the European war, until the rupture of relations with Germany. In 1919 he covered the Paris peace conference for the Associated Press and the submission of German and Austrian treaties and signature of peace at Versailles.

Joining the *Philadelphia Public Ledger* staff in 1920, he gained the distinction of being the first correspondent to reach Brest-Litovsk and get through the story of the battle between Bolshevists and Poles.

George Pfann, all-American quarterback at Cornell University last year, has written a short series of football articles for the Boys' and Girls' page, syndicated by Associated Editors, Inc., Chicago.

John H. Striebel, creator of "Pantomime," the comic without words, is spending the summer painting at Woodstock, N. Y.

Dr. Edwin E. Slosson, director of Science Service, Washington, spent the week at Toronto, Canada, attending the convention of the British Association for the Advancement of Science.

Feg Murray, former Olympic champion and now sport cartoonist, plans to leave Chicago soon for a trip to the Pacific coast, visiting several newspapers enroute which use his cartoon service. Murray is a graduate of Leland Stanford and was formerly cartoonist for the *Los Angeles Times*.

Miss Helen Hill, formerly of Alco-Gravure and past president of the League of Advertising Women of New York, has become the vice-president and director of the Women's News Service, New York. Katherine A. Clark, who was secretary of Smith, Sturgis & Moore, Inc., is the new secretary-treasurer, and also a director. Mrs. Ida Clyde Clarke, originator of the service, continues as president. New offices are at 1823 Broadway, New York.

Ted Ray, Harry Vardon, Abe Mitchell, Sandy Herd and Arthur Havers, British professional golfers, have recently been signed by the Associated Editors, Inc., to contribute for "Golf as Champions Play It," a year-around golf feature.

Knute Rockne, Andy Smith, Gilmour Dobie, Bob Folwell, J. W. Heisman, Bob Roper and Paddy Driscoll will contribute for an 8-weeks' series on "All-American Football" for Associated Editors, Inc.

J. M. Maag, eastern representative of Associated Editors, Inc., is touring through Canada, New York and Pennsylvania with his bride.

F. B. Knapp, general manager of the New York World Syndicate, is spending his vacation in Maine.

"Jimmy" DeForest, professional prize-fight trainer, is writing a series of about 20 articles on "Health, Diet and Exercise" for the New York World Syndicate.

Norris A. Huse, general manager of the United Feature Syndicate, New York, has returned from a survey of the syndicate field through the middle west.

ELSER ENLARGES SYNDICATE

Metropolitan Features to Be Placed by British Corporation

By arrangements made by Max Elser, Jr., of the Metropolitan Newspaper Service while in London, features of this syndicate are henceforth to be placed in Great Britain, South Africa and Australia through the Newspaper Features, Ltd., of London, a British corporation. The Toronto Star Newspaper Service continues to represent the Metropolitan in Canada.

Mr. Elser said that while in Great Britain he made arrangements for considerable fiction for clients in the United States and Canada. He also obtained special articles by a number of British writers including Arnold Bennett, Rafael Sabatini, E. Phillips Oppenheim and W. L. George.

Booth Tarkington has delivered a series of articles to the Metropolitan.

S. C. Daily Gets A. P. Membership

E. C. Horton has been elected to Associated Press membership, representing the *Abbeville* (S. C.) *Medium*, an evening newspaper, of which he is editor.

U. P. BACK IN BRAZIL

Crosby of U. S. Embassy Makes Re-establishment Possible

The United Press Associations on Aug. 12 resumed service to old clients at Rio de Janeiro, Brazil, having been barred from that country for several weeks together with the Associated Press on action taken by the Brazilian government during the revolution.

When EDITOR & PUBLISHER went to press, the Associated Press had not yet received notification as to their re-establishment. Such notification, however, was expected shortly.

Re-establishment of the press associations was made possible through the efforts of Secretary Crosby of the American Embassy in Brazil.

The press services were barred from Brazil during the recent revolution in that country because they persisted in sending news dispatches from Buenos Aires and other South American points regarding the fighting, thereby escaping Brazilian censorship.

C. M. Kinsolving, U. P. business representative at Rio de Janeiro, is now enroute for New York, where he will arrive about Aug. 20. Ulysses G. Keener remains in Brazil in charge of the news service.

Smith New "Mailbag" Editor

Leonard W. Smith has been appointed editor of the *Mailbag*, direct mail advertising journal, and president of the company, effective with the September issue. William Feather retains his interest and becomes secretary and treasurer. Smith had for several years been vice-president and more recently treasurer of the Dunlop-Ward Advertising Company, Cleveland, and since last spring, chairman of the Cleveland chapter, American Association of Advertising Agencies. Before going into agency work about 10 years ago, he was advertising manager of the Globe Machine and Stamping Company. The Mailbag is published in Cleveland.

Obituary

JOHN A. AULD, founder and for 50 years publisher of the *Amherstburg* (Ont.) *Echo*, died after a lengthy illness, Aug. 10. He held numerous public offices in his community and for 12 years represented South Essex in the Provincial Legislature of Ontario.

GEORGE P. FARLEY, formerly advertising manager, *Boston* (Mass.) *Herald*, died last week at St. Vincent's Hospital, Bridgeport, Conn.

ALONZO E. BALL, 69, formerly of the advertising staff, Lynn, Mass., Ohio, Alabama and Georgia newspapers, died recently at his home in Rutland, Vt.

SCOTT GLEASON, 87, formerly of the reportorial staff, *Manchester* (N. H.) *Union*, died Aug. 3, at his home in Warren, N. H.

CHAUNCEY L. WILLIAMS, SR., representative of the F. W. Dodge Company, New York, died in his home at Cleveland, O., last week. He is survived by his widow and several children.

C. E. HAMMOND, 53, for a number of years with the *Philadelphia Public Ledger*, died at Miami, Fla., on Aug. 5, as the result of an automobile accident.

LINKS WITH BRITAIN

CHORLEY WOOD and CHENIES

The charming scenery at Chorley Wood, and its nearness to London (20 miles), has caused this district to be a favourite place for a day's outing. At King's Hall Farm, Chorley Wood, William Penn was married to Guilielma Maria Springett on April 4th, 1672.

Chenies, nearby, is one of the most beautiful villages in England. Charming and well cared for cottages surround the village green, which is sheltered by great elm trees. This place was for years the holiday resort of Matthew Arnold, and the great historian, Anthony Froude, who has justly observed that it is "artificially preserved from the intrusion of modern ways."

London & North Eastern Railway from Marylebone Station, London

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

The Greatest Force in British Advertising is

The Times

London, England

When you come to London—

Don't miss seeing how the mammoth weekly issue of JOHN BULL is produced within 48 hours and distributed throughout the length and breadth of the Land.

JOHN BULL has the largest Net Paid Sale of any 2d weekly in the world. No Bonuses. No Competitions.

JOHN BULL

For Advertising Rates and Particulars write:
PHILIP EMANUEL,
Advertisement Manager
ODHAMS PRESS, LTD.
57-59, Long Acre, London, W.C.2. Eng.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

MOST NEWS

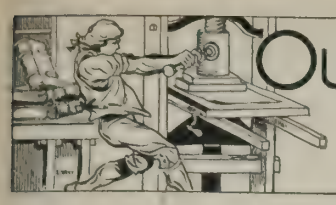
The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.



Our Own World of Letters

By JAMES MELVIN LEE

FOR some reason the *Saturday Evening Post* has become a persistent and a consistent critic of the press. In the issue for Aug. 16. it prints a column editorial, "Trial by Headline." The title is sufficient to indicate its contents. In the matter of constructive criticism the editorial is not so specific, but it does offer the following suggestion:

Reform in this instance must come from within. As no method of regulation could be tolerated—nor indeed be devised with any hope of practical success—it devolves on the editor himself to draw the line between freedom and license. The suggestion has been made that the solution would be to have all court reporters recruited from the ranks of the legal profession. In urging this step in the course of a recent address before the New York City Bar Association, Henry W. Taft made the point that a correct report, putting the right emphasis on the important points in the evidence, could be made only by one versed in legal matters. He pointed out further that newspapers have established the practice of using specialists in practically every other branch of news. Men of literary attainments are selected for book criticism, musicians are intrusted with the music columns, experts are employed to cover prize fights, baseball matches and billiard championships. Special knowledge and accuracy are demanded in all these lines, but when it comes to court trials and judicial proceedings the same standard is not applied.

When newspapers, in reporting the news of courtrooms, exceed the legitimate bounds they should be criticized. But newspapers are not publishing fiction, they are recording facts. Lack of respect for courts often comes from what is done in the courtrooms and not from what the newspapers print.

The editorial in the Post is right when it says reform must come from within, but it will be within the courtroom as much as within the editorial room—if courts of justice are to have that respect to which, under right administration, they are entitled. It will be a sad day for American liberty when newspapers cannot print the truth about what goes on in the courtroom.

* * *

THE job office of the *Baltimore Sun* publishes occasionally a periodical called *The Sunbeam*. The current issue, known as the Henry Edward Warner Number, reprints some of the popular verse which Mr. Warner has published in the *Denver Times, Baltimore News, St. Paul Dispatch, Baltimore Evening Sun,* and *Richmond Times-Dispatch*. Yes, it includes some of his "Songs of the Craft" which he has published in EDITOR & PUBLISHER. For this reason the edition has special interest for the readers of this department.

Mr. Warner is a versatile poet and humorist as this collection of verses abundantly proves. His "The Rag Doll" will go straight to the heart of every parent, and his "The Boogy Man" will make the children cry for more. A perusal of the latter will demonstrate why "Henry Ed," as he is known to newspaper friends, is "Uncle Henry" to thousands of children who hear his verse from Station WCAO at Baltimore. A copy of this issue of the Sunbeam may be obtained upon application to the Sun Book and Job Printing Office, Baltimore, Md.

* * *

TRIBUTE to Grant Goodrich, one of the founders of the *Chicago Daily Journal*, is paid in "The Story of Northwestern University," by Estelle Frances Ward, which has just been issued. Mr. Goodrich helped to found the university six years after he had aided in the establishment of the Journal.

* * *

THE house organ "Meredith's Merchandising Advertising" is a service sheet for salesmen. Its aim is to show how to make good advertising produce sales. The August issue opens with an article entitled "Pictures That Sell." From it these pertinent remarks are taken:

"There are fashions in advertising, and they have about the same effect upon business as fashions in dress," remarked the cloak and suit salesman.

"In the long skirt age, long copy was the vogue. Every advertisement looked like a page from a mail order catalog—solid paragraphs of small type, which you needed a magnifying glass to read. The advertiser told all about it—fluently and passionately.

"Then as the skirts got higher, the copy got shorter. Pictures began telling part of the story, and some extremists tried to make pictures do it all. Many of these pictures, however, were merely of the 'pretty girl' type and had nothing whatever to do with the merchandise advertised. They went along with the bird's-eye view of the factory and the picture of the baby saying, 'My Daddy makes hay-rakes.'

"After the excitement of the post-war boom died down, most of us in the sales department began asking, 'What's the matter with the advertising?' It didn't pull. Sales were hard to make. Everything was different from the days when we merely traveled around and told our dealers how much they could have.

"Our Advertising Department got busy and created real selling copy—pictures that made people want our goods, backed up by facts that convinced the reader and arguments that clinched our claims. Dealers took new interest in life and our salesmen resumed mailing orders instead of weather reports."

Laboratory tests show that 84 per cent of all impressions are received through the eye. Pictures talk in a language that everybody understands. The right illustration puts the idea across at a glance. Good copy is a word picture that makes people see the advantages of your proposition.

Other good features in this issue are the articles entitled "The Dealer's Interest in Advertising" and "The Advertising Cost Bogey."

* * *

NEWSPAPER English, in spite of all that academic critics may say, is usually remarkable for its clearness—thanks to the copy desk. In many instances it has more force than is usually found in other forms of writing and sometimes has what rhetoricians call "elegance." True, a pedantic paragraph is often broken up into smaller units as a special courtesy to the reader.

Prepositions are such small words that many writers are often careless in their use. Even the copy desk is more apt to slip on a preposition than on any other kind of word. Consequently, the little book "Prepositions—How to Use Them" by Frank H. Vizetelly, Litt. D., LL.D., editor of the New Standard Dictionary (Funk and Wagnalls) is just the book for desk men to have at hand for ready reference. In less than 50 pages Mr. Vizetelly explains the relations of prepositions to other words in the formation of sentences and gives 2,500 examples of usage drawn from English literature. Evidently he had the working press in mind, for he has boiled everything down to the smallest possible space.

If any man knows how to use the English language correctly it ought to be the editor of the Standard Dictionary. In his foreword Mr. Vizetelly does not hesitate to use the inverted passive, "we are taught something," page 3. Grammarians who insist that an active verb in the passive voice cannot be followed by a noun in the objective case will have some difficulty in explaining the syntax of the noun "something" in the sentence just quoted. On page 4 Mr. Vizetelly does not hesitate to split infinitives in the first and the second paragraph. The natural deduction is that the inverted passage may be used and infinitives may be split if clearness be maintained and force be not sacrificed.

Newspaper Critic Writes Novel

Laurence Stalling, book reviewer for the *New York World*, has written his first novel, "Plumes," which will be published by Harcourt, Brace & Co., Aug. 21. It is a story of a returning soldier and his wife with a background of Washington.

The Illinois Market at a Glance

Population	6,485,280
Cities of 2,500 to 10,000	127
Cities of 10,000 to 25,000	27
Cities of 25,000 or more	17
Urban Population	4,403,153
Rural Population	2,082,127
Land area of State (acres)	35,867,520
All land in farms (acres)	31,974,775
Improved land in farms (acres)	27,294,533
Number of farms	237,181
Average acreage per farm	134.8
Average value all property per farm	$28,108
Average value of land	$22,136
Average value of buildings	$3,152
Average value of livestock	$1,881
Value of all farm property	$6,666,767,235
Value of all crops	$864,737,833
Value of manufactured products	$5,425,245,000
Value of mineral products	$240,000,000
Number of motor vehicles	969,331
Total wealth	$22,232,794,000
Per capita wealth	$3295.00

In the center of the great Middle West, with the most comprehensive transportation facilities, the second largest city in the Union, Illinois is everything a market should be.

These Daily Newspapers Will Help You Win This Market

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

CARROLL NAMES NEW A. N. A. E. EXECUTIVE

Complete List of Officers, Directors and Committee Members Announced —Will Serve Until June, 1925

Frank T. Carroll, advertising manager of the *Indianapolis News* and president of the Association of Newspaper Advertising Executives, has just announced the complete list of officers, directors and committee members of the A. N. A. E. for the new year. These officers will serve until June, 1925.

The new officers are:

President, Frank T. Carroll, advertising manager, The *Indianapolis News;* vice-president, Harvey R. Young, manager of advertising, *Columbus Dispatch;* secretary, Don Bridge; assistant secretary, Tracy W. Ellis.

DIRECTORS

A. L. Shuman, advertising manager, *Fort Worth Star-Telegram.*

Harvey R. Young, advertising manager, *Columbus Dispatch.*

Joseph W. Simpson, national advertising department, *Philadelphia Bulletin.*

Battle Clark, advertising manager, *Nashville Banner.*

A. J. McFaul, assistant publisher, *Chicago Herald and Examiner.*

Carl P. Slane, publisher, *Peoria Journal-Transcript.*

Frank T. Carroll, advertising manager, *Indianapolis News.*

George W. Preston, advertising manager, *Arkansas Gazette.*

MEMBERS OF NATIONAL COMMISSION

A. A. C. W.

A. L. Shuman, advertising manager, *Ft. Worth Star-Telegram.*

W. J. Pattison, general manager, *Scranton Republican.*

Geo. M. Burbach, advertising manager, *St. Louis Post-Dispatch.*

ADVISORY COUNCIL

E. J. Slemons, business manager, *Grand Rapids Press.*

E. J. Treffinger, advertising manager, *Richmond Item.*

H. A. Sprague, business manager, *St. Joseph News-Press.*

A. G. Newmyer, general manager, *New Orleans Item.*

J. K. Groom, manager of National Advertising, Northern Illinois Group, Aurora, Ill.

R. A. Turnquist, advertising manager, *Milwaukee Journal.*

W. F. Johns, advertising manager, *Minneapolis Journal.*

Harvey R. Young, advertising manager, *Columbus Dispatch.*

Geo. M. Burbach, advertising manager, *St. Louis Post-Dispatch.*

Emery E. Hardwick, advertising manager, *Wichita Eagle.*

A. L. Shuman, advertising manager, *Ft. Worth Star-Telegram.*

Harry T. Watts, business manager, *Des Moines Register-Tribune.*

A. L. Poorman, advertising manager, *Providence Journal-Bulletin.*

Frank T. Carroll, advertising manager, *Indianapolis News.*

H. W. Roberts, advertising manager, *Cleveland Plaindealer.*

COMMITTEES

Committee on Agency Relations

W. McKay Barbour, advertising manager, *Minneapolis Tribune.*

John Budd, president, John Budd Company.

F. J. Oexman, manager national advertising, *Cincinnati Times-Star.*

Speakers' Bureau

W. E. Donahue, manager local display advertising, *Chicago Tribune.*

J. Thomas Lyons, general manager, *Baltimore News.*

Grievance Committee

Membership of this committee is secret. Complaints or suggestions should be referred to the headquarters office.

Convention Committee

Members will be appointed later.

STATE VICE-PRESIDENTS

Canada (Alberta)

George B. Cooper, advertising manager, *Edmonton Journal.*

Canada (Ontario)

R. K. Stocks, advertising manager, *Toronto Globe.*

Alabama

J. E. Chappel, business manager, *Birmingham News.*

Arizona

Wesley W. Knorpp, business manager, *Phoenix Republican.*

Arkansas

Sam E. Gearhart, manager, local advertising, *Fort Smith Times-Record.*

California

Irving R. Smith, advertising manager, *Los Angeles Times.*

Colorado

F. I. Carruthers, advertising manager, *Denver Post.*

Connecticut

I. B. Myers, business manager, *Waterbury Republican and American.*

District of Columbia

Col. Le Roy W. Herron, advertising manager, *Washington Star.*

Delaware

Wm. F. Matten, publisher, *Wilmington Every Evening.*

Florida

Chas. S. Bates, advertising manager, *Miami Herald.*

Georgia

Clark Howell, general manager, *Atlanta Constitution.*

Illinois

W. J. Barnes, manager, national advertising, *Illinois State Register* (Springfield).

Indiana

Frank E. Westcott, advertising manager, *Gary Post-Tribune.*

Iowa

Rob't R. O'Brien, business manager, *Council Bluffs Nonpareil.*

Kansas

Marco Morrow, general manager and advertising manager, *Topeka Capital.*

Kentucky

M. F. Aronhime, advertising manager, *Louisville Courier-Journal and Times.*

Louisiana

John F. Tims, Jr., advertising manager, *New Orleans Times-Picayune.*

Maine

Fred H. Drinkwater, advertising manager, *Portland Express and Telegram.*

Maryland

W. F. Schmick, business manager, *Baltimore Sun.*

Massachusetts

Wm. F. Rogers, advertising manager, *Boston Transcript.*

Michigan

A. J. Simpson, advertising manager, *Bay City Times-Tribune.*

Minnesota

Wm. F. Henry, business and advertising manager, *Duluth Herald.*

Mississippi

W. G. Johnson, general manager, *Jackson Daily News.*

Missouri.

D. B. Houser, advertising manager, *St. Louis Globe-Democrat.*

Montana

Joe L. Markam, business manager, *Anaconda Standard.*

Nebraska

James A. Austin, advertising manager, *Omaha Bee.*

Nevada

Joe F. McDonald, business manager, *Reno State Journal.*

New Jersey

Eugene W. Farrell, business and advertising manager, *Newark News.*

New Mexico

T. M. Pepperday, general manager, *Albuquerque Herald.*

New York

J. F. Melia, advertising manager, *Buffalo Evening News.*

North Carolina

E. B. Jeffress, publisher, *Greensboro Daily News.*

North Dakota

N. B. Black, publisher, *Fargo Forum.*

Ohio

Ralph F. Hirsch, advertising manager, *Ohio State Journal.*

Oklahoma

H. E. Dreier, advertising manager, *Oklahoma City Oklahoman and Times.*

Oregon

W. J. Hofmann, advertising manager, *Portland Oregonian.*

Pennsylvania

Rowe Stewart, business manager, *Philadelphia Record.*

Rhode Island

Chas. O. Blach, general manager, *Pawtucket Times.*

South Carolina

Wm. P. Etchison, advertising manager, *Columbia State Journal.*

South Dakota

Chas. H. J. Mitchell, general manager, *Sioux Falls Press.*

Tennessee

G. W. Ritchie, advertising manager, *Memphis Commercial-Appeal.*

Texas

Marcellus E. Foster, publisher, *Houston Chronicle.*

Utah

H. F. Robinson, business manager, *Salt Lake City Tribune.*

Vermont

Herbert R. Barney, general manager, *Rutland Herald.*

Virginia

R. J. Hess, advertising manager, *Richmond News-Leader.*

Washington

J. F. Young, business manager, *Spokane Spokesman-Review.*

West Virginia

Ralph B. Cushing, advertising manager, *Wheeling Intelligencer and News.*

Wisconsin

H. Alarik, advertising manager *Wausau Record-Herald.*

Wyoming

John C. Fleming, general manager, *Wyoming State Tribune-Leader* (Cheyenne).

Rotogravure Leadership

The New York Times published 546,732 lines of rotogravure advertising in seven months of 1924, more than any other newspaper in the world. Its gain over the corresponding period of 1923 was 92,134 lines—nearly one and one-half times the gain of the next New York newspaper. The Times' excess over the second newspaper was 220,422 lines of rotogravure advertising.

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives
FRALICK & BATES
Chicago, New York, Atlanta, Los Angeles

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.

The Dallas Morning News

Supreme in Texas

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



REAL estate dealers and builders are prime prospects now.

Thousands of women returning from summer vacations will want to refurnish their homes.

Awnings put up for the summer season will soon have to come down. Heavier drapery will replace the light cretonne.

Why are plumbers not better advertisers? Go after them for fall heating appliances.

Keep after the coal situation, for the cry of "Buy Now" appeals both to the seller and consumer.

"Cold as Ice" headed a full page of advertising in a Southern paper. Refrigerators, ice dealers, confectionery (ice cream) parlors and even a live clothing merchant advertised summer union suits under the caption "Get Inside One of Our Ice Boxes for $1.00."—George C. Marcley, Ogdensburg, N. Y.

Get up a special "Electrical Edition" of your paper carrying news stories about local electrical things of interest, such as radio, automotive electrical appliances, etc. Then get into this edition of the paper all the local stores handling electrical goods of any sort whatsoever—radio, medical, automotive, housekeeping, etc.—Frank H. Williams, Fort Wayne, Ind.

The *Washington* (D. C.) *Times*, with a recent gigantic cooperative used-car sale of many local dealers, disposed of considerable advertising space for several days. Numerous makes of cars sold by many dealers were described. Special exhibits were displayed in the spacious ball park, but all the ads were handled together under one general heading, with one design.—C. M. Litteljohn, Washington, D. C.

We have started a Repair Directory which runs every week in our newspaper, being sold on a yearly basis. An attention compelling cut is used at the top along with the heading and a few words about economy. Then follow the advertisements of a tire shop, tailor, optician, welder, garage, furnace repairman, etc. The feature was an easy one to sell.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

If you're after a new idea to pass along to an automobile dealer here it is! The Donovan Motor Company of Boston has been running a big Donovan Liberty Bond contest in which a Liberty bond is presented to every person who buys a car in a specific month. No bond is less than $100, some run as high as $200. Naturally, newspaper space was used liberally to exploit the idea, which applied to new cars only, Studebakers.—James M. Mosely, Boston, Mass.

Secretary Hoover is urging the public to "Buy your coal now." There are many reasons why coal should be purchased and stored away during the summer months. What are conditions in your city? A visit to the coal yards and dealers will make an interesting and instructive story. Hook up the feature with ads from the coal men. They should see the advantage of this publicity—make 'em.—R. C. Bolton, Jr., New York City.

BUICK REORGANIZES PUBLICITY

Will Discontinue Service to Dailies and Distribute Through Dealers

Buick Motor Company, Flint, Mich., announced Aug. 9 it had ceased sending publicity stories direct to newspapers, hereafter planning to send its automobile editor service direct to branches, distributors, and dealers, who will deliver the stories to newspaper men in their locality.

A. Brown Batterson, director of advertising, for the Buick company, is originator of the plan.

"It is our purpose to send out only such stories as we believe have news value, or human interest enough to warrant them being published, and be of help to the newspaper in furnishing news regarding the automobile industry to its readers," Batterson announced.

Batterson has notified all branch advertising managers to keep in close touch with their local newspapers, asking them to find out what, if anything, is objectionable to the editors in the publicity being sent.

"We personally, in buying advertising, consider only the advertising value of a newspaper, and if in our opinion it should be used for advertising, we use it regardless of whether it uses our news service or not," he stated.

Connecticut Publisher Dies

Elwood Star Ela, 65, founder and publisher of the *Manchester* (Conn.) *Evening Herald,* died at his home in Manchester, Aug. 12. Born in Decatur, Ill., he came east and in 1882 started the Herald as a weekly newspaper.

FORMER EVENING POST PUBLISHER DIES

James S. Seymour Was Prominent in Newspaper and Magazine Circles —One Time General Manager Crowell Publishing Co.

James Sherwood Seymour, 54, retired New York and Chicago newspaper and magazine publisher, died in New York Aug. 11. He was for many years publisher of the *New York Evening Post,* and was one time general manager of the *Chicago Record-Herald.*

Starting his publishing career at 28 with Harper & Brothers, Mr. Seymour joined the staff of the *Evening Post* 4 years later. Under his direction, the Post, despite its admittedly small circulation, was put on a paying basis.

In this, his first connection with the Post, Mr. Seymour remained 7 years, and then resigned to become publisher of the old *New York Commercial Advertiser,* later the *Globe.* This position he left in turn to succeed Alexander A. McCormick as publisher and general manager of the Chicago Record-Herald, that paper then being under the ownership of Victor F. Lawson, also owner of the *Chicago Daily News.* He retained his position for 11 years, resigning to accept the general managership of the Crowell Publishing Company of New York, publishers of the *Woman's Home Companion, American Magazine,* and *Farm and Fireside.* He was with the Crowell people for 7 years, resigning that connection to return to the Evening Post.

This return to the Evening Post was at the time of that newspaper's sale to Thomas W. Lamont by Oswald Garrison Villard. Mr. Seymour was largely instrumental in negotiating this deal. For several years he acted as director in an advisory capacity, and then early in 1918 was again made publisher. He served until 1920, retiring then because of illness. While engaged in the newspaper business he was active in the affairs of the Associated Press for many years and was at one time treasurer and a director of the American Newspaper Publishers' Association.

Mr. Seymour was a member of the Century Association, the Manhattan Club and a Governor of the Laurentian Club. He is survived by his wife, who was Martha Palmer when he married her in 1887; two daughters, Laura and Jane, and two sons, Edward P. Seymour, who is advertising manager of Farm and Fireside Magazine, and Theodore P. Seymour, assistant manager of the American Newspaper Publishers' Association.

Prints Daily on Silk

For presentation to President Obregon of Mexico on his recent visit to Nogales, Ariz., H. R. Sisk, publisher of the *Nogales* (Ariz.) *Herald,* printed two 12-page copies of his newspaper on silk. The feat was the more remarkable for the reason that the silk "papers" were printed upon a high speed press.

Seneca Falls Paper Incorporated

Seneca Falls (N. Y.) *Reveille,* has been incorporated for $20,000. Earl D. Clark owns the controlling interest in the new company.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

The National Campaign Is Approaching

What are you doing to give your readers an understanding of the vital problems of the country?

Big American Problems by Big Americans

is endorsed by such papers as The N. Y. World, Boston Globe, Detroit News, S. F. Chronicle, Los Angeles Times and fifty other leaders. These papers print these articles weekly.

They are interviews on the very biggest problems, with the Americans best qualified to discuss them.

Write for particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, Inc.
243 West 39th St., N. Y. City

Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S

CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago **General Motors Bldg. Detroit**

Our Features:

Irvin S. Cobb
R. L. Goldberg
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

In New Orleans it's **THE ITEM**

ELLIS WINS IN PRESS BLANKET CASE

Patent Admitted Valid and Settlement Is Made in Favor of Worcester Publisher and Mechanical Superintendent

The suit of Frank E. Ellis and Theodore T. Ellis of Worcester, Mass., brought in the United States District Court, against Frank E. Paige and against Tingue, Brown Company of New York, in which claim was made that the defendants were infringing the Ellis Automatic Blanket patent, 1,296,782, of March 11, 1919, has been settled in favor of the plaintiffs and decree has been entered enjoining the defendants from further infringement of the Ellis patents.

The defendants admit that the patent is a valid and lawful patent, admit infringement and have signed and authorized the following statement:

"The trade is familiar with the suit brought by the owners of the Ellis 'Automatic' blanket patent No. 1,296,782 of March 11, 1919, to enjoin the manufacture and sale of the 'Economy' blanket. We wish to announce that a decree has been entered in said suit sustaining this patent and enjoining Tingue, Brown & Co. from making or selling press blankets like the 'Economy' and from in any way infringing said patent. Tingue, Brown & Co. must, therefore, stop forthwith all manufacture and sale of the 'Economy' press blankets. All orders for press blankets of this kind should be sent to the New England Newspaper Supply Company of Worcester, Mass.

"In order to settle in full all claims of the owners of said Ellis patent for profits and damages caused by our infringing, manufacture and sale of the 'Economy' blanket, as well as all claims for profits and damages against the purchasers and users of the 'Economy' blanket, Tingue, Brown & Co. have assigned to the owners of the Ellis patent that part of its business that relates to press blankets, printers' and newspaper supplies, together with the good will, trade marks, patents, relating thereto. All future orders for gold cloth, molding blankets, 'Everwear' drying blankets, 'Tibrode' rubber blankets, 'Tindeck,' as well as 'Economy blankets' should be sent direct to the New England Newspaper Supply Company, Worcester, Mass.

"We take this opportunity to thank our many customers for their valued patronage and feel that their future requirements will be efficiently attended to by the New England Newspaper Supply Company.

Very truly yours,
TINGUE, BROWN & CO.,
W. J. Tingue, Pres.

August 7, 1924."

This case has been in court more than two years and its outcome been waited with interest by every newspaper publisher.

The automatic blanket has been on the market since 1915 and has revolutionized the printing of newspapers. The outcome of this suit gives the New England Fiber Blanket Company, of 30 Shrewsbury street, Worcester, the exclusive right to its manufacture.

Theodore T. Ellis is the owner and publisher of the *Worcester Telegram-Gazette* and Frank E. Ellis is the mechanical superintendent of the same papers.

The Automatic Blanket was invented by Frank E. Ellis in 1914 when he was the superintendent of the press room of the *Boston Herald*.

The Automatic Blanket revolutionized the printing of newspapers, and it is in general use throughout the world.

The genesis of the Automatic Blanket was a sheet of celluloid commonly used as wind shields for automobiles. A sheet of this celluloid was used in the Boston Herald press room to pull proofs for pictorial printing, and the idea was conceived by Frank E. Ellis to attach a sheet of celluloid to a re-pressed felt blanket. Many experiments were made before the first successful blanket was produced.

Can Bar Photo from Press

German newspapers have no right to print a man's picture contrary to his will, the Berlin Chamber Court ruled recently in a case brought against the management of the *Berlin Action*. The newspaper reproduced a snapshop of Herr Siegfried Jacobson, who, for reasons unstated, objected to so much publicity.

JUNIOR COLLEGES OF TEXAS LAUNCH COOPERATIVE NEWSPAPER DRIVE

Large Copy Used to Place Merits of State Preparatory Schools Before Parents—To Run Through Summer

By A. W. ROE

THE Texas Junior College Association has launched the initial advertisement in its big campaign, planned to reach the parents of boys and girls in an endeavor to have parents select a junior college in Texas in which to place their children just after they have been graduated from high school. According to the treasurer of the junior college association, Dean George Pickens of Westmorland College, San Antonio, this movement grew out of the meeting of junior college presidents and executives, held at Waco, when a permanent association of the junior colleges of Texas was perfected and a continuous and summer long co-operative advertising campaign in the leading newspapers of Texas was decided upon.

The association plans to run a large advertisement every Sunday in the papers selected and smaller advertisements during the week throughout the summer.

The opening advertisement was two columns in width and a half column in depth. In the border at the top of the advertisement was this caption: "Your Boy or Girl Should Go to a Junior College First."

The text of the advertisement was arranged under four sub-heads. The first of these, "Too Young for the University," stated the dangers surrounding the boy at the university, emphasizing the danger of his falling in with the wrong crowd. The second, "The Tremendous Freshman Class Gives Little Chance for Individual Training," is self explanatory. The third, "Benefits of First College Experience in Your Home State," gave reasons for sending the boy or girl to college in Texas first.

Under the caption, "What These Texas Junior Colleges Can Do for Your Boy or Girl," the advertisement summarized the claims of the junior college thus: "Limited student bodies and adequate instructors to give close, personal, individual attention. Refined, Christian, home-life and interested, friendly, careful supervision. Fine faculties of university trained men and women. All courses desired, including best of fine arts. Modern buildings and excellent equipment. Texas acquaintances that will mean much in after life. Better preparation to enter largest universities as full-fledged juniors."

A poster in a corner of the advertisement gave a list of the junior colleges of Texas that are members of the Texas Junior College Association and called for letters from the public.

SUPPLIES & EQUIPMENT
For Newspaper Making

FOR SALE
15-HOE Presses
These presses range in capacity from 20 to 64 pages. If you are in the market for a second hand press
Let us know your wants.
THE GOSS PRINTING PRESS CO.
1535 So. Paulina St.
Chicago

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Newspaper Presses
Scott Three Deck Press,
prints up to 24 pages.
Hoe Quadruple Press,
prints up to 32 pages in color if desired.
Scott Quadruple Press,
prints and folds up to 64 pages, inset or collected as desired.
Goss Comet Flat Bed Press,
prints from type 4, 6 or 8 page paper.
Write for Price on Press That Interests You.
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
GREENSBURG REVIEW
Greensburg, Pa.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE
MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

FOR SALE
Hoe Quad Newspaper Press
Excellent condition, has had no hard usage. Equipped with Westinghouse control and 44 h. p. motor. Prints 2 to 16 pages at 24,000 per hour and 20, 24, 28, 32 pages at 12,000 per hour. Now set for 8 columns, 12 ems; will do 8 columns 12½ ems; type column length 21¼ inches. Sheet cut 22⅝ inches. Price $7,000 cash, on foundation, immediate delivery, with accompanying stereotype equipment including Hoe No. 7 pump pot. Not including saw and trimmer. Address B-693, E. & P.

Used Presses at Attractive Prices
GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".
GOSS Straight-Line Sextuple Press, Page length 21.60".
GOSS Straight-Line Sextuple Press, Page length 23-9/16".
DUPLEX 8-page Angle-Bar Flat-Bed Press, Single Drive, Page length 22½".
WOOD Octuple Press, Page length 22¾".
WOOD Sextuple Press, Page length 23-9/16".
WOOD Sextuple Press, Page length 23-9/16".
R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

REBUILT LINOTYPES AND INTERTYPES FOR SALE
Write us for information and prices on Rebuilt Linotypes and Intertypes. These are machines traded in on new and more versatile Linographs and are sold with our guarantee. Be sure to state model wanted when writing.
THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis, Minn.

The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.
A man who knows how to get business. Would like to connect with daily, salary and bonus arrangements. Willing to invest if satisfactory after trial. Box B-740, Editor & Publisher.

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-674, Editor & Publisher.

Advertising, Managerial, Editorial.
An all around newspaper experience for sale at a price-commensurate. Advertising, managerial, editorial. Creative resourcefulness. Salary need not be large but must have piece of every new dollar created and option contract for part ownership. Do not care whether big or little town if alive with good surrounding country. Like the south. Don't bother with me unless you want an unusual breed of cats and are willing to be infinitely square, indefinitely. Address B-724, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-741, Editor & Publisher.

Circulation Manager.
Now employed desires change; thoroughly experienced and has proven ability recently by increasing two papers' circulation; interview necessary; answers confidential. Box B-743, Editor & Publisher.

Circulation Manager.
Preferably an eastern newspaper under 20,000 circulation. Have worked on newspapers where hard work and initiative were essential. Thoroughly acquainted with promotion work. Can furnish best of references. B-745, Editor & Publisher.

Circulation Manager.
Live wire, energetic, clean cut, original ideas, ability to handle any problems in that department. Age 34, married, twelve years' experience in every branch, best of references and record. Western City preferred. Box B-728, Editor & Publisher.

Circulation Manager.
Experienced on morning, evening, Sunday and combination papers. A builder of circulation on economical lines. Familiar with A.B.C. records and all the details of the department. Member of I. C. M. A.; references furnished on request. Box B-739, Editor & Publisher.

Circulation Manager,
now employed is interested in securing position with larger possibilities. Last two positions in cities of 100,000 and over, four years with one paper and seven years with other. Splendid increases in all branches of circulation. Can develop department along efficient and economical lines. Right age for best work. Member I. C. M. A. and thoroughly competent. Best of references. If interested write in confidence to B-695, care Editor & Publisher.

Classified Manager.
At present with Eastern paper of 58,000; available September 1st. 3 years' experience. Successful in building departments that produce business. Prepare now for big months of Classified. No paper too small, for there's "Class" or all. Age 28, married; write now to Box B-731, Editor & Publisher.

Copy Reader.
Best training available. Address B-712, care Editor & Publisher.

Correspondent,
twenty-two years international experience in war and peace; unique governmental and other professional connections; linguist; seeks representation in Europe for American publications. Write: Doctor F. Holm, Bankers Trust Company, Place Vendome, Paris.

A BUSINESS OPPORTUNITY ADVERTISEMENT
, is the key that opens the investor's strong box.

Situations Wanted

Editorial Writer,
executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

Newspaper Advertising Manager.
now employed and with record that will bear the closest scrutiny, wants to make a change. Prefers city of 250,000 or larger. Would expect beginning salary of $6,000 a year, with understanding that ability to earn more would be recognized in a reasonable time. Address B-697, care Editor & Publisher.

Newspaper Office Manager,
credit manager, accountant and buyer on a morning paper is desirous of changing to the evening field. Salary commensurate with ability is expected. If interested, address Box B-738, Editor & Publisher.

Newspaper Woman,
well experienced in all phases of newspaper writing, particularly in covering lectures and political meetings. Have covered important court trials for foremost New York Dailies; also have had London experience. Prefer position in New York, but will consider any good proposition that offers a chance to display real writing ability. B-610, Editor & Publisher.

Publisher or Assistant.
I want a job as publisher or assistant to newspaper owner or publisher whose paper is second in its field. Publisher P. O. Box 556, Downtown, New York City.

Reporter.
Young woman with reporting experience. University graduate. Would prefer position in Middle West. Box B-732, Editor & Publisher.

Salesman.
Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Telephone Solicitor.
3½ years' experience leading New York paper wants position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

Western Advertising Representative.
Experienced advertising man wishes to represent newspaper, trade or class papers in Chicago; 8 years' experience selling space; sound knowledge of merchandising. Analytical mind and ability to write copy. Served trade paper as advertising manager and metropolitan newspapers as advertising representative. Age 35, married; financially responsible; references. Box B-729, Editor & Publisher.

Young Woman,
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

HELP WANTED

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Advertising Solicitor Wanted.
To be assistant to advertising manager; must be conscientious, steady, good habits, good personality; leading paper, evenings; over 10,000 daily. Salary gauged by ability, moderate at start. Give full particulars. The Courier, Elgin, Illinois.

Circulation Manager
for large suburban weekly. One with progressive methods can find the opportunity of a life time. Box B-727, Editor & Publisher.

Circulation Manager.
who has ambitions to go ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some of the larger cities between the Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Correspondents.
Business and Industrial news service organization requires news men in cities of over 20,000 population to write specific business and industrial news dispatches. Must be available to cover us at all times in their locality on receipt of telegraphic assignment of important business or industrial news queries. Write in confidence to Box B-747, Editor & Publisher, stating fully present and past connections, together with home and business telephone number and address, including also rate expected, references and other details of interest.

Country Circulation Manager.
We want a two fisted, hard working circulator who knows how to get circulation in outlying districts for an evening and Sunday newspaper in a town of 350,000. The opportunity is big as the man makes it. Write in confidence, outlining experience, qualifications, etc. If you are the man hurry along your reply because we are ready for action. Box B-735, Editor & Publisher.

Display Advertising Solicitors
and a classified man who has knowledge of Smith System, for one of the largest suburban weeklies in this country, located in New York City. Publication is soon to be issued semi-weekly. An unusual opportunity for man with ability. Advertising manager position open to the one who can produce results. State all in first letter. Box B-726, Editor & Publisher.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

BUSINESS OPPORTUNITIES

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

Promotions, Consolidations Wanted.
Long experience; clever mediator. Address B-742, Editor & Publisher.

Sales Appraisals
NEWSPAPER PROPERTIES
PALMER, DEWITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

During the Month of July

410 Replies

to blind advertisements were sent through EDITOR & PUBLISHER'S Classified Department to Satisfied Classified Advertisers.

If you want a job, need a good man, want capital to put over an idea or have a newspaper property or second hand machinery to sell, why not let the Classified Public know about it, and get your share of valuable replies.

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

"DO you know your fellow townsmen?" This is the caption of a feature appearing weekly in the *Trenton (N. J.) Sunday Times-Advertiser*. On page two are shown pictures of local residents whose photos have been recently published. These pictures are numbered, and on page four the names and a line or two of information about the persons is published. This feature has attracted considerable interest and is looked for regularly.—Ralph C. Edgar, Trenton, N. J.

The *Erie Despatch Herald* has four columns daily written by visiting reporters, "who stroll from day to day to all parts of the city, interviewing people in the busy marts of trade, and asking housewives for the news in their neighborhoods."—R. C. Mowbray, Hampton Roads, Va.

Reporters working on newspapers in cities under 100,000 population can get stories that have a punch in them and create considerable comment. Take a city directory, a new one is better, and pick out the names of people named Wolf, Bear, Fox, etc. Pick out the names of persons with names of things, etc. Pick out people whose names are the names of occupations, baker, barber, etc. You can find the most amazing names in a city directory, and royalty is there, too; for instance, the King, Queen, Duke, Prince, Regal and Count families are generally to be found. We have tried this twice here and have got good results.—W. C. Stouffer, Roanoke, Virginia.

How about a special weather story? C. F. Marvin, chief of the government weather bureau at Washington, declares that meteorologists are on the threshold of new discoveries in the domain of forecasting which will enable the department to say what the weather will be a month and even a year in the future. What does your local weatherman know about it? Does he believe that it is possible to forecast weather with certainty for a long period? The weatherman's opinion of the prognostications in many almanacs will also be of interest to your readers.—A. C. Regli, Eau Claire, Wis.

Why not publish a series of lists of ten or a dozen books selected by representative persons in the community as being those which especially appeal to them for various reasons? Run as a daily feature, a series such as this should create great reader interest and might well develop into a constructive piece of journalism by fostering a more widespread interest in books.—Max Ballock, *Fullerton (Cal.) News*.

How can the children be kept happy and amused during warm weather? Interviews with playground workers, librarians, doctors, social workers and others will yield some good ideas for a warm-weather story. Maybe some photos will fit in well.—Jarmes M. Mosely, Boston, Mass.

Assign a reporter to go early every morning to the garages in your city which get most of the automobile tourist business, get acquainted with some of the tourists and many an interesting news item as well as interesting story for the automobile news page will come to light. This is the time of year to get the cream of it.—E. G., Chicago.

How do some of the members of your community dodge their city or town taxes? How much does the assessor believe will be lost this year (last year) through such dodging. Some people resort to tax-dodging lawyers, strange bookkeeping, non-declaration, or plain evasion. A reporter sent to interview chairman of the board of assessors may find some interesting answers and opinions.—C. M. Litteljohn, Washington, D. C.

BUILDING REALTOR ADS

New York Sun Develops Series of 12 Full Pages

The *New York Sun* has developed a series of 12 full page real estate advertisements, appearing monthly, advising the public on the advantage of dealing with a realtor and the possibilities in the purchase of real estate. Harold Goldman is the classified advertising manager directing the stunt.

The series was prepared, copyrighted, and sold to 104 real estate agents in 6 weeks time.

The agents pay for the full page, which besides text printed at the top, contains their cards, each one being allotted equally approximately 1 inch space.

Text matter, written by a member of the Sun staff, is on the following subjects: "The Importance of Real Estate Investments"; "Value of Nation's Realty An Index of Its Prosperity"; "What Manhattan Real Estate Progress Means"; "The Particular Realtor for the Particular Transaction"; "Why Real Estate Boards Are Widely Appreciated"; "Let the Realtor Aid in Choosing Home Sites"; "Buying, Selling, Managing Property—A Realtor Aid"; "The Realtor's Service on Home Building"; "Why Deal With a Realtor"; "What the Realtor Has Done for Property Owners"; and "Realtor—the Consulting Specialist of the Realty World."

Daily Returns to Semi-Weekly

The *Kingsport* (Tenn.) *Times*, which had been operating a short time as a daily newspaper, returned to the semi-weekly field this week, publishing hereafter every Tuesday and Friday as before. Howard Long is the editor.

FLORIDA AGENCY REORGANIZED

C. C. Carr Becomes Treasurer-General Manager, Thomas Service

Thomas Advertising Service of Plant City, Fla., this week was reorganized, resulting in the election of C. C. Carr, of the C. C. Carr Agency of St. Petersburg, treasurer and general manager, succeeding Edwin S. Wadsworth as treasurer and Jefferson Thomas as general manager.

Mr. Thomas will remain as president of the corporation. Other officers are: Wayne Thomas, Tampa, vice-president; Fred Moyse, Tampa, secretary.

Early in September financial and executive headquarters of the business will be removed to Tampa, with Mr. Carr in active charge. Sales and service offices will be continued in Jacksonville under the management of Mr. Thomas.

Mr. Carr will continue in St. Petersburg the business of which he is the principal owner, the C. C. Carr Advertising Agency.

Canadian Newspaper Men Meet

Advertising and circulation managers of practically all daily newspapers from Winnipeg to Victoria participated in a two-day conference held at Jasper Park, Alberta, Aug. 5 and 6. Advertising managers elected John Torrance, *Lethbridge Herald*, president; George B. Cooper, *Edmonton Journal*, vice-president; and A. E. Ford, *Regina Leader*, secretary. Circulation managers elected A. G. Cowan, *Winnipeg Free Press*, president; H. E. Fuller, *Edmonton Journal*, vice-president, and J. F. Sweeney, *Winnipeg Free Press*, secretary. It was decided to meet again at Jasper in 1925.

Canadian Papers Meet in November

The annual meeting of the Canadian National Newspapers and Periodicals Association will be held in Toronto during the first week of November.

BEAVERBROOK VISITS CANADA

London Publisher Arrives with Family —E. W. Beatty Returns

Lord Beaverbrook, owner of the *London Evening Standard*, the *Daily Express* and the *Sunday Express*, arrived in Quebec with his family on the liner Empress of France, Aug. 9. He plans to spend some time in Canada.

The British publisher, who is the son of William Aitken, Scoth Presbyterian minister of Newcastle, N. B., Canada, is a frequent visitor in this country. He came to New York last in December, 1923.

E. W. Beatty, chairman and president of the Canadian Pacific, who was one of the speakers at the A. A. C. W. international convention, Wembley, England, also came over on the same ship.

The Sun, New York, carried 2400 columns of Radio advertising in six months.—*Editor and Publisher.*

RADIO NEWS
Gets Advertising and Circulation.

Try the Sunday Radio News Feature

"LISTENING IN ON THE UNITED STATES"
by
ROBERT D. HEINL
400 Insurance Building
Washington, D. C.

HERE ARE SOME OF THE NEW WRITERS FOR OUR

Pre-eminent Article Service

Booth Tarkington
Richard Washburn Child
Rafael Sabatini
E. Phillips Oppenheim
W. L. George
Arnold Bennett

A Commanding Feature
A Lustrous Name—An Arresting Idea Every Week

METROPOLITAN NEWSPAPER SERVICE
MAXIMILIAN ELSER, Jr., General Manager
150 Nassau Street, New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

"Know Your Own Child"
by
Dr. Albert Loyal Crane
is a
Practical Application
of
Psychology
to
Child-Training

Dr. Crane has specialized in this line for years. He invites and replies to correspondence.

Write for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA SERVICE INC.
1200 W. 3RD STREET,
CLEVELAND, OHIO

Thomas W. **Briggs Company**
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

WITH NUMEROUS BUYING RESOURCES

The SOUTH

IS AN EXCELLENT MARKET

The South is one of the most inviting trade sections in the United States. The South of today is not dependent upon any one crop nor limited to agricultural resources or other resources.

COTTON no longer holds the South in its power. Watermelons, cantaloupes, strawberries, grapes, peaches, tomatoes, apples and other fruits are bringing gold and silver to the banks of the South.

Sweet potatoes, lettuce, cabbages, peas, corn and other Southern vegetables are selling the South in Northern markets.

In manufactures, the South has more than kept pace with the rest of the country. In 1920 the value of products was one-sixth of the country's total. Industrial development is steadily going on throughout the South, not only the expansion of old established lines but the creation of new establishments and enterprises.

The South produces 60 per cent of the country's output of petroleum, or 35 per cent of the world's production, and in addition 60 per cent of the country's natural gas output.

Of 82 mineral products of the United States, the South produces 61 and for 34 of these products the leading or next to the leading producing state is in the South.

The South also produces a large quantity of meat and meat products, having 35 per cent of the country's swine, 33 per cent of the country's cattle and 19 per cent of the country's sheep.

National advertisers and space buyers should stop to realize that diversification of crops, abundant raw materials, power resources, and railroad facilities, all of which the South has, offer a solid foundation on which its industrial and agricultural development is founded.

Get in touch with the newspapers listed on this page and become aroused to a genuine constructive selling campaign in the South.

		Circulation	2,500 lines	10,000 lines
ALABAMA				
***Birmingham Age-Herald	(M)	30,930	.08	.08
***Birmingham Age-Herald	(S)	49,177	.10	.10
***Birmingham News	(E)	75,304	.18	.18
***Birmingham News	(S)	83,225	.18	.18
***Mobile News-Item	(E)	11,217	.05	.05
***Mobile Register	(M)	20,227	.07	.07
***Mobile Register	(S)	31,962	.085	.086
FLORIDA				
***Daytona Daily News	(ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville	(M&S)	39,226	.09(.10S)	.09(.10S)
***Miami Herald	(M)	19,492	.06	.06
***Miami Herald	(S)	23,404	.07	.07
***Orlando Sentinel	(M&S)	5,965	.025	.025
***Pensacola News	(E)	5,372	.03	.03
†††St. Petersburg Independent	(E)	7,236	.03	.03
***Tampa Times	(E)	14,770	.05	.05
***Tampa Tribune	(M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA				
***Augusta Herald	(E)	16,024	.05	.05
***Augusta Herald	(S)	16,562	.05	.05
***Macon Telegraph	(M)	23,878	.07	.07
***Macon Telegraph	(S)	25,135	.07	.07
***Savannah Morning News	(M) 19,882 (S) 21,880		.06(.07S)	.06(.07S)
KENTUCKY				
***Lexington Leader	(E)	18,432	.06	.06
***Lexington Leader	(S)	18,538	.05	.05
***Paducah Sun	(E)	8,759	.04	.04
NORTH CAROLINA				
***Asheville Times	(E)	7,096	.04	.04
***Asheville Citizen	(M)	10,277	.055	.055
***Asheville Citizen	(S)	11,009	.055	.055
***Greensboro Daily News	(M)	22,424	.07	.06
***Greensboro Daily News	(S)	29,807	.07	.07
***Raleigh News and Observer	(M)	27,984	.06	.06
***Raleigh News and Observer	(S)	32,372	.06	.06
***Winston-Salem Sentinel	(E)	14,218	.06	.06
SOUTH CAROLINA				
***Columbia Record	(E)	15,695	.05	.05
***Columbia Record	(S)	15,366	.05	.05
***Columbia State	(M)	22,028	.06	.06
***Columbia State	(S)	23,079	.06	.06
***Greenville News	(M)	18,214	.065	.06
†††Greenwood Index Journal	(E&S)	4,378	.025	.025
***Spartanburg Journal	(E)	3,799	.04	.04
***Spartanburg Herald	(M) 6,014 (S) 8,023			
TENNESSEE				
***Chattanooga Times	(M)	24,122	.08	.08
***Chattanooga Times	(S)	24,355	.08	.08
†††Nashville Banner	(E)	58,892	.10	.10
†††Nashville Banner	(S)	56,989	.11	.11
VIRGINIA				
Alexandria Gazette		3,900	.025	.025
***Danville Register and Bee	(M&E)	12,225	.05	.05
***Danville Register (Sunday)		7,890	.05	.05
***Newport News Times-Herald	(E)	7,660	.05	.05
***Newport News Daily Press	(S&M)	5,725		
***Roanoke Times & World-News	(M&E)	25,048	.07	.06
***Roanoke Times	(S)	17,596	.07	.06
***Staunton News-Leader (M), Leader	(E)	6,588	.035	.035

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

Timeliness of Sunday News Features

SUNDAY PAPERS, on account of their enormous growth in size are becoming week-end journals as well as Sunday morning newspapers. Spontaneous news on Saturday nights measures a small proportion of the total text and picture space.

Yet the reader-demand is for timeliness—for stories of the week containing the last word. Articles prepared a week in advance for publication usually do not meet the demand for dispatches which will stand displaying in news sections. Cost of telegraphic collection and delivery have been reduced and the timeliness of news features increased by the Consolidated Press Association.

The Friday Night Leased Wire Service of C. P. A. consists of important week-end specials written in Europe and America on Friday night—transmitted at once and in type a few hours later in newspaper offices all over the country. These dispatches cover the week and are ready long before the Saturday night rush of box scores, spot telegraph and local. The variety touches every phase of reader interest.

Sold to only one paper in each city—reasonable rates.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—E. W. SCRIPPS, RETIRING, COUNSELS HIS SUCCESSOR.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Ever y Saturday

Vol. 57. No. 13 NEW YORK, AUGUST 23, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign. 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

"Advertising Costs Per Sale—"

Advertisers who check up on results remain in business and grow. Such advertisers don't buy mere *areas* of space, nor mere *numbers* of circulation. They buy advertising *effectiveness* as measured in returns upon their advertising expenditures.

With them advertising is an investment; they advertise in the mediums that most effectively reach the greatest number of financially competent consumers in any given community—and they judge effectiveness by results.

That is why The Chicago Daily News, year by year and by increasing margins, leads the Chicago daily newspaper field in the volume of display advertising printed. In the first seven months of 1924, for example, The Daily News printed 8,873,042 agate lines of display advertising—a gain of 199,136 lines over the same period of 1923—as against 6,766,953 lines—a gain of 65,515—published by its nearest competitor, a morning newspaper.

The 400,000 circulation of The Chicago Daily News—approximately 1,200,000 daily readers—is concentrated 94 per cent in Chicago and its nearby suburbs. Moreover, the circulation of The Daily News is a *home* circulation, and it enters into the daily life of the great majority of financially competent households of its community.

These are among the "reasons why" it is favored by experienced and successful advertisers.

THE CHICAGO DAILY NEWS

***First* in Chicago**

As an Ideal Promotion Market

YOU WANT A TERRITORY not too hard to get around in; not too large and unwieldy; not so small as to be insignificant

Pennsylvania

32nd IN AREA—2nd IN POPULATION

HAS

169	cities of over 5,000	27,304	retail grocery stores
7	cities of over 30,000	310	department stores
9	cities of over 50,000	3,437	retail dry goods stores
2	cities of over 100,000	12,719	retail shoe dealers
1	city of over 500,000	1,297	retail hardware stores
1	city of over 1,500,000	4,904	retail confectioners
1,726,244	Dwellings	5,480	retail tobacconists
1,922,144	Families	3,355	retail druggists

Pennsylvania, a state of industries, has unusual railroad facilities. With its dense population, interurban traction facilities have been developed to the highest efficiency. Because of its wealth, second in the Union, its buying power makes it a market worth winning.

These daily newspapers have a local home influence in Pennsylvania and are the kind of newspapers that believe in co-operation. Co-operate with them, and through them with the local merchants and you will find that they will co-operate with you.

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	30,627	.09	.09
***Allentown Call ..... (S)	19,595	.09	.09
†††Beaver Falls Tribune ..... (E)	5,702	.025	.025
†††Bloomsburg Press ..... (M)	7,130	.029	.029
†††Carbondale Leader ..... (E)	5,682	.025	.025
***Chester Times ..... (E)	15,547	.055	.055
††Coatesville Record ..... (E)	6,097	.035	.03
***Connellsville Courier ..... (E)	6,302	.02	.02
†††Easton Express ..... (E)	21,270	.07	.07
††Easton Free Press ..... (E)	12,711	.05	.05
***Erie Times ..... (E)	26,820	.08	.08
***Harrisburg Telegraph ..... (E)	38,546	.095	.095
***Oil City Derrick ..... (M)	6,765	.035	.035
***Pottsville Republican and Morning Paper ..... (E&M)	15,354	.08	.07
†††Scranton Republican ..... (M)	28,492	.12	.10
†††Scranton Times ..... (E)	41,544	.12	.11
***Sharon Herald ..... (E)	6,287	.0285	.0285
***Sunbury Daily Item ..... (E)	4,416	.025	.021
***Warren Times-Mirror .... (E&M)	9,090	.036	.036
***Washington Observer and Reporter ..... (M&E)	17,042	.06	.06
†††West Chester Local News..... (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.... (E)	23,690	.08	.05
***Williamsport Sun ..... (E)	19,561	.07	.07
†††York Dispatch ..... (E)	18,317	.05	.05
†††York Gazette and Daily..... (M)	17,435	.05	.05

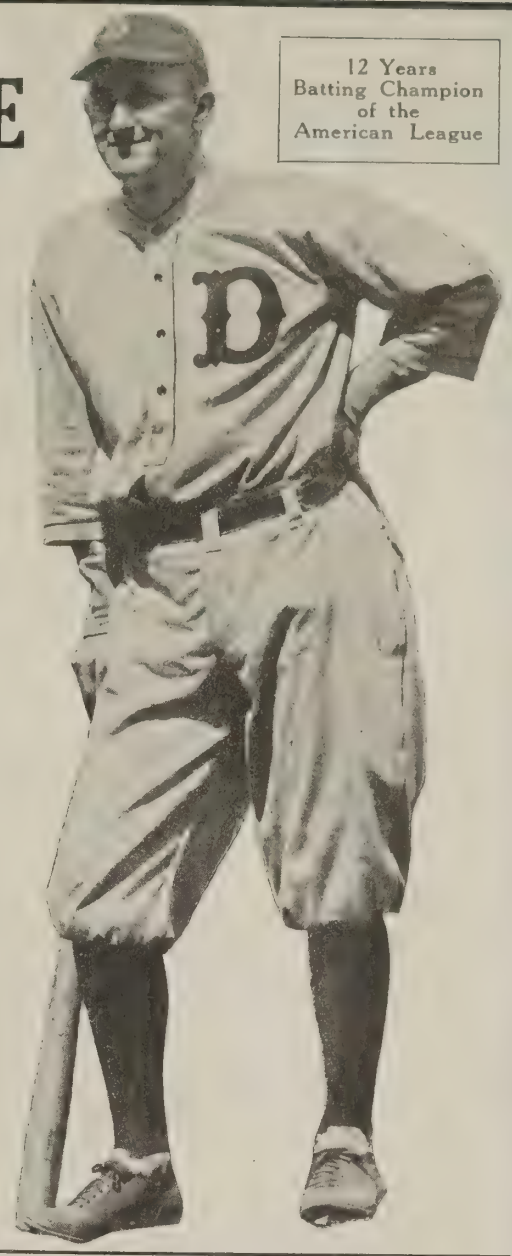
††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

The CHRISTY WALSH SYNDICATE

17 East 42nd Street, New York

presents the big new sport features of the year

TY COBB'S OWN LIFE STORY



BASEBALL'S STORY OF STORIES by Tyrus Raymond Cobb himself—whose batting, base running, fielding, and passion for success in the past 20 years have won him honors, notoriety, and leadership beyond all measure—and more individual records than any player in the history of baseball.

Cobb tells his story, strictly in the Ty Cobb manner—vividly, dramatically and complete to the last detail of every thrilling episode. He considers this a work of serious undertaking and an obligation to millions of baseball fans.

The records of Ty Cobb are known wherever there is sporting blood. They have been analyzed, emphasized and immortalized by all the celebrated writers in the realm of sport. But the personality, the character, the methods, the philosophy, the fire, the indomitable will, behind these glorious records has never been disclosed by the one person who holds the secret—TYRUS RAYMOND COBB himself.

For release—After World Series

The ONLY Man in the World Who Knows and CONTROLS the Champion's Every Move!

As usual, Manager JACK KEARNS will cover JACK DEMPSEY'S next fight!

A NEWS Service consisting of EXCLUSIVE signed stories. Starts 8 weeks previous to fight.

With John J.

McGraw in EUROPE

Under Manager John McGraw, the Giants and White Sox will tour Europe after the 1924 World Series.

The fame and showmanship of John McGraw will keep the cables to America loaded with details of his daily exploits.

But better than all the cables will be the exclusive, signed articles, by John McGraw HIMSELF, relating his experience with the famous men abroad and telling just how the baseball tourists "take" to Europe.

Limited number of articles. Order now.

Timely and Absolutely EXCLUSIVE

3 Stories Each week for 12 weeks

Inter-Sectional FOOTBALL NEWS SERVICE

PACIFIC COAST *by* GLENN WARNER
MID-WEST *by* KNUTE ROCKNE
EAST *by* TAD JONES

1 story weekly by each

Service starts: September 16, 1924

Service stops: December 6, 1924

WORLD SERIES

As in past seasons, we will dominate the World Series for our clients—with the biggest and best known figures in baseball—regardless of what teams participate. Here is our staff:

FREDERICK G. LIEB... ....President Baseball Writers Assn. and Official World Series scorer.
TY COBB ... .Manager Detroit Tigers
M. J. HUGGINS...Mgr. World Champion Yankees
JOHN J. McGRAW .. Manager Champion Giants
GEORGE SISLER ..Manager St. Louis Browns
BABE RUTH .. King of all World Series stars
NICK ALTROCK .Baseball's Funniest Comedian
WALTER JOHNSON. Washington's star pitcher
HARRY HEILMANN.....Detroit's star batter

Stories previous to World Series and daily story during series.



"Hurry Up" Yost

The Story That May Start A Football War

"HURRY UP" YOST'S own life story

Surprising facts and gridiron romance, replete with thrilling reminiscence and modern football strategy—by "HURRY UP" YOST—America's premier coach for the past 30 years and still winning at the University of Michigan.

"Hurry Up" Yost built plays around the forward pass 9 years before its use was permitted. He invented the "fake punt" formation before it was ever heard of at Harvard. He used "tackles back" three years ahead of any coach in America and devised many other famous plays—**frequently accredited to others.**

"Hurry Up" Yost's story will be popular in EVERY SECTION of the United States because he has coached players from every state and has coached teams to Championship in more states and sections than any man in football.

For release: After 1924 football season

Philadelphia

BANK & TRUST COMPANY CLEARINGS BREAK YEAR'S RECORD

The clearings of the Philadelphia Clearing House during the month of July totaled $2,181,000,000.

They were the largest for any month during this year. Monthly comparison follows:

January	$2,175,697,000
February	1,893,000,000
March	2,095,000,000
April	2,086,000,000
May	2,127,000,000
June	2,143,000,000
July	2,181,000,000

Yes, business is good in Philadelphia. Its sixteen thousand manufacturing plants and fifty thousand business places and half million families are excellent "prospects."

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

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Vol. 57 NEW YORK, AUGUST 23, 1924 No. 13

"The Way to Kill Evil Is to Report It" Fighting Texas Editor's Creed

Marcellus Foster's Own Story of Houston Chronicle's Many Successful Battles for Right—Ignored Threats, Intimidations and Boycotts in Relentless Campaigns Against Saloons, Gambling, Political Graft and Klan

By PHILIP SCHUYLER

"PUBLICITY is the greatest deterrent to evil in the world.

"Criminals who frequently don't dread the officers of the law or the courts shrink from publicity.

"Denunciatory editorials have no effect on those who are in the wrong.

"The way to kill evil is to report it, report it without censor."

In these four sentences Marcellus E. Foster, publisher of the *Houston* (Tex.) *Chronicle* summed up for me this week the story of his newspaper fights, which have gained for him the soubriquet of the "fighting editor of Texas."

Foster was in New York this week fresh from a victory over the Ku Klux Klan in Texas. For three years he has fought this secret society. It has been for him just one of a series of struggles since he started his newspaper in October 1921.

He has won all his fights. How?

By publicity; by ordering his reporters to write nothing but facts about existing evils; and by printing the facts uncensored.

"A newspaper owner must always stand for something militantly," was the way Foster put it.

"It is far too easy to turn your back when you see trouble coming.

"I'm the most peaceably inclined man in the world. Yet strange enough, it's true, I've been constantly fighting."

I paused to look carefully at the man who had made this last remark. Dressed in unobtrusive dark brown suit, brown tie showing from white stiff collar and above a vest unspangled by glittering chains or charms, he sat, one leg doubled under him, on a chintz-covered easy chair, while breezes from an open window in his room at the Vanderbilt Hotel, played with his curly graying hair. He was plainly editor. Mild greenish gray eyes that looked out through round spectacles clamped to his ears by black bands, had in them that thoughtful gaze of the constant observer of life. And he was plainly Texan. One knew this from the soft accent that padded his sentences. But, "fighting Texas editor,"—

I preferred to believe his own description of himself as "a most peaceable man," to be paradoxical—a peaceable fighting man.

"I never wore a gun in my life," he told me to contradict tales I had heard about him.

But then he admitted that back in his Texas home was a bushel-basket full of anonymous threatening letters. For two years Houston police placed a guard around that home, and furnished Foster with a personal bodyguard wherever he went.

"It wasn't through fear," explained Foster. "It was because I wanted to sleep soundly at night.

"And the bodyguard—that's rot. The only danger was that at every Klan meeting such hatred of me was preached that there always was a possibility that some poor fanatic might take it upon himself to put me suddenly out of business."



A Peaceable Fighting Man—M. E. FOSTER

Foster's story is romance, well worth recording, and, because this latest Klan fight is not the only peak, but one of many peaks in his career, it is best, I think, to go back 23 years for the opening chapter. Much of the story will be in the fighting editor's own words as he told it to me, seated in a chintz easy chair before an open window of a New York hotel.

"Twenty-three years ago this coming October," he began, "we started the Chronicle and began our first fight. We opposed the existing city administration and won."

This victory put the Chronicle's opposition in the Houston evening field out of business and gave the youthful newspaper its membership in the Associated Press.

"At this time," Foster continued, saloons were numerous along all Houston streets and there were a legion of open gambling dens. Gambling in those days, along with the red light district, was considered a necessary evil.

"Well, we began our fight against gambling. Immediately a committee of advertisers came to our office and protested. Gambling, said they, meant easy flow of money by which all trade was benefited.

"Winners give much of their gains to women, they argued, who spend it for fine clothes. Why should you, Marcellus Foster, try to reform a world-old evil, when you should be spending your time working for the best business interests of the town.

"To put it briefly, it was one hell of a fight. There were threats and intimidations, but we put gambling out of business, and the community prospered.

"Next we fought Senator Joe Bailey. This is a story all newspaper men know. The Senator is now our friend fighting with us against the Klan. We were the first newspaper in the country to wage war against him. Many took up the fight after us. When we first started, he was very popular, he was worshipped and loved by the people of Texas. That made the fight harder. But we won.

"The fight for state prohibition followed. This lasted for years. Drinking in our frontier State was considered a personal liberty not to be violated.

"By the majority, our stand was considered a crime. Business men came to me with sorry tales.

"'Why, Mr. Foster?, they ejaculated! 'Do you want to see a lot of vacant stores along Houston's streets? What will take the place of the saloon? You will have our best buildings inhabited only by bats and owls. Do you realize what you are doing?'

"They were perfectly sincere in their beliefs. They fought me for years. All I did was to give publicity to drunkenness. Print facts about the saloons. It took a long time to educate Texans to state prohibition. But we finally won.

"With all the fights we have ever had, against individuals or for principles, we have never had anything to equal our fight against the Klan", Foster continued.

"From the beginning, I instinctively felt the Klan was in the wrong. A society preaching race hatred and religious intolerance should not be allowed to exist, I believed.

"When I began fighting, I didn't realize the Klan was as strong as it was in Texas. This was 3 years ago.

"I never thought of the cost, whether the fight I had entered would result in financial gain or loss. I can't think in dollars and cents when I start fighting.

"The Klan began plans to boycott me, using intimidation, threats, and character assasination. They used all the weapons of a man who works in secret. They cowered in the dark. They never fought in the open.

"They couldn't do much harm in a big city. The Klan, for instance, could never make much headway in a city like New York.

"What did they do, then? They went out into the country places. The Klan has special appeal to people in small towns. There they have few means of entertainment. They have their churches Sunday; their town meetings; baseball on the vacant lot.

"A Klan agent, therefore, would go

(*Continued on page* 4)

PUBLISHERS REFUSE AGENCY PROPOSAL TO CHARGE FOR ELECTROTYPES

Armstrong's Plan to Supply Victor Copy in Layout or Plates to Be Paid for by Papers Viewed as Attempted Rate Cut and Unbusinesslike

By ARTHUR ROBB

DISAPPROVAL is the general attitude of publishers who have expressed opinions to EDITOR & PUBLISHER on the proposal of the F. Wallace Armstrong Agency of Philadelphia to charge newspapers for electrotypes of the Victor Talking Machine advertising, as the alternative to having the copy set in each newspaper's office. For many years past the Victor copy has been distributed in mat form, and the agency's decision to change the custom was announced last week in a circular letter.

Only one of the score of newspaper executives whose comments were sought by EDITOR & PUBLISHER agreed to the agency's payment proposition. A small city publisher agreed to pay the $1.25 per plate that the agency named as its price. This publisher, whose facilities are no more than adequate to get out his average issue with the usual run of plate copy, feared the possibility of error and consequent loss of income if his small force had to set in a rush the 800-line Victor advertising.

Others, possibly better equipped mechanically and more mindful of the effect that the Armstrong idea would have as a precedent, refused the offer of plates. Some of them pointed out that an increase in national advertising rates was certain if other advertisers followed the Victor Company's example and passed along to the newspapers the expense of setting their copy. Rates for national advertising are based by small city newspapers on the assumption that this copy is generally supplied in mat or plate form, the majority of their rate cards quoting an additional charge for composition.

Whether the Victor Company or its agency would pay this charge is questioned by some publishers. They point out that this account, which has run 800 lines weekly with occasional full pages, as a general thing has obtained preferred position without payment of any premium. This has been especially true in the smaller cities where competition is keen and the advertiser plays one publisher against another.

Another question that has been raised by the small publishers is whether the agency will insist on faithful reproduction of typography and 100 per cent accuracy in spelling and punctuation, refusing payment if type style is not followed or if trifling errors occur. These publishers also wonder whether they can collect payment for full space used if it is found impossible to set the advertising in the space ordered. All of the questions in this category touch vital spots of small papers and arise from the idea that copy may arrive on the day of publication or corrected proofs reach the office near press-time when available men and machines may not be able to give it needed attention.

Realization appears general among newspaper men that acceptance of the agency's idea of selling plates looks like a rate-cutting plan and might involve reorganization of the entire scheme of national advertising in newspapers.

One publisher, whose rate of 3 cents a line on Victor copy is common enough to make his calculation of general interest, tells EDITOR & PUBLISHER he could not afford to carry national advertising at present rates if compelled to pay for plates, or if the bulk of national advertising comes into his composing room in layout form. At his card rate of 3 cents, the gross revenue from Victor advertising approximates $1,600 a year. Over $400 of this never reaches his cash drawer, being deducted as commissions by the agency and special representative. If the copy comes in plates, the agency, according to its 1923 schedule in this paper, would deduct almost $70 additional—pretty close to 6 per cent of the net from the advertising—and he is also one of the unfortunate legion of publishers compelled by the typographical union laws to reset plat or mat advertising. He can see no profit at all at his present rate if the Armstrong idea prevails.

This conclusion is echoed by another publisher who says that his national rate is based on the fact that 90 to 95 per cent of this advertising arrives in mats or plate and that acceptance of the idea by many national advertisers would materially increase composition costs and eventually force higher advertising rates.

"This newspaper will not pay F. Wallace Armstrong nor any other agency for electrotypes or mats used in connection with accounts placed by agencies," says a Western advertising manager. "To do so would establish a dangerous precedent and involve newspapers treating advertising agencies impartially in agreements to handle all national accounts on this basis, adding several hundred dollars per month to the cost of handling national advertising on large newspapers. This would result in increased national rates and involve newspapers in endless controversy. If insisted upon, we will give any agency office service in setting copy, following layout as nearly as possible, but we will not make cuts without regular engraver's charge, nor be responsible for correctness of copy unless protected by O. K. proof from the agency prior to insertion of the advertisement."

"We will set Victor copy, giving them best possible service, naturally using only type faces that we have in the shop," says a Southern publisher. "If Victor furnishes copy in time, we will follow instructions, render proofs, and make corrections. If Victor gives us last-minute rush, they must accept that type of service, and assume responsibility for varying typographical effects. We will not buy mats or plates, just as we do not make free cuts for any advertiser. In our opinion, this request threatens reorganization of the entire national advertising rate situation."

"We have declined the Victor proposition to pay for electrotypes, advising that we would set copy if desired," states another Western publisher. "We would rather set the matter at our own expense than submit to an attempt to unload an unjust charge of this nature on us."

DENOUNCED IN OHIO

Select List Members Won't Pay for Electros, Meeting Decides

The Ohio Select List, meeting August 18 at Columbus, decided that its members would not pay advertisers for copy in plate form. Members were instructed by the meeting to notify advertisers and agencies that copy would be accepted in layout form, even at greater cost to the publishers than the price asked for plates. The proposal of this nature by F. Wallace Armstrong on the Victor Phonograph advertising was considered decidedly unfair and unbusinesslike.

PENNSYLVANIA DAILY SOLD

Monongahela Republican Passes from Hazzard Family to Local Men

The *Monongahela* (Pa.) *Republican*, for many years owned and controlled by the Hazzard family, has been sold to Claude E. Towner and R. H. Robinson, both of Monongahela, who will assume management Oct. 1.

The Republican was established in 1846, and in 1850 the paper was taken over by T. R. Hazzard. Since that time it has been directed by a member of the Hazzard family, the last owner being Miss Harriet Hazzard, inheriting the publication when her mother passed away 2 years ago.

LOUISVILLE PUBLISHER MARRIES

Judge Bingham, Owner Courier-Journal and Times, Takes Third Wife

Judge Robert W. Bingham, publisher of the *Louisville* (Ky.) *Courier-Journal* and *Louisville Times,* was married to Mrs. Byron Hilliard, also of Louisville, in London, England, Aug. 20.

The Canon of St. Margaret's and the Rt. Rev. Charles E. Woodcock of Kentucky performed the ceremony under a special license from the Archbishop of Canterbury.

Judge Bingham purchased the Courier-Journal and the Times in 1918 for a consideration said to approximate $1,000,000.

This is Judge Bingham's third marriage. His first wife was Miss Miller of Louisville. She was killed in an automobile accident. His second wife was the widow of Henry M. Flagler. She died almost a year after the marriage and left the Judge $5,000,000, with which he acquired the newspaper and other properties.

Daily Planning Fair Exhibit

The first extensive newspaper exhibit ever arranged by an Iowa daily will be on display by the *Des Moines Register* and *Tribune* at the Iowa State Fair at Des Moines the latter part of August. The exhibit includes a linotype as well as other machinery, which will show laymen the making of a metropolitan newspaper. One portion of the booth will resemble the city desk and news room of a large daily and will give the visitors an opportunity to see how news is gathered and prepared for publication. Several originals of cartoons by J. N. Darling, Register cartoonist, will be on display, including the cartoon which won the Pulitzer prize.

Reading (Pa.) Tribune Joins A.N.P.A.

The *Reading* (Pa.) *Tribune* has been elected to active membership in the American Newspaper Publishers Association, it was announced this week.

THE WAY TO KILL EVIL IS TO REPORT IT—FOSTER

(*Continued from page* 3)

into a small Texas town. 'I am going to organize you,' he would say, 'for the good of your town. We must protect our race and our religions. We must see that the law is upheld.

"'We must see that the law is upheld and crime prevented. I will appoint you Kleagle, you Grand Cyclops, and so forth. And you will all have lots of fun.'

"It was nothing but a Ponzi scheme, but the people fell for it. They loved to act as censors. This censorship grew from tar and feathering to crimes of flogging, and actual mutilation of bodies, and murder.

"We reported all these outrages fully, and last year such lawlessness as this ended in Texas.

"The Chronicle started the fight, stuck to it, and never has stopped.

"When we began the fight on the Klan we found that denunciatory editorials had little effect. We tried editorial sarcasm and ridicule with little more success.

"What killed the Klan was our reporting of every meeting they held verbatim, without censor. If a prominent citizen attended we printed his name, whether or not he was an advertiser. If a well known minister delivered a talk to Klansmen we told it. We used no condemnation.

"A Klansman would address a meeting saying there was a certain Jew's store which was being patronized by a Protestant family and they ought to go to a Klan store, and we would print just what he said.

"They did everything to keep us from reporting their meetings. Of course only Klansmen could attend. We had to employ a Klan reporter. The way I got hold of my Klan reporter was a matter of luck.

"A young man came to me one day, told me a hard luck story, about how he was out of work and his wife was about to have a baby. He wanted to borrow $200.

"'Why did you come to me?', I asked.

"He told me he didn't know, except that he had heard that I was sometimes generous.

"I didn't know whether he was a crook or not, but I took a chance and lent him the money. A few days later he came to me, told me he was a member of the Klan, and said he had asked them for help, that they had refused, and now he was willing to tell me all the secrets of the society.

"'I don't care about the secrets,' I told him. 'But I will give you a job on the Chronicle as a reporter at a regular weekly salary to report all Klan meetings.' He agreed.

"The Klan early determined to find out who was responsible for the columns of Klan stories, which began appearing regularly in the Chronicle. Thirty members were under suspicion. One evening they singled out these 30 one by one and gave them special work to do at a separate meeting of their own.

"If the Chronicle hasn't its regular story, they reasoned, we will get our man.

"The Chronicle reporter was one of the 30. He wrote the story of the special meeting of the thirty suspects and told us how to get the story of the regular meeting, and we appeared with our Klan publicity as usual.

"And so the Klan has been defeated in Texas. Just as sure as I am sitting here now, Mrs. James Ferguson, the anti-Klan candidate will be nominated for governor on Saturday, and the nomination in Texas is the equivalent of election.

"We have won our latest and biggest fight."

Foster, a modest man, found he was in a hurry and must rush away to keep an appointment, when he was asked for the story of his own personal newspaper fight.

But in that story is as much romance as in his public career. Starting newspaper work as a reporter on the *Houston Post* at $10 a week, in 4 years he advanced to the position of managing editor.

When he was about 30 years old he bought some oil land "for a song" and made $5,000. With this amount, he began talking to his business friends, looking towards raising enough capital to start an evening newspaper in Houston. Finally he gathered together $25,000 and on Oct. 14, 1901, started the *Houston Chronicle* in the midst of the Houston oil boom.

In the beginning, this newspaper had only 2 typesetting machines and one old Cox duplex printing press. It was housed in a ramshackle wooden building.

But, as Foster says, he was "surrounded by a bunch of loyal fellows" and the Chronicle had grown and prospered until today it has one of the finest newspaper plants in the South and assets of more than $2,000,000.

Although still in a hurry to keep his appointment he paused a moment to conclude the interview.

"There is one point I want to make," he said. "I think things that hide in the dark, that shrink from the light, should be brought out into the open by the newspapers.

"If the newspapers cannot educate the people to follow the right, what on God's earth can?"

E. W. SCRIPPS, RETIRING, COUNSELS HIS SON

His Letter, Conferring Complete Control of Policies on Robert P. Scripps, Published By Latter After Editorial Endorsing La Follette, Approves Scripps-Howard Conduct of Properties

A REMARKABLE letter written by Edward W. Scripps, millionaire American newspaper builder to his son Robert P. Scripps was made public in all Scripps-Howard newspapers late last week.



ROBERT P. SCRIPPS

The letter, dated June 14, 1924, details the father's desires regarding the future editorial conduct of his newspapers, and news-gathering and news-disseminating agencies, which he turned over to his son and Roy W. Howard, 4 years ago.

It was made public by the son last week, following publication of an editorial written by him in all Scripps-Howard newspapers, endorsing the independent presidential candidacy of Robert M. La Follette.

Robert Scripps prefaced the letter by saying:

"The writing of that editorial was the most important work I have undertaken since the receipt from E. W. Scripps, the founder of this newspaper organization, of the following letter:

'Mr. Robert P. Scripps,

Present.

'Dear Son: A little over four years ago I turned over to you and Mr. Roy W. Howard the control of all my newspapers and news-gathering and news-disseminating agencies, directing you to act as editor-in-chief.

'I executed a power-of-attorney, appointing you to take full charge of my estate.

'I advised you to "go slow" in the matter of exercising control over the editorial direction of the institution until you should have become thoroughly acquainted with the personnel and until you should have had time to mature your own convictions with regard to public policies.

'Under yours and Howards' direction of the institution, its property value has greatly increased.



ROY W. HOWARD

'I am now past seventy, and have decided it will be better not only that I should cease active control, but to have any sort of influence over your activities.

'It is my opinion that the value of the properties over which you exercise control might well increase many fold if your chief aim were merely to cause increase in wealth.

'However, I repeat now what I told you when I first launched you in your career: That I would prefer that you should succeed in being in all things a gentleman, according to the real meaning of that word, than that you should vastly increase the money value of my estate. Being a gentleman, you cannot fail to devote your whole mind and energy to the service of the plain people who constitute the vast majority of the people of the United States.

'I have so arranged my affairs that beyond all doubt you will control my estate after my death, and hence control all of those newspapers which I had previously controlled—and perhaps many more—besides those news-gathering and news-disseminating associations which I built up.



"I belong to two past generations"—E. W. SCRIPPS

'I have turned over to you a property so large and so well organized that not only can you afford to do your full duty as a public servant, but you are and can be, continually, entirely free from any temptation to cater to any class of your fellow citizens for profit.

'You have not had nor should you at any time ever have any ambition to secure political or social eminence.

'I belong to two past generations. You belong to the present, and your duty is, I consider, toward the present and future generations. I cannot consider that you have any inclination or that you are going to be subject to any temptation to do anything other than your full duty toward the public of this and future generations. 'Affectionately,

EDWARD W. SCRIPPS'."

Iowa Dailies Taking Straw Vote

A dozen daily newspapers in the population centers of Iowa this week launched a straw-vote campaign to determine Iowa sentiment in the presidential campaign. Ballots will be obtained from all over the state and local and state-wide results published at intervals throughout the voting. The Iowa vote is conceded an important factor in the race and the newspapers poll will indicate to a large degree the attitude of the voters on the third party issue.

English Advertising Woman Visits U. S.

Mrs. Ethel M. Wood, C. B. E., director of the advertising agency of Samson-Clark Company, London, England, is visiting the United States on business. She was one of the speakers at the women's luncheon and reception at the Savoy Hotel, London, during the recent international A. A. C. W. convention.

Kanitz Joins Fresno B. B. B.

E. C. Kanitz, previously assistant manager of the Dallas (Texas.) Better Business Bureau, has been appointed manager of the Fresno (Cal.) Better Business Bureau, succeeding Ross Cox, who has been manager for the last two years.

EDGAR M. FOSTER BUYS TENNESSEE DAILY

Business Manager of Nashville Banner Assumes Ownership of Clarksville Leaf-Chronicle—Puts Son in Charge

Edgar M. Foster, business manager of the *Nashville* (Tenn.) *Banner*, has purchased the *Clarkesville* (Tenn.) *Leaf-Chronicle* from Mrs. W. W. Barksdale who has managed the property since the death of her husband, March 8, 1922. M. Stratton Foster, Mr. Foster's son, has assumed active charge of the newspaper as publisher.



E. M. FOSTER

Mr. Foster has been business manager of the Banner for 30 years, and is considered one of the outstanding figures in Tennessee journalism.

Stratton Foster has been an engineer connected with the construction firm of Foster & Creighton. He is a graduate from the Vanderbilt University in the School of Engineering and the College of Arts.

Mrs. Barksdale made the following announcement in regard to the deal:

"It is impossible to express my feeling at this important step. The Leaf-Chronicle represents the life work of my late husband. I would no more think of putting it into unworthy hands than I would think of entrusting our son to unworthy teachers or advisors. The very fact that I decided to relinquish this paper into Mr. Foster's hands is evidence of my confidence in his ability to serve the people of Clarksville as they deserve to be served.

RECEIVER NAMED FOR INDIANAPOLIS PAPER

Affairs Placed in Hands of Ralph W. Douglass—Action Instituted by Printing Company Alleging $80,067 Indebtedness

Ralph W. Douglass, former business manager of the Indianapolis School Board, has been appointed receiver for the *Indianapolis Commercial and Daily American*.

The appointment was asked in a suit filed by the Enquirer Printing Company, which is printing the paper under contract. It was alleged that the newspaper was indebted to the Enquirer Company in the amount of $80,067.39, for which amount notes were given, and that three notes of $2,000 each are now due and unpaid. It was further charged that the defendant newspaper was indebted to the plaintiff in the sum of $9,353.70 for current printing, of which amount more than $7,000 is due and unpaid, and that the defendant was indebted to others, not named, in the sum of $11,000.

The complaint asserted that the paper is now being published at a loss each month and that the appointment of a receiver was necessary to conserve the assets of the company and to insure payment to the creditors.

Robert A. Butler, president of the Commercial, said that some indebtedness to the Enquirer company is now in dispute, but that the suit was a "surprise," as the dispute had been of an amicable nature. He said that he did not know that the suit had been filed.

The newspaper is published on the machinery of the Enquirer company at a rental which is estimated on the volume of work done, on the machinery, Butler said, and there has been a dispute for some time in regard to the amount to be charged. Other indebtedness of the Commercial is covered, Butler said.

FORESEES CHEAPER PAPER

Lord Beaverbrook Says Canadian Mills Are Charging Too Much

Reduction in the price of newsprint was predicted by Lord Beaverbrook, proprietor of the *London Daily Express*, when he was interviewed by Montreal newspaper men last week.

"Canadian firms are getting too high a price for newsprint at present and the price is sure to come down," the Canadian-British publisher is quoted as saying.

"By this time next year it will not be so high as it is today.

"I have just visited at Bathurst, N. B., a most compact newsprint plant owned by Mr. Angus McLean, and I was delighted to see that Canada's premier industry is being developed so well in my native province.

"Newsprint is of very great importance to Canada. Lord Rothermere is one of the largest newsprint consumers in the world, and uses more than 100,000 tons a year. If he bought all of it in Canada he would be one of the biggest customers Canada has. I am told that Lord Rothermere is about to build a new newsprint mill on the St. Lawrence above Quebec.

"Sir William Price is transforming the Saguenay and I am told that before long he will have an output of 1,000 tons of newsprint a day. This is enough to supply Lord Rothermere and two others like him."

NEW ARBITRATION PACT SOUGHT BY LYNCH

President-Elect Asks I. T. U. Not to Hamper Him in Negotiations With A.N.P.A. and Gets a Free Hand

Renewed efforts will be made by the International Typographical Union, after James M. Lynch takes office as president, to obtain a new arbitration contract with the American Newspaper Publishers Association. This is indicated by an address made by President-elect Lynch before the annual I. T. U. convention in Toronto last week, opposing adoption of an amendment to the union laws providing that such an agreement must be approved by a referendum of the union membership, that it must, in effect, exempt I. T. U. law from arbitration, and that local unions need not be bound to compulsory arbitration.

The amendment was withdrawn following Mr. Lynch's address, in which he stated that "it would hamstring any effort to negotiate an arbitration agreement." He declared that he was willing to undertake new negotiations for an agreement satisfactory to the union to take the place of the one which expired three years ago. Since then committees of the A. N. P. A. and I. T. U. have deadlocked on the demand, reiterated by several A. N. P. A. conventions, that no agreement be made unless the union waived its claim that its laws were not subject to arbitration.

Mr. Lynch declared that the union had given hostile employers a new weapon by the resolution adopted Aug. 15 providing that the Executive Council should not mandate a subordinate union to accept a reduction in wages.

Concern was evident in the minds of many delegates because the union has failed to regain ground it lost incidental to the fight for the 44-hour week, notably in the South and more lately in the Pacific Northwest.

Nashville delegates prayed the convention for international union assistance in reorganizing its territory, in which most of the large commercial shops are now non-union. The Southeastern Typothetæ, by adopting Nashville as headquarters, have a strategic advantage which threatens to take the entire territory from control of the I. T. U., the convention was told. Approval was given to a resolution that Nashville be accorded special consideration in a general reorganization that the union plans during the coming year.

Another region where I. T. U. fences need mending is in the neighborhood of Seattle. It was charged that the recent strike of newspaper printers on the *Post-Intelligencer* is being used by employing printers as a wedge to place the Pacific Northwest printing industry on a non-union basis. The P.-I. office had been union for 50 years, and the strike was called in May after failure of negotiations over a five-month period. The convention approved a report recommending assistance to the strikers.

Disapproval was the fate of proposals that the union establish a bank like that of the locomotive engineers' brotherhood, and that it give its sanction to the formation of a labor party.

LINEAGE CURVE RISING

Gains by Papers Without Sunday Editions Show July Loss Is Only Apparent

Newspaper advertising in the country's large cities is not on the downward trend, despite the apparent loss shown in the July statistics compiled by the *New York Evening Post* Statistical Department. The figures, which cover 138 newspapers in 30 cities, show a total of 91,578,618 lines for July, 1924, against 98,288,433 lines in July, 1923, the decrease of 6,709,815 lines being practically all in the Sunday issues, of which July, 1923, had five against four this year.

Of the 39 papers listed as showing gains for the month, 29 are evening papers which have no Sunday edition and were therefore unaffected by the quarterly vagary of the calendar.

Another factor in the decrease is the large number of consolidations and the several new papers for which 1924-1923 comparisons cannot now be made. The lineage of the combined papers in every instance is considerably less than was that of the individual journals a year ago, and the new papers have not yet attained volume enough to overcome that loss, most of which arises from duplicate schedules.

The July figures follow:

	1924	1923	Loss
New York	9,919,374	10,751,018	831,644
Chicago	5,166,507	5,223,255	56,748
Philadelphia	5,445,409	5,593,212	147,803
Detroit	3,737,230	4,051,978	314,748
Cleveland	2,946,075	3,448,425	503,350
St. Louis	2,961,620	3,093,440	131,820
Boston	4,304,125	4,324,772	20,647
Baltimore	3,260,980	3,683,556	422,576
Los Angeles	6,418,824	7,344,305	925,481
Buffalo	2,523,691	2,684,687	160,996
San Francisco	3,731,441	4,269,051	537,610
Milwaukee	2,103,059	2,203,580	100,521
Washington	3,403,021	3,627,457	224,436
Cincinnati	2,697,600	3,061,200	363,600
New Orleans	2,443,105	2,783,365	340,260
Minneapolis	2,123,871	2,290,861	166,990
Seattle	2,368,310	2,274,720	*93,590
Indianapolis	2,321,061	2,478,372	157,311
Denver	1,732,612	1,899,464	166,852
Providence	2,167,365	2,309,932	142,567
Columbus	2,703,414	2,954,878	251,464
Louisville	2,329,588	2,383,071	53,483
St. Paul	1,766,912	1,940,764	173,852
Oakland	1,752,660	1,833,160	80,500
Omaha	1,489,390	1,750,581	261,191
Birmingham	1,805,314	1,798,622	*6,692
Richmond	1,734,096	1,799,723	65,627
Dayton	2,167,284	2,302,734	135,450
Houston	2,295,356	2,194,836	*100,520
Des Moines	1,759,324	1,933,414	174,090
Totals.....	91,578,618	98,288,433	6,709,815

*Gain.

A. A. C. W. AT HOUSTON MAY 17-21, 1925

Executive Committee Will Fix Definite Dates Next Month, and Spring Meeting Is Favored—East May Go by Ship

Convention sessions of the Associated Advertising Clubs of the World at Houston next year will probably begin May 17 and continue to May 21, it was learned at A. A. C. W. headquarters this week. The dates will be definitely fixed at the September meeting of the executive committee, and approval of these mentioned is likely, as Houston wants the meeting held during its most pleasant seasons of late Spring or early Fall, and the A. A. C. W. chiefs prefer a Spring meeting.

Headquarters is also considering transportation of Eastern delegates to Houston by water. Preliminary investigations are being made as to the possibility of chartering a ship to touch at several ports en route to the convention city and approval of the idea is general among the people who enjoyed the voyage to London.

Election of the National Advertising Commission chairman has not yet been held, the London meeting adjourning for lack of a quorum until the regular October session in Chicago. Upon election, the commission chairman automatically becomes a member of the executive committee. Members of this committee now serving are:

President Lou E. Holland, Kansas City.

Secretary-Treasurer Jesse H. Neal, New York.

Charles Henry Mackintosh, Chicago, past president.

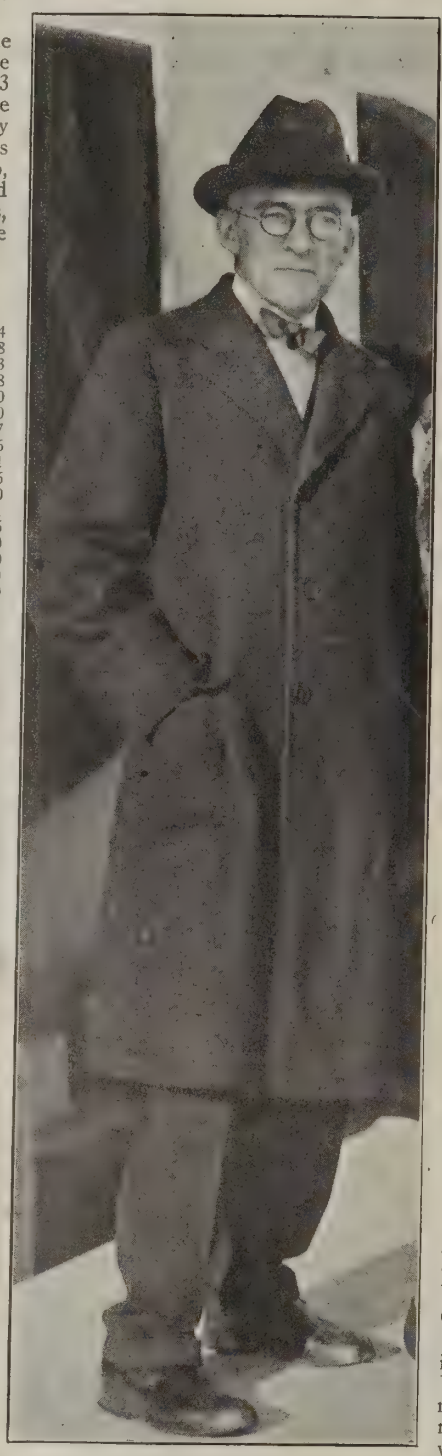
Carl F. G. Meyer, St. Louis, president of the St. Louis Advertising Club.

Ethel B. Scully, Milwaukee, elected by the women at London.

E. T. Meredith, Des Moines, elected by sustaining members.

W. Frank McClure, Chicago, chairman of the National Advertising Commission.

PROMOTED



James H. Furay gets a title to decorate the job which he has built since the war made foreign news a big element in the daily newspaper menu. This picture shows him starting on one of his occasional visits to other lands.

GRIFFITH NOW PUBLISHER

Succeeds C. C. Rosewater on Seattle Post-Intelligencer

E. C. Griffith, general manager of the *Seattle* (Wash.) *Post-Intelligencer* since last February, has been appointed publisher to succeed C. C. Rosewater.

Before coming to Seattle he was director of advertising for the *Washington* (D. C.) *Evening Times and Morning Herald*, Hearst publications.

Griffith began his newspaper work on the *Fargo* (N. D.) *Argus* as a reporter. About 15 years ago he entered the advertising department of the *Minneapolis Tribune*. Later he served on the *Grand Forks* (N. D.) *Times-Herald*, and *Chicago Daily News*. After leaving the News he was appointed Western manager of O'Mera & Ormsbee, Inc., publishers' representatives. From this position he advanced to vice-president and Western manager of the Dorrance Sullivan Company, which he left to join the Washington Hearst papers.

U. P. PROMOTES FURAY TO VICE-PRESIDENCY

Advancement of Foreign Editor Follows Wide Expansion of Associations Service Abroad—Six Years With Organization

James H. Furay has been elected vice-president in charge of foreign services of the United Press Associations, it was formally announced this week.

For the past 6 years he has been United Press foreign editor, with headquarters in New York.

His advancement marks the latest chapter in a story of foreign expansion on the part of the United Press, which has progressed coincident with Furay's service.

During the last 6 years many new foreign bureaus have been established and the personnel of all U. P. foreign bureaus has been more than tripled. The United Press now serves approximately 90 newspapers in foreign countries, including the South American republics, China, Japan, Hawaii, Spain and Germany.

When Furay came to New York in 1918 the United Press foreign department numbered only 2 men, where it now numbers 8. Where there were only 2 in Brazil in 1918 there are now 14, and in London 5, now 15.

Mr. Furay was born in Omaha in 1879, and in 1899 started his newspaper work on the *Omaha Daily News*, joining that newspaper for its first issue. He became telegraph editor, in which position he remained for 8 months.

From Omaha Furay went to St. Paul, joining the *St. Paul News* with its first issue. Later he worked on the *Des Moines News* as telegraph and make-up editor, before going to the *Chicago American* as librarian.

Leaving the American for the old *Inter-Ocean* copy desk Furay spent some further time in Chicago before he moved to Indianapolis, where, as copy-reader, state editor, telegraph editor, night editor and Sunday editor successively of the *Indianapolis Star*, he remained 2 years.

In 1905, he joined the staff of the *Cleveland Press*, and became managing editor after one year. He remained in this position 18 months, then joined the United Press as manager of its central division at Chicago in 1908.

From 1908 until 1910 Furay remained in Chicago. He was in charge of the United Press bureau at Denver for the next 4 years, and from 1915 to 1918 was manager of the Pacific Coast Division, with headquarters at San Francisco.

In 1918 he came to New York to become foreign editor, taking over a department which supplied services to newspapers in South America, and had exchange arrangements with one or two outside agencies.

Furay is one of the three oldest "Unipressers" in point of continuous service, his record being exceeded by Ed L. Keen, general European manager, and E. T. Conkle, superintendent of bureaus.

Keen remains as vice-president and general European manager, and J. I. Miller continues as vice-president in charge of South American news.

MRS. PINDELL HEADS PAPERS

Carl and Merle Slane Remain in Charge of Peoria Journal Co.

PEORIA, Ill., Aug. 19.—Mrs. Henry M. Pindell succeeds the late Henry M. Pindell as president of the Peoria Daily Journal Company, publishers of the *Peoria Journal*, the *Daily Transcript* and the *Sunday Journal-Transcript*, with Carl and Merle Slane continuing as active publishers and the rest of the organization remaining intact.

The papers will be independent as in the past. Frederick A. Stowe will continue as editor-in-chief.

MORE FUN ON SMALL DAILIES SAYS PHILLIPS

New York Sun Columnist Advises Young Writers to Take 6 Years' Experience Before Attempting Metropolitan Journalism—How He Broke Into Gotham Field

By PHILIP SCHUYLER

SATISFACTION, enjoyment, real pleasures of life—where are these found in the newspaper profession?

In the small city newspaper office, according to H. I. Phillips, sparkling humorist, conductor of the "Sun Dial," for the *New York Sun*, a column widely syndicated by Associated Newspapers as "The Once-Over."

Phillips this week, upon orders from the writer, wandered back to his cub reporter days on the *New Haven* (Conn.) *Register*, where, he says, he had "most fun," long before he broke into the metropolitan field and won for himself more than a "Park Row reputation" by his witty pen.

Only 36 now, Phillips, talking of yesterday, is no wornout work horse, full of rosy dreams of a colt's clover pasture. He has a brilliant future still ahead of him. He went to the top in a small city; he is "sitting pretty" in New York today. What he has to say, therefore, about the two distinct journalistic fields is packed with interest.

The writer called on him at his low ceilinged office in the Sun building with a definite thought in mind. New York managing editors and city editors report they are being besieged daily by young men willing "to do anything" to get a start as newspaper men. It has been estimated that the number of news writers out of work mounts to high hundreds in Manhattan. They would learn much from the Phillips' book.

"Well," he qualified at the start, "I have only my own experience as basis for opinion."

That was quite sufficient.

"I would advise young men starting out to stick to a small city for 6 years at least, before leaving the kindly place for a metropolitan career," he continued.

"He will obtain far more experience, and will have decidedly much more fun to the bargain.

"Small city experience is the best in the world. But too many fellows are content there too long. It is a comfortable life. Leaving it one feels he is kicking over a basket of glass.

"Six years is enough. To stay much longer usually means becoming the long-bearded 'oldest member of the staff.' With ambition, a man should have learned enough in this time to find success in New York, Chicago, Philadelphia, San Francisco, or any of the larger fields.

"But once in the larger field, I think he will find his gain is not without its loss.

"There is far more real fun on a newspaper in a city the size of New Haven. There is more Bohemian spirit in the life. All on the paper are friends, working for one another, and the newspaper. There are poker games to play after the paper goes to press, free tickets to shows, dances, clam bakes. It is like school, when students, after studying together, go out and play together.

"Hours, of course, are long. They are long in New York, too. But you get to know all the 'big bugs' in the small web. You are respected, looked up to, which is no small satisfaction to any man.

"To be sure, salaries seem like jokes to the big boy in the city. But the small roll goes farther, much farther.

"Why, 12 years ago, when automobiles were none too common I, as reporter on the Register, owned my second-hand car. And a lot of fun and trouble it gave me, too. After coming to New York, it was 4 long years before I could afford an automobile, even with much more pay.

"In New Haven, I owned a 30-foot sloop, too. I belonged to the yacht club. That cost me about $2 a year."

Phillips tilted back his chair. He was not in New York now. He was back really reliving yesteryears.

"And breaking into New York—was that hard?" he was prompted.

"Not as hard as it is painted, as far as I was concerned," he replied, suddenly recalled a step or two in advance of his story. "I had always thought of New York managing editors and city editors as hardboiled roughnecks. But I never got anything but a helping hand from them—except—"



He joined the N. H. Y. C.—did H. I. PHILLIPS

But the Phillips' story reads so like a romance, it is better told in sequence. Very much like Percy B. S. Ray in the now old-fashioned novel "The World of Chance" by W. D. Howells, Phillips built up a home town reputation and offered it to New York.

Nineteen years ago, Harry Irving Phillips, then 17, was at high school in New Haven. He was already one of the wage earners in his family. After school he climbed up into the driver's seat of a delivery wagon, and peddled the wares of Charley Atwood, wholesale candy dealer.

This sort of business didn't suit Harry Irving one little but. He would graduate that year and he was already building phantasies of later life as a distinguished artist. He could write too. Someday he would be an author and illustrate his own books.

At school he drew cartoons of the most popular girl, of the football star, of his teacher, and wrote funny captions under them.

"You oughter draw for the newspapers," advised admiring school friends.

Phillips thought them right, Consequently, the *New Haven Register* building facinated him a great deal. He drove his delivery wagon out of his way, making rounds through the elm shaded streets of the university city, to pass it by.

Like Theodore Dreiser a few years before him in Chicago, Phillips was wondering how he could become a newspaper man, a position which seemed quite impossibly glorified.

Then came opportunity and its knock resembled closely the one heard by Dreiser. An advertisement in the Register read:

"Wanted: a young man to learn the newspaper business. Apply to managing editor, New Haven Register."

Phillips applied immediately. Clarence Snevely Thompson, managing editor, told him to report the next day. He was to be paid $7 a week.

For a year Phillips learned newspapering and more in the stench of streets near the docks, covering the "water front beat." It all began very tamely. As his first assignment, he was sent to cover the bean supper given in Dr. Watson Phillips' church, in the fashionable west end. But afterward came labor troubles, gun fights, knife play and thrills along the water front.

At the end of this year, Phillips received his first raise in pay. He was been earned by him "unsolicited." Now he was a real newspaper man. He was assigned to the police beat.

given $2 a week more, with a letter from his boss saying that the increase had

"Our salaries," joked staff members among themselves, "are from $4 to $8 and we work from 8 o'clock to 4, seven days a week."

A few years later, Phillips started his first column, and the first ever run by the Register. It was given the name of the "Elm City Clarion," and parodied news events in the manner of the "Bingville Bugle."

He drew weekly cartoons, too, of Yale athletic activities. These cartoons, drawn when Phillips was only about 19, now hang in the Yale University Athletic Association Building in New Haven.

About this time the New Haven jail caught fire. It was such a blaze and the Register staff was so small, that even the managing editor and city editor left their desks to cover it. Phillips, who had done nothing but the police beat, the waterfront beat and his column, was told how to make a paragraph mark, and assigned to sit in and edit copy.

Phillips had been 5 years with the Register, when his managing editor resigned. Periodically he had been discontented and had written New York editors unsuccessfully for work.

"Humpf," grunted Hugh Kennedy, the Register's business manager, "You talk of going to New York. You're no good. You know nothing about the business yet. You wouldn't have the nerve to knock at the door of a New York newspaper. We are going to make you managing editor of the Register. You go back upstairs now and take that desk."

Phillips did. Editing copy was one of the big jobs of the managing editor on the Register of that day. He knew little about it. But, although he was scared stiff for a while, he kept the job for 6 years. As managing editor he was making $40 a week. And he handled some big stories, too—the Titanic disaster, and the start of the World War.

By July 1917, however, Phillips had had enough of the satisfaction and fun of the small city job. He sent out a round of letters to New York editors, and got one reply from the managing editor of the *New York Tribune*. This Tribune reply offered him work on the copy desk at $60 a week. Phillips gave two weeks' notice and accepted.

With his wife, he moved to New York and took rooms in a house opposite a cemetery in Jersey City. He was such a greenhorn at the time that, wishing to give his wife a treat, he took her one week-end to the Brighton Beach Hotel. The name sounded grand. But they had a terrible time.

He was frankly a "bust" on the Tribune. After 3 months, he received that courteous note telling him kindly that his work was not all that was desired, and found himself pounding New York pavements.

Finally, he got another job on the copy desk of the *New York Globe*. It was at the end of the war. He drew a cartoon around the idea "How to Punish the Kaiser," and sent it to the *New York World*. The next day it appeared on 5 columns of the second page of that newspaper.

That was something like. He got to work in earnest now, at home, after long hours on the Globe copy desk. He drew 9 cartoons and rushed them to the World. All came back.

Well, there was still writing left. Not much chance on a copy desk, one might think. Phillips thought differently He read the department "To-night's Events" and made a point of attending the one that sounded most unusual or funny. Going home afterwards, he would draw a cartoon and write a parody account of what took place. The Globe began using these regularly paying him space rates, with $5 for each cartoon.

In the spring of 1919, Phillips got the column bug again. He wrote a sample between heads one day on the copy desk,

(*Continued on page* 8)

INACCURACIES CUT DOWN BY GIVING BOTH SIDES OF EVERY STORY

Investigate Every Charge of Error and Do Not Hesitate to Print Corrections Says White of World's Accuracy Bureau

HOW can newspaper inaccuracies be avoided?

With this thought in mind, I called this week on Isaac Deforest White, director of the *New York World's* Bureau of Accuracy and Fair Play.



ISAAC D. WHITE

Mr. White is confident newspapers of today, despite the increased speed of their production, are more accurate than ever before. But errors persist where they might be avoided.

For more than 10 years Mr. White has conducted the Accuracy and Fair Play Bureau, which, now an old story to men in journalism, has proved its worth, has been copied extensively, and everyday continues its work of maintaining the position of the World as a newspaper whose "real influence must be measured by the number of readers who believe in it."

Previous to taking over the bureau, Mr. White had among other activities successfully conducted the Elmira Reformatory investigation for the World, and as head of the same newspaper's legal department, had made a special study of the laws on libel.

After we had gone over the carefully indexed bureau files, listing complaints, the written explanation by the reporter at fault, required by the bureau, the published correction and the letter of thanks from the injured victim, which usually follows, Mr. White, after deliberation, offered these rules for avoiding error:

"I—Accuracy and fair play, synonymous with truth and justice, sum up the law of libel, just as the Golden Rule embodies the Ten Commandments. Be accurate and fair.

"II—Get both sides of every story. Failure to do this is the commonest cause of inaccuracies in newspapers.

"III—Avoid 'trial-by-newspaper.'

"IV—Rapid-fire evening newspapers are responsible to a large degree for the reputation for inaccuracy. Evening newspaper workers, particularly telephone reporters and re-write men, must be alert to the exceptional hazard involved in their work and the consequent necessity of exercising exceptional care.

"V—To publish an article affecting the reputation of a person without giving him an opportunity to deny or explain is to convict him without a hearing. It is like shooting from ambush.

"VI—Mistakes in pictures cause many libels. A picture should not be published unless fully identified. The name on a picture by itself proves nothing. Many names are common to different persons. In identifying pictures to avoid mistakes supplement the name with information as to occupation, social or official position or any other details that will prevent error.

"VII—Investigate all complaints of unfairness and inaccuracy, and if the investigation justifys it, print a correction.

"VIII—Exercise care and judgment in using biographical department clippings. They may contain errors and libels. Persons accused may have been later vindicated. When in doubt investigate before rewriting. If a reputable person has lived down a bad past don't dig it up without just and reasonable grounds.

"IX—A reporter responsible for an error should furnish his editor with a written explanation.

"X—The penalty for chronic carelessness and deliberate 'faking' should be dismissal."

Study of the files had disclosed a material decrease in the past ten years in the number of inaccuracies complained of, and seemed to prove that a frank admission of guilt on the part of a newspaper and a printed correction tended rather to increase friendship towards and faith in a newspaper rather than detracting from it.

"This distaste for printing corrections is absolutely without foundation," Mr. White declared.

For an example, he turned back in the files to 1921, when a World reporter's interview with Hamilton Holt, then editor of the *Independent*, in regard to a phase of the conference on the Limitation of Armaments. It was a case where a story had been made out of informal conversation, which Holt had not supposed would be used for publication. The complaint was put up to the reporter, and it developed there had been a misunderstanding. Then Holt's letter was published.

"The whole affair was apparently a misunderstanding pure and simple," Mr. Holt later wrote Mr. White. "Permit me especially to congratulate the World on its fair play in the matter."

Another case seemed to reflect the present day reporter's aversion to using pencil and paper extensively in reporting an interview.

Sent to Oklahoma City to cover the Klan disturbance there last November, a reporter quoted Aldrich Blake as saying:

"I will say this frankly, if I had my choice of religions, the Roman Catholic is the very last religion I ever would embrace."

Blake immediately protested by letter, claiming that what he said was:

"I prefer any Protestant denomination to the Catholic denomination within the Christian religion."

Investigation and the reporter's written explanation justified the printing of a correction, which, sent to Blake, brought the following letter:

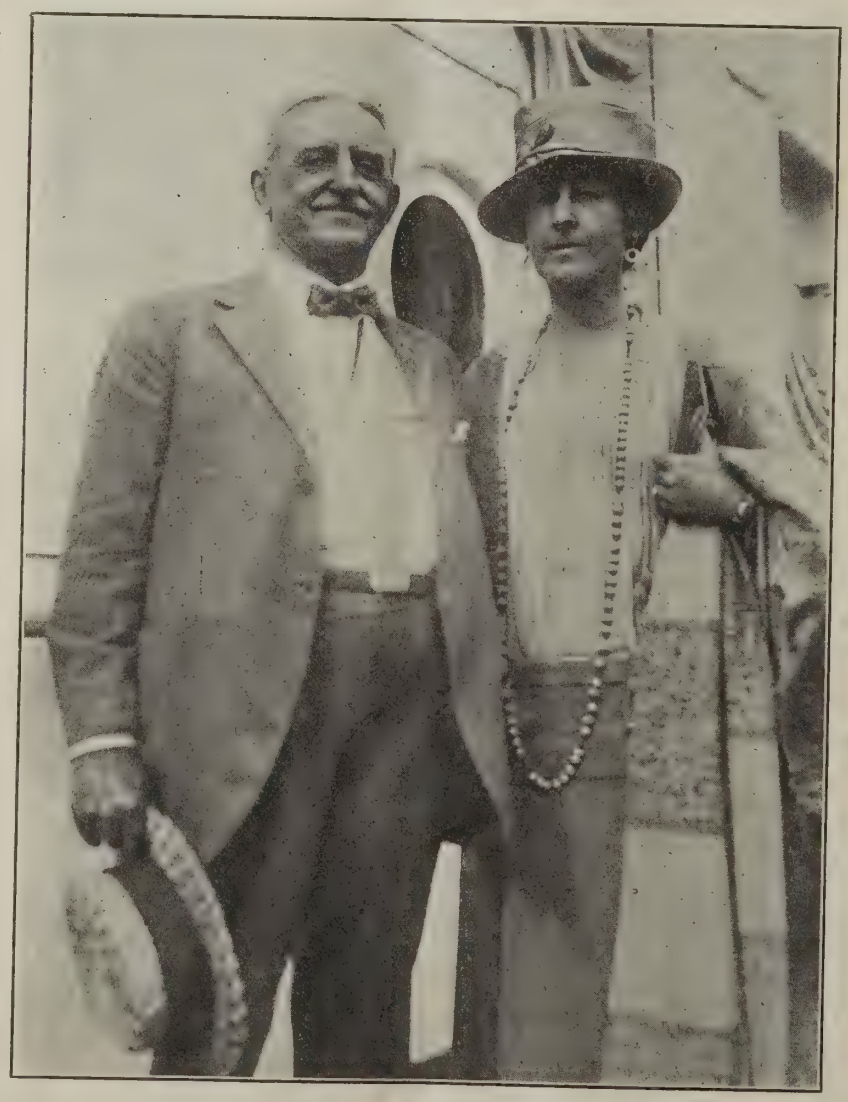
"The World is to be congratulated for this Bureau of Accuracy and Fair Play which it maintains, as it gives me a much more cordial feeling towards the press."

Reporters are not always the only ones in error. An editorial writer recently passed a slighting comment on the Investment Bankers Association. The association claimed the editorial writer must not be possessed of full facts regarding their organization. The World immediately sent a reporter down, who reported that such was the case. Thereupon the newspaper made arrangements with John W. Prentiss, the association president, to publish a series of two articles written by him, explaining the association's aims and ideals.

"That the World printed the two articles to correct an error in a previous editorial comment is all the more creditable," Mr. Prentiss declared in a speech to association members at a subsequent convention.

"The World not only performed a valuable public service, but it showed a highly laudable spirit in its quick willingness to correct an inadvertent and unintentional error."

FAR FROM THE PRESSROOM DIN



Irving I. Stone, mechanical superintendent of the Chicago Daily News, and Mrs. Stone, on their way to Europe last week.

Stories bought by a newspaper from outside sources sometimes contain errors which the newspaper cannot possibly avoid. The World, for instance, a short time ago was informed by *Success Magazine* of infringement of copyright in a regular daily feature article furnished by a prominent woman writer and syndicated to many other newspapers. In her explanation of the complaint, the woman writer declared that against her better judgment she had written her feature for one day by merely using a press clipping of an article which had previously appeared in Success Magazine, written by another and copyrighted.

The prompt action of the World in printing an apology prevented what might have developed into a suit for damages.

Texas Daily Plans New Home

A $12,000 home will be built immediately for the *Palestine* (Tex.) *Daily Herald* and the *Anderson County Herald*, it is announced by the owners and editors, W. M. and H. V. Hamilton of Palestine. New linotype machinery will be purchased.

Accepted As A.B.C. Applicant

Marysville (Cal.) *Democrat* has been accepted as an applicant for membership in the Audit Bureau of Circulations, the Bureau has announced. The Democrat recently installed United Press leased wire service.

MORE FUN ON SMALL DAILIES—PHILLIPS

(*Continued from page 7*)

and at night laid it on the desk of George T. Hughes, the city editor, without comment. Hughes said nothing. Two days later the column appeared as "The Globe Trotter," and Phillips was told that the publisher liked it, and he was to do it regularly, being paid space rates, and keeping up his copy desk job.

After a year, Bruce Bliven, managing editor of the Globe, brought the column to the attention of Associated Newspapers, and it was sent out to newspapers on trial. It made a hit, and quite suddenly Phillips found himself a columnist with growing reputation.

When the Globe was sold and combined with the Sun, Phillips had become so popular, that the World and the Associated Newspapers went to court to obtain his services. The latter won.

Now Phillips is not tied down by any regular hours. He can work at home, or at the Associated Newspapers office, or at the Sun.

"But I have been a newspaper man so long that I can't keep away from a newspaper office," Phillips told me.

"The printers think I'm 'old-womanly,' but I can't resist coming down early every morning to watch my column made up on the stones in the New York Sun composing room."

At the Sun office, therefore, you will find him almost any day, from 8 until 2 or 3 o'clock in the afternoon, his hat on the back of his head, a cigar in his mouth, and the floor around his desk strewn with the day's newspapers—H. I. Phillips, newspaper man.

Radio Company Launches Campaign

The Federal Telephone & Telegraph Company, Buffalo, has started an advertising campaign which will be conducted throughout the fall and winter on Federal Standard radio products. Although full pages are being used in national magazines at this time, newspaper advertising will be placed in metropolitan centers later in the season, according to Milo Gurney, advertising manager of the company.

New President for Blanchard Press

Ancel J. Brower has retired as president of the Blanchard Press, Inc., New York. He has been elected vice-president. He is succeeded as president by J. Cliff Blanchard.

PROFESSIONAL STATUS URGED FOR ADVERTISING

British Divine, After Watching Americans at Wembley, Calls It a Noble Career—Promise of Mutual Trade Insight Between Nations Was Fulfilled by Convention

By HERBERT C. RIDOUT
London Editor, EDITOR & PUBLISHER

THE International Advertising Convention at Wembley, England, differed from all the 19 great conventions that had preceded it in one vital matter. The advertising conventions up to 1923 left in their wake merely the problem of what the individual delegates, and, maybe, the cities of rendezvous, were going to get out of them.

The 1924 convention has left its own larger problems by its internationalism—what will America, Great Britain, France and each of the other countries having responsible delegates, what will they get out of it? America and other visiting countries will decide for themselves what benefit to their store of advertising knowledge they will derive from the Wembley convention.

What will Great Britain secure from the convention is the question that is already exciting interest on this side and in its answer, I think, will be found to justify completely the wisdom of the A. A. C. W. in accepting London's invitation.

It will take a few months, perhaps, to witness the materialization of some of the benefits from the applied knowledge and experiences gained by British delegates, but from the mass of aftermath pouring in upon me it is easy to see that Great Britain's business men have already learned some valuable lessons.

Perhaps one of the most striking features of the week of advertising was the treatment by the press of the country. Disappointment was certainly felt that some of the London dailies did not pay more attention to it; they treated it merely as a news story of the day, instead of a great re-awakening of trade opportunities. The one splendid exception was the *London Daily Telegraph,* whose treatment of it was a revelation. The six issues of the paper from July 12 to July 19 comprise an unofficial record of the proceedings given in a fashion that I believe no American paper has ever attempted. This was the press surprise of the convention, and but for that treatment there would have been no connected or coherent account available in our London newspapers. So far as the provinces were concerned, the newspapers may be said to have done their part, particularly those in Sheffield, Bradford, Liverpool and even Manchester.

The latter city, by the way, had a complaint against itself. Given a lead over a year ago by the munificent gift of $25,000 by Sir Edward Hulton, Manchester failed to support it. When during the ensuing twelve months it was subjected to examination by EDITOR & PUBLISHER'S special commissioner, the apathy of the city and its publishing and advertising interests was fully apparent. At the last moment the city awoke and made a frantic bid for representation in the convention; it is curious that the most diligent workers at the end were those who had turned down the convention idea hardest from the start. But it was too late. Glasgow, Edinburgh, Dublin and Belfast were visited by parties of 200 each to the Scottish and 100 each to the Irish cities. Manchester received a party of 60; the city had failed to capitalize its own importance.

But Lancashire, with Manchester as its great centre, has learned its lesson. J. Murray Allison, in the *Manchester Daily Dispatch,* said: "It is notorious that Lancashire lags in advertising." The city was even eclipsed at Wembley by a smaller Lancashire town, Salford, which held a Civic Fortnight at the British Empire Exhibition to boost itself to the world. The *Manchester Evening Chronicle* declares that the "shocking unemployment in Lancashire is attributable not only to general bad trade, but partly to the lack of enterprise shown by leaders who prefer to muddle along in splendid, if wasteful, isolation instead of combining to achieve united prosperity."

The advertising convention has taught Manchester its lesson.

Some of the smaller towns whose authorities sought to entertain parties of American delegates got missed for the same reason—they didn't get into the movement early enough.

But these were only the negative lessons learned. There are many evidences of positive lessons.

This is plain from some of the thoughtful comments by writers reviewing the convention and its work. A leading article in the *London Evening Standard* showed how the new appreciation of advertising is materializing in its comments: "When the advertising conference takes 'Truth in Advertising' for its slogan, it is not only indicating an aim; it is also summarizing a situation."

S. Murray Allison, quoted above, also showed this in another place. He said: "The first thought that leaps to the mind is this: Barnumism is dead. It has been dying for years. It has been reserved for Wembley to administer the *coup de grace.* . . . The first result of the convention is that Barnumism has been killed for good and all."

It is evident, too, that the convention has thrust home upon the slower-grasping British minds many facts that were either only dimly seen or not realized at all. Points made during the proceedings by various speakers have made definite impressions.

THIS WAS A. A. C. W.'s MOST PROSPEROUS YEAR

WHEN the new Executive Committee of the A. A. C. W. elected at the recent convention in London, convenes in New York in September, Lou E. Holland, Kansas City, re-elected president of the organization, will report that the Association, during the last fiscal year, enjoyed the greatest prosperity and growth in its history.

Comparisons based upon the annual audit of the Association's affairs show the following conditions for the fiscal years ending with the annual convention in Atlantic City in 1923 and the convention in London in 1924:

	1924	1923
Cash	$37,427	$9,730
Accounts Receivable	$56,082	$33,458
Total Assets.....	$143,941	$85,144
Surplus	$83,261	$41,742
Total Members...	30,144	28,038
Affiliated Clubs..	313	267
Affiliated Departments ...	25	22

One that is being widely quoted has a special interest for Americans. It was the references by W. J. Boardman, of New York, in his paper on the "Markets of the U. S. A." (in the advertising agents' departmental) to the preference among Americans for well-known brands, and their ability and willingness to buy British goods if the goods were right and put forward in the right way.

Side by side with that is quoted another statement by C. F. Tomkinson, advertising manager of the Harrods store, in addressing the retail advertising session. Referring to the exploitation of the British market by American manufacturers he insisted upon "the unconscious British dislike of novelty" and said that this characteristic had a direct and powerful influence on the methods and presentation of advertising. That, he believed, was in contrast to the attitude of the Americans, for whom the fascination of a novelty was well-night irresistible. Experience, moreover, had shown British advertisers that it was unwise to introduce that note of familiarity, that heart-to-heart aspect, which was said to be acceptable to the American, but which our people instinctively resented.

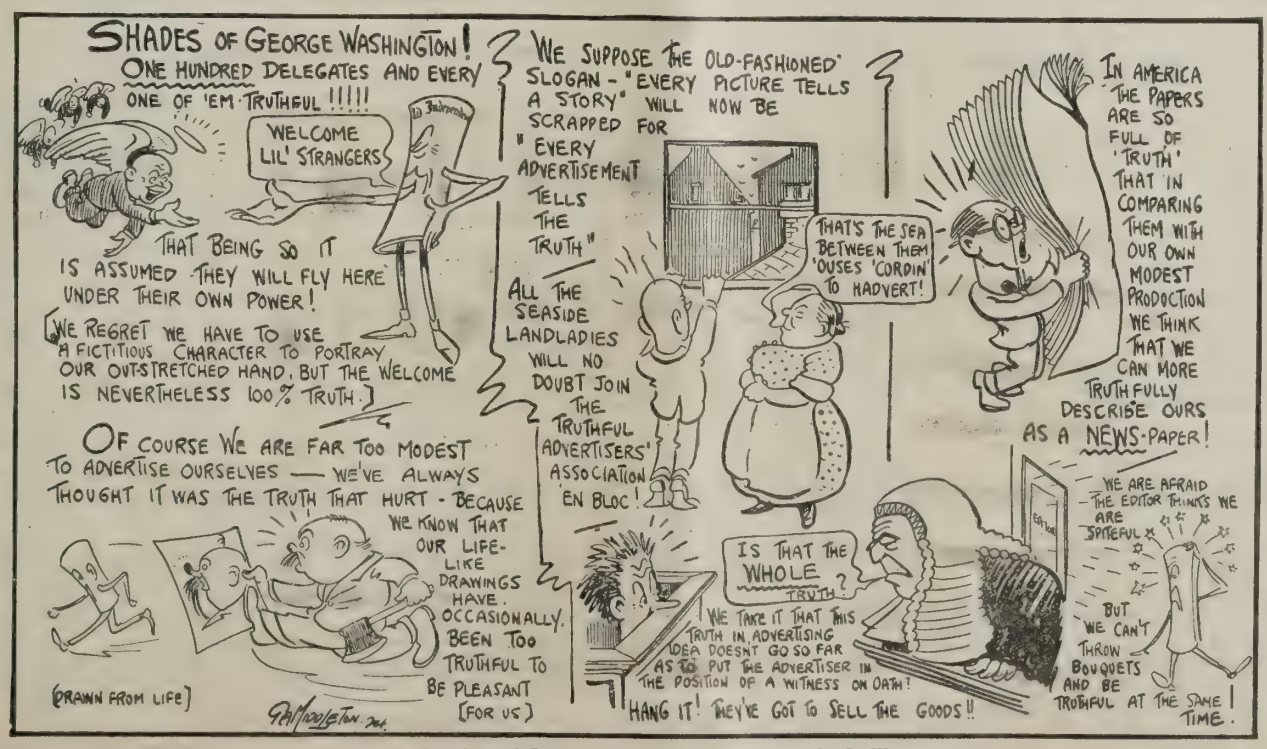
Those two fundamental truths—the one concerning the American market and the other relating to the British market—have found wide quotation here, together with similar comments upon the specific characteristics of the two peoples.

Another point of view which the convention has served to illuminate is stressed by the Dean of Windsor, who attended several of the convention business and social functions. He was struck by the type of man represented in the American delegation and, in the *London Times,* claims "that the time has come when for the welfare of society we ought to study and understand the part this [advertising] profession is beginning to take in public life, and we ought to recognize it as an honorable profession, in which the ablest and best of our young men, who have suitable gifts, may find a noble career." If we do this, he adds, the new force may be harnessed to noble ends and may resist all the forces which are inevitably at work to drag it down.

It will be clear from these considered opinions and deliberate quotations that Great Britain has gained substantially in its general appreciation of the true principles of advertising.

Perhaps the most cogent summary of the convention is that of J. St. Loe Strachey, editor of the *Spectator,* who declares that as a result of the Wembley meetings, "advertising can no longer be treated as the chatter of the cheap jack, or the babble of the salesman. It is a world-force. . . . The first great quality of advertisement is that it is dynamic. It is a form of movement, or at any rate is designed to put us in motion and to keep us moving. Why is such movement beneficial? Because movements, i. e., activity, is as necessary to the health of the body politic as to that of the body natural. . . . There are entirely new worlds for advertisement to conquer. Some day it may be the essential instrument of rule, the method of reward, and the method of punishment. Advertisement has been a helot; is now a prosperous bourgeois. Some day it may be king."

That is the uplift to advertising in Great Britain administered by the great 1924 advertising convention; finer tribute to its success there could not be. And of those who, in the early days of the convention movement in Great Britain, came to scoff, all but a nameless and unimportant few have remained to praise. For the 1924 convention of the A. A. C. W., held in London, will in the near years prove its true internationalism far above personal or parochial interests.



As the Sheffield Independent Artist Saw the A. A. C. W.

WORLD'S BEST PRINTING AT MILWAUKEE SHOW

Graphic Arts Exposition Has Wider Scope Than Ever—All Printers Asked to Meet in Chicago

MILWAUKEE, Aug. 20.—Brilliant, representative and larger than anything of the kind ever before attempted, the Graphic Arts Exposition given in Milwaukee by the International Association of Printing House Craftsmen during their annual convention attracted more than 12,000 visitors who were delighted with the exhibits showing the remarkable advance that has been made in the "art preservative of all arts." Many nations contributed to the display, which included steel, copper and zinc etchings, multi-colored copper and wood prints. From a new process developed in Europe were shown reproductions of the old masters executed from hand-colored copper plates, including the choicest work of Rembrandt, Titian, Rubens and other painters, reproduced with such skill that they looked like originals.

K. Schmidt-Wolfrathshausen, of the art staff of *Simplicissimus*, German comic publication, contributed a collection of linoleum prints that attracted widespread attention. The Bischoff Company exhibited drypoint etchings of beauty made possible through a recent German invention.

The American Institute of Graphic Arts displayed 50 books, selected as the outstanding works of the year, in a competition based on excellence of type from an artistic and technical standpaint, binding, illustrations and general execution.

Harry Hillman, of the *Inland Printer*, lent 23 original drawings of early master printers. Aldus Manutius, who invented Italian type in the 15th century, was represented. One of the star attractions was a Ramage printing press used by Benjamin Franklin, loaned by the Norwood Press.

The latest and best devices for printing, especially color work, were examined with interest by the throng of visitors.

Dr. F. G. Yanes, First Secretary of the Venezuelan Legation, and Carlos Mantillo, of Quito, Ecuador, told members of the Association that South Americans are more difficult to please with printing than the people of the north, attributing this to the fact that the Latin-Americans have a better taste in art. Drawings must be perfect and the tints in color work must be true representations of the original, they said.

"One for all and all for one." This should be the motto of the printing trades, declared George K. Horn, president of the United Typothetæ of America, in an address. "The good of the trade is the common object of all printers' organizations and they ought to combine to work for it," he said. "All printers' organizations will be invited to a conference in Chicago next October. It will be held at the same time that the annual convention of the Typothetæ takes place. We want repreesntatives of craftsmen's clubs, electrotypers, machine makers and all other departments of the industry to get together and form a central organization for the advancement of printing. The Typothetæ will lead the way."

AULT RECONSIDERS

Cancels Resignation As Editor Seattle Union-Record When Voted Funds

E. B. Ault has reconsidered his resignation as editor, *Seattle* (Wash.) *Union Record*, tendered several weeks ago, and is now acting as editor-in-chief.

Mr. Ault resigned on account of the failure of the Seattle Labor Council to appropriate sufficient funds to carry on the work of the Record properly. Following his resignation, the Council set aside the required amount of money and requested Mr. Ault to resume his former position.

SONGS OF THE CRAFT

(*Copyright* 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE COPY BOY

I do not know just where we got the kid
But there he is! . . . Just fill your eye with him!
Fatty of head as skinny he of limb,
No talents underneath his brush are hid!
It must have been Pandora tipped the lid
And let him out for us; or it might be
We plucked him luckless from some Christmas Tree—
But anyhow, he came to us, he did.

Our Copy Boy! . . . He fills the room for us
With freckles, and a sort of languorous air
That seems to trail his Presence everywhere!
We yell for him . . . we wait a while, then cuss
And wait again; our story runs a muss
And we go temperamental, and we say
Things that are rude, until he takes away
The output of some other Gloomy Gus.

Some stars fortuitous guard that youngster's course;
Some special gods protect him as he gropes
Jarring the timing of our horoscopes
And plunging us in moments of remorse!
Yet he may be a Captain of the Bourse,
Develop into some gigantic pace
Belying all the freckles on his face,
This Boy at whom we yell till we are hoarse!

I do not know just where we got the elf,
But there he is! . . . And there that kid will cling
While we yell "Copy!" till the welkins ring
And each man totes his copy for himself.

SET SPEECHES TABOO AT WASHINGTON MEET

Informal Round Table Discussions Occupy Entire Program at Seattle This Week—Entertainment Features Eliminated

Informal round-table discussions are entirely supplanting the usual program of set speeches at the semi-annual meeting of the Washington Press Association, Davenport Hotel, Spokane, Wash., which began Friday, this week, and will terminate Saturday night. The Washington publishers' request that everyone attending the meeting be allowed to ask questions and take part in the discussions was heeded by the executive committee in arranging the program. But one speech—and that following the closed banquet—is scheduled.

All entertainment which might interfere with work has been eliminated, owing to the limited time at the disposal of the newspaper men. Luncheons and dinners will be short and there will be no theater parties nor automobile junkets.

Topics on which round-table discussions are being held and discussion leaders follow:

Free Circulation Papers—Robert A. LeRoux, *Hoquaim American;* Eugene Larin, *Enumclaw Herald;* Frank M. Dallam, Jr., *Kelso Tribune;* Douglas Mullarky, *Centralia Tribune;* W. W. Simpson, *Hillyard Inland Empire News;* John H. Reid, *University District Herald*, Seattle.

Small-town Merchants and Advertising—F. A. DeVos, *Omak Chronicle;* H. E. Van Ommeren, *Cashmere Valley Record*, Cashmere; Hugh O'Neill, *Dayton Chronicle;* Howard Bramwell, *Colfax Gazette;* C. A. Lynch, *Rosalia Citizen-Journal;* E. F. Hultgrenn, *Sprague Advocate.*

Country Publishers' Most Serious Problems—Kay L. Thompson, *Asotin Sentinel;* A. M. Murfin, *Sunnyside Times;* E. T. Hazeltine, *South Bend Journal;* J. M. Stoddard, *Waterville Empire-Press;* Leslie Kuehl, *Clarkeston Republic;* F. S. Evans, *Sedro-Woolley Courier-Reporter;* L. C. Weik, *Odessa Record.*

Legal Difficulties—Known and Unknown (for the dailies)—J. C. Kaynor, *Ellensburg Evening Record;* H. J. Campbell, *Vancouver Evening Columbian;* Ray Edinger, *Centralia Chronicle;* J. M. McClelland, *Longview Daily News.* (For the weeklies)—William Goodyear, *Pullman Herald;* George M. Allen, *Toppenish Tribune* and *Review;* Harry V. Averill, *Cle Elum Miner-Echo;* Ray V. Cloud, *Edmonds Tribune;* Harry M. Leslie, *Auburn Globe-Republican.*

PREPARING A.B.C. PROGRAM

Nationally Prominent Speakers Promised for Chicago Meet

Speakers of national reputations will be a special feature of the eleventh annual convention of the members of the Audit Bureau of Circulations, planned for Oct. 16 and 17 at the LaSalle Hotel, Chicago.

On Oct. 16, the A. B. C. will have a get-together luncheon with the A.A.A.A., holding its annual meeting in Chicago at the same time. On the following night, the annual banquet of Audit Bureau members will be held at the Drake Hotel.

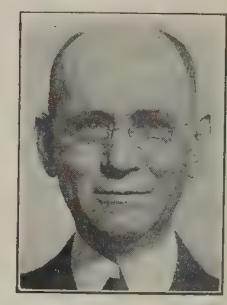
Chicago Writers Play Golf

A. T. Packard of the *Chicago Evening Post* turned in the low card of 88 in the Chicago Press Club Tournament held recently at the Edgewater Golf Club course in Chicago. Mr. Packard finished at the top of the golfing scribes just one stroke to the good of E. T. Heitkamp of the *Evening American*, who scored an 89. Low net winners were: L. Taylor W. Taylor, H. Ross, P. Lianuza, J. G. Davis, E. S. Sheridan, R. R. Atkinson and H. T. Woodruff, Tribune.

PALMER QUITS POST-DISPATCH

Plans Uncertain, He Will Remain in Houston for Present

G. J. Palmer has resigned as vice president and director of the Houston Printing Company, publisher of the *Post Dispatch*, it was announced following a meeting of the directors last week. R. L. Dudley has been elected first vice president and George M. Bailey second vice-president, filling the resultant vacancy.



G. J. PALMER

Mr. Palmer's plans are uncertain, he tells EDITOR & PUBLISHER. He will continue his work as special commissioner of the Texas Newspaper Publishers Association, which he took up 5 years ago, leaving the *Post* to do so and remaining out of active newspaper work until Jan. 1, 1924, when he resumed his connection with the Post.

He is one of the veterans of the Post organization, with more than 30 years service. For a quarter century he served with Col. R. M. Johnston and H. F. MacGregor as trustees of the J. L. Watson estate, conducting the Post during the minority of Roy G. Watson, principal owner of the Post until its recent sale and merger with the *Dispatch*. During that time Mr. Palmer was in active charge of its business management.

Newsprint Production Cut

Newsprint in this country amounted to 113,952 tons, compared with 120,723 tons in June, it was announced this week. Shipments dropped from 122,229 to 117,916 tons. Canadian output increased from 107,667 tons to 113,479 in July, while shipments for the month were 109,831 against 113,212 tons in June.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

In New Orleans
Consult the Latest
A. B. C. AUDIT
(September 30th, 1923)
Before scheduling space in evening papers.
NEW ORLEANS STATES
13c a Line Flat Daily
15c a Line Flat Sunday
SPLENDID COOPERATION TO ADVERTISERS
Leads in Daily and Sunday
CITY CIRCULATION
Specials: East Beckwith
West Branham

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit



IN the first six months of 1924, the Sweeneys in the New York market paid to newsdealers the sum of $3,497,504.52* for 138,035,641 pieces of our merchandise—a newspaper. Five years ago we were unknown in this market! There is just as much opportunity today for any kind of business, and a big help we didn't have to start with—The News!

Tell it to Sweeney has been issued in folder form. Write for it on your business letterhead.



NEW YORK
America's Greatest Market
and
The Largest Daily Circulation in America—*now in excess of*
800,000
THE NEWS
New York's Picture Newspaper
25 Park Place, New York
7 S. Dearborn St., Chicago

*Daily News 2c. in city, 3c. elsewhere. Sunday News 5c. everywhere.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



Thrives on Responsibility—S. E. THOMASON

THE man who is the business manager of the "World's Greatest Newspaper" must, of logical necessity, be the "World's Greatest Business Manager." To hear his fellow-workers speak of him, one can easily believe that of Emory Thomason, business manager of the *Chicago Tribune*.

"He's a hard worker always," they say. "He has a continual smile and always carries on calmly, no matter what happens. He is extremely considerate of everybody in the organization—kind, democratic, pleasant, but firm. Undoubtedly his greatest ability, however, is to 'size up' a condition quickly and to make a decision instantly."

"Ever since Mr. Thomason assumed his present duties," declares one of his associates, "he has exhibited genius in gaining the co-operation of everybody about him. Every member of the Tribune organization knows that the heads of Colonel McCormick and Captain Patterson are chock full of ideas. They pass these along every day to Mr. Thomason, and he executes them. No added responsibility seems to burden him. When *Liberty*, the new weekly magazine of the Tribune and the *New York Daily News*, was launched, the business executive responsibility fell upon the shoulders of Mr. Thomason quite as a matter of course.

Mr. Thomason became business manager of the Tribune in 1918. Previous to his appointment he was a member of the law firm which represented the Tribune.

Successful in no small degree as a member of the bar, Mr. Thomason says that he had no thought of leaving the profession until William H. Field, then business manager of the Tribune, visited him one day in 1918 during the absence of Col. McCormick and Capt. Patterson in the army. Mr. Field made known his intention to retire from the position, and asked Mr. Thomason how he would like to succeed to it. Within a week the change had been effected, and Mr. Thomason found himself sitting behind a strange desk in a strange office with a strange title under his name on the door.

Despite the abruptness of the transition, a change that necessitated gaining quickly a thorough familiarity with a new set of imperative problems, Mr. Thomason progressed in his new task without apparent difficulty.

And then, strangely, one of the first things Mr. Thomason did, according to his own statement in an address sometime ago to students of the Medill school of journalism of Northwestern University, was to carry out a Tribune policy, which, had it been in effect previously, would have prevented him from making the change he did from lawyer to business manager.

"In talking with other publishers," he said, "I have told them that the Tribune always makes promotions from within the organization to fill executive vacancies."

"'But frequently you could find a better man somewhere else,' they say."

"True enough," Mr. Thomason replied. "In many cases it is possible to go outside of the organization and find a better man. But this policy would not give the Tribune the best newspaper *organization* in the world."

If the employes of the Tribune were to elect a business manager by Australian ballot, it is quite certain that the election of Emory Thomason would be unanimous.

Mr. Thomason was born in Chicago 41 years ago. He was graduated from the University of Michigan in 1904, and from the law school of Northwestern University in 1906. He is one of the active Michigan alumni in Chicago, continuing his interest in the affairs of his Alma Mater from undergraduate days.

Mr. Thomason is keenly interested in sports, not merely as a spectator but as a participant. Each noon he plays "deck tennis" on the roof of the Tribune building. He is an agile handball player and he likes golf. In the recent field day of the Tribune advertising staff Mr. Thomason caught for one of the baseball teams, while E. W. Parsons, advertising manager, pitched, and Colonel McCormick played in the outfield.

Mr. Thomason's greatest delight and pleasure is, however, horseback riding with his daughter, Elizabeth, his only child. The Tribune business manager has a beautiful home in Beverly Hills, a Chicago suburb.

Mr. Thomason also finds time to occupy the position of president of the American Newspaper Publisher's Association.

Fisheries Plan Ad Campaign

A national "Eat More Fish" advertising campaign will be discussed at the national convention of the United States Fisheries Association which meets in Atlantic City, Sept. 4-8.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Where do your Cincinnati Distributors get their business?

Cincinnati merchants do a big volume of business outside the "city circulation" limits of the Cincinnati newspapers. Some of it comes from the rich agricultural and industrial towns of Southern Ohio and Indiana whose natural trading center is Cincinnati. Some comes from the mines and lumber regions of Kentucky, West Virginia and Tennessee. But when you speak of your Cincinnati sales you are thinking of the volume that comes out of the metropolitan district of the city itself. So long as your sales are good *there* you need not worry about the outlying territory.

How to reach this key market, either to secure new distribution or to stimulate turnover for established dealers? That is the question. The answer is furnished by the successful Cincinnati merchants themselves: Advertise in the daily newspaper that has the most complete coverage of this market and the greatest influence on its buying habits.

There are 141,000 families in the city circulation area of the Cincinnati newspapers. Of these 19,740 families are foreign born and 10,575 negroes. Net 110,685 native white families. According to A. B. C. figures the daily city circulation of the Times-Star is 112,062 copies. That's pretty complete coverage, and that's what you are getting when you buy space in the Times-Star. The 39,685 out-of-town circulation is velvet.

For sixteen consecutive years local and national advertisers have placed more display lineage in the Times-Star than in any other paper in this territory. Last year this excess amounted to 4,481,358 lines over the evening paper having the second largest Cincinnati circulation and 2,192,708 lines more than the largest morning paper, including its Sunday magazine sections.

If you are primarily concerned about increasing your Cincinnati sales it may be well to begin with a study of the market in which your Cincinnati distributors must look for the bulk of their business.

CINCINNATI TIMES-STAR
CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*
Member of Audit Bureau of Circulations

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

247,496
was the average net paid daily circulation of The Baltimore Sun (morning and evening) for
July, 1924
The average net paid circulation of THE SUNDAY SUN for the four Sundays in July was 176,129.
Everything in Baltimore Revolves Around
THE SUN
Morning Evening Sunday

—maybe a long haired psychologist

can emerge from his trance to prove that a campaign in mediums of national circulation is profitable for a manufacturer with meagre, spotty distribution.

That's all right—
—for the psychologist.

It's not *his* money.

But a common, ordinary business man *knows* that most advertising profits come from selecting Newspapers reaching the most prospects in territories where the advertiser has distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888

Publishers' Representatives

Chicago Atlanta
Kansas City New York San Francisco

This is Number 77.

The Katz representatives do more than sell space merely. They travel our cities, make independent investigations, exchange ideas with men of varied experiences.

In other words, our men in selling space grasp the broad view of marketing.

E. Katz Special Advertising Agency
58 West 40th Street, New York City



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

The Graham Brothers Assault Mr. Bennett

During the election campaign of 1850, local issues were uppermost, and the Herald vigorously attacked John Graham, the Tammany candidate for District Attorney. Though a member of Tammany Hall himself, Mr. Bennett never hesitated to denounce its corrupt practices or the nomination of unfit men for office, and the defeat of Mr. Graham was generally attributed to the Herald's opposition. Graham and his brothers evidently thought so, and proceeded to revenge themselves, by assaulting the famous editor. His signed statement as to the attack follows:

"TO THE PUBLIC OF NEW YORK.—Little did the undersigned imagine, when he opposed the recent nomination of John Graham as District Attorney, made at Tammany Hall, and, also, when he opposed his election before the people of this city, on the ground of his utter unfitness both in temper and capacity for the office—little did the undersigned suppose that what he said would so soon be justified and verified by events and acts of a character equally in keeping with the candidate, his capacity and his subsequent defeat.

"On Saturday morning about ten o'clock, the 9th inst., as I was walking down Broadway in company with my wife, on reaching the corner of White street I was assailed by a gang of rowdies and ruffians, headed by the same John Graham, and his brother, DeWitt Graham, and also Charles K. Graham, another brother, with a ferocity and a violence that seemed to justify the belief that murder or manslaughter had been premeditated. Two police officers of the Sixth Ward—whose names I do not know—witnessed the assault, but made no effort to preserve the peace of the city from such a gang of ruffians.

"The avowed object of this gross violation of the law was stated by DeWitt Graham on the spot to be the opposition by the Herald to the nomination and election of John Graham as District Attorney. I replied to him on the spot: 'I have done nothing but my duty in opposing John Graham's election. Neither you, nor all the ruffians you can assemble shall intimidate me from pursuing a course which I believe to be right! In opposing John Graham I was right, and so the people of New York have decided.'

"The assault and the assailants will soon occupy the attention of the criminal authorities. * * *

"All the assassins and ruffians that may skulk from the Battery to Kingsbridge shall never intimidate me from the daily performance of those duties, or the vindication of every legal right that belongs to me.

"JAMES GORDON BENNETT.

"November 11, 1850."

The Tribune's version of the assault was as follows:

"On Saturday morning, about 9 o'clock, James Gordon Bennett and John Graham, late opposition candidate for District Attorney, met in Broadway near the corner of White street. Bennett was accompanied by his wife, who, however, had stepped into a shoe store on the opposite side of the street, just previous to the encounter. Mr. Graham was accompanied by his brothers, Charles and DeWitt Graham. He struck at Bennett with his fist as he approached, but the latter partially dodged the blow, which took effect on his hat and knocked it out of all shape. The second took effect just below Bennett's ear and prostrated him on the pavement. Graham then seized him with one hand, and with the other belabored him vigorously with a rawhide cowskin. Bennett suffered most in the face, his nose appearing very much swollen and bloody. Bennett made an attempt to defend himself with his cane, and cried out most lustily during his 'punishment.'

"A policeman attempted to seize Graham, but was prevented by one Mike Murray, known as a 'fighting man,' who gave the officer a violent blow. Graham later issued a card, in which he stated that every blow struck was by his own hand, and that he ceased 'as soon as Mrs. Bennett had reached the scene of action."

Mr. Bennett had John Graham and his brothers arrested for assault and battery. The defendants immediately began a policy of delay, getting the case postponed in the police court, until they could secure a writ of certiorari from Judge Daly, removing the preliminary hearing and investigation to the Court of Common Pleas. In the meanwhile, Mr. Bennett and his wife had gone to Havana, and John Graham then demanded that the case be dismissed, as the editor was not there to prosecute. Judge Daly refused this application, however, but held the defendants in very light bail, John for $500 and his brothers for $250 each.

As usual the majority of the Herald's contemporaries showed no sympathy for Mr. Bennett, declaring that his bitter attacks on Mr. Graham led naturally to reprisals, and the former in a pungent editorial published before he left New York, declared that he "expected all the obscure, old clo', or second hand journals of the city would seize upon this outrage as a windfall. The secret of their malignity, their paltry and miserable misrepresentations, their shocking bad state and bad temper is easily explained. From the old hack of a Jew, who would not hesitate to eat bacon if it would give James Gordon Bennett a pain in the stomach; through most of the Sunday and daily obscurities, it is the most fruitful motive that actuates them. With a few honorable exceptions, it is a low, grovelling feeling of envy at the success of a journal which, not being able to understand, they cannot tolerate."

(*To Be Continued Next Week*)

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

Who's Who in the CONSOLIDATED PRESS



T. J. McBREEN

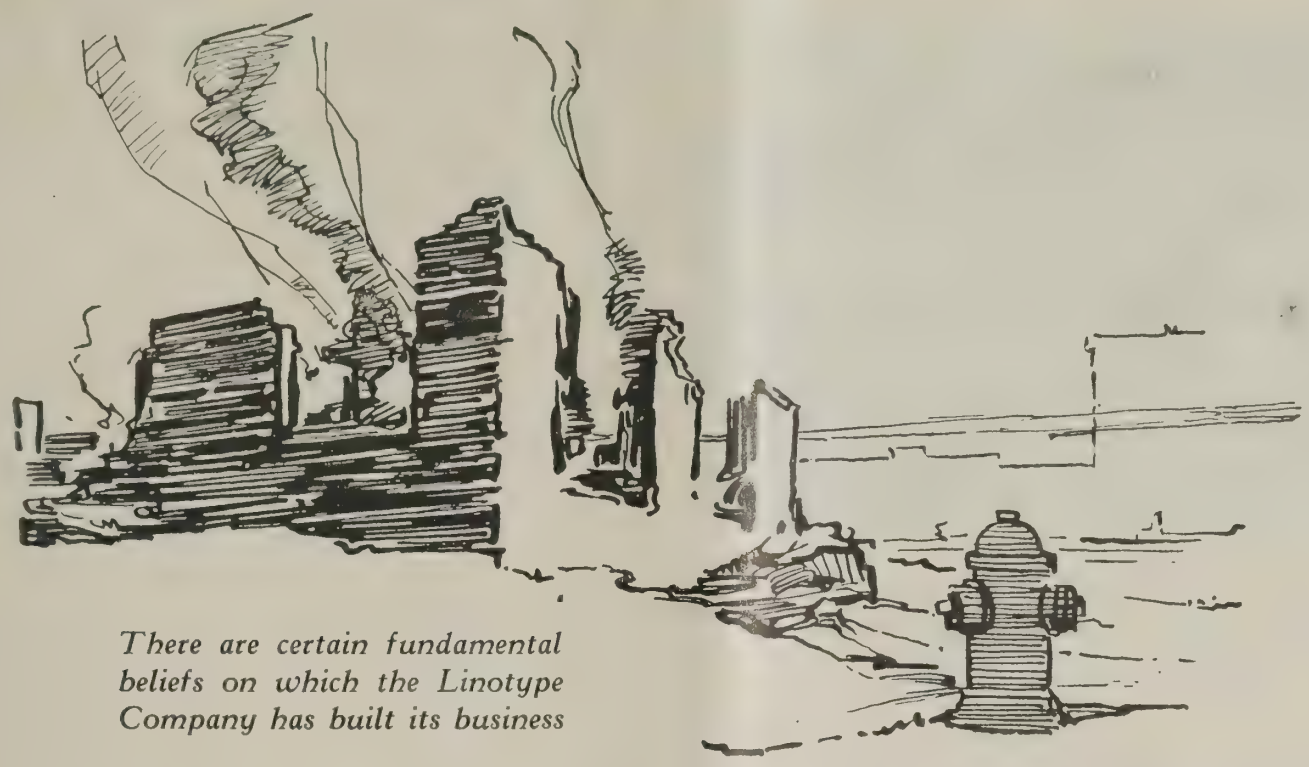
THOMAS J. McBREEN, Chief of the Traffic Department of the Consolidated Press Association, has been identified with press association work since 1909. He is an expert in the administration of wire systems and has had experience as telegraph operator, correspondent, field representative and traffic manager with various associations. When he joined the C. P. A. he was night traffic chief of the Associated Press.

Mr. McBreen was one of the pioneers in the distribution of news by telephone and by automatic telegraph. Some of the first "PNT" telephone circuits were established and operated under his supervision. He assisted in the installation and successful operation of the first long line press automatic printer circuit ever established in the United States.

During the last four years he has been in charge of the extensive distribution system of the Consolidated Press Association.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.



There are certain fundamental beliefs on which the Linotype Company has built its business

ANTICIPATING THE UNEXPECTED

Interruption of business is the great intangible hazard which every publisher faces daily. We protect him against that danger by maintaining at strategic locations emergency stocks of machines and essential equipment, ready for shipment on a few hours' notice. In every great disaster within its history, the Linotype Company has met the emergency.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.41-A

Composed entirely on the LINOTYPE *in the Benedictine Series*

DANVILLE (VA.) REGISTER'S NEW $200,000 HOME COMPLETED



WITH its issue of Sunday Aug. 10, the *Danville* (Va.) *Register* announced the formal opening of the Rorer A. James Building, a memorial to Rorer A. James, late owner of the *Register and Bee,* former State Senator and former president of the Virginia Press Association.

The new plant cost approximately $200,000 and has been in course of construction for 2 years. The structure, classic in design, is two stories high and finished in granite-hued terra-cotta.

Before his death Colonel Rorer A. James spent many months visiting the modern newspaper plants throughout the United States. The architects made every effort to meet the requirements of a newspaper office from which both morning and evening editions are daily issued.

The new plant has a frontage on South Union street of 52 feet and a depth of 110 feet down to Patton street. Although the building is but two stories, there are four distinct floor levels, the 3 lowest being devoted to the making of the newspaper, while the topmost floor includes 13 offices.

The business office, advertising and circulation departments are on the main floor. Across the lobby is the news department and editorial offices. The Associated Press occupies a balcony constructed above the telegraph editor's desk.

The composing room and stereotype foundry are located in the rear of the main floor, separated by clear glass partitions, elevated two feet above front level; the ad-alley immediately adjoins the advertising department of the office.

The press room is located in the basement on the street side. Storage for five cars of paper is provided in the basement.

In the rear of the sub-basement is a large room for use of the carriers and newsboys.

Rorer A. James, Jr., owner of the Register and Bee, was a partner with his father, Colonel Rorer A. James, and after Colonel James' death in 1921, became sole owner of the property, originally acquired by Colonel James in 1900. Colonel James at the the time of his death was a member of Congress from the Fifth Virginia District.

Rorer A. James, Jr. is 27 years old and is one of the youngest publishers in the country.

H. B. Trundle, business manager, has been with the papers for 24 years; Arthur H. Taylor, editorial writer, has been on the staff twenty years; Gerard Tetley, city editor, has held the position 15 years; Walter Christianson, telegraph editor, 8 years; Andrew A. Farley, circulation manager, 7 years; Laurence Furgurson, foreman of the composing room, has held his position 12 years, and Walter S. Covey, foreman of the press room, has been in the employ of the company for 28 years. The advertising manager, C. A. Eury, has been in charge of that department for 3 years.

By Assignment

In addition to our regular business, commercial, industrial and financial news services we are at all times prepared to serve you with expert coverage by capable news men for local angle in all cities of the country on all news and feature stories written by your local staff.

Put us on your list to cover for you

BY ASSIGNMENT

any news or feature story specially desired. We maintain bureaus and paid correspondents in all of the large important trade and industrial centres of the country and can give you excellent service on all kinds of queries.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row, New York



94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH . . . 12,231,807 lines
SEC. PAPER . . 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

DEAN OF HUMORISTS DIES

Charles B. Lewis, "M Quad," 82, Wrote for Newspapers 62 Years

Charles Bertrand Lewis, 82, "M. Quad," dean of American humorists and a writer for the McClure Newspapers Syndicate, was found dead in bed Thursday at his home in Brooklyn. Despite his age he was active in writing for the syndicate up to the time of his death.

He was born in Liverpool, O., in 1842, and began newspaper work on the *Detroit Free Press,* after being graduated from the Michigan Agricultural College. He soon became prominent as a humorist and his writings were widely printed under the nom de plume, "M. Quad."

Two of his most famous character creations were Mr. and Mrs. Bowser. He also wrote numerous plays. He had been writing for newspapers 62 years.

Three Scottish Editors Return

The party of five Scottish editors, who have been touring Canada as guests of the colonization and immigration department of the Canadian National Railways, arrived back in Montreal last week. Three of them sailed for home Aug. 9. James Reid, *Dumfries and Galloway Standard,* and Edward W. Watt, *Aberdeen Press and Journal,* are remaining another fortnight in order to visit the Maritime Provinces.

INDUSTRIAL AD MEET OCT. 13

A.A.C.W. Prize Winning Panels to B Shown in Chicago

The program for the annual convention of the National Industrial Advertisers Association, to be held at the Edgewate Beach Hotel, Chicago, Oct. 13 and 14 will soon be completed, according to Mr Keith J. Evans, advertising manager o Joseph T. Ryerson & Son, Chicago chairman of the committee, and Mr. Ezra W. Clark, of the Clark Tructractor Company, Buchanan, Mich., in charge of exhibits.

According to Mr. Clark, exhibits will be in five major classifications, first, manufacturers in the industrial field, technical service agencies, second, trade and business papers, third, direct mail, fourth, catalogues and literature, and finally posters, bulletins and displays.

The prize winning panels of the London convention of the A. A. C. W. will also be included in the exhibits.

The jury of award will be announced previous to the opening of the Chicago convention and will make its report on the second day, at the same time the prizes awarded for the best industrial advertisment of the London meeting are presented.

Daily Celebrates 45th Birthday

The *Amsterdam* (N. Y.) *Evening Recorder* and *Daily Democrat* celebrated its 45th birthday Aug. 20. William J. Kline, now senior proprietor, has been at the head of the paper during its entire lifetime, while Gardiner Kline, junior member of the firm, has been with the paper 23 years.

What Happened---

---When the Press Herald increased its price to 3c?

The answer is Nothing—except that for the first two or three weeks the circulation sagged from 2% to 5%. But within a month and a half after the new price went into effect, the circulation was not only back, but gaining.

All this happened without premiums; without contests; without any special inducements and without any increase in our circulation force.

A quality product will attract quality people A 50% increase in circulation price is the strongest possible test of the Press Herald's popularity and a telling testimonial to its worth.

Mr. Edward W. Bok said over his own signature, "The Press Herald is Maine's Outstanding Newspaper."

Here are seven reasons for its greater growth

(1) Dominant Circulation
(2) Equitable Advertising Rates
(3) Reader Responsiveness
(4) Clean News and Advertising
(5) Conservative editorial Policy
(6) No Commission Direct
(7) "Maine's Outstanding Newspaper"

Portland Press Herald

'Maine's Outstanding Newspaper"

National Representatives
POWERS & STONE, INC.

NEW YORK — 1636 Aeolian Hall, 33 West 42 Street, Phone Longacre 9057
BOSTON — 402 Little Building, 80 Boylston Street, Phone 556 Beach
CHICAGO — Suite 838 First National Bank Bldg., Phone 8683 Dearborn

The Erie Daily Times Record for 36 Years

Average Net Paid Circulation of the Erie, Pa., Times, 36 years under one ownership and management, 1888-1924.

Established April 12, 1888

1888	2,626
1889	2,852
1890	2,967
1891	2,736
1892	2,963
1893	3,126
1894	3,247
1895	3,493
1896	4,164
1897	4,297
1898	4,951
1899	5,399
1900	6,534
1901	8,807
1902	10,645
1903	11,208
1904	14,257
1905	15,248
1906	17,110
1907	18,523
1908	18,487
1909	19,407
1910	21,269
1911	22,121
1912	21,748
1913	22,480
1914	22,106 ABC
1915	24,331 ABC
1916	26,598 ABC
1917	25,190 ABC
1918	28,836 ABC
1919	27,598 ABC
1920	28,060 ABC
1921	25,607 ABC
1922	26,463 ABC
1923	28,195 ABC
1924, First six months	26,146 ABC
1924, July	26,685 ABC

Explanation: Circulation from 1888 through 1913 from office records of The Times. The Audit Bureau of Circulations was established in 1914. The Erie Daily Times is a charter member. The record from 1914 through July, 1924, is taken from The Times' A. B. C. records. Our auditor's reports do not cover calendar years, tho each report for the fiscal year is divided into quarters making it possible to give verified figures for the daily average of each calendar year. An audit for year ending June 30, 1924, is expected soon. The figures published for the last half of 1923 and the first half of 1924 are taken from The Times' A. B. C. records.

The *average* in circulation, as in any business, is what counts most. A merchant or a manufacturer is not so much interested in his normal monthly reports as he is in the average for the year. You cannot get away from the circulation predominance of The Erie Daily Times in Erie, Pa. It is a circulation record to which we point with frank pride and to which advertisers look with absolute confidence.

The Erie Daily Times is the only English daily that has ever been financially successful in Erie, Pa.

A vital factor in successful advertising.

Erie Daily Times

A. B. C. Member **Evenings except Sunday**

Erie, Pa.

Representatives:

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

THEODORE WRIGHT DIES ON COAST NEAR HIS 94TH BIRTHDAY

Editor of Philadelphia Record from 1877 to 1912 and President of the Company—Enjoyed Friendship of Presidents Cleveland and Wilson

THEODORE WRIGHT, president of the Record Publishing Company, and editor-in-chief of the *Philadelphia Record*, from 1877 until he retired in 1912, died Aug. 16 at his home in Hollywood, Cal., where he had lived since retirement. He would have been 94 years old Aug. 30.

Born at Columbia Flats, Bradford county, Pa., he showed mental precocity by having read the Bible from cover to cover when he was four years old His father having died, Theodore went to live with his mother's father, who had been editor of a Boston newspaper. He became a printer's apprentice at Lock Haven. When only 15 he was a journeyman printer. His general knowledge of history and politics then led him into reportorial and editorial work, first on the *Williamsport Gazette*.

It was while he was editor of the *Harrisburg Patriot* that his editorials attracted the attention of William M. Singerly, who had recently purchased the *Philadelphia Record*. Mr. Singerly brought him to Philadelphia to control the editorial policy of the paper.

In that capacity Mr. Wright, always a Democrat, wrote tariff editorials that were used as campaign material in the presidential contests of the eighties and nineties.

Mr. Wright was an early supporter of Woodrow Wilson and thus formed a friendship with him that continued until Mr. Wilson's death. The result of the election of 1912 was a source of great satisfaction to Mr. Wright, who had said he did not want to get out of harness until another Democratic President had been elected. He consented at the age of 82 to retire and spend the remainder of his days in California.

Tribute to Mr. Wright from one who knew him best appeared in the *Duluth Herald* editorial page Aug. 18 from the pen of M. F. Hanson, for 30 years associated with him on the *Philadelphia Record*:

"A GREAT EDITOR

"Theodore Wright, editor of the Philadelphia Record since 1877, passed away Saturday in Long Beach, Cal., closing thus, past 90 years of age, a long, a beautiful and a rarely useful life.

"Not all the great editors of this nation have been famous. Here is one who might have been, but by his own choice was not. He preferred to write anonymously; to submerge his own personality in the newspaper he directed and in the principles he advocated. Had he chosen to live in the public eye, as his great abilities and great force of character would have enabled him to do, he would have ranked with Dana, Bennett and Greeley, for he was a great editor in their time.

"But he chose otherwise. He preferred to live in the retirement of his extreme modesty, because his thought was upon the principles that moved his mind and the causes he supported, and never upon exploiting himself.

"He recognized to the full depth of a sensitive conscience the duties and responsibilities of the editor of a newspaper. He combined with the courage of a lion the heart of a woman. He never dodged an issue, he never failed to meet one squarely. Yet he always preferred a kind word to a word of criticism.

"Loved as few men are loved by all those who came into personal contact with him, he remained comparatively unknown to the wider public; yet he was the friend, confidant and adviser of several presidents, notably of President Cleveland and President Wilson, both of whom often leaned upon his sound, sure, shrewd and penetrating judgment.

"And now he sleeps, and yet he lives in the hearts of those who were proud to call him friend, and in the achievements of a long life devoted, with never a thought of self, to the public good."

ALVIN O. ROYCE DEAD

Telegraph Editor, Indianapolis Star, Was Formerly M. E., Milwaukee News

Alvin O. Royce, 57, telegraph editor of the *Indianapolis Star*, died in Indianapolis Aug. 17. He was formerly managing editor of the *Milwaukee* (Wis.) *Evening News*. Death came unexpectedly.

Mr. Royce was born in Bellefontaine, O., Aug. 30, 1867, and had been in the newspaper business for more than 30 years. He was widely known throughout the country as a newspaper executive and patron of young men starting in the business.

He began his career on the old *Indianapolis Sentinel* and later became editor of a daily newspaper at Logansport, Ind. He was a member of the staff of the *Indianapolis Press* during its brief career and moved to Milwaukee about 20 years ago.

In the course of his work, Mr. Royce served as managing editor of the *Milwaukee Free Press* and later of the *Wisconsin Evening News*, when the Free Press and two other Milwaukee newspapers were merged into that property. He was also a member of the staff of the *Chicago American*, *Chicago Herald and Examiner* and *St. Paul* (Minn.) *Dispatch* at different times.

Three years ago Mr. Royce returned to Indianapolis because of his wife's ill health and accepted a position as telegraph editor of the Star.

He had been a member of the Elks' lodge for many years, and for 10 years president of the Milwaukee Press Club.

Obituary

FRANK A. BESSE, a director of the *Wareham* (Mass.) *Courier*, died Aug. 11.

WALTER AXTELL, for many years connected with the mechanical department of the *Boston* (Mass.) *Transcript*, died recently at Lawrence, Mass.

FRED J. PARLE, 40, assistant foreman of the *San Francisco Examiner*, died Aug. 8.

HARRY GREENSTEIN, *Los Angeles Examiner* agent at San Pedro, Cal., died recently. Greenstein was formerly employed on the circulation departments of the *New York American* and *Evening Journal*.

MRS. VIRGINIA A. BETTERSWORTH, wife of Thomas L. Bettersworth, editor of the *Booneville* (Miss.) *Banner*, died last week at Booneville.

MRS. DUDLEY D. BRODIE, wife of the president of the Brodie Company, advertising agents, died recently at the Wesley Hospital, Chicago.

RICHARD STEVENSON, a member of the mechanical staff of the *Chicago Evening American* for 24 years, died recently at the West Side Hospital, Chicago.

GEORGE LOUZIER, 66, a member of the composing room staff of the *New York American* for many years, died Aug. 19, at Old Forge, N. Y.

D. HIRAM MORGAN, 44, editor of the *Mahanoy City* (Pa.) *Press* since its establishment died in Hazelton, Pa., hospital on Aug. 14, following an operation.

C. A. MEAD, 73, a veteran newspaper and advertising writer, died in Allentown, Pa., recently. One son, Walter L. Mead, is advertising manager of the *Allentown Morning Call*.

ALBERT EDMONDSEN, 73, formerly employed on the *Omaha* (Neb.) *World-Herald*, died last week at Lincoln, Neb.

WILLIAM N. EMERSON, 76, for 44 years an employe of the *Sioux City* (Ia.) *Journal*, died recently at Sioux City.

Washington Political News Scanty

Washington correspondents who have been complaining that Washington is dead politically found part confirmation of their contention in the following sent to newspaper offices by the Republican National Committee on Aug. 18: "Schedule of press matter today for immediate or future release: From Washington headquarters, Republican National Committee: Nothing. From the White House: Nothing."

Louis Baury Is Dead

Louis Baury, 33, assistant telegraph editor of the *New York Herald-Tribune*, died suddenly in New York Aug. 19, following an attack of ptomaine poisoning. He entered newspaper work 15 years ago as a member of the staff of the old *New York Sun*. He later served as city editor of the *New York Call*, and was an executive of Good Housekeeping and publicity representative of Doubleday, Page & Co. He was on the staff of the Tribune twice, joining for the second time in 1922.

Editor Architectural Forum Drowns

Albert James MacDonald, editor and president of the *Architectural Forum*, was drowned Aug. 17, near Waltham, Mass. He became associated with the late Arthur D. Rogers as associate editor of the *Brickbuilder* in 1913. The Brickbuilder was later changed to the Architectural Forum. On the death of Mr. Rogers, Mr. MacDonald became editor and president.

Mrs John Talman Dead

Mrs. John Talman, who died suddenly in St. Paul last week in her 72d year, was the wife of John Talman, veteran newspaper man of the Northwest, and the oldest correspondent of EDITOR & PUBLISHER, both in years and point of service. His associates on this publication express to Mr. Talman their wholehearted sympathy in his loss.

Canadian Publisher Dies

T. H. Race, 78, founder and for many years editor of the *Mitchell* (Ont.) *Recorder*, died Aug. 12. Though a Canadian he served in the American Civil War. He established the Recorder in 1875 and conducted it until 1905, when he was appointed Canadian Exhibition Commissioner, a position he occupied for several years.

EDITOR & PUBLISHER Keeps You in Touch With Old Friends—$4 a Year.

The Deseret News

SALT LAKE CITY UTAH

IN 1923 the "News" increased 71,708 lines in national advertising over 1922, while all other Salt Lake papers showed a loss for the same period.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

30,000 FAMILIES READ THE "NEWS" DAILY

Norwegian Newsprint

Prompt shipments *Inquiries solicited*

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street New York City

Telephone Penn. 7443

Fargo Forum Installs Second Ludlow

"We pride ourselves on a very clean, neat looking paper each day" says Norman D. Black, Business Manager.

"WE purchased our first Ludlow in 1918, and immediately began the elimination of foundry type until at present all our foundry type is contained in one cabinet. We now pride ourselves on a very clean, neat looking paper each day.

"For five years we relied practically entirely on the one Ludlow, and kept it in constant operation every publication day, and never once were we held up by it. Last summer, due to increased volume of business, we added a second Ludlow to our equipment.



"With the consolidation of the Morning Tribune and the Forum we shall continue to use our Ludlows on both papers. To say the least, our experience with the Ludlow has been very satisfactory."

Ludlow Typograph Co.

2032 Clybourn Avenue

Hearst Bldg. San Francisco — CHICAGO — New York World Bldg.

LUDLOW QUALITY COMPOSITION

The Corner Stone of America —

New England

HERE, in this group of states, you will find that 7,400,909 people live, approximately seven per cent of the total population of the United States.

These people have forty per cent of the savings deposits of the entire country, produce eleven and a half per cent of the country's manufactured products, leading in many lines. Nearly forty per cent of the families in these New England States own their own homes.

New England is a twelve months' market of gigantic magnitude throughout the whole year. The compact population—centered for the most part in large cities, is busy the year around.

These Daily New England Newspapers extend an invitation to those national advertisers who are willing to profit by the success of others, to concentrate their advertising efforts in this cornerstone of America.

These papers are the leaders in circulation, in advertising, in influence and completely cover New England.

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.04	.035
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	83,086	.24	.21
***Worcester Sunday Telegram	(S)	48,127	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,711	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
***Providence News	(E)	26,605	.07	.07
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.15	.15
***Bridgeport Post	(S)	20,565	.10	.10
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,131	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

EDITORIAL

MAIL ORDER ADVERTISING

IN some localities there is a revival of mail-order advertising in newspapers. Particularly is it noticed in large-circulating Sunday newspapers, with heavy country editions. In recent months several large newspapers have campaigned for this business, with excellent returns. When it is made up with appropriate matter in "country sections," it is said to be particularly easy for newspapers to get, and when the medium is right, it pulls better for the advertiser than many other classes of business.

Publishers accept unusual responsibilities when they seek mail-order advertising. While there are numerous mail-order concerns which are as honorable in their dealings as other merchants, it is also true that the woods are full of impudent schemers who find it easier to prey upon the public through the mails than when they come face to face across the counter. Mail-order advertising must be closely inspected before publication, if the interests of readers are to be guarded by the newspaper publisher.

Nearly all of the advertising in the agricultural weeklies is typical mail-order display, with a liberal sprinkling of obvious frauds and such deceitful copy as the old "free" in 36-point bold caps, with qualifications in agate which wholly discount the glaring promise of something for nothing.

The publisher of the solid old farm paper of the East, the *Rural New Yorker,* takes his mission seriously. He not only carefully censors mail-order advertising before publishing, but regularly runs a column in his paper where readers may air their experiences with fraudulent or irresponsible advertisers. Indeed, the publisher goes further, and himself attempts to adjust cases of misrepresentation, or fraud, whether the imposition has been effected through his columns or otherwise. He invites his readers to complain to him when they have reason to believe that any advertiser or roaming schemer has imposed upon them.

The "Publisher's Desk" column in the *Rural New Yorker,* where advertising and buying experience is regularly recorded, is highly suggestive of the number of fakers who are at large preying upon the rural public through the mails. Despite the obvious care of the publisher to discriminate against fraudulent or misleading advertisements, a dozen or more readers are found bitterly complaining in every issue of the paper.

Fake securities, particularly in motion picture, oil and land schemes, are commonly reported. Another frequent complaint is that against the manufacturers of farm or home equipment, selling on a partial-payment plan, offering much but delivering little and tying up the purchaser with tricky contracts. One incubator manufacturer, for instance, in his advertisement said of his contract, "It means safe buying, with no chance of loss," and promised money back if the purchaser was not satisfied. However, when one of the machines failed to keep even temperature, spoiling three egg hatches, the manufacturer refused to refund the price of the machine and called attention to catch phrases in the contract plainly intended to deceive and defraud the buyer.

Mail order advertising is good business for newspapers when it is honest advertising; there is nothing worse when it is mere sticky paper on which to catch human flies.

If the newspaper men of the country should cut loose and publish in a single week, what they know— * * * * * !*

EGGS IN MANY BASKETS

THERE is "safety in numbers" in newspaper advertising. Better ten small accounts to fill a page of advertising than one account. Many a publisher has lived to regret having given the bulk of his effort toward satisfying a few big accounts, while neglecting many small ones. The value of the policy of having eggs in many baskets is obvious, yet EDITOR & PUBLISHER is constantly hearing of experiences in the field which justify unending reiteration of the advice: Cultivate and promote the accounts of small, reliable, ambitious business enterprises.



ECCLESIASTES
CHAPTER I. 9

The thing that hath been, it is that which shall be; and that which is done is that which shall be done; and there is no new thing under the sun.

FEATURE NEWSPAPERS

THE newspaper which attracts the eyes of the multitude by publishing many entertaining features as spice for a few facts worth reading and remembering, is worthy of respect and serves better, in instances, than sober papers which do not penetrate the consciousness of the rank and file of society. But a newspaper which lacks all purpose other than entertainment, with the most primitive appeals through text and pictures to the emotions of readers, is a burlesque show. We notice that the successful papers in this class, while seemingly frivolous in character, are very carefully edited by men who are expert in sugar-coating publicity pills. A man worldly wise and with fine discrimination is needed to edit a highly spiced, feature newspaper.

Who can measure the power for good or evil of the 35,000,000 copies of newspapers which are printed every day in our country? It is a sobering thought for those who write them.

BUSINESS AS USUAL

FOREIGN nations learn something of the spirit of the American press through the activities of American press associations conducting an international exchange of news reports. Recently one of the nations of South America indulged in a nasty little war, over tax disputes. Matters were being "adjusted" by rifle bullets. United Press Associations and Associated Press sell news to many newspapers in that country. The war censors did not approve of these American services receiving and disseminating reports about the nasty little war and caused the governmet to cut off incoming news services. United Press Associations and Associated Press could stand the pressure if the government concerned so willed and matters were permitted to take their course. Both services published such authentic news concerning the war as they could obtain for their clients. Evidently the government has now seen the error of its way for normal conditions have been restored.

August 23, 1924 Volume 57, No. 13

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building,* 63 *Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 *Syndicate Trust Building.*
Chicago: L. B. Gilmore, 30 *North Dearborn Street.*
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 *Norfolk Street, Strand, W. C. 2.*
Paris: G. Langelaan, 34, *rue Thiers, Boulonge-sur-Seine (Seine).*
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 *Lympstone Avenue, Lawrence Park.*
10 *cents a copy;* $4 *a year; foreign* $5; *Canadian* $4.50

MOST RESPONSIVE FIELD

THOSE newspapers that have put publicity behind their selling campaigns, advertising advertising intelligently and persistently, have had rewards equal to those of advertisers of good merchandise. The records show that great newspapers which were standing still while refusing to take their own medicine went ahead when they advertised their markets and the selling power of their papers.

"I have developed many advertising and publicity campaigns for newspapers in this country," writes a well-known advertising man to EDITOR & PUBLISHER, "and there is no such responsive field in the whole realm of business. A dollar spent to advertise a good newspaper in a good town buys more than almost any advertising dollar I know about. I have given nearly 20 years of my life to this special subject and looking backward I am struck by the fact that only a few men have had the vision to build their publishing businesses as the average manufacturers or retailer builds his, but those who have been able to see advertising for themselves have raised the towering structures of today's newspaper world."

One of the most devastating conventions in newspaper work is the notion that a subject is not news if it did not occur on the day of publication. Another is the reverse idea that any old event occurring today is worthy of print.

FUTURE PRESS ACTIVITIES

SIR ROBERT DONALD, well-known London editor, in a recent address envisaged the future newspaper as follows: It will be smaller, sometimes printed in colors. Photographs will be telegraphed. Pictures will more and more squeeze out the news. Before an earthquake in Japan or an eruption of Vesuvius has subsided, pictures of the event will be in print, in London and New York. The reporter will carry no notebook, but rather a microphone into which he will speak, conveying his intelligence to the newspaper office by radio.

He said that such methods would stimulate newspaper work because if people heard scraps of speeches over the radio and did not find them reported adequately in the printed pages, they would complain. He thought that newspapers might more and more have to go into the broadcasting business.

These prophesies do not seem to us as remarkable. Everything is being done here, at least experimentally.

The great problem that must be solved is how to make radio broadcasting by newspapers and such inventions as moving pictures by wire, profitable newspaper auxiliaries.

The grocer's sugar in the barrel, the butcher's leg of lamb on the hook, the dry goods merchant's cotton prints on the shelf, the advertising man's ideas in his head, are stocks in trade.

BARNYARD MUTUALITY

IN the pasture a sensible Jersey cow is quietly grazing. Three enterprising hens hover about her all day. It is fly-time and the average milch-cow's yield is greatly reduced, due to frenzied and constant hoof-stamping and tail-switching to free her body of the insect pests.

But this sensible bossy gives her mistress the usual brimming pail of creamy milk, thanks to a mutual-benefit arrangement with the three intelligent hens. Bossy permits them to pick the flies from her legs and belly, and when the insects are swarming on her neck and back, she will lie down and gently snooze while the feathered co-operators hop about at will over her broad frame, filling their crops with meaty delicacies. Through this enterprise the enemies of the cow become the easy prey of the chickens and the farmerette profits magnificently, both in milk and fat hens for the pot. Cracked corn is worth $3.25 the bag, but flies are heaven-sent.

Why can't men accept the advantages of co-operation, which benefits them and enriches the state?

News selection, to meet the varying tastes and mind habits of many people, while serving the best interests of the majority, requires the keenest minds in journalism.

PERSONALS

LIEUT. COL. J. OCHS ADLER of the *New York Times*, and Mrs. Adler, returned to New York this week from a trip to England and the Continent.

Herbert Bayard Swope, executive editor of the *New York World*, who is spending this month on vacation, is in Saratoga attending the races. Ralph Pulitzer, president and editor of the World and Swope have both taken boxes for the international polo matches at Meadowbrook.

E. C. Hopwood, editor of the *Cleveland Plain Dealer*, with Mrs. Hopwood, have returned from a trip to Alaska.

Maj. Frank Knox, editor and proprietor of the *Manchester* (N. H.) *Union-Leader*, is candidate for the Republican nomination for Governor of New Hampshire.

H. R. Swartz, president of the Intertype Corporation, Brooklyn, N. Y., has returned from an extended trip through Europe.

A. R. Kessinger, vice-president of the *Rome* (N. Y.) *Sentinel*, has been nominated for Congress on the Democratic ticket.

IN THE EDITORIAL ROOMS

JOHN MAYNARD, managing editor of the *Newark Evening News*, is on vacation.

James E. Duffy, ship news editor of the *New York Telegram and Mail*, with Mrs. Duffy is honeymooning in Europe. Mrs. Duffy was formerly Miss Eleanore F. A. Hines of Pelham.

Lee Stow has resigned from the editorial staff of the *New York Herald-Tribune* to become assistant news editor of Pathe News.

R. S. Hulbert, managing editor of the *Winsted* (Conn.) *Daily Citizen*, is recuperating from an operation and recent illness.

Fred A. Owen, chief editorial writer of the *Portland* (Me.) *Express*, has been appointed one of the directors of the port of Portland by Governor Baxter.

Harold S. Corbin, formerly of the *Worcester* (Mass.) *Telegram*, has been appointed an editor on the Moose magazine, a fraternal publication of the Loyal Order of Moose.

Earle T. Crooker is now a member of the *Elizabeth* (N. J.) *Times* reportorial staff.

Neal O'Hara, columnist for the *Boston* (Mass.) *Traveler* and the *New York Evening World*, made his stage debut at Keith's in Boston recently in a monologue.

Douglas E. Cooper, formerly city editor of the *Elizabeth* (N. J.) *Daily and Sunday Times*, has been renamed to that post to succeed Raymond F. Erhard and also to the post of managing editor which was held by John A. Mitchell. Erhard is now a member of the reportorial staff of the *Elizabeth* (N. J.) *Daily Journal*.

C. E. McManus, assistant news editor, *Cleveland Times*, is spending his vacation with his parents in Conneaut, O.

"Ted" Robinson, column writer for the *Cleveland Plain Dealer*, is summering on the Pacific Coast, editing daily his "Philosopher of Folly" from an Oregon vacation resort.

Walker S. Buell, in charge of the *Cleveland Plain Dealer* Washington bureau, is spending his vacation at Cedar Point, O.

Samuel Porter Burril, associate editor of the *Cleveland Times*, has returned from Williamstown, Mass., where he attended the Institute of International Politics.

Mr. Fred A. Smith has returned to the radio page of the *Chicago Herald-Examiner* after an absence of two months in Europe.

Guy E. Campbell, who recently sold the *Pierson* (Ia.) *Progress*, is now back at his desk as city editor of the *Cedar Falls* (Ia.) *Record*.

MARRIED

DICK HENDERSON, editor and publisher of the *Blythe* (Cal.) *Herald*, to Miss Pearl U. Moss of San Diego, Cal., in the latter city July 24.

Clifford Rosequist, of the *Rockford* (Ill.) *Republic* staff, to Miss Ruby Mefford of Rockford, Ill., Aug. 11.

George H. Likins, son of W. M. Likins, publisher of the *Uniontown* (Pa.) *Watchman*, to Miss Anna Blair of Griffin, Ind., at Patoka, Ind., Aug. 8.

J. Frazier Vance of the *Worcester Telegram* staff to Miss Marjorie Donaldson of the same paper, recently at the bride's home in Dorchester, Mass.

Clarence L. Simmons and Miss Neva Howell, of the *Canton* (Ill.) *Register*, staff, July 26.

Albert H. Foret, secretary and managing editor of the Coronado (Cal.) Publishing Company, publishers of the *Coronado Journal* and *La Jolla Journal*, to Miss Ella L. Dort, daughter of Mr. and Mrs. F. O. Dort of San Diego, in the latter city, Aug. 2.

Charles H. Moore, manager of the classified advertising department of the *Sioux City* (Ia.) *Journal* to Miss Carmen H. Ochampaugh, staff artist on the Journal.

Harris I. Griffin, assistant service manager of King Features Syndicate, New York, to Marion F. Goodwin in Redding, Mass., Aug. 16. The bride was Mr. Griffin's secretary for about 2 years when he was in charge of the manufacturing and shipping departments in the Boston office of Newspaper Feature Service. Mr. and Mrs. Griffin are taking a honeymoon motor trip through New England. At its conclusion they will be at home in Mount Vernon, N. Y.

Ivan Annenberg, son of Max Annenberg, circulation manager of the *Chicago Tribune*, to Miss Violet Pacyna of Chicago at Mackinac Island, Mich., on Aug. 2.

IN THE BUSINESS OFFICE

A. T. ROBERTS, for the past four years advertising manager of the *Columbus* (Ga.) *Enquirer-Sun*, has resigned to become vice-president and sales director for the Southland Pecan Company.

W. F. Wiley, general manager *Cincinnati Enquirer* is spending a six weeks' vacation at Bar Harbor, Me.

Byron Blanchard, Donald Smith and Ralph Walsh of the *Cleveland Plain Dealer*, classified ad department are touring Europe. They attended the A.A.C.W. convention in London.

M. L. Crowther is business manager and E. A. Tapscott advertising manager of the *Oklahoma City News*, succeeding A. O. Fuller and John Bradley.

HOLDING NEW POSTS

F. NORMAN FORSYTHE, from rewrite *New York Telegram and Evening Mail* to make-up, *Boston American*.

Harry C. Tilden, from reportorial staff, *Milford* (Mass.) *Gazette*, to staff, *Milford* (Mass.) *Daily News*.

Maurice E. Van Metre, from managing editor, *Iowa City* (Ia.) *Press-Citizen*, to night telegraph editor, *Omaha* (Neb.) *World-Herald*.

Capt. M. J. Deviney, from *Boston* (Mass.) *American*, to *Boston Telegram*.

PRESS ASSOCIATION NOTES

CHRISTOPHER BOHNSACK for many years with the New York City News Association has left the newspaper business to direct the broadcasting arrangements from New York's municipal radio plant.

L. C. Owen, news manager of the Pacific Coast Division of the Consolidated Press Association, has returned from the Yosemite where he spent a two weeks' vacation.

Lincoln Quarberg will relieve Frank Beaman, manager of the United Press Atlanta (Ga.) bureau, effective Aug. 26. Beaman becomes southern business representative for the U. P.

Rodney Dutcher, of the New York staff of United News, and Mrs. Dutcher are spending their vacation touring New England.

Thomas L. Stokes, manager of the United News Washington bureau, is at Atlanta, Ga., on vacation.

FOLKS WORTH KNOWING

SPEAK about advertising on the Pacific Coast, and you cannot afford to overlook Lloyd Spencer, president of the Pacific Coast Advertising Clubs, and one of the best known advertising men in the West. He has just returned to the advertising staff of the *Seattle Post-Intelligencer*.



LLOYD SPENCER

Spencer, a Californian by birth and education, has been prominent in advertising and civic organizations ever since his advent in Seattle, many years ago. He had previously seen service in the Philippines with the First California volunteers, had worked with the customs service at San Francisco and after touring as a vaudeville monologist had become a theater manager.

In 1917 he became a member of the Post-Intelligencer advertising staff. During the war years his services as a four-minute speaker were constantly in demand. He was elected president of the Seattle Advertising Club in 1922, for the 1922-23 term. This year, he was president of the Pacific Coast advertising men's association. In addition he is a member of the publicity committee of the Seattle chamber of commerce, a member of the executive committee of the Pacific Northwest Merchants Exposition, a member of the executive committee for fleet entertainment and a member of the general publicity committee to prepare for the conclave of the Knights Templar in Seattle in 1925.

IN THE AGENCY FIELD

KLING-GIBSON advertising agency, Chicago, has recently moved from 222 S. State street to the new Strauss Building on Michigan avenue.

Curtis H. Remy, who resigned from the staff of A. J. Denne & Co., Limited, advertising agents, Toronto, in 1922, to become secretary of the Toronto Pharmacal Co., Limited, has rejoined the Denne Agency.

Arvid E. Gilmount, formerly of the *Manila* (P. I.) *Daily Bulletin* and more recently with the *Long Beach* (Cal.) *Daily Telegram*, has joined the Martin-Davidson Advertising Agency, San Diego, Cal.

E. L. Kemnitz, formerly with the Howard G. Carnahan Company, Chicago, advertising agency, has joined the sales staff of the American Colortype Company, Chicago.

J. R. Connacher has joined the Alfred N. Williams Company, New York, advertising agency, as art director. He formerly was with the Street Railways Advertising Company.

Clement E. Horton, formerly with the Berbecker & Rowland Manufacturing Company, Waterville, Conn., has joined the New York office of the Chambers Agency, Inc.

WITH THE ADVERTISERS

HARRY BOTSFORD has been named to direct the advertising account of the Jacobson Engine Works, Titusville, Pa., manufacturers of gas and gasoline engines, and winches for Fordson tractors.

Harold P. Smith has joined the advertising department of the Heywood-Wakefield Company, Boston, manufacturers of reed and fibre furniture. He was formerly with the Milwaukee *Journal*.

Frank McGill of the Dominion Oilcloth & Linoleum Company, Ltd., Montreal, has been appointed advertising manager.

SCHOOLS

J. W. FRENCH, who for several years has been a member of the faculty of the Department of Journalism, University of Indiana, has been appointed to succeed Murray Sheehan, associate professor of journalism and editor of university publications, University of Arkansas, Fayetteville. Professor French was at one time connected with the *Cleveland Press* and the *Miami* (Fla.) *Herald*.

Holy Cross College at Worcester, Mass., which is run under the supervision of the Jesuit fathers, has announced that a journalism course will be offered this year. Worcester newspapers will co-operate with the Holy Cross faculty. John A. O'Brien has been appointed journalism teacher.

SPECIAL EDITIONS

AURORA (Ill.) *Beacon-News*, 72-page edition Aug. 12 heralding the Central States Fair & Exposition.

Sioux City, (Ia.) *Tribune* first annual Morningside edition, Aug. 5.

Station H-A-S-K-I-N, Washington, D. C., is the national broadcaster of free information for newspaper readers. Time —all the time.

WHAT'S WHAT IN THE FEATURE FIELD

WHEN Frank O. King, creator of "Walt and Skeezix" for the Chicago Tribune Newspapers Syndicate, was in high school at Tomah, Wis., he wrote an essay, entitled, "Newspaper Art." After that it could not be otherwise. King was destined to be a newspaper cartoonist.



F. O. KING.

"That essay," says King, "embraced everything I have learned since and much more."

Being graduated, there was nothing left to do but to put his essay theories into practice, and King started work for the *Tomah Journal.* He left there to become the "art department" of the *Minneapolis Times,* and such he was for 4 years, until he left to attend art school in Chicago.

In Chicago, King first worked for Hearst 3 years. Following that he went to the *Chicago Tribune,* where he has now been for 14 years.

In addition to Walt and Skeezix, King has created "Motorcycle Mike," "Bobby Makebelieve" and his "Rectangle" in the *Chicago Tribune* is credited with being originator of that familiar expression:

"It isn't the original cost, but the upkeep."

J. N. Pendlington, *London Daily Mail* correspondent in Japan, and also publisher of the *Far East Magazine,* which was forced to suspend following the earthquake of last September, is writing six Sunday articles on Japanese-American relations for the Readers' Syndicate, Inc. Famous Bible Poems by Rev. Kenneth Owens, and a special article on "American Women and the 1924 Election" are also being prepared for this syndicate.

Lloyd George, who contributes a special article fortnightly for the United Feature Syndicate, New York, cabled a special 2,000 word story this week on the London conference on the Dawes plan.

Frank Godwin, magazine illustrator, is drawing a series of Sunday magazine cover pages in 4 colors for the Ledger Syndicate, Philadelphia. Godwin also draws the *Ledger* feature "Vignettes of Life," a black and white weekly page.

Verne Burnett, an authority on motors and motoring, is writing a series of weekly editorials on his specialty for the Premier Syndicate, New York.

Dr. Emmett Angel, called "America's foremost play exponent," who conducts the "Real Games for Real Kids" feature for the United Feature Syndicate, New York, has accepted a position on the *S. S. Leviathan,* teaching passengers shipboard games.

Frank J. Nicht, sales manager of King Features Syndicate, New York, and Mrs. Nicht have been touring upper New York State with Mr. and Mrs. Paul Karnes of the same organization.

Reed Heustis, poet of the *Los Angeles Herald,* is now writing a complete human interest poem each day for the Premier Syndicate, New York.

Dr. Frank E. A. Thone and Dr. James P. Kelly have joined the staff of Science Service, Washington, D. C.

Dr. Thone, formerly assistant at the University of Chicago and Johns Hopkins University, as well as assistant professor of botany at the University of Florida, is well known as a writer. His "Trees and Flowers of Yellowstone National Park" is a popular botanical book. He will direct the Daily Science News Bulletin which the Service furnishes.

Dr. Kelly, who holds degrees from Princeton and Columbia, comes to Science Service from the professional staff of the Pennsylvania State College. A member of the leading scientific organizations, he was for a time assistant editor of *Botanical Abstracts.* He will devote particular attention to the Half-Page Science Features.

W. S. Farnsworth is now "batting" for Damon Runyon, who is covering the flight of the "Round-the-World Flyers" in Iceland.

Lymon Anson is drawing "Sillyettes," a silhouette comic with verse for the Ledger Syndicate, Philadelphia.

Walter B. Gibson is preparing a new feature for the Ledger Syndicate, Philadelphia, which, dealing with psychic phenomena, will run under the title, "Human Enigma."

Lester Lear, who has done considerable editorial work in Columbus, Ohio, Philadelphia and New York City has been added to the staff of the Bell Syndicate. Mr. Lear is a graduate of the University of Ohio.

The Bell Syndicate has acquired the rights to "The Red Gods" by D'Esme, the famous French author. This story has a scene laid in tropical Asia and involves the search for a lost race.

John Held, Jr., creator of "Oh, Margy," resident of Weston, Conn., for several years, has purchased a 150-acre farm in Weston for his home.

George M. Cohan has agreed to write a series of features for the Tribune Syndicate. The worry is said to be caused by Mr. Cohan's declaration that he is going to be the greatest tattle-tale in the country. Mr. Cohan will write from New York.

PRESS FLASHES

Probably if the truth were told the so-called go-getter comes back empty-handed about as often as anybody.—*Toledo Blade.*

One popular method of Americanizing the aliens is to get their money away from them with worthless stocks.—*Marysville* (Kan.) *News.*

Enforcement officers announce there are only 1,000 bootleggers left in Omaha. Well, we may pull through on that many. —*Omaha Bee.*

If Lady Godiva, who had such beautiful hair and so few clothes, were to ride through Nebraska City these days a lot of folk probably would remark that it was a darned good horse she was riding. —*Nebraska City Press.*

The Treasury is seeking a way to make silver dollars popular. Might try giving them away.—*New York World.*

A scientist has gone to the trouble to invent a rain coat that you can roll up and put in your pocket when what is sorely needed is an umbrella that will stick to its owner.—*J. R. W. in Milwaukee Journal.*

And yet the backbone of our civilization is made up of men who eat with their coats off, except when there's company.—*Newcastle Courier.*

"Have you any new ideas for your speeches?"

"Certainly not," answered Senator Sorghum. "I will, of course, change the language, but I do not propose to try any novel variations on the set of ideas on which I have been elected year after year."—*Washington Star.*

If the umpire enjoys being hated even in winter, he might get a job as speed cop.—*Baltimore Sun.*

What used to be called "sitting rooms" are now called "living rooms," doubtless because no one who expects to live nowadays has any chance to sit.—*Boston Transcript.*

The man who used to rock the boat is now trying to see how close to the head of crowds on the beaches he can drive an airplane.—*Portland Oregonian.*

Many of us are never sure whether it is opportunity knocking or the wolf scratching at our door. — *Arkansas Gazette.*

Some moderns think roughing it consists in driving the car that hasn't a cigar lighter.—*Baltimore Sun.*

Whether justice will come out of the Chicago trial is yet to be shown, but anyhow the American people have got out of it a lot of education on pineal glands.—*Boston Transcript.*

It beats a circus when the small town belle returns from a visit to the city wearing knickers.—*Florida Times Union.*

ASSOCIATIONS AND CLUBS

MIDWEST Circulation Managers Association will hold its annual convention at Lincoln, Neb., Sept. 9 and 10. The association is comprised of members in Colorado, Kansas, Missouri, Oklahoma, and Nebraska. H. S. Blake of the *Topeka* (Kan.) *Capital* is association president; and Will A. Butler, *Colorado Springs Telegraph-Gazette,* secretary-treasurer.

Colorado Pioneer Printers elected the following officers at their twelfth annual meeting: Frank A. Franklin, president; William Fornof, Thomas McCafferty, William W. Gee and Harry L. Serviss, vice-presidents; Grant Turner, treasurer and Joseph G. Brown, secretary.

Oakland County (Mich.) Weekly Press Association has just been established at a meeting held last week at Birmingham, Mich. Twelve weeklies are included in the organization. Floyd J. Miller, editor of the *Royal Oak Tribune,* was elected president; Joe Haas of the *Holly Herald,* vice-president; George R. Averill, of the *Birmingham Eccentric,* secretary-treasurer. At the next meeting, to be held in Royal Oak on August 28, members of the executive committee will be elected, and plans for the winter fully outlined.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

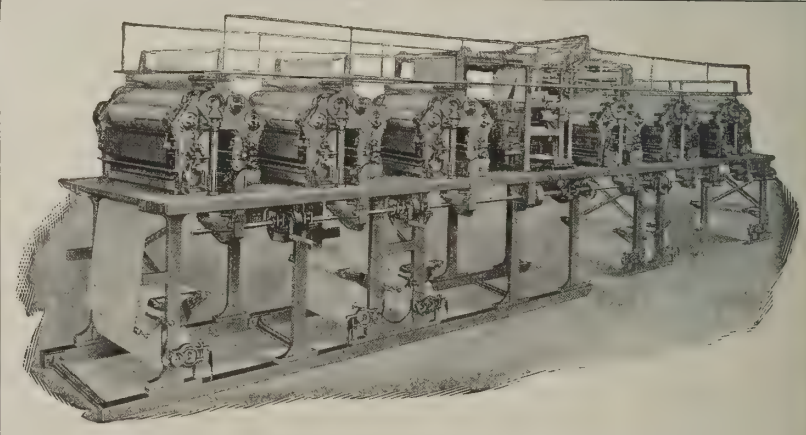
Member A. B. C.

ATTENTION

NEWSPAPER PUBLISHERS

To the newspaper publisher in a city of from 100,000 to 250,000 who is casting about for a new advertising manager; or to the publisher of a metropolitan newspaper who needs a well equipped assistant in his advertising department, we strongly recommend thorough inquiry into the record and qualifications of a man we know. The man has had fifteen years of valuable experience as a newspaper advertising manager, and is seeking a new connection on the basis of substantial accomplishment. To get in touch with him, address

The H. K. McCann Company
61 Broadway New York City
or
McCann Building, San Francisco



SCOTT TRIPLE QUADRUPLE DOUBLE SEXTUPLE

Straight-Unit and Multi-Unit Presses are running every day in the week in the plant of New Jersey's Leading Newspaper,

THE NEWARK NEWS

Go over some afternoon and see the Scott Double Sextuple "Multi-Unit" and "Straight-Unit" Presses in operation.

PASS YOUR PROBLEMS ON TO US

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO
1441 Monadnock Block

NEW YORK
1457 Broadway, at 42d Street

NOSE FOR NEWS NEEDED IN SOUTH AMERICA

Newspapers Still in Personal Stage with Comments, Rather Than News Predominating—Even Polititions Hate Publicity

A real "nose for news" is needed in South America, according to Carlos Viale, editor of the editorial page of the *Buenos Aires Nacion*, who this week told EDITOR & PUBLISHER of some of the difficulties encountered by newspaper men of Argentine.



CARLOS VIALE

"Journalism is still in the personal stage in Argentina," Viale explained. "It is now almost impossible to conduct a newspaper there in the New York spirit. It is an extremely difficult task to get news.

"Argentine people have a peculiar distaste for publicity. Society reporters are well received, and are even consulted about the 'best way of doing things' by the social elect; financial, political and sporting reporters are able to dig up some news, but in most cases people run the other way when they see a reporter coming.

"Even politicians pretend they hate to appear in print.

"It is most difficult to get pictures for our newspapers. We have no real news photographers.

"I can recall only one really interesting picture beat. Sr. Leopoldo Lugones, son of the famous Argentine writer, once succeeded in getting into the country estate of former President Irigoyen, a thing absolutely prohibited. Posing as a representative of a German cold storage plant which never existed, Lugones succeeded in taking photographs and gathering some very interesting data on the life at the estate. To fool detectives and uniformed police who watched the property, he had to resort to many clever ruses.

"Former President Irigoyen is a bitter enemy of publicity and is famous for having smashed several cameras before he became president."

Because of this general aversion to publicity, many Argentine newspapers are rather comment sheets than purveyors of news, Viale said.

"In this direction," he added, "we are in a period of evolution, which was begun with magnificent success by La Nacion under the direction of Jorge A. Mitre.

"Since the war, the progress of La Nacion has been stupendous and steady. It has increased its circulation without injuring it, so that it retains the great rich aristocratic public, within which it has an authority which it would be difficult to explain here in view of the difference in social customs."

Viale plans to spend about a month in New York before returning to South America. In addition to his position on La Nacion, he is also editor of the Argentine edition of *Vogue*.

WITH THE SPECIALS

BENJAMIN & KENTNOR, newspaper representatives, have been appointed local agents for the *Milwaukee* (Wis.) *Sentinel* and the *Sunday Sentinel & Milwaukee Telegram* in Chicago.

David J. Randall & Co. have been appointed to represent the *Pocatello* (Idaho) *Tribune*.

William G. Matthews, manager of the Chicago office of Wm. J. Morton Company, is making a trip to the Pacific Coast.

CHANGES OF OWNERSHIP

T. PAUL BARRON, mayor of Midland, Tex., has purchased the *Midland Reporter*.

Paul H. Powell of Ashland, O., has purchased the *Wellington* (O.) *Enterprise* a semi-weekly. It was formerly owned and edited by Walter Cole.

ASSOCIATION CHIEFS

JUDGE J. H. WESTOVER, editor and manager of the *Yuma* (Ariz.) *Morning Sun*, and president of the Sun Printing Company, has just been re-elected president of the Arizona Daily Newspaper Publishers' Association. This is his third year in office.



J. H. WESTOVER

Before going to Yuma 15 years ago, Judge Westover practiced law in Kentucky 20 years. He was also editor and publisher of the *Williamstown* (Ky.) *Courier*, his home paper, for almost as long a period of time.

The editor of the Morning Sun with his family arrived in Yuma on Jan. 5, 1909. This was Sunday morning. The next day, Monday, he went to work for A. M. Foster as editor of the Morning Sun. The first of the following April he incorporated the Sun Printing Company, which took over the plant and business of Mr. Foster, including the Morning Sun, and acquired a one-third interest in the business. The following November he and his wife bought all of the stock of Mr. Foster and from that time to this they have been the sole owners of the stock of the company.

Hahn Joins Gardner Corporation

Frederick H. Hahn, of the New York office, Curtis Publishing Company, has resigned to become secretary of the Percy Gardner Corporation, Newark, N. J.

CLIMBING

AT 20 years of age, managing editor of the *Iowa City* (Ia.) *Press-Citizen*, is the record of Francis J. Starzl, who assumed the duties of his new position, August 4.



F. J. STARZL

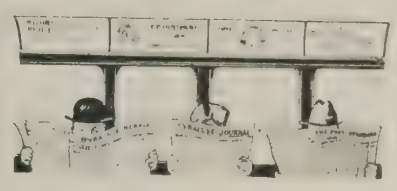
Mr. Starzl is the youngest managing editor of any daily newspaper in Iowa, and probably the youngest to hold that position on any daily newspaper of similar size in the United States.

The *Press-Citizen's* new managing editor, however, comes from a newspaper family. He is the son of John Starzl, publisher of the *Le Mars* (Ia.) *Globe-Post*. He started in the newspaper business at Le Mars on his father's paper 8 years ago.

In 1921 and 1922 he attended the University of Notre Dame and did correspondence work while there for several newspapers of prominence. He worked on the *Le Mars Globe-Post* during the following summer, and in 1922 went to the University of Iowa at Iowa City where he was connected with the *Daily Iowan*.

Dutch Editors Touring Canada

On invitation of the Canadian Pacific Railway a party of Dutch journalists has arrived in Canada and will tour the country with the view to making a study of possibilities of Dutch immigration. Party consists of H. C. J. Baron Van Lanswerde, editor of *De Tydv (Times)*; T. Cnossen, editor of *De Standard*; A. B. Brusse, editor of *Nieuwe Buniewe Rotterdamche Courant*, and H. J. Brusse, secretary.



The Newspapers of
Syracuse

All Syracuse places confidence in the Herald, Journal and Post Standard. Some read one, others two and some all three, but collectively these three papers mould the public character and spirit that makes Syracuse a well known and well liked city.

That all three of these Syracuse papers chose the same source of type metal supply is not a coincidence. It's publisher's forethought.

When, like in Syracuse, every paper in a city lines up for the Imperial Plus Metal Plan, we can't help but feel a pardonable thrill of pride. That the Plan is serving a constantly growing list of papers having from 5,000 to 500,000 circulation adds responsibility to our pride.

Why Is This List Growing?

Why does one paper after another decide to use the Imperial Plan? Briefly because this dependable, economical and stable plan adds years of service to type metal. It answers a certain need. Write and let us give you the Plan in detail.

Imperial METAL
UNOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.
Philadelphia — Cleveland—Detroit

Classified Advertising

"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

SERVICE MEANS serving advertisers just as faithfully as serving newspapers.

For thirty-one years we have been teaching advertisers to rely on our word, and now have a reputation for reliability that is a great door opener.

Good business demands confidence, and when we put out established confidence behind a good newspaper we find general satisfaction to newspaper and advertiser.

Always ready to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles

Contact!

Reach in one paper 46 out of every 100 people who buy any New York evening paper.

NEW YORK EVENING JOURNAL

ALL IN THE DAY'S WORK

Drawn Exclusively for Editor & Publisher

By JACK BECKWITH

He Prefers a Little Puddle



Joys of Being Versatile

JACK BECKWITH, for the past 22 years cartoonist and all-round artist for the *Lynn* (Mass.) *Daily Evening Item,* says that his greatest wish is that everyone liked his job as well as he does. "Jack" is known to practically every resident of Lynn, as he is one of the best 'mixers" possible, being equally at ease with Presidents and poodle-dogs.



Jack Beckwith

In the early days of his career he traveled around with the "big leaguers" and sent to his paper rattling good cartoons of the public idols at their practice. Jack is also a good photographer and is proud of the fact that the last known photograph taken of Homer Davenport was Jack's work and was taken at the home of the great artist. This picture was furnished to Boston papers upon Davenport's death.

Beckwith has been offered places with larger papers in metropolitan communities, but, like many New Englanders, is attached to his old home town, holding that friends are better than wealth and fame, and that he would rather be a big toad in a little puddle than the reverse. He has a charming wife and two interesting children, a son and a daughter, the latter of whom apparently has inherited a gift for the pencil.

Flynn Wins Golf Tournament

John M. Flynn of the *Pittsfield* (Mass.) *Eagle,* with a card of 90, won the annual golf tournament of the Eastern League Baseball Writers' Association held recently on the course of the Pittsfield Golf Club. A. W. Keane of the *Springfield Union* was one stroke behind Flynn.

Hotel Sues Vanderbilt Tabloid

The Los Angeles Biltmore Company has brought suit for $6,300 damages against the *Los Angeles Illustrated Daily News* for alleged failure to pay the rent on a shop in the Biltmore Hotel building leased to the newspaper.

Peru (Ind.) Chronicle Sold

The *Peru* (Ind.) *Morning Chronicle* has been sold to a company of Peru business men. Arthur Kling is editor.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

WHAT THEY ARE SAYING

COOPERATION DOESN'T MEAN FAULT FINDING

"QUESTIONS arising between various departments of a business should be *thought out, not fought out.* Cooperation is not always fully understood or at least practiced to its fullest extent. Some still think it consists entirely of finding fault. The most successful executives of today are not *drivers,* but *leaders.* In a well-chosen organization where friendly feeling between heads and all members of departments is fostered, the employees, through various associations become friends, resulting in a humanized industry, which spells success for the industry."—H. R. Swartz, President, Intertype Corporation.

* * *

THE "INTERRUPTING IDEA"

"'INTERRUPTING idea,' as we define it, is something which goes into the advertising and stops the reader, commands his attention and compels him to buy. If it does those three things, it will do two more things—it will impress itself upon the reader's mind and stay there forever. Also, it will demonstrate itself in the act of selling, the thing all advertisers have been trying to get—advertising of the sort that does not depend on a salesman's co-operation or interest or feeling that he must advertise it like this, that or the other advertising man, but advertising that automatically becomes a part of his selling job."—Robert J. Tinsman, President, Federal Advertising Agency.

* * *

A PAPER AGE

"A FEW figures show that in the United States at least we are now in what may be truly called a paper age. On the 1920 basis, the per capita consumption of paper in Russia was 6 pounds and in Japan 12 pounds; in Scandinavia, a region of general education, it was 33 pounds and in Germany, the most thoroughly schooled nation in the world, it was 45 pounds, but this was by no means the limit. At the same time the per capita consumption of paper in Great Britain was 76 pounds, while in the United States it was 150 pounds or, in other words, more than 3 times the consumption in Germany and practically twice that in Great Britain. This is convincing evidence of the wide diversity of the use of paper in this country."—R. S. Kellogg, Secretary, News Print Service Bureau.

Church Copy At Your Own Price

Many newspapers have run without charge to churches or to local citizens copy urging church attendance. Some papers have felt they ought not to pay for such copy, and last year a friend of the Department advanced enough money to supply copy for a year to those papers which did not care to pay.

The Department has no source of income except the sale of this copy and in order to make it available to the smallest paper, the low price has been fixed of 3 cents per week per thousand circulation—and if this works out to a figure larger than the paper cares to pay, the publisher may fix his own price for the copy.

This Department desires to serve the churches and the newspapers.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

AD-TIPS

Earle S. Barber Company, 410 N. Michigan Blvd., Chicago. Will place the account of the Pepsin Syrup Company, Monticello, Ill.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Placing advertising for Lewis & Conger, New York, manufacturers of household equipment.

Benson, Gamble & Crowell, 7 S. Dearborn street, Chicago. Have obtained the account of the Parker Pen Company, Janesville, Wis., for placing with newspapers in general. Also placing advertising of the Gulbransen Company, 3232 W. Chicago avenue, Chicago, Ill., manufacturers of registering pianos. Lists will be made up during the month of September.

Chambers Agency, Inc., New Orleans, La. Handling advertising of the American Creosote Works, New Orleans, and the Savannah Creosote Company.

Erwin, Wasey & Co., 844 Rush street, Chicago, Ill. Handling the advertising of the Hoover Company, 80 E. Jackson boulevard, Chicago, Ill., manufacturers of "The Hoover" Suction Sweeper. Lists will be made up during the month of September. Contracts on the Goodyear Tire & Rubber Company, Akron, O., are being placed with a general list of newspapers. Also placing account of Aluminum Goods Mfg. Company, Manitowoc, Wis., manufacturers of "Mirro," the finest aluminum and "Viko," the popular aluminum. Lists will be made up during the month of September.

Charles Daniel Frey Company, 30 N. Michigan avenue, Chicago. Contracts on the Crane Company, Chicago, are being issued to a number of California newspapers.

Charles H. Fuller Company, 629 S. Wabash avenue, Chicago. Contracts on the Brooks Appliance Company, Marshall, Mich., are being issued to a general list of newspapers.

Arnold Joerns Company, 26 E. Huron street, Chicago. Distributing copy on the Hanley & Kinsella Coffee & Spice Company, St. Louis.

H. W. Kastor & Sons Company, 14 E. Jackson boulevard, Chicago. Supplying copy to newspapers generally on M. J. Breitenbach Company (Gude's Pepto Mangan).

Ray D. Lillibridge, Inc., 111 Broadway, New York. Placing advertising of O. K. Chick Hatchery, Frenchtown, N. J., who will advertise baby chicks. Handling the accounts of the Chase Metal Works, Waterville, Conn.; Chase Mfg Company, Waterbury, Conn., and the Noera Mfg. Company, Waterbury, Conn.

McJunkin Advertising Company, 5 S. Wabash avenue, Chicago. Several contracts to start in October have been issued on the Pillsbury Flour Mills Company, of Minneapolis, Minn.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Handling contracts being issued on the Sheffield Pharmacal Company, Chicago.

Morse International Agency, 449 Fourth avenue, New York. Placing account of the Lyon Manufacturing Company, 41 South 5th street, Brooklyn, N. Y., manufacturers of "Magnolia Balm" (Liquid Face Powder) and "Mustang" Liniment. Lists will be made up during the months of September and April.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo. Making up lists and handling account of the Marmola Company, Detroit, Mich., manufacturers of "Marmola." Also handling contracts for the National Laboratories, Chicago, and the Tonsiline Company, Canton, O., for distribution to newspapers generally.

Charles F. W. Nichols Company, 14 E. Jackson boulevard. Making up heavy schedule for newspapers exclusively for the Canadian Pacific Railway.

Irvin F. Paschall, Inc., McCormick Bldg., Chicago. Handling account of the Standard Pressed Steel Company, Jenkintown, Pa., manufacturers of Pioneer hangers, Hallowell steel collars, Standco set screws and other power transmission devices.

Street & Finney, Inc., 171 Madison avenue, New York. Making up lists and placing advertising of Rice & Hutchins, Inc., 10 High street, Boston, Mass., manufacturers of boots and shoes.

David C. Thomas Company, 28 E. Jackson boulevard, Chicago. Taken over accounts of the Kearney & Trecker Corporation, Milwaukee, manufacturers of milling machines; R-U-V Company, New York, manufacturers of water sterilizers; Matthews Brothers Mfg. Company, Milwaukee, Wis., manufacturers of woodwork.

Tuttle Advertising Agency, Greensboro, N. C. Placing the advertising of the Kenilworth Inn.

Williams & Cunnyngham Company, 6 N. Michigan avenue, Chicago. Have secured the account of the Ingersoll Redipoint Company, St. Paul, Minn.

TO ENTERTAIN NEWS MEN

Syracuse and Rochester Dailies Hosts to Political Writers

Preparations are under way by newspaper men in Syracuse and Rochester to entertain New York political writers when they come to those cities next month to cover the Democratic and Republican State conventions, respectively. It is planned to repay in kind for the hospitality extended correspondents in New York during the Democratic National convention.



HORACE P. BULL

Horace P. Bull, managing editor of the *Syracuse Post-Standard,* has written to all New York newspapers that special facilities will be provided in the office of his newspaper for the men who will cover the Democratic State convention. The men will also be put up at the various golf and country clubs of Syracuse.



ROY KATES

From Rochester, A. C. Ross, managing editor of the *Democrat and Chronicle,* and Roy Kates, managing editor of the *Times-Union,* have extended the courtesies of their offices to the correspondents at the Republican State convention. They will fit up special rooms with typewriters and reference facilities, and the members of both staffs will be at the service of the visitors. Rochester will also provide golf.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie. The International Syndicate, BALTIMORE.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths
Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Becker's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
Cri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

The Material Wealth of IOWA

IOWA'S material wealth has done much to make it a profitable, receptive market for national advertisers, as shown by the following items.

Number of Banks	1,763
Deposits in Banks	$940,483,000
Capital Engaged in Manufacture	403,206,000
Value of Real Estate Taxed	6,858,269,000
Value of Live Stock	466,802,000
Value of Farm Implements	228,773,000
Value of Manufacturing Implements	143,628,000
Value of Motor Vehicles	183,655,000
Value of Mineral Products	18,473,000
Assets of Building & Loan Assns.	24,659,855
Value of Farm Crops	890,391,000
Value of Live Stock Products	130,250,000
Total Wealth (1922)	10,511,682,000
Per Capita Wealth	4,274

Of all the states, Iowa enjoys the highest per capita wealth and the lowest percentage of illiteracy. This condition is permanent, because her wealth is based on agriculture, which is the basic industry of the world.

Iowa farmers and suburbanites are very prosperous. They can buy anything that's good that you might advertise.

	Circulation	Rate for 5,000 lines
***Burlington Gazette (E)	10,535	.04
***Cedar Rapids Gazette (E)	22,671	.07
***Council Bluffs Nonpareil (E&S)	16,132	.05
***Davenport Democrat & Leader (E)	14,485	.06
***Davenport Democrat & Leader (S)	17,416	.06
***Davenport Times (E)	24,946	.07
***Des Moines Capital (E)	61,683	.14
***Des Moines Sunday Capital (S)	27,895	.14
***Iowa City Press-Citizen (E)	6,230	.035
***Keokuk Gate City (E)	5,899	.03
†††Mason City Globe Gazette (E)	13,405	.04
***Muscatine Journal (E)	7,980	.035
***Ottumwa Courier (E)	13,375	.05
***Waterloo Evening Courier (E)	16,775	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

THE SERVICE STATION

Questions Concerning the Newspaper and Allied Lines Will Be Answered Here.

Q. Will you kindly advise me of the address of the Daily Mirror, New York?
A. This paper is published at 238 William street, New York City.

* * *

Q. What is the address of Robert Quillen?
A. Mr. Quillen can be reached care of Associated Editors, 440 South Dearborn street, Chicago, Ill.

* * *

Q. Will you please give me a list of the tabloid newspapers in the United States?
A. The following newspapers are published in tabloid form:
New York Daily News
New York Daily Mirror
Women's Wear, New York
Baltimore Post
Boston Advertiser
Washington News
Los Angeles Illustrated Daily News
San Francisco Illustrated Daily Herald

* * *

Q. Please advise us what syndicate houses distribute the following features:
1. Hambone's Meditations.
2. Robert T. Small's Daily Political Articles.
3. Mark Sullivan's Daily Political Articles.
4. Pointed Paragraphs.

* * *

A—1. Bell Syndicate, 154 Nassau Street, New York.
2. Consolidated Press Association, Washington, D. C.
3. New York Herald-Tribune Syndicate, New York.
4. Associated Newspapers, 270 Madison Avenue, New York.

N. Y. EVENING GRAPHIC DUE NEXT MONTH

Macfadden Evening Tabloid Scheduled to Appear Sept. 15, if Mechanical Equipment Ready

The *New York Evening Graphic* is the name selected for the new Bernarr Macfadden tabloid scheduled to appear in New York Sept. 15, EDITOR & PUBLISHER learned this week.

Workmen are now busy making ready the mechanical equipment for the first edition.

Date of this first issue depends upon when this work is completed, EDITOR & PUBLISHER was informed. The 4 octuple Hoe presses, part of the old *New York Evening Mail* plant, which Macfadden recently purchased from Frank Munsey, are rapidly being put in shape, however, and the new paper will probably keep to its opening schedule.

According to present plans, the new tabloid will run 32 pages daily. Pictures will be used plentifully and a weekly rotogravure section, appearing every Saturday, will probably be part of the regular schedule.

Macfadden had previously told EDITOR & PUBLISHER, that this venture marked an "entirely new and original phase in journalism."

His executives now reiterate this statement, but decline to make known the nature of the plans, other than saying that the Graphic will be alone in its field and will not be in competition with any other New York newspaper.

"It will contain the characteristics, which have made the Macfadden magazines so successful," are the words they use in describing it.

Martin H. Weyrauch, formerly of the *Brooklyn Eagle,* will be city editor; Joseph Appelgate, former feature editor of the *Brooklyn Eagle* will be in charge of features; William Herschey, formerly assistant sports editor, *New York Evening Post,* will be sporting editor; and Thornton Fisher will contribute a daily sport cartoon and article.

William E. Severn, formerly advertising manager of the *Globe* and more recently with the *Herald,* has been appointed advertising manager; O. O. Scattergood, who was circulation manager of the *Globe* and later with the *Sun,* circulation manager; John C. Spence, formerly with the *Telegram and Evening Mail,* press foreman; and Harry Martin, formerly with the *Evening Post* and more recently with the *World,* composing room foreman.

Annenberg Buys L. I. Estate

M. L. Annenberg, director of circulation for Hearst Publications, New York, has purchased the Great Neck, L. I., estate of George M. Cohan. The broker in the transaction reports the price at $350,000. It is one of the show places of the North Shore and has a frontage of 245 feet on Long Island Sound.

Fire Destroys Plant

Plant of the *Greenville* (Miss.) *Democrat-Times* was destroyed in a fire that wrecked 3 buildings and caused a damage of $25,000.

PRESS ASSOCIATION FIELD MEN MEET

Ed Bemis, Secretary Colorado Group, Reelected President at Salt Lake City Gathering—Handling of Advertising Discussed

Ed A. Bemis, of Littleton, Col., secretary of the Colorado Press Association, was re-elected president of the State Press Association Field Men at their annual convention held in Salt Lake City, Aug. 11-14. Ole Buck, of Harvard, Neb., secretary of the Nebraska Press Association, was re-elected secretary-treasurer. Next year's meeting will be held in St. Louis, Oct. 9-14.

The convention was given over exclusively to swapping experiences and the discussion of problems that have been met or must be met in the future. One of the chief subjects was the matter of handling advertising in a wholesale way by press associations. It was agreed that while this may be a proper function for a press association, it should not be allowed to occupy any large portion of a field manager's time. It was agreed that advertising should be handled by a special department in charge of a competent sales manager and that the field manager's duties should be supervisory only.

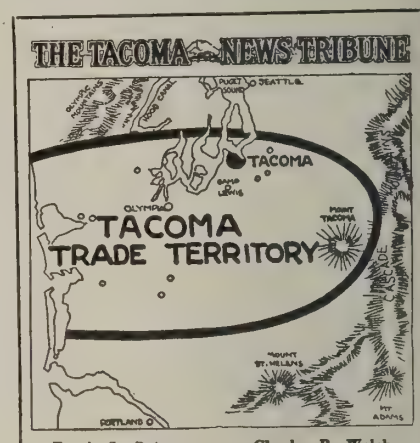
In the matter of advertising agencies and special representatives, it was agreed that agencies are a necessity, at least under present conditions, and that field managers should co-operate with them in every way possible in the development of business. It was also agreed that the service of special representatives is important, the consensus of opinion being that any special representative who actually develops business for newspapers is worthy of his hire and that he should be helped in every possible way.

Manager Buck, of Nebraska, outlined a plan for auditing circulations that is meeting with favor in his state, although it has not yet been adopted by his state association. It was agreed that this is a valuable work to do and that the managers should co-operate with each other and with their membership to produce honest circulation statements.

Meetings were held in the offices of the Porte Publishing Company. The field men were guests of the publishing company while in Salt Lake City.

Doctor Sues Springfield Republican

Dr. James Patrick Coll, of Philadelphia, has started suit against the Springfield Republican Publishing Company of Springfield, Mass., for $50,000 in an action of tort, according to an attachment filed under the bulky personal property law by Deputy United States Marshal Joseph M. Winston. The attorney for the plaintiff, Arthur A. Tyler, of Springfield, declares the action taken is for alleged libels published in the *Republican,* July 18, 19, 21 and 27.



Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave, Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

first!
—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis NEWS

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

In New Orleans it's THE ITEM

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

YOU can't list the representative newspapers of America without putting down The Dallas News for Texas.
The Dallas Morning News
Supreme in Texas

NEW YORK DAILIES PRINTED 9,919,374 LINES DURING JULY

NEW YORK newspapers in July, 1924, carried 9,919,374 agate lines of advertising—the smallest total for the month since 1918, and 831,644 lines below the figure for July, 1923, which had five Sundays, against four this year. Losses are noted for five papers in the *New York Evening Post* tabulation, which includes for the first time the figures for the *Daily Mirror* and the *Evening Bulletin.*

Four of the papers which show losses publish Sunday editions, and their decrease for the month was due to the missing Sunday, the daily editions running ahead of last July. Of the evening papers which publish no Sunday editions, only one shows a loss. The disparity in grand totals is also accounted for by the several combinations of newspapers during the past year.

Comparative totals follow:

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
1,212	1,268	American	9.7	961,338	1,058,268	.....	96,930
1,020	1,006	Brooklyn Eagle	11.3	1,119,056	1,150,116	.....	31,060
492	542	Brooklyn Times	3.3	329,100	276,364	52,736	.....
378	....	*Evening Bulletin	1.6	156,968	**	.....	.....
926	930	*Evening Journal	8.7	862,284	704,190	158,094	.....
....	466	*Evening Mail	...	.....	374,824	.....	.....
692	482	*Evening Post	2.6	255,382	236,594	18,788	.....
600	620	*Evening World	4.4	437,056	***483,776	.....	46,720
....	1,004	Herald	...	.....	§759,996	.....	.....
1,046	942	Herald Tribune	7.8	774,238	630,440	143,798	.....
752	....	*Mirror (Tabloid)	2.5	249,292	‖	.....	.....
968	928	News (Tabloid)	3.5	348,642	287,292	61,350	.....
514	556	Standard Union	4.9	483,298	475,522	7,776	.....
678	614	*Sun	7.5	744,158	665,332	78,826	.....
598	554	*Telegram & Mail	5.7	566,270	¶507,068	59,202	.....
1,338	1,436	Times	15.4	1,528,688	1,746,628	.....	217,940
1,056	1,188	World	11.1	1,103,604	1,394,608	.....	291,004
12,270	12,536	Totals	...	9,919,374	10,751,018	.....	831,644 Net Loss

*No Sunday edition.
¶Telegram and Mail combined, January 28, 1924. Sunday issue discontinued March 16, 1924. Evening Telegram, 4 Sundays, 1923 included.
§Herald and Tribune combined March 19, 1924.
**Evening Bulletin, first issue June 19, 1924.
‖Mirror (Tabloid) first issue June 24, 1924.
***Includes 67,672 lines Brooklyn section, suspended Sept. 20, 1923.

	1924	1923	1922	1921	1920	1919	1918
American	961,338	1,058,268	821,004	776,996	697,566	816,120	607,107
Brooklyn Eagle	1,119,056	1,150,116	1,119,746	1,018,548	965,154	840,934	619,533
Brooklyn Times	329,100	276,364	241,696	265,276	272,936	†.....	†.....
Evening Bulletin	156,968	.....	.....	.....	.....	.....	.....
Evening Journal	862,284	704,190	622,994	659,764	615,084	635,276	385,219
Evening Mail	.....	374,824	334,276	368,618	414,760	347,440	236,818
Evening Post	255,382	236,594	246,014	388,370	360,557	349,980	248,501
Evening World	437,056	483,776	438,664	500,418	611,222	476,218	271,969
Globe	.....	‡.....	417,700	443,160	520,916	599,046	335,231
Herald	.....	759,996	826,554	834,722	835,658	629,118	435,993
Herald Tribune	774,238	630,440	636,486	666,268	668,524	623,654	240,995
Mirror (Tabloid)	249,292	.....	.....	.....	.....	.....	.....
News (Tabloid)	348,642	287,292	222,840	173,546	126,962	†.....	†.....
Standard Union	483,298	475,522	514,620	481,494	625,626	537,150	386,675
Sun	744,158	665,332	557,662	466,860	579,730	591,034	345,931
Telegram & Mail	566,270	507,068	477,200	450,738	589,162	719,378	575,937
Times	1,528,688	1,746,628	1,667,264	1,499,584	1,547,170	1,464,833	938,755
World	1,103,604	1,394,608	1,342,544	1,087,524	1,236,398	1,394,074	1,116,896
Totals	9,919,374	10,751,018	10,497,264	10,081,886	10,667,425	10,024,255	6,745,560

†Figures not recorded.
‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.

U. S. BALKS ATTEMPTS TO "BOOTLEG" PAPER

Treasury Department Rules Railroad Manila Cannot Be Imported Duty Free in Guise of Newsprint—Collector Notified

Efforts to "bootleg" railroad manila paper into this country duty free under the guise of newsprint has been balked by the Assistant Secretary of the Treasury, who recently instructed the New York Collector that this class of paper will be dutiable at the rate of 3 cents per pound and 15 per cent *ad valorem* after Sept. 4.

The instructions point out that railroad manila when imported in sheets 22 inches by 34 inches is ordinarily used as writing and typewriter second sheets, and is therefore dutiable.

As the matter now stands, paper to be admitted free of duty into the United States under the classification of standard news print:

Must be composed of groundwood and chemical pulp, with not more than 30 per cent sulphite content, and vary not more than 10 per cent from 32-pound basis weight with no regard to color.

Rolls must be 16 inches and over in width, and over 9 inches in diameter, and of a kind, quality and width ordinarily used by representative newspapers in printing their regular editions.

Paper in rolls and identical in composition with standard newsprint but which, because of its size, is chiefly used as wrapping paper, is subject to a duty of 30 per cent *ad valorem.*

Paper in sheets under 24 in. x 36 in. and identical in composition with standard newsprint was held May 6, 1924, to be dutiable as printing paper at ¼ cent per pound, and 10 per cent *ad valorem* under Paragraph 1301 of the Tariff Act.

"EMIR" ASKS $250,000

Sues News Syndicate Company, Inc., for Libel

"His Royal Highness the Emir of Kurdistan" filed suit for $250,000 damages in the Supreme Court of the District of Columbia in Washington, Aug. 19, against the News Syndicate Company, Inc., and Max Lief, a reporter of the *New York Daily News.*

The plaintiff avers he is in fact the Emir of Kurdistan and that his name, fame and reputation have been damaged to the extent of the sum named.

Through his attorney, Abner Siegal, he denies allegations that he is an ex-convict, a famous swindler and hotel beat; that he is not the Emir of Kurdistan, and that he "crashed Uncle Sam's gates and buncoed bank presidents and society leaders." Inferences that he has been guilty of improper conduct are absolutely and wholly false, he declares.

It was Max Lief, who working for the Daily News, exposed Prince Louis Henry de Bussigny de Bourbon as Harold Schwarm, New Britain, Conn., town dude, and Prince Zerdecheno Mohammed Saide as Jay A. Bonsou, Chicago salesman. Both bogus princes had been idols of New York society.

Your Indiana Market

is more than a state 276 miles long and 140 miles wide. It is a live, progressive and producing territory.

The Indiana people—nearly three million of them—have homes of the American kind and each home is a market for American goods and daily newspaper advertising will reach each family.

The 201,203 farms produced a crop value of $497,229,695. Corn leads in value of crops with $229,975,713; oats, $42,023,780; wheat, $98,101,056; hay and forage, $79,874,000 and vegetables $21,254,000.

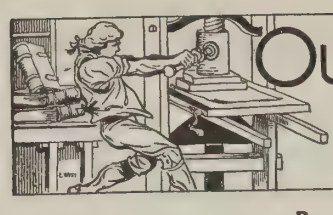
This is only part of the money Indiana people have to spend. Indiana industries are large, the value of their products is nearly two billion dollars.

Get Indiana people interested in your product and one market problem will be solved.

USE THIS LIST

		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718 (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

A HANDY desk manual for advertisers has just been published by Ben C. Pittsford through Robert O. Ballou. The volume is a revision of Pittsford's Manual first published in 1921. Its purpose is to help the executive, the advertising man, and the buyer of space to produce better advertisements in a more effective manner.

No one will question the stress which the volume puts upon simplicity as the first rule of good typography. In addition it gives the following "daily dozen" for the copy writer:

1—Tell the truth—frankly and directly. Remember that advertising is simply "Truth well told."

2—Stick to simple words, short sentences, and brief paragraphs—"easy eyefuls of type."

3—Avoid words that are obsolete and ambiguous.

4—Don't be bombastic—make no exaggerated claims.

5—Don't try to be "clever." Cutting capers is a clown's job, not a copywriter's. Be sincere.

6—Don't argue or discuss. Tell your story briefly and to the point. Say as much as you can in as few words as possible. Keep your objective always clearly before you.

7—Be enthusiastic, but stick to the facts.

8—Humanize your copy. Give it a true-to-life touch. Give it movement and action.

9—Whenever possible, make your appeal to some fundamental instinct, motive or emotion, such as pride, pleasure, profit, self-preservation, comfort, affection, etc.

10—Be specific. Don't indulge in vague generalities.

11—Be conversational and friendly. Keep the other fellow in mind when preparing your message, or better yet, put yourself in his place.

12—Simplify as well as urge response. Make it easy for the reader to act on your suggestions. Don't leave him in doubt as to what he should do.

Especially helpful also are the practical suggestions on making a layout. The author will have the personal thanks of every printer if the following things are remembered in ordering typography:

Always wrap and protect cuts (especially half-tones) very carefully.

Give the typographer time in which to do a GOOD job and it will be a GOOD job.

State number of proofs (enamel or print stock) wanted when sending O. K.

To get your plates "the same day"—return your final O. K.'d proofs before noon of that day.

"Rush orders" are usually the greatest troublemakers and seldom give real satisfaction to anybody.

Figure on six to eight hours to get a *good* electrotype—one that has a shell thick enough to print properly.

Don't give foundry orders to make plates before giving release and O. K. for plating. Also name of foundry you wish form to go, if you have a preference.

If you use a purchase order, be sure and send along with job—or give the number of the order. This will help prevent any misunderstanding.

Don't crowd too much copy into your advertisements or they will not be "easy eyefuls of type." One idea at a time in each advertisement is a good rule.

The chapter on type faces does not contain so much that is new, but it does present material in an easy way for reference. The same comment would hold true for what is said about rules and borders. Special sections answer annoying questions for those interested in direct advertising.

What makes the volume so valuable as a desk manual is the inclusion of related facts, such as paper stocks, information about copyrights, and the regulations of the postal department.

* * *

Y. P. WANG is distributing through the World Wide News Association, 303 Fifth avenue, New York City, "The Rise of the Native Press in China." This booklet is a thesis which its author submitted as one of the requirements for the degree of Master of Science in Journalism at the Pulitzer School of Journalism, but it contains much material of historical value—material that can be found nowhere else. To those interested in the historical development of the press the book will furnish information about a country which was the first to give the world the invention of paper and plates.

Advertisers seeking a market in China will find the booklet of considerable help in the selection of media to be used. Chapter IV, for example, is devoted exclusively to advertising and circulation. Evidently advertising is passing through the same stage in China that it passed in America. At present, patent medicine manufacturers are the heaviest users of space; next come the manufacturers of cigarettes. Strange to say, next to cigarette advertising comes book advertising—but only a little way ahead of theatrical advertising. But the Chinese theater, however, gets an exceptionally low rate.

As an illustration of the practical material found in the booklet I may quote the following:

The newspaper advertising in the native press is largely illustrated. In the newspapers may be found some of the crudest and some of the most carefully constructed advertisements. Redundancy is the characteristic defect of copy prepared by the native advertisers. Mistakes are very common in copy that is prepared by foreign advertising writers in foreign countries. To the Chinese copy of this kind is ineffective and even ridiculous. It is maintained that the copy can be illustrated most effectively by Chinese artists who are able to give local, or native, touches to illustrations.

The column line measurement of advertising space as practiced in America is impossible in Chinese newspapers, because of their variation in both length and depth, and the further fact that there is no uniformity in the line measurements of the various dailies. So Chinese space sells by the square inch, instead of by agate lines or column inches. The space may be of almost any size in keeping with the size of the newspaper page, which when measured as an American newspaper is approximately 15 by 20 inches, and when calculated by the sheet measurement of the Chinese is 31 or 32 inches by 20.

The booklet is a fine piece of research work—a fact which I hope will not be overlooked because of the attention I have directed to its practical value. The foreword is contributed by Professor John W. Cunliffe, Director of the Pulitzer School of Journalism.

* * *

L. L. STEVENSON, New York correspondent of the *Detroit News*, has just published through Brentano his first novel, "Big Game". While this novel is not a bit of fiction about newspaper life it will interest members of the working press, not only because its author is an old newspaper man, but because it is a bully good yarn about American business.

* * *

SIMPLY as an item of news I want to mention "Forty Years in Newspaperdom" by Milton A. McRae (Brentano). Briefly, this volume tells the story of the beginnings and expansion of the Scripps-McRae chain of newspapers. It also records the origin and growth of The United Press and the other news-gathering associations affiliated with the parent organization. The readers of this department will find considerable new copy about the old conflict between the United Press and the Associated Press.

* * *

THE one hundredth anniversary of the founding of the *Springfield Republican* will occur on Sept. 8. It is especially fitting, therefore, that an anniversary volume entitled "The History of an Independent Newspaper" will be published by the Macmillan Company at about that time. Its author is Richard Hooker, president of The Republican Publishing Company.

The Republican has had an interesting history ever since it first appeared on Sept. 8, 1824. Samuel Bowles and his immediate descendants made it one of the great papers of the country. Their influence was by no means limited to the paper they published, for on the Republican started many newspaper men who later achieved distinction in the metropolitan field. From its editorial rooms have come several distinguished editors of great magazines. Though I began my newspaper career on the *Springfield Union* I have always had the most profound respect for the Springfield Republican.

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

The Greatest Force in British Advertising is

The Times

London, England

TRENTON N E W JERSEY

A prosperous city of diversified industries served by one paper.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York
Lytton Bldg. Chicago

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicag o

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

Leads in Advertisements of Newspapers

The New York Times in the first seven months of 1924 published 195,522 lines of advertisements of other newspapers. The second New York newspaper published 84,210 lines. Newspaper owners in the United States prefer The New York Times for announcements of their progress and accomplishments.

Space Buyers
Sales Managers

Do not neglect the Fifth Market of Texas and the Third Market for Louisiana. It is covered only by

THE BEAUMONT ENTERPRISE
and
THE BEAUMONT JOURNAL

Ask Beckwith—He Knows.

DOLLAR PULLERS

One Dollar Will Be Paid for Each Idea Published

BUSINESS TICKLER



ARE you ready to go after the radio instrument and parts business that will come with the return of cool weather and D X reception?

Fall clothing and hats will soon be advertised heavily. Line up your share now.

Automobile makers look forward to their biggest closed car season. Get on the list.

Are the carpenters and glaziers planning to advertise for jobs of enclosing porches for winter sun-parlors?

It's not too late to get a few hundred lines from nurserymen with fall planting of bulbs and shrubs a few weeks distant.

"HOW Much Worthless Stock Do you Own? would make a good caption for an educational page run cooperatively by the bankers of your city. A good ad writer could work up a number of interesting pages along this line, keeping in mind that the principal point to feature is the fact that your banker should be consulted before buying such stocks. —George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

This is a good season to urge fall planting of tulips and other flowers for next spring. Many kinds of shrubs and trees must be planted in the fall of the year. It's also the open season for potted plants to be grown indoors during the winter. A little article on sun rooms and flower corners and a suggestion to the flower and seed men in your town ought to result in some advertising space for you.—R. John Gibler, St. Louis.

Now that there is a most unusual interest taken in the coming Presidential campaign on account of the distinctive personalities of the three candidates in the field, and the anticipation of considerable action, why not feature the campaign under an appropriate heading, and obtain cooperative ads, or a group, from the radio installers, retail radio shops and electrical accessory shops in your district, urging the public not to miss "listening in" to these addresses by purchasing receiving sets.—C. M. Litteljohn, Washington, D. C.

For its classified business column the *San Salvador Diario Del* makes a price for inserting the business card of its client, which includes a subscription to the paper, thereby linking circulation with advertising.—C. M. Litteljohn, Washington, D. C.

Snappy fall weather will soon be with us and along with it comes an unusually good appetite. The hotel, restaurant and lunch room proprietors ought to be good subjects for some additional advertising at this time. A suggestion about a "midmeal" coffee and sandwich urging people to drop in and have a light lunch during the morning and afternoon would bring customers into the restaurants. An "after the movie" suggestion would also give the eating places more business during their poor hours. Try these ideas on your local lunch room proprietors. It will mean some extra space!—R. John Gibler, St. Louis.

"Rep and Pep" is the heading of a cooperative page recently appearing in a northern New York newspaper. The space was equally divided, each containing a photograph of a local orchestra. Music dealers could also be included in such a page, especially if they sold the orchestras their instruments.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

Under a caption such as "Planning Your Autumn Wardrobe," there may be grouped from several columns to a page of hints to milady from the leading fashion shops of your city. Now is the time to secure such copy.—C. M. Litteljohn, Washington, D. C.

EDITORS ON AUTO TOUR

100 Wisconsin Press Members Leave Milwaukee for Annual Jaunt

About 100 members of the Wisconsin Press Association left this Saturday on the annual motor tour of the association.

After visiting the Graphic Arts Exposition and the Wisconsin Theater in Milwaukee the editors leave for East Troy, Elkhorn, Fort Atkinson, and Janesville. The itinerary for Sunday includes the great Yerkes telescope at Williams Bay, Lake Geneva, Brown's Lake and Burlington. On Monday the party will return to Milwaukee, attend the state fair and participate in a house warming of the *Milwaukee Journal's* new $2,000,000 home.

The association will publish a daily paper at the fair grounds in Milwaukee, Aug. 25 to 30. A complete printing plant has been set up and copies of the 360 newspapers of Wisconsin will be on file. This is the first time a newspaper exhibit of this character has been made at the fair. Each day the state fair daily will be in charge of a new set of editors.

FORESHADOWED EVENTS

Aug. 25-27—Ninth District Convention, A. A. C. W., Washington, Ia.
Sept. 9-10—Midwest Circulation Managers' Assn., annual convention, Lincoln, Neb.
Sept. 18-20—Tri-State Editorial Assn., annual convention, Sioux City, Ia.
Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago, Ill.
Sept. 27-30—Massachusetts Press Assn., annual outing to Mountain View Hotel, Whitefield, N. H.

Mr. Fuller's Transfer

TO EDITOR & PUBLISHER:—You were very unfortunate in the selection of your heading for the article relating to the facts concerning Hector Fuller and his connection with the National Cash Register Company. You stated, "Hector Fuller Quits Wm. H. Rankin Company."

As a matter of fact, Mr. Fuller did not quit the Rankin Company, but his transfer to the National Cash Register Company was arranged through Mr. E. D. Gibbs, the Advertising Director. Mr. Gibbs, after making a thorough investigation of all men available for the position of Publicity Director of the National Cash Register Company, came into my office and told me that the man he would really like to have, and the man who could fill the position best was Mr. Hector Fuller. He very frankly and very fairly said to me, however, that he would not offer Mr. Fuller the position without my approval and sanction. My friendship for Mr. Fuller was such that I realized the opportunity offered him, and authorized Mr. Gibbs to make Mr. Fuller the offer which he accepted.

It was done in a very friendly way, and there is nothing but the best of feeling between Mr. Fuller and the writer. Mr. Fuller has certainly made a place for himself as an advertising writer, and a writer of news publicity, and I am sure his experience with the National Cash Register Company will be as successful as it was with us.

I would greatly appreciate it if you would make this correction because I do not want—and I am sure neither does Mr. Fuller—anyone to labor under a misunderstanding.

WM. H. RANKIN,
President Wm. H. Rankin Company.

Miners Advertise in Daily

The Iowa local of the United Mine Workers of America has started an advertising campaign to promote the sale of coal, having placed a full page advertisement in the rotogravure section of the *Des Moines* (Ia.) *Sunday Register,* Aug. 17. H. T. Watts, business manager of the newspaper, points out that to his knowledge this is the first time any miners' union has promoted and paid for an advertising campaign.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

America's Best Magazine Pages
Daily and Sunday
Newspaper Feature Service
241 WEST 58TH STREET
New York City

NEA NEA
WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.
Write for samples and rates
NEA NEA SERVICE INC. NEA
1200 W. 3RD. STREET,
CLEVELAND, OHIO

The Washington Herald
Largest Sunday Circulation Any Washington Paper
The Washington Herald
morning
and
The Washington Times
evening
Largest Daily Circulation at attractive combination rate.
Concentrate in These Papers
G. Logan Payne
Publisher and Gen. Mgr.

A Security Market
with complete newspaper financial service.
Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.
The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.
A. B. C. Sept. 30, 1923, *119,754 total net paid
Cover the Buffalo Market with the
BUFFALO EVENING NEWS
*Present average circulation 128,768
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Over
ONE-THIRD
added
to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.
New Evidence of the Supremacy of
HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis —Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

PLAN TWO NEW HOMES IN CLEVELAND

Work on Times Building Scheduled to Start This Week—News and Sunday Leader Site Chosen

Announcement was made Monday, Aug. 18, of plans for new buildings for two more Cleveland daily newspapers. The *Times*, at present published at 307 West Superior avenue, has let the contract for a new building at Payne avenue, N. E., and East 22nd street. Work on the building was to have been started this week.

The *News and Sunday Leader* announced it would construct a new building at Superior avenue, N. E., and East 21st street, two blocks from the site of the new Times building.

The Times building will be two stories, with foundations designed for 6 stories, the other four to be added later. It will be of re-inforced concrete, with terra cotta exterior, 90 by 104 feet, providing 25,000 square feet of space for the newspaper plant. It is expected to be ready for occupancy the first of next year. The land and building cost $250,000.

The business offices, circulation and advertising departments will occupy the ground floor. On the second floor will be the news room and composing room, with private offices for officials of the company. The press room, lockers and shower baths will be in the basement.

Frank M. Ball was the architect and the contract was awarded to the Crowell & Little Construction Company, the same concern that has the contract for the new plant of the *Detroit Free Press*.

AD COURSE TEACHERS NAMED

Cleveland Club Will Conduct Fall and Winter Classes

Eleven advertising specialists from New York and Chicago will supplement the staff of 16 Cleveland teachers and lecturers of the Cleveland Advertising School conducted under the auspices of the Cleveland Advertising Club. The session begins Sept. 15.

Charles W. Mears, founder and dean of the school, announces that out of town lecturers during the coming school session will include George Burton Hotchkiss, head of the department of advertising and marketing, New York University; Ben Nash, advertising counsellor, New York; Charles E. Courtney, professor of business English, New York University; Fred Farrar, typographical specialist, New York; John A. Dickson, general manager the *Chicago Herald Examiner;* Dr. R. E. Rindfuss, manager, Periodical Publishers' Association of America, New York; Homer Buckley, of Dement & Co., direct mail specialists and producers, Chicago; S. Roland Hall, letter specialist, Easton, Pa.; Amos Parish, department store advertising specialist, New York.

Cleveland teachers the coming school session will include: L. E. Honeywell, ad manager the National Acme Company; S. A. Weissenberger, publicity director for the Halle Brothers Company; Joseph M. Ramsey, advertising manager of the Expositor; Henry Turner Bailey, dean of the Cleveland School of Art; Frank M. Wulf, of the W. S. Tyler Company's advertising department; Donald C. Dougherty, publicity and organization counsellor; R. O. Eastman of R. O. Eastman Inc.; C. H. Handerson, publicity director for the Union Trust Company; Jay Iglauer, controller and treasurer of the Halle Brothers Company; Arthur Judson of Fuller and Smith; Charles E. Percy, advertising and sales counsellor; Arthur C. Rogers, advertising manager of the Guardian Savings and Trust Company.

Secretary-Manager Ray H. Finger of the Cleveland Advertising Club, is registrar and manager of the school and assistant secretary George E. Mills of the club, is secretary. All sessions will be held in the quarters of the club in the basement of the Hotel Statler, the course running on Monday and Wednesday evenings from the middle of September to the end of next May.

Women as well as men are admitted, but enrollment is limited.

SMALLPOX MENACES DAILY

Waukegan Sun Employe Contracts Disease But Paper Not Quarantined

Not even smallpox succeeded in preventing regular publication of the *Waukegan* (Ill.) *Daily Sun*, which erroneously was reported closed down this week as a result of an employe being stricken with the disease. Earl Corser, a printer, became ill and two days later it was diagnosed as smallpox. The case was reported to the Illinois Department of Public Health and Dr. S. S. Winner, a representative of that department, started an investigation.

As Corser was out two days before he actually contracted the disease, Dr. Winner declared the danger of exposure to others was very slight as compared with what would have been the case had he remained at work longer. Dr. Winner therefore did not insist upon closing the plant, but advised all employes to be vaccinated. This plan was followed.

OHIO "RE-DISCOVERED"

Two Cleveland Plain Dealer Men Take Trip Around State's Rim

Travelling in a flivver, Fred Charles, reporter, and Burton Emerson Williams, photographer of the *Cleveland Plain Dealer,* have just completed what they called a "rediscovery trip" around the rim of Ohio.

The aim of the expedition was to keep as near as roads permitted to the boundaries of the state. Stories written in a light vein were sent back to be published with pictures in the newspaper. The trip was considered a splendid opportunity to get names of people from many sections of the state into the newspaper, as well as to establish contacts at a great many out-of-the-way places.

Merchant Scores Newspaper Rates

Newspapers are making too strenuous efforts to obtain increased circulation and the advertiser pays in higher rates was the complaint made Aug. 15, by William J. Hayes of Minneapolis before the 12th annual convention of the National Association of Retail Secretaries in Des Moines, Ia. Dicussing newspaper advertising and rates, Mr. Hayes declared a "bad situation" has developed. He suggested that newspapers handle their business with the same efficiency as applied by retail merchants, and urged the retail merchants and newspaper advertising managers to "get together and through co-operation solve this problem."

Brisbane Adds to Realty

Arthur Brisbane, who has been constantly acquiring real estate properties in the Fifty-seventh street section, New York, added to his holdings this week by leasing the 5-story dwelling, covering a lot 20 by 100.5 at 113 East Fifty-seventh street. The lease is for a term of 21 years at $13,000 per annum. The tenant is to alter or erect a new building to cost at least $50,000.

Critic Joins Diplomatic Service

Paul T. Mayo, dramatic critic of the *Rocky Mountain News* and *Denver Times,* has been appointed a foreign service officer and secretary in the diplomatic division of the state department. Mr. Mayo will leave at once for Washington, where he will take the training which is a necessary preliminary to the foreign service.

Southern Editors Speak

Six Mississippi editors and one from Tennessee were on the program for addresses at the Neshoba County Fair just held at Philadelphia, Miss. They were C. P. J. Mooney, of the *Memphis* (Tenn.) *Commercial Appeal;* C. T. Rand, *Neshoba Democrat;* J. B. Maman, of the *G. M. & N. News;* James H. Skewes, *Meridian Star;* Walker Wood, *Winona Times;* Frederick Sullens, *Jackson Daily News,* and Theo. G. Bilbo, *Mississippi Free Lance.*

Oil Trade Journal Expands

The Shaw Publishing Company, which issues the *Oil News* at Galesburg, Ill., has purchased the *Oil Trade Journal* and *Petroleum Register,* New York, and will merge the publications with its own magazines. Arthur G. Winkler, associate editor of Oil News is in the East determining whether to bring the Oil Trade Journal properties to Galesburg. Leon D. Becker is president of the Shaw Publishing Company.

SUPPLIES & EQUIPMENT

For Newspaper Making

For results use Editor & Publisher's Equipment Columns.

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.

12-Page Hoe Web Press. Carefully overhauled, with new rollers and new blankets, equipped with complete stereotype outfit, everything necessary to produce a handsome newspaper of 4, 6, 8, or 12 pages, at high speed—paper page 22¾ inches long. For particulars and price wire or write, mentioning our No. 533. Baker Sales Company, 200 Fifth Avenue, New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

MIAMI HERALD

Miami, Fla.

We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO

EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.

709-719 Palace Bldg., Minneapolis Minn.

Used Presses at Attractive Prices

GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".

GOSS Straight-Line Sextuple Press, Page length 21.60".

GOSS Straight-Line Sextuple Press, Page length 23-9/16".

DUPLEX 8-page Angle-Bar Flat-Bed Press, Single Drive, Page length 22½".

WOOD Octuple Press, Page length 22¾".

WOOD Sextuple Press, Page length 23-9/16".

WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.

504-520 Grand Street, New York City

7 South Dearborn Street, CHICAGO, ILL.

7 Water Street, BOSTON, MASS.

GOSS

STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



The Market Place of the Newspaper

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager.
A hard-hitting go-getter, city and country training; fifteen years in newspaper business. Not a barnstormer but a quiet, effective, tactful producer and executive. Clean in appearance and habits. Available soon. 31 years old, family. Good record and references. Address B-674, Editor & Publisher.

Advertising and Promotion Manager.
Am 45. Had 20 years' experience on New York Dailies, advertising and promotion field. Past seven years have travelled as Advertising and Circulation Efficiency Expert and Copywriter. Wish to connect permanently with good paper in live town where can buy home and be one of the folks. References regarding character and ability as Display—Foreign and Classified Manager and Sales Promotion Director. Can write. Would consider representing city paper in smaller town. $2,500.00 and commission on gain. Tenant, No. 12 W. Fairview Ave., Dayton, Ohio.

Advertising Salesman.
Steady, conscientious worker, wide acquaintance among national advertisers, advertising agents, space buyers, cvoering period several years desires change. Highest references. Address Box B-757, Editor & Publisher.

Advertising Solicitor.
American Hebrew, 7½ years' classified experiences, desires a connection with metropolitan newspaper, city or traveling capacity. Live wire, available at once, for particulars write, Box B-701, Editor & Publisher.

Capable Young Newspaper Man
who has reached the top salary in his home town of 100,000 is looking for more opportunity. First class desk man and forceful writer. Thorough education. Age 25. Could arrange personal interview with paper in East or Middle West while on vacation trip last of August. Address Box B-751, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-741, Editor & Publisher.

Circulation Manager.
Live wire, energetic, clean cut, original ideas, ability to handle any problems in that department. Age 34, married, twelve years' experience in every branch, best of references and record. Western City preferred. Box B-728, Editor & Publisher.

Circulation Manager.
Experienced on morning, evening, Sunday and combination papers. A builder of circulation on economical lines. Familiar with A.B.C. records and all the details of the department. Member of I. C. M. A.; references furnished on request. Box B-739, Editor & Publisher.

Circulation Manager.
Now employed, desires change; thoroughly experienced and has proven ability recently. Live wire, energetic, clean cut, original ideas, ability to handle any problems in that department; familiar with A. B. C. records and all the details of the department. Member of I. C. M. A.; references furnished; interview necessary; answers confidential. Box B-743, Editor & Publisher.

Circulation Manager.
Preferably an eastern newspaper under 20,000 circulation. Have worked on newspapers where hard work and initiative were essential. Thoroughly acquainted with promotion work. Can furnish best of references. B-745, Editor & Publisher.

Circulation Manager.
Wanted: A position as circulation manager. The best executives are those who have started from the bottom and learned every detail of the business. I can build circulation and get the money for it. Twelve years' experience. Prefer position in middle west. B-761, Editor & Publisher.

Copyreader
experienced in make-up, editing and writing sports, best of references. Covered league baseball three years. Box B-756, Editor & Publisher.

Situations Wanted

Classified Manager.
Desires connection with live paper, 25,000-50,000 circulation where he can prove that persistent effort will increase Classified revenue. Can furnish A-1 references. Successfully held Assistant Classified Manager's position on one of leading Classified mediums of the country. Available immediately. Would go anywhere, prefer middle west. Write Box B-749, care Editor & Publisher.

Classified Manager.
Young married man now employed on a good sized Mid-West daily of around 50,000 circulation desires to make a change. Excellent reasons for so doing. Five years' advertising experience, over three years in Classified under the Smith system, on paper where now employed. Can furnish A-1 recommendations. Not a floater. Address B-750, Editor & Publisher.

Editor.
Now employed in morning field seeks change to afternoon paper. Age 30, university graduate, linguist, wide experience with large and small dailies. Capable editorial, news and feature writer and copy reader. Would expect initial salary about $3,500. Available on short notice. Box B-759, Editor & Publsher.

Editorial Writer,
executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

General Manager
or manager-editor will go with daily, 5,000 to 20,000 circulation, anywhere south of Mason-Dixon line or west of Mississippi river. Will demand complete authority and responsibility, but will guarantee results. Will require contract. Address B-680, Editor & Publisher.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

News and Advertising Man.
Man experienced as reporter, telegraph editor, general desk man, advertising solicitor and writer, make-up, etc., desires position in South. Now employed. Address B-760, Editor & Publisher.

Newspaper Artist.
Married man, experienced in all forms of newspaper art work. Cartoons, ads, layouts, retouching and posters. Have been out of the game for three years in other business, but want to get back. Engraving house, commercial studio, and comic strip experience. Prefer West or South West, but will go elsewhere. Samples and references on request. Box B-753, Editor & Publisher.

Salesman.
Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Telephone Solicitor.
3½ years' experience leading New York paper wants position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

Wesfern Advertising Representative.

Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

Situations Wanted

Young Woman,
ten years general newspaper experience, editor successful woman's department and music page, wishes connection with live newspaper. Best references. Address Box B-715, Editor & Publisher.

HELP WANTED

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Advertising Salesman.
Experienced space salesman is wanted by National Fraternal Weekly Newspaper of large circulation. Applicant must be a Protestant and preferably a member of the Masonic Order. A man of the go-getter type will find an unusual opportunity for advancement. Address The Fellowship Forum, Washington, D. C.

Circulation Manager.
who has ambitions to go ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some of the larger cities between the Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

New England Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

Pacific Coast Advertising Representative
wanted by National Weekly Newspaper of large circulation. Liberal commission basis. Address The Fellowship Forum, Washington, D. C.

BUSINESS OPPORTUNITIES

A Small Editorial Syndicate
supplying country weeklies can be bought for very little cash. One man, spare time hobby, with good, almost wholly clear returns and unlimited possibilities. Has registered dignified name and Broadway, New York, address. Can be operated from anywhere merely by forwarding mail. Bales of written inquiries on file. Owner, now in New York, has promised entire output. Quick response advised if really interested. Address Box B-754, care Editor & Publisher.

Daily Newspaper.
The only daily newspaper in a Massachusetts city of 18,000 population for sale. Other business connections which require owners personal attention and need of capital in these other properties make sale of this newspaper imperative. Splendid opportunity for a newspaper man with a moderate amount of money to invest. Address Box B-722, Editor & Publisher.

For Sale.
51% leading morning Daily with job plant, fine 10,000 city, within 300 miles Chicago. Manager's salary $150.00 weekly. $40,000 to $45,000 cash, balance terms. Don't write unless you mean business and have cash. Address B-758, Editor & Publisher.

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

Wanted Intermountain Daily.
Practical newspaperman will pay cash for good daily or controlling interest in same. Mail details and copies paper. Confidential. Address B-748, care Editor & Publisher.

Will Invest Up to $9,000
and many times that sum in brain-power, energy and character in midwest newspaper where half or majority control can be secured. Prefer paper that is not leading the field but latent possibilities for development must exist. Can guarantee results in management. Would consider leasing arrangement with option to purchase. Box B-762, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Terrace, Buffalo, N. Y.

Have You Got an Idea

that needs capital to back it up? Tell the men with capital all about it through an

EDITOR & PUBLISHER
Business Opportunities Ad

HUNCHES

One Dollar Will Be Paid for Each "Hunch" published.

ABOUT a year ago we began a series of weekly first page features which we called "Boyhood Days." A boyhood photograph of some prominent citizen, such as a well known merchant or holder of public office, was obtained as well as a recent photograph. Half-tones were made, and the first week the boyhood picture was printed with an invitation to our readers to guess the identity of the "boy." The next week the recent photograph was published alongside of the boyhood picture, and accompanying them an appropriate story, giving the names of those who had answered correctly. A good deal of interest, too, centered in publishing some of the incorrect answers, which generally proved very amusing to friends of all parties concerned. In addition to the splendid reader interest, there is the goodwill created with the merchant or prominent citizen by virtue of the publicity involved. Incidentally, the up-to-date half-tones are also valuable contributions to the morgue.—W. Webb McCall, *Mt. Pleasant* (Mich.) *Times.*

A local news reporter recently compiled a most interesting and profitable story by visiting all of the local dairies and making a tabulation of the recent improvements in the line of equipment and the best practices of handling milk from the standpoint of quality and sanitation. He also mentioned the different breeds of cattle and the physical condition they were in. The citizens are always vitally interested in the milk supply and the dairymen appreciate publicity along the lines of improvements that they have brought about.—P. L. Plyler, *Danville* (Va.) *Register.*

Before 350 orphan girls in Mooseheart, children's home maintained by the Loyal Order of Moose, were permitted to bob their hair "like other girls," Secretary of Labor James J. Davis, one of Mooseheart's "guiding hands," told them they would have to have the consent of their nearest relative—the parents, if living. They all ran for paper and pen. Are the orphans in institutions near you permitted to follow the bobbed hair craze, or do officials ban it on the grounds of impropriety or the high cost of "upkeep"? It's a new angle to the always interesting bobbed hair question that should make a good story.—Robert L. Beard, *Fort Wayne News-Sentinel.*

Hobos are always good for copy, provided one or two can be found who will talk. They have a sign language all their own. An "X" means a good place for a handout; an inverted dipper signifies a dry town and one standing up properly reveals that "hooch' is available. Five horizontal lines means that a woodpile is handy before a "handout" is given; 30 tells of a month in jail for vagrancy. These signs and a lot of others will prove to have a new meaning to newspaper readers if they are given a little publicity.—A. C. Regli, Eau Claire, Wis.

A contest that is causing hundreds of persons to "lie like everything" is the *Denver Rocky Mountain News* Liars' Contest, which several hundred persons entered during the first few days of its duration. Folks must lie for the sheer love of it, for the prize to the day's best lie is the nominal one of two theater tickets, yet the Munchausen masterpieces pour in! The Chief Liar of the News decides the winner on the triple grounds of originality, brevity and humor. The contributions make fascinating reading.—F. J. McEniry, Denver, Col.

Ask the ticket agent at the railroad station if the older married couples are taking their vacations separately nowadays. If they are, what's the reason? Is modern literature responsible? Do young couples likewise take their vacations separately? Perhaps golf and mah jong will explain the separation during vacation time. When is the peak of vacation? Is September becoming more of a vacation month?—Max Hahn, *Toledo* (O.) *Blade.*

With the war a full decade behind us, turn to what was happening ten years ago in your city having a bearing on the commencement of the conflict. A slant backwards this August is particularly timely, and should be interesting to your community.—C. M. Litteljohn, Washington, D. C.

Visit a book store and get a story on the mistakes people make when they ask for books, such as the woman who wanted that story about an asylum written by a crazy woman. It turned out to be "Told by an Idiot."—L. G. D., Davenport, Iowa.

"Tales the Cops Tell," a series of stories of old-time police adventures, makes an interesting feature. A Memphis daily is running this series written by a police lieutenant, but a police reporter can handle them just as well.—E. N. Reese, Cleveland, O.

What would the cost of lighting your city and your home have been a century ago if the same number of candle-hours of sperm oil and tallow candle lights had been used? Power companies can supply material for your city. One power company recently published figures showing the cost per 1,000 candle-hours a century ago at $2.40 for sperm oil and $5 for candles compared with 7 to 20 cents for electricity.—A. Nix.

To a great many persons the eternal shifting and traveling of railroad freight cars is a deep mystery since on the surface it would seem next to impossible to keep track of the thousands and thousands of carriers. How do the freight depots keep track of the vast array of rolling stock? What mass of records must be compiled for this information, and what does it tell when listed? Just how railroad officials know where every car of their line happens to be at any particular time is a basis for an interesting railroad story.—A. C. Regli, Eau Claire, Wis.

MISSOURI EDITORS ELECT ARTHUR

Southeast Group Holds Annual Meet at Dexter

W. E. Arthur, of Crystal City, Mo., was named president of the Southeast Missouri Press Association at the annual meeting held at Dexter, Mo., Aug. 16.

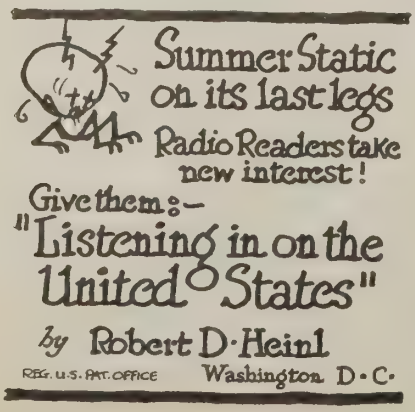
Other officers named included Dr. Brydon, of the *Bloomfield Vindicator,* vice-president; Harry Crowe, of the *De Soto Republican,* corresponding secretary, and Ed Wright, of the *Portageville Southeast Missouri,* secretary and treasurer.

Resolutions for rigid enforcement of the dry law, rushing completion of state highway program and condemnation of the proposed workmen's compensation act were adopted.

The next convention will be held at De Sota, the date to be announced later.

Iowa Daily Sells Stock

Eight prominent Democrats and business men of Davenport, Ia., have been announced as stockholders of the *Davenport Democrat & Leader.* The introduction of these new stockholders, it is explained, is for purpose of properly financing the new building of the paper. There is no change of the official personnel of the company. The new stockholders are Louis E. Roddewig, mayor; Lee J. Daugherty, P. N. Jacobsen, Clarence Cochrane, George Dempsey, M. F. Donegan, F. J. Carroll and A. E. Carroll. J. B. Richardson continues as president of the company; M. N. Richardson, vice president and Frank D. Throop, publisher, secretary and treasurer.



LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

HERE ARE SOME OF THE NEW WRITERS FOR OUR

Pre-eminent Article Service

Booth Tarkington
Richard Washburn Child
Rafael Sabatini
E. Phillips Oppenheim
W. L. George
Arnold Bennett

A Commanding Feature

A Lustrous Name—An Arresting Idea Every Week

METROPOLITAN NEWSPAPER SERVICE
MAXIMILIAN ELSER, Jr., General Manager
150 Nassau Street, New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

A Feature Page
for the
Price of a Single Feature

Comics — Fashions — Verses—Short Stories and Inspirational Talks.

Mat Form

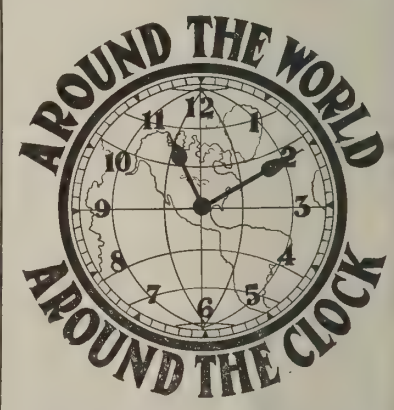
Features May Be Used Separately

One, Two or Three Times a Week

Write for Samples.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. **Briggs Company**
Memphis, Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

OHIO

FIRST as a market for the goods that are FIRST in their class. National advertisers who have tested the State of Ohio by tryout campaigns have determined that results have been quick and sure.

The people of Ohio are FIRST to grasp opportunity, FIRST to try new things, FIRST to show appreciation of your efforts to promote worthy products.

THE "OHIO FIRST" NEWSPAPERS listed on this page present the circulation figures that mean the most to a sales and advertising campaign.

The "Ohio First" Newspapers are "tried and true" sales developers, thanks to the men who have built their circulations—gripping circulations which hold their faithful readers because of the high standard and dignity of news and advertising columns.

Study the advertising columns of "Ohio First" Newspapers and notice the repeat orders. They are the result of the newspapers' producing powers. Dig deep into the value of this list and use these dailies.

FIRST

	Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal.....(E)	40,558	.10	.10
***Akron Times .....(E)	24,499	.06	.06
***Akron Sunday Times.....(S)	24,468	.07	.07
†††Bellefontaine Examiner .....(E)	4,706	.02	.02
†††Cincinnati Enquirer .....(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal.....(M)	43,588	.12	.11
†††Columbus, O., State Journal.....(S)	43,588	.12	.11
†††Conneaut News Herald.....(E)	3,095	.0225	.0225
††Dover Daily Reporter .....(E)	5,046	.025	.025
††Ironton Irontonian .....(M)	3,400	.0179	.0179
Kenton Democrat .....(E)	2,500	.014	.014
***Lima Republican-Gazette .....(E&S)	11,742	.05	.05
Lorain Journal .....(E)	4,866	.025	.018
***Middletown Journal .....(E)	4,345	.025	.025
†††Newark American-Tribune .....(E)	7,893	.025	.025
New Philadelphia Times.....(E)	7,904	.025	.025
Piqua Call and Press Dispatch.....(E)	6,142	.03	.03
†††Portsmouth Sun and Times.....(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times .....(S)	13,112	.04	.04
***Springfield Sun .....(M)	13,272	.035	.035
***Toledo Blade .....(E)	109,123	.27	.25
***Youngstown Vindicator .....(E)	27,441	.07	.07
***Youngstown Vindicator .....(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

THE FOLKS NEXT DOOR

The Telegram-Mail keeps a daily circulation record in complete accordance with the requirements of the Audit Bureau of Circulations.

That record shows the six months (Jan. 26-July 26, 1924) average daily circulation of The Telegram-Mail to be

220,449 Net Paid

9.9	98.5	1.5
PER CENT.	**PER CENT.**	**PER CENT.**
was outside New York but within fifty miles of City Hall.	*was within the City of New York and the New York trading district. This includes the 9.9 per cent outside the city but in the 50 mile radius.*	*was country and mail subscriptions outside fifty mile radius.*

When you use advertising in The Telegram-Mail you are talking to people within purchasing distance—the folks next door—people who can and do respond promptly to your message.

The New York Telegram *and* EVENING MAIL

Eastern Representative
DAN A. CARROLL
110 East 42nd St.
New York

Publication Office, 73 Dey St., New York

Western Representative
J. E. LUTZ
Tower Building
Chicago

THIS ISSUE:—BIG AGENCY MARKET RESEARCH PROJECT

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916— at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 14 NEW YORK, AUGUST 30, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt.*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick

GOOP ETIQUETTE
By Gelett Burgess
W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick.
CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams
BURNS MANTLE
Weekly New York Theatre letter
WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly
DR. EVANS
The first and best of newspaper Medical Writers.
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.
LEASED WIRE Service
Foreign—National—Local
PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York



—The Chicago Tribune News Room

Build newspaper individuality with news!

CONSIDERABLE space has been given on this page to the sale of Chicago Tribune features. Their value as circulation builders, when so advertised that the public knows about them, is unquestioned.

But every intelligent and loyal reader of a newspaper wants an interesting, authentic presentation of the news. This primary function of a newspaper is occasionally forgotten in the quest for the sensational, the amusing, the unusual.

The Chicago Tribune carries, as part of its Syndicate organization, a leased wire news service. This service, we believe, helps a publisher to give his newspaper an individuality which newspapers carrying only the dispatches of the regular press associations do not have.

The service covers:

1. About 15,000 words nightly.
2. Politics: The developments at Washington and New York, with particular attention to the coming presidential campaign, covered without prejudice by men of unusual ability and reliability.
3. Foreign news: Staff correspondents in 14 news centers of Europe and Asia; men in Mexico and South America. American reporters who distinguish between news and foreign propaganda.
4. Domestic news: The best features from Chicago, New York and other American cities.
5. Signed leads to big articles carried by the press services.
6. Bulletins on all big events to allow early action on pictures and cuts.
7. Pacific Coast: A special correspondent covering this fruitful source of interesting stories.
8. The important events in sports.
9. Valuable and exclusive market news.

Carbon copies of leased wire reports, showing the quality and scope of this service, will be mailed, with rates, at your request.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square, Chicago *25 Park Place, New York*
Buy ———————— *Leadership*

No Standardized Intertype Has Ever Become Obsolete

Are YOU Prepared?

Business forecasters say that "A general upswing will start this autumn."

Are you prepared?

Many have made provisions for materials and equipment to cover their 1925 requirements.

If you are not already prepared now is the time to get ready.

INTERTYPE

50 COURT STREET, BROOKLYN, N. Y.

Branch Offices: CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street
Sales Offices: BOSTON, 49 Federal Street; LOS ANGELES, 1240 S. Main Street
Canadian Representatives: Toronto Type Foundry Co., Ltd., TORONTO
British Branch: Intertype Limited, London

A Sun Route Is A Business—

¶ A little newsie earning his moving picture money might call it a day after he had made enough to buy a ticket to the latest Charlie Chaplin picture.

¶ But a Sunpaper carrier is a different kind of newsie.

¶ Sun Carrier Service is a man's job and the carriers responsible for its efficiency and growth are business men. The privilege of delivering the Sunpapers into the homes of Baltimore is a valuable franchise. Sunpaper "routes" therefore have a definite money value that the carrier "route owner" guards carefully.

¶ It is good business for the Sun carrier to see that he and his assistants give the kind of service that increases his customers. That's why Sun carrier delivery circulation continues to grow.

¶ This kind of home delivery service is also good business for Sunpaper advertisers.

July Average Net Paid Circulation

Daily (M. & E.) . . 247,496
Sunday 176,129

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Getting increased sales volume in Philadelphia

6583 diversified factories and 43,339 retail and 5007 wholesale business places create employment for the wage earners of the half-a-million families in the Philadelphia territory.

Depression, slumps and sales decreases rarely touch Philadelphia because of its varied industries. It is not dependent on any one line of manufacturing or product.

If your sales charts show declines in other sections turn your attention to Philadelphia, "the world's workshop," and concentrate your advertising there.

More than half the homes in Philadelphia are owned or being bought by their occupants. One savings bank alone has 268,000 depositors. Nearly 200,000 passenger autos are owned by its citizens.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

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Resor Announces A. A. A. A. Research Bureau As Progressive Advertising Step

Association President Outlines Plans for New Body to Save Publishers' Money, Solve Agency Problems, and Make Qualitative Circulation Analysis—To Start By October

By PHILIP SCHUYLER

WHAT its creators claim is a "new and progressive step" in American advertising is about to be taken.

This was made plain this week, when, in an interview with EDITOR & PUBLISHER, Stanley Resor, of the J. Walter Thompson Company, New York, and president of the American Association of Advertising Agencies, outlined plans for formation of what will be known as the "A. A. A. A. Research Department."

Mr. Resor, when interviewed, had just returned to New York from an extended trip to England and France, following the international A. A. C. W. convention, and was enthusiastic about results obtained from this meeting. Questioned, he also discussed the future of advertising in America and the present relations between advertising agencies and newspaper publishers.

Announcement of the proposed research department was first made several weeks ago exclusively in EDITOR & PUBLISHER.

Now plans have advanced to such a stage that more detailed description of the contemplated organization is available. In fact, before the October meeting of the A. A. A. A. in Chicago, the department will be functioning, Mr. Resor said. Its conduct will probably be one of the central discussions at the convention sessions, some of which will be held jointly with the Audit Bureau of Circulations.

Salient features of the new idea in advertising, as outlined by Mr. Resor, are:

1.—The Research Department will make a "qualitive" analysis of newspaper and magazine circulations in the United States.

2.—It will in no sense be in competition with the Audit Bureau of Circulations, whose reports are primarily "quantitative" in regard to circulations.

3.—It will aim to be a saving to both advertising agencies and newspaper and magazine publishers in that duplication, now common because of the various existing information sources, will be avoided.

4.—Research work to be undertaken by the new department will seek to solve problems common to all advertising agencies. It will not be confined solely to analysis of circulations.

5.—Trade areas will be competently surveyed without bias.

6.—A high calibre research authority will be engaged by the A. A. A. A. to direct the department.

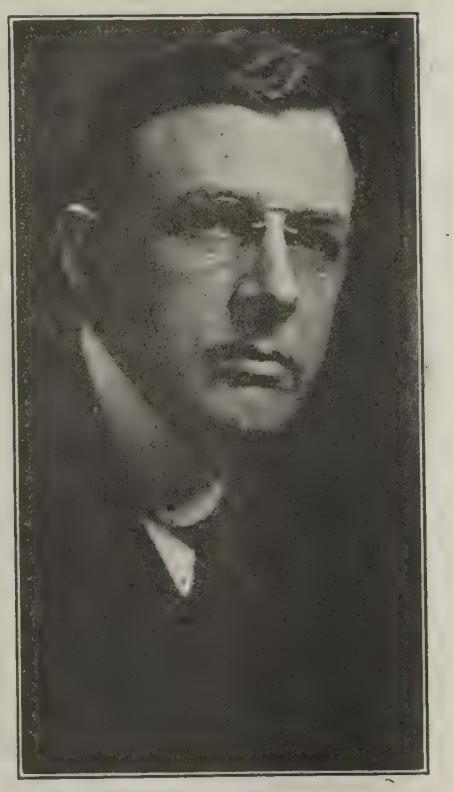
7.—Findings will not be restricted to members of the A. A. A. A. exclusively.

8.—Reports will be available at stated intervals for general inspection by agencies and client advertisers.

9.—Expense of maintaining the research department will be borne by the A. A. A. A.

Organization of the department was first broached and further discussed at A. A. A. A. executive committee meetings held in January and April and at a later session for the months of July and August.

Some time ago plans for interviewing men capable of handling the proposed organization were started. A list of 155 men, naturally prominent in work of this kind, was made up and is now being considered. Selections of the executive to fill the important post will be announced early next month, Mr. Resor said.



STANLEY RESOR Says

Successful advertising is built on fact rather than assumption.

* * *

All persons connected with the marketing of commodities are eager to know what bearing incomes have on circulations.

* * *

We are just beginning to realize the power of advertising.

* * *

There is a wider recognition today of the fact that advertising involves a thorough study of markets and problems, against the old conception that to say something clever was all that was necessary.

* * *

Relations between newspaper publishers and advertising agents are infinitely more intelligent today than ever before, infinitely more productive.

The writer was anxious to learn what effect the new department would have on established merchandising departments now being operated by many newspapers as aids to advertisers.

In answer to this question Mr. Resor said they were in hopes that in time this new work would help to greater effectiveness and substantial economy in this direction.

"It will save the publishers a great deal of annual expense and time in answering questions relative to their fields, as well as save the agencies by standardizing information and avoiding duplication," he said.

"We are not, however, going at this plan in an army system way. We mean to begin modestly and expand and develop later."

Report had it the idea for the new research department originated with President Resor of the A. A. A. A. Mr. Resor, however, was quick to deny this assumption.

"It was so speedily adopted without a dissenting vote by association members," he declared, "that I am convinced formation of such a department has long been in the minds of many advertising men.

"Quite in line with the evolution of the advertising profession, we are seeking to uncover additional facts to work from in the placing and making of advertising. Successful advertising is built on fact rather than assumption.

"This fact-finding principle, and the effort to avoid duplication constitute the main purposes of the proposed research department.

"The department, to my mind, signalizes a new and progressive step in the advance, which advertising has been making in the past decade. During this period, the tendency all along the line has been to work more and more from a fact basis. The 'Truth in Advertising' movement instances a phase of this evolutionary process.

"This advance is particularly discernable in the circulation and publishing field. Ten or 15 years ago, there were publications that would not make their circulation figures public.

"Then the Audit Bureau of Circulations was established. Circulations were audited and authoritatively verified and analyzed in so far as they were broken up into city, suburban and rural distribution.

"Now we propose to carry circulation analysis further.

"Our research into circulation figures will seek class rather than mass values. We will seek to discover the intellectual and financial differences between readers of the various media. All persons connected with the marketing of commodities are eager to know what bearing incomes have on circulations."

Turning from the subject of the new research department, Mr. Resor became most optimistic over the topic of the future of advertising in America.

"We are just beginning to realize the power of advertising," he said.

"Tremendous growth for the profession lies ahead. Ten years from now will show as great an improvement in advertising methods as that of the past 10 years.

"Relations between newspaper publishers and advertising agents are infinitely more intelligent and satisfactory today than ever before, infinitely more productive.

"This has proved an important impetus to advertising development."

Another impetus to advertising advancement, which Mr. Resor did not wish to overlook was that provided by the international A. A. C. W. convention in London last month.

"More than anything else, to my mind," he said, "this convention brought about wider recognition of the fact that advertising involves thorough study of markets and problems against the old conception that to say something clever about a product was all that was necessary."

James O'Shaughnessy, executive secretary of the A. A. A. A. who has been touring the Continent, following the A. A. C. W. convention, is due back in New York, Sept. 2. More detailed plans for the October meeting will then be made.

The new A. A. A. A. Research Department, is just one of the latest progressive advertising innovations for which this association has been responsible. In addition to Mr. Resor and Mr. O'Shaughnessy, officers and members of the executive committee, who directed its formation are:

Merle Sidener, of Sidener-Van Riper Advertising Company, Indianapolis, vice-president; S. A. Conover, of S. A. Conover Company, Boston, secretary; Roy S. Durstine, Barton Durstine & Osborn, Inc., New York; Jesse F. Matteson, Matteson-Fogarty-Jordan Company, Chicago; A. W. Erickson, the Erickson Company, Inc., New York; H. S. Gardner, Gardner-Glen Buck Company, St. Louis; John Benson, Benson, Gamble & Crowell, Chicago; C. D. Newell, Newell-Emmett Company, New York; David G. Evans, Evans & Barnhill, Inc., New York; Henry B. Humphrey, H. B. Humphrey Company, Boston; William L. Day, J. H. Cross Company, Philadelphia; Harry Dwight Smith, Fuller & Smith, Cleveland; and Morton Caldwell, the Chambers Agency, Inc., New Orleans.

BANKERS' $1,000,000 NEWSPAPER AD CAMPAIGN FIGURE FAR TOO HIGH

Editor & Publisher Research Shows 10,000-line campaign in 164 Dailies Would Cost But $227,000—Buying 11,115,000 Circulation

DECIDED leanings toward the magazines as the proper media for an institutional advertising campaign by the Investment Bankers' Association of America are evident in the report of the association's publicity committee, which will be acted upon at the association's convention in Cleveland, Sept. 22-24.

This association, whose members place in daily newspapers practically all of their publication advertising intended to sell their wares and services, are advised by their committee report, prepared by Robert Stevenson, Jr., of Chicago, that a newspaper campaign for the association is a million-dollar proposition and that an adequate campaign in magazines can be handled for a fifth or at most a quarter of that sum.

No plans have yet been made for carrying out the committee's plan, which may or may not be followed by the convention, it was stated this week at the office of Albert Frank & Co., New York advertising agency. John W. Prentiss, president of the association, declined to comment on its intentions, referring all inquiries to Harry Rascovar, president of the agency.

Any newspaper advertising man with a stub pencil and the back of an envelope could have proven to Mr. Stevenson and his committee associates that million-dollar campaigns in the newspapers are rare birds and that expenditure of any such sum by the association would cast serious doubt on theeir qualifications to handle investment funds. A million dollars would buy 10,000 agate lines in every one of the 2,100 odd daily newspapers printed in English in the United States with a handsome allowance foor production of the copy. Ten thousand lines may be called equal to four full pages, or sixteen quarter pages, or a 200-line advertisement once a week in every morning and every evening paper in the country. That is what a million dollars will buy in newspapers, if the advertiser has a bottomless purse and likes to see his name in print as often as possible.

But, no institutional campaign by investment bankers requires any such scope. Their membership is centered in 94 cities, with the bulk of it in the first ten according to population. Advertising directed at individuals beyond the territory these offices cover may produce scattering results, whose total will fall far short of balancing the advertising expenditure, it may be confidently stated. Advertising concentrated on prospects within the scope of members' offices touches the heart of the prospective market.

Daily newspapers alone can furnish that concentration. A morning and an evening paper in a U. S. city where the membership is represented—a total of 164 newspapers—would place the association's messagesage in the home of practically every investor or prospective investor in the territory, and the cost—well, the following ten inches of type tell the story more clearly and completely than any words can put it:

City	Approximate circulation available	Cost of a 10,000-line campaign
Albany, N. Y.	72,000	$2,000
Atlanta, Ga.	128,000	2,700
Aurora, Il.	16,000	600
Baltimore, Md.	238,000	4,000
Bangor, Me.	36,000	950
Birmingham, Ala.	105,000	2,300
Boston	306,000	7,000
Buffalo, N. Y.	165,000	3,100
Canton, Ohio	50,000	1,200
Charleston, S. C.	18,000	1,000
Charleston, W. Va.	31,000	1,100
Chicago, Ill.	900,000	14,500
Cincinnati, Ohio	225,000	3,300
Cleveland, Ohio	400,000	6,900
Columbus, Ohio	140,000	2,750
Davenport, Ia.	38,000	1,300
Dayton, Ohio	75,000	1,600
Denver, Colo.	170,000	3,400
Detroit, Mich.	435,000	7,300
Duluth, Minn.	63,000	2,100
Durham, N. C.	12,000	700
Erie, Pa.	49,000	1,500
Fort Wayne, Ind.	65,000	1,600
Grand Rapids, Mich.	117,000	2,500
Greensboro, N. C.	28,000	1,000
Hartford, Conn.	88,000	2,000
Houston, Tex.	100,000	2,600
Indianapolis, Ind.	220,000	4,100
Jackson, Tenn.	5,500	250
Johnstown, Pa.	50,000	1,000
Kansas City, Mo.	460,000	5,500
Lancaster, Pa.	42,000	1,400
Lexington, Ky.	33,000	1,000
Lincoln, Neb.	83,000	1,800
Los Angeles, Cal.	288,000	5,200
Louisville, Ky.	115,000	2,800
Macon, Ga.	42,000	1,300
Madison, Wis.	35,000	1,100
Memphis, Tenn.	160,000	3,200
Milwaukee, Wis.	162,000	3,500
Minneapolis, Minn.	252,000	4,800
Nashville, Tenn.	107,000	2,000
Newark, N. J.	150,000	3,100
New Bedford, Mass.	32,000	800
New Orleans, La.	135,000	3,100
New York	600,000	10,500
Oakland, Cal.	82,000	2,500
Ogden, Utah	10,000	600
Oklahoma City	113,000	2,800
Omaha, Neb.	92,000	2,000
Pasadena, Cal.	26,000	1,100
Paterson, N. J.	28,000	830
Philadelphia, Pa.	730,000	10,000
Pittsburgh, Pa.	270,000	4,600
Pocatello, Idaho	4,500	290
Portland, Me.	60,000	1,500
Portland, Ore.	175,000	3,400
Providence, R. I.	96,000	2,400
Reading, Pa.	50,000	1,400
Richmond, Va.	71,000	2,000
Rochester, N. Y.	125,000	3,600
Sacramento, Cal.	48,000	1,500
St. Joseph, Mo.	58,000	1,600
St. Louis, Mo.	400,000	7,200
St. Paul, Minn.	155,000	2,800
Salt Lake City, Utah.	78,000	1,700
San Antonio, Tex.	61,000	1,900
San Diego, Cal.	35,000	900
San Francisco, Cal.	250,000	5,700
Savannah, Ga.	37,000	1,100
Scranton, Pa.	70,000	2,000
Seattle, Wash.	133,000	3,500
Sharon, Pa.	11,000	420
Spokane, Wash.	82,000	2,100
Springfield, Mass.	61,000	1,500
Springfield, Ohio	32,000	850
Toledo, Ohio	132,000	3,100
Utica, N. Y.	55,000	1,500
Vicksburg, Miss.	8,000	400
Washington, D. C.	150,000	3,800
Wheeling, W. Va.	26,000	820
Wichita, Kan.	100,000	2,500
Wilkes-Barre, Pa.	44,000	1,000
Winona, Minn.	10,000	400
Winston-Salem, N. C.	25,000	900
Worcester, Mass.	80,000	1,500
Totals	11,115,000	$227,740

There we have 11,115,000 circulation every day, which can be utilized in a 200-line advertisement appearing twice each week in each city at a cost of less than $230,000. The amount advocated by the committee as necessary for a "very effective" campaign in the magazines was $260,000.

This newspaper list con be curtailed appreciably, with a corresponding cut in cost without making it one whit less effective than the association's suggested series, which probably would comprise full pages once a month in the leading magazines.

The above newspaper list includes two papers in every city in which the association is represented, except where only one daily paper is published. Usually a morning and an evening paper were selected, but where no morning paper was published, two evening papers were used. Circulations, as the heading states, are approximate, exact figures being avoided because the writer does not presume to identify the newspapers concerned. Even allowing a generous amount for preparation of copy, the sum required for complete coverage of the association's territory through daily newspapers does not exceed the committee's estimate for "effective" work through the magazines. It is only one-fourth or less of the committee's estimate for a newspaper campaign, despite the confident assertion of the committee that "a million dollars a year is the usual and general answer to the question as to what such a campaign would cost."

Here is a chance for missionary work by newspaper men among the bankers in their home cities. The investment bankers as individuals have been convinced that the daily newspaper is best for their own advertising, but they still harbor the idea that the medium for a national institutional campaign is elsewhere. They constitute another group to be educated by the newspapers to the truth that "National Advertising is Newspaper Advertising."

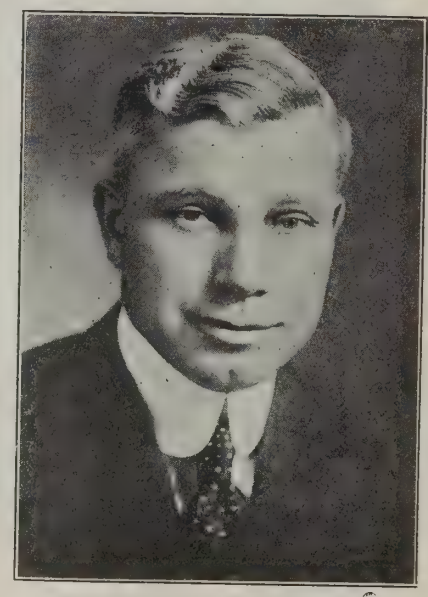
THESE TIPS WORKED

Allen Gives Ideas on Running Small Town Daily

Ninety per cent local new, 10 per cent wire is the best basis to use in making a small town daily, is the opinion of Crombie Allen, editor and publisher of the *Ontario* (Cal.) *Daily Report,* who is visiting New York this week.

Allen, who is also president of the Southern California Associated Dailies, has made a great success of his property in Ontario, a city of only 12,000 population.

"The reason why a great many country town dailies fail," he said, "is because they are so often run by men who have worked on metropolitan newspapers. Nine out of 10 want to do too much for the small town, and the people can't pay the price.



CROMBIE ALLEN

"What is needed is to make a good local paper. And of the local news, stories of interest to the women are by far the most important, I believe.

"Although 60 per cent of small town-newspaper readers are women, news which would interest them is overlooked. Women reporters are a vital factor on the country press.

"Another thing, nagging editorials will always hurt a country paper.

"In advertising, I have found it best to sell on monthly rather than yearly contract basis. Now instead of trying to sell 6,000 inches a year at a special price, I sell 500 inches a month. Collecting the money is easier."

Mr. Allen has a staff of 25 men and women. He says they are able to do the work of 40, and explains it by a profit sharing system he has established.

The Pacific Coast publisher has not arrived at any definite profit sharing plan, and EDITOR & PUBLISHER would appreciate it if a newspaper owner who worked out a system would forward it.

ARBITRATION PRINCIPLE STRESSED BY BERRY

President of Pressmen's Union Chief Speaker at 13th Biennial Meet at Pressmen's Home, Tenn., This Week—Recommends Schools

"We have said, and in my judgment properly so, that when an employer agrees to accept the principle of collective bargaining, to concilliate, and to arbitrate when conciliation fails, he has gone as far as any sensible person could expect him to go and he is entitled as a consequence to the continuity in operation and the unstinted co-operation of organized labor and the public."

This assurance to newspaper publishers was given by Major George L. Berry, president of the International Printing Pressmen and Assistants' Union of North America in an address at the thirteenth biennial convention of the International Printing Pressmen and Assistants' Union of North America held at Pressmen's Home, Tenn., this week.

"We hold to this principle, and the genuineness of our adherence is best testified to by the existence of an International Arbitration contract with the American Newspaper Publishers' Association and an International Arbitration Contract with the International Joint Conference Council—the first covering the newspaper field and the second the commercial field of the printing industry of America. We shall engage in no strikes or industrial discords so long as the principle of arbitration can possibly be applied and that depends, insofar as we are concerned, upon the sole inclination of the employing printers and newspaper publishers of America. Thus, in my judgment, peace is assured so far as our organization is concerned; and that this policy is reasonably repsonsive to the newspaper publishers and employing printers is best manifested in the fact that there does not exist an industrial discord or a stoppage of business in America as it effects the printing department with which this convention and this International Union has to do."

Branch technical schools in geographical centers of the continent were also recommended by Major Berry in his address. "We seek through such schools," he said, 'to make for prosperity and stability in the industry in order that all of the units engaged in industry may profit as a consequence."

WOULD BREAK PUBLISHER'S WILL

Sixteen Cousins Seek to Benefit from Delavan Smith Estate

Sixteen cousins of the late Delavan Smith, Lake Forest, Ill., millionaire and publisher of the *Indianapolis News,* have filed at Waukegan, Ill., the first amendment to the amended bill to break his will so they might obtain what they claim as their share of the $3,000,000 estate.

It is charged that a number of Smith's close friends and associates influenced him into disinheriting his next of kin, with the result that he distributed his wealth among charitable institutions and business associates who were his advisers in his last years.

$3,000 Photographic Prize Contest

The *Chicago Daily News* is offering $3,000 in prizes in a photographic contest open to amateurs only. Ralph Clarkson, Chicago painter, Paul Wierum, former president of the Chicago Camera Club, and Jens Erickseen, art editor of the Daily News comprise the committee of judges.

Loan Group Finances 91 Homes

The Medill Building and Loan Association, organized by the *Chicago Tribune* for its workers, has financed the buying of 91 homes for Tribune employes, 38 of which were added during the past fiscal year.

Fresh ideas every week in EDITOR & PUBLISHER—Annual subscription $4.

"SURPRISING," SAYS MACFADDEN OF NEW DAILY

Physical Culturist Promises Startling, But Unrevealed, Innovations with Appearance of His N. Y. Evening Graphic, Sept. 15—Capitalized at $2,000,000

"SURPRISING!"

Such was the laconic answer of Bernarr Macfadden, when asked this week what would be the nature of his first daily newspaper venture, scheduled to appear in New York as the *Evening Graphic*, a picture tabloid, Sept. 15.

Expressing his journalistic views in answer to other questions propounded, this surprising publisher dealt out a deck of promises with aces enough in them to raise the eyebrows of the best poker-faces around the newspaper table.

His newspaper is to run 3 editions of 32 tabloid pages daily with a Saturday rotogravure, at a possible 1 cent price, although this is not decided.

Crime news is taboo.

"Sensationalism" will be used, but at the same time his newspapers will be representative of "clean and constructive journalism."

Information without entertainment he considers "not fit to print."

These are four Macfadden aces. Other good cards are being withheld until the *Graphic* is out on New York streets and the readers can see them for themselves.

To begin with, Mr. Macfadden declared his belief that the majority of newspapers were not "unlike a factory brand of shoes; all alike, made in the same mold, controlled by the same old-time worn-out prejudices."

"Occasionally," he continued, "a man of force and originality has the courage to follow the bent of his inclinations. If he has business ability and mental balance in addition to a creative mind, he usually makes a big success. But newspaper publishers of this kind are rare.

"If a publisher has a stock of new ideas, he is usually impractical or short of capital, or both; or, if he has the capital he is afraid to take a chance.

"Therefore, many of our newspapers are so dull, dead and monotonous that they smell of the literary machine-shop, or the cemetery."

To correct this alleged odoriferous condition, Macfadden declared he will adopt "clean and constructive journalism," which, at the same time, will have a punch.

"Constructive journalism," he said, "has a building, developing influence upon its readers, and an influence of this sort is always clean. You cannot add to the character and ability of an individual through any constructive means without clean methods.

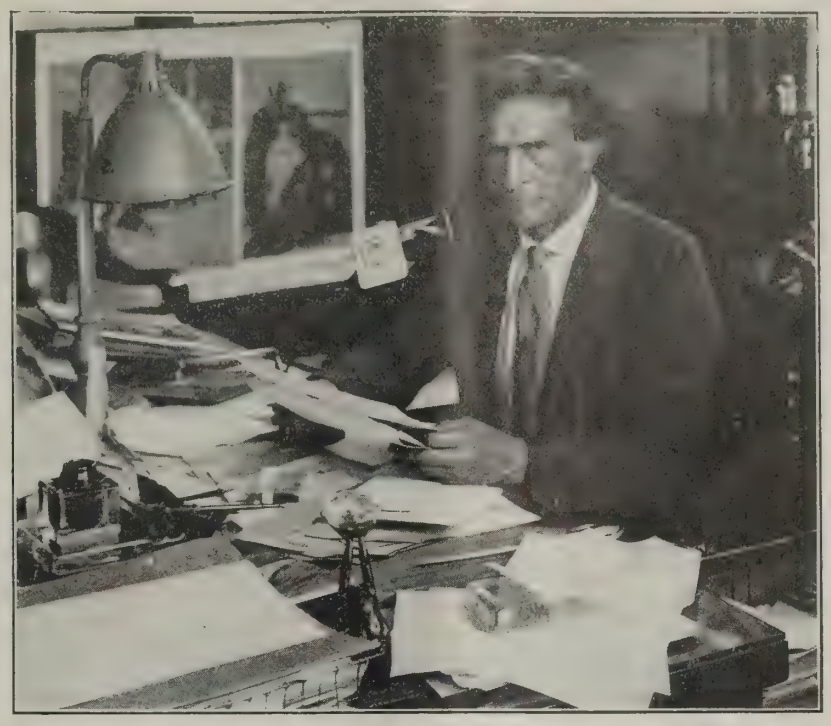
"I regard crime as a disease. You never hear of a healthy criminal—healthy in both mind and body. I don't believe in inoculation, and much of the so-called crime news only inoculates the public with the virus of crime.

"Sensationalism will be used where it serves a good purpose, but we will not confine our idea of news to murder, suicides, or divorce scandals. The name of an individual rarely appears in the newspaper unless he has evil tendencies. He must become a burglar, a bigamist, or an all-around crook.

"Extraordinary achievements in the lives of people should be just as interesting to the public as the details of crime and indiscretions.

"It is the editors who decide what should be called news. It is the editors who decide as to what will arouse the interest of the general public. But they are often greatly mistaken in their viewpoint.

"We do not expect to seek our circulation upon any particular level. In general we expect to sell to the masses and not to the classes. We do not expect to interest the 'high brows' unless sufficient intelligence is associated with this element to be interested in the great problems that affect all the people. We expect to sell to thinking people—to those who are desirous of improving their condition in life. We do not expect our paper to be cast in the waste-basket as soon as it is read, We hope that much of the material contained therein will be saved—pasted on the wall—framed—and be made an inspiration and a guide in the lives of our readers.



Promises Something New—BERNARR MACFADDEN

"The publishing business is largely identical in its various phases. You have to know how to cater to the public to whom you appeal. You have to know what they want to read, and you have to dramatize the news and the features that you present in such a manner that it will not only interest your readers, but will have an uplifting influence, mentally, morally and spiritually.

"I am egotistical enough to believe that I can direct the making of a newspaper that will teem with life as it is being lived. I believe that such a paper can be made to appeal to the masses in their own language; that it can be made so human and real that it will penetrate the hearts and souls of the readers."

Macfadden told EDITOR & PUBLISHER he would not support any political party as a party with his new newspaper.

"My editorial policy will be independent, the same as it has been in the page editorials I write in each of my 10 magazines every month," he said. "They express more liberal social ideas than they do conservative."

Macfadden concluded the interview by indicating he contemplated a national distribution and would use his magazine distribution organization to accomplish this end.

And so, hiding his biggest tricks, behind the ejaculation of "surprising!" Macfadden shuffles his cards preparing for the hardest game of his life—preparing, it must be said, full of optimism and faith.

He wants $2,000,000 in his purse to meet the ante. He has announced he will subscribe half this sum himself. The rest he desires to raise among those "willing to back" this enterprise.

To this end a corporation has been formed under New York laws with 200,000 Class A shares of the par value of $10 each and 50,000 Class B shares without par value. Only 10 per cent cash is required from the purchasers.

The prospectus continues:

"All dividends are payable equally, share for share, to the holders of the Class A and Class B shares. In the event of dissolution, holders of the Class A shares are first entitled to a return of the par value of their shares, and the remaining assets of the corporation are then to be divided equally, share for share, among the shareholders of both classes. Voting and subscription rights are, except as otherwise required by law, vested in the holders of the Class B shares.

"I have agreed to purchase, for cash, all of the authorized shares and, with my associates, including Macfadden Publications, Inc., will pay in to the corporation $500,000 for the 50,000 Class A shares to be retained by us; 35,000 Class B shares will be held by me and by those interested or associated with me in the management of the corporation, since it is essential, as all my friends will understand, that I retain control.

"The remaining 150,000 Class A shares and 15,000 Class B shares are offered for sale: Class A shares may be purchased at par in lots of one or more full shares, and each purchaser of ten or more Class A shares will be entitled to receive, without additional payment, one Class B share for each full ten Class A shares so purchased."

So great has been the response to this stock offer, according to claim, that this week a letter went out under the Macfadden signature to stock purchasers stating they need not take all the stock they had ordered because the issue was already over-subscribed.

Macfadden has notified shareholders he paid Frank Munsey more than $500,000 for the old *New York Evening Mail* plant, from which the Graphic will be published.

The question of a name for the Macfadden newspaper baby caused a slight preliminary flurry. First it was advertised as the *New York Evening Truth*. For awhile *Macfadden's Graphic* was contemplated. Now the masthead is set to appear as "The New York Evening Graphic—A Macfadden Publication."

It was argued that the physical culturist "Macfaddenizes" all publications he touches. As an example the *Metropolitan Magazine* is pointed out.

Macfadden purchased this old newsstand favorite in January. This September issue is its last under the Metropolitan title. In October it will appear as *Fiction Lovers' Magazine*.

Why not, then, "Macfaddenize" the newspaper from the start? was one side of the argument.

At any rate, Macfadden will be the editor, the directing genius, behind the new daily. To assist he has Fulton Owsler, managing editor of all Macfadden publications; Emile Gauvreau, managing editor of the Graphic, and Arthur Leslie, a proven publicity expert, who will be liaison officer between the new newspaper, Macfadden Publications, Inc., and the public.

NEGOTIATING FOR PAPER

Frank H. Gordon Makes Offer for Bangor (Me.) Commercial

Negotiations have been in progress for the sale of the *Bangor Daily Commercial*, evening paper, to Dr. Frank H. Gordon, of the Gordon Silver Black Fox Ranches of Maine and New Hampshire. A report that they had been concluded was called premature.

Albert E. Bass, nephew of late Joseph P. Bass, owns controlling interest in the paper. M. Robert Harrigan, business manager, Oliver L. Hall, managing editor, and Frank L. Bass, city editor, are other stockholders. The plant is said to be held at $200,000. The Commercial was established 1870, by Marcellus Emery who for many years published a weekly called the *Democrat*.

PLAN NEW BUFFALO DAILY

Newspaper Corporation Organized to Publish the Morning Herald

Buffalo is to have a third morning daily soon, the *Herald*, according to an announcement of the Buffalo Newspaper Corporation, just organized.

P. N. Noll, who organized the *San Francisco Illustrated Daily Herald* for Cornelius Vanderbilt, Jr., is conducting the affairs of the new company which has opened offices at 200 Pearl street. The new daily is to be a stock corporation.

Joseph Blethen, of the San Francisco Illustrated Daily Herald, in response to an inquiry from EDITOR & PUBLISHER, declared Mr. Noll is not acting for the Vanderbilt Newspapers, Inc.

Patterson Deplores Tabloid Growth

Growth of the tabloid newspaper in the United States was deplored by Paul Patterson, president and executive editor of the *Baltimore Sun*, in an interview granted New York ship news men, just before he sailed for a trip abroad on the S. S. France, Aug. 27. He said the tabloid threatened to upset the entire merchandising situation, because it did not allow big stores enough room for proper advertising.

No P.M. Edition of N. Y. News

Philip A. Payne, managing editor of the *New York Daily News*, this week denied he had engaged a staff looking towards establishment of an evening edition of the newspaper. He admitted the matter had been under discussion, but characterized as false a report that an evening edition would be started.

Lord Beaverbrook Leaves U. S.

Lord Beaverbrook, British newspaper proprietor, sailed from New York for London, Aug. 27, on the S. S. Aquitania. He had been in New York since Aug. 21, coming here from Canada, where he had visited several weeks.

MODERN ART MOTIF DISTINGUISHES PARIS DAILY'S NEW HOME

Action, Motion, Speed Symbolized in Glass Windows of L'Intransigeant Plant—Bas-Reliefs Depict News Processes

By G. LANGELANN

(*Paris Editor,* EDITOR & PUBLISHER)

ACTION, motion, speed, the *sine qua non* of daily newspaper production everywhere, have been symbolized in the decorations of the new building of *L'Intransigeant,* the leading Paris evening paper. The new structure, which externally bears some resemblance to the *New York Herald-Tribune's* home plant in the Times Square district has incorporated in glass and stone works of art considerably more radical than even the striking embellishments of American plants, such as the *Detroit News, Des Moines Register-Tribune,* or *Milwaukee Journal* buildings which have been depicted in EDITOR & PUBLISHER.

The facade is bold and already carries with it the impression of labor and achievement. Its lines are simple but effective. A magnificient wrought-iron door, with a printing press worked in as a design, forms the principal entrance of the white stone frontage. The main supports of the building carry the eye up to two orignal bas-relief groups depicting news-gathering, with the reporter, dressed in an aviator's costume, the telephone operator and the stenographer; and news-printing, with linotype operator, proof-reader and machine minder (in American, pressman).

The interior of the building gives a first impression of straight lines and columns, and while there is no florid ornament, there is beauty in line, and an immediate sensation of utility and appropriateness.

The editorial room is the nerve center of the building. The news department is on the upper floors, and the news flows in by wire and down to the editorial room in the center of the building, whence copy is sent downwards to the basement.

The galleries are spacious, with no narrow doors where there ought to be wide ones. One is struck by the absence of people running about and into one another, as is so often the case with Continental newspaper offices. This absence of bustling messenger boys is due to an excellent system of copy distribution through a mile and half of compressed air tubes. All these tubes have a terminal in one small but light office in the center of the building. A carrier can be sent and returned in forty seconds from any one part of the building to any other.

The Intransigeant office can boast of stained glass windows which are probably without equal. These are of silvered glass with the designs run into the body of the glass. The leaden divisions and bright colors of old stained glass work have given place to pure black and white designs traversed by straight or curved iron bars forming part of the designs.

Every design in the main staircase represents some part of news gathering or newspaper producing. The artist, M. Navarre, has used the best in impressionism to give by sweeping curves and straight lines a sensation of pulsating life, a something of that tense thrust and forward strive of news-gathering and newspaper production.

The small iron door leading to the printing works shows three cogged wheels working together, with a suggestion of flame behind them. Higher up the staircase is an airplane speeding through the air, but not still, quiet air, for one can see the eddies and currents and feel the strife and endeavor. Another window shows a motor car dashing along, and here again is the same movement suggested by sweeping curves.

The printing works in the basement, below the street level, have two other floors below them, and an arrangement similar to that for feeding big shells into naval guns, runs up the rolls of paper and puts them in position for feeding into the presses. A large garage extends beneath the whole of the building, and here are kept the forty cars that distribute the Intransigeant all over Paris. Each truck in turn is run onto an elevator platform and sent up into the yard at the back of the building withing a few feet of an endless chain arrangement bringing the papers from the presses.



In the heart of busiest Paris, L'Intransigeant has located its new building, with six stories above the street level and three below. Near the upper left corner is shown a pediment which symbolizes news-gathering, the sculptor using the figures of the telephone operator, reporter and stenographer. The corresponding pediment shows in bas-relief the news-printing group—the compositor, proof-reader and pressman. At the lower left appears the main entrance, a larger view of which is printed below.

JOURNALISM A PROFESSION

So Secretary Davis Rules in Admitting Italian Over Quota Law

Newspaper work is a profession, Secretary of Labor Davis decided last week when he ordered the admittance into the United States of Alfonso Ressa, associate editor of an Italian weekly newspaper in Philadelphia, who had been barred by the quota laws.

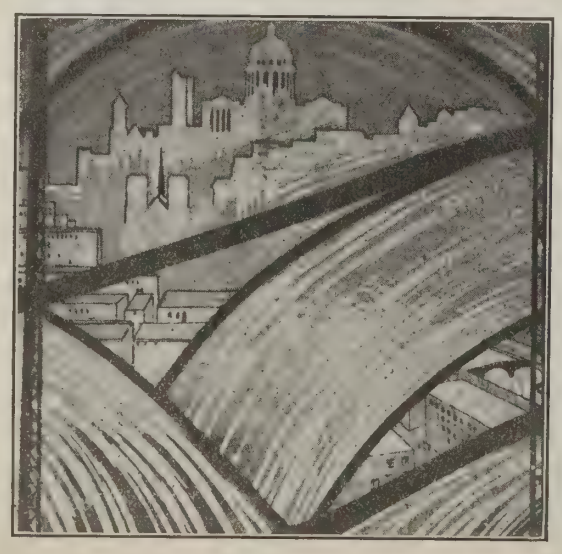
Ressa came to the United States in February, 1923. The quota fixed for Italy under the immigration laws was exhausted. He was ordered deported but was finally admitted to attend the School of Journalism of Columbia University, New York. On June 30, the government served notice on him that he would be deported.

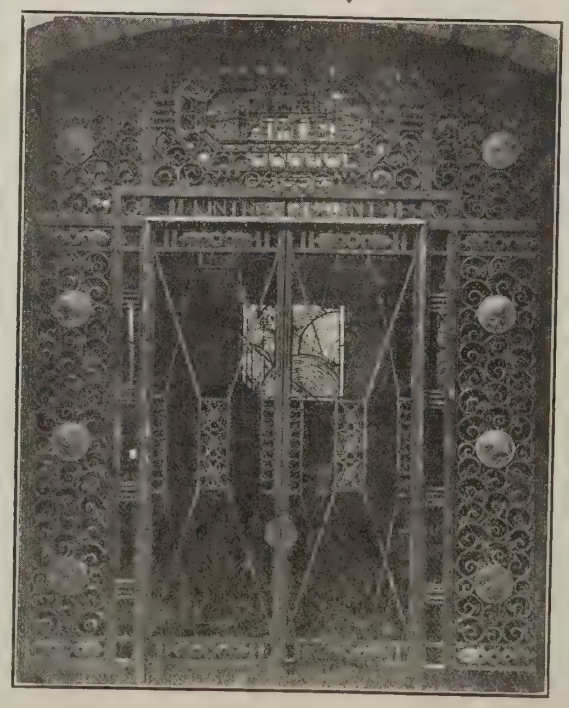
Counsel for Ressa opposed deportation on the ground journalism was a profession, making him exempt from quota provisions. This contention was opposed by immigration authorities and the case was carried to Secretary Davis who decided in Ressa's favor.

Canadian Daily Back to Tri-Weekly

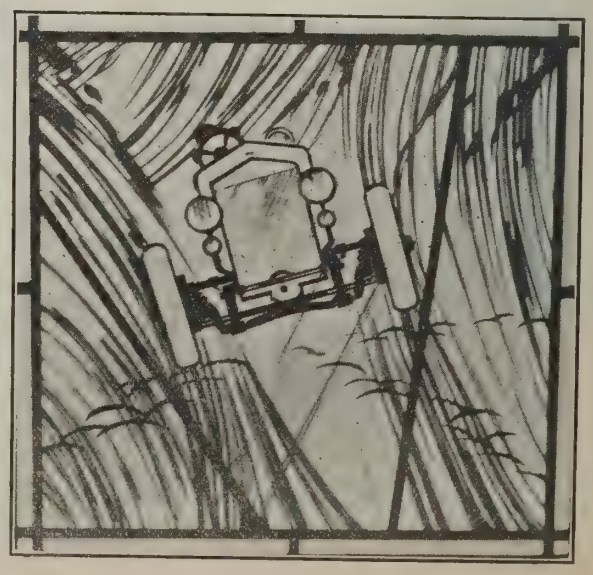
The *Oshawa* (Ont.) *Telegram,* which changed from a tri-weekly to a daily paper nine months ago, returned to tri-weekly publication, Aug. 25 .

A printing press is worked into the wrought-iron design above the front entrance (central picture), and the medallions which flank the doors depict the agencies which give speed to news-gathering—the airplane, airship, dirigible balloon, mail steamship, railway locomotives, and racing automobiles. The panel which looms through the doorway is on the staircase and gives the impression of a maze of telegraph lines feeding into





racing machinery wheels. At the right, a speeding motor car outdistances the birds in a stained-glass window on the main stairway. A particularly daring conception of the artist is found in one of the windows of the subscription hall, where amid his characteristic sweeping curves he has worked a view of Paris into his design.



HAMMOND PRAISES PRESS OPPORTUNITIES

Famous Dramatic Critic of New York Herald Tribune Says Men on Newspapers Today "Can Have Everything They Want"—Discusses Play Reviewing

By PHILIP SCHUYLER

CAN you beat it, Maurice Ketten? I've discovered the newspaper man who never has had the ambition to "write his way out" of the profession.

Honest.

Percy Hammond, who leads a topsy-turvy midnight life reviewing Broadway plays for the *New York Herald Tribune* and 75 out-of-town newspapers has always been, and still is, exclusively concerned with "writing his way in."

And very successful has he been, too. He is today undeniably one of the best of America's play reviewers. Mixing humor with sophisticated penetrating judgment, his stories of Broadway first nights, dashed off in 45 minutes to catch an edition, are little masterpieces of their kind. His daily column "Oddments and Remainders" is scintillating play-talk and opinion, good natured and witty. But the significant fact is, that above everything else Hammond is a newspaper man. Not forever looking outside the newspaper office for fame, he has found opportunities inside, has grasped them, made the very best of them, and always enjoyed his work.

"Perhaps this doesn't seem phenomenal to old veterans at the game (Hammond calls it game). Maybe it was merely the Hammond portliness that reminded me of Irvin S. Cobb who was always so everlastingly busy writing his way out, or the husky Heywood Broun, with his novel writing ambitions, or compact H. L. Mencken with his magazines.

"I think newspaper work is great. It has a terrible attraction," said Hammond to me this week, when I interviewed him at the Century Club, New York.

Because I thought I was talking to a humorist, I laughed. But my laughter proved a *faux pas*.

"No," the reviewer of Broadway failures and successes adjured me seriously, "I was born and brought up in newspaper work, and I wouldn't do anything else for———(His fee is far too extravagant).

"The tendency nowadays does seem to be an effort out and on instead of in and up in newspapering," he continued.

"Now so many fellows with inspiration become newspaper men to write short stories or the great American novel.

"And they seem so unhappy about it too.

"Yet newspaper work is drawing a far better class of men today than in the old days. It seems to me that nearly all the men around the Herald Tribune are wearing Phi Beta Kappa Keys.

"Well, the reason for this may be that unusual opportunities for success in satisfaction and in wealth are being offered news writers of today. If a boy on a newspaper is wide awake and thinks about it, he can get about anything he wants.

"Let him add some business instincts to his other qualities and he'll turn out a real financial success like Ring Lardner, Grantland Rice, Sid Smith, or Briggs."

The deflation of this big blue balloon came suddenly when Hammond admitted that his own son has become banker instead of newspaper man, and when he admitted that he himself had once written a play collaborating with Bert Leston Taylor of the Chicago Tribune. He inflated the balloon again with a puff, however.

"The play—it was rotten," he said.

Then he returned to the matter of opportunities on the present day press.

"Specialize on something" was his advice, "and at least once a month go down into the press room and watch the big presses running, printing your story of the day. There's sufficient inspiration for any newspaper man.

"Never forget the great experiences newspaper work offers. There's novelty in every department and many interesting contacts to be made."

Hammond has certainly lived his doctrine of specialization and experience.



"Always interested"—Fortunate PERCY HAMMOND.

Of his 28 years in active newspaper work he has spent 25 as dramatic critic. At the same time, he has found opportunity to cover World Series baseball games, big prize fights, national political conventions, and the biggest assignment of all—the Paris Peace Conference.

In the first place, as a clue to his fondness for the game, Hammond was born of newspaper people. His family still owns the *Chillicothe* (O.) *News-Advertiser* and the *Newark* (O.) *Advocate*. At 7, young Percy was setting type in the News-Adivertiser office. By 10, instead of planning to become a policeman or a locomotive engineer, he had definitely made up his mind that he wanted to be a dramatic critic.

Chicago was his first pot of gold. He went there while still young and became a reporter on the *Post*. By 2 years, of "thinking about it hard," as he explains it, Hammond was promoted to the position of free pass professor, which he has held ever since. He remained 10 years with the Post, then spent the next 13 years on the *Chicago Tribune*. During most of this time, Julian S. Mason, now managing editor of the New York Herald Tribune, was with him on both of these newspapers. Mason came to New York first. Hammond followed him 3 years ago.

Hammond has made his biggest success in New York. He has the ability of taking you by the arm in his play reviews, and telling you all about it. From reading his first night descriptions, which appear on an average of 4 nights a week, 11 months a year, one learns that he has definite ideas about dramatic criticism. These ideas were sought.

In the first place, he does not call his work dramatic criticism, preferring "play reviewing." Anatole France is his idea of a real dramatic critic.

"A lot of people think it is the province of a play reviewer to tell the actors and actresses how to perform. I don't agree," he explained. "I consider it is my work to appraise results, rather than suggest methods.

"It is foolish to take the theater seriously. Ninety per cent of it is pure bunk. There's no more art in the average Broadway play than in a circus. But of course certain types of plays should be considered seriously.

"When I started reviewing plays I was far too serious. Then I became cruel. After 2 or 3 lessons I stopped that.

"I remember a certain actress in a Jack Barrymore play that came to Chicago while I was on the Tribune. I panned her cruelly. After I had written the review, I went over to the Sherman Hotel. The girl came in. She was carrying a copy of the paper. First she ordered a big meal; then propped the paper against the sugar bowl, and commenced reading. When she reached the panning, tears came to her eyes. She got up and hurriedly left the hotel. That was sufficient lesson for me. After that I was often unkind, but never again cruel.

"After all, actresses and actors are as a rule very patient. It is remarkable what they stand.

"Because, it is true, a kindly reviewer is lost; a booster is absolutely no good; one has to be mean or one isn't read at all. And I have found that actors have much more admiration for a man who pans him than the man who pats him on the back too affectionately."

Hammond paid high tribute to John Anderson, young dramatic editor of the *New York Evening Post*, recently promoted to that position by Merritt Bond, managing editor.

"He has big opportunities ahead of him," he declared. "When I read his column this morning, I had to admit 'this chap is too good.'

"He has the necessary sophistication and can skillfully penetrate bunk. He is patient and amused at everything, and never angry. These are qualities of successful dramatic reviewers, to my mind."

Hammond is certain that interest in the stage is increasing tremendously in the United States. Last year, he recalled, more interest seemed to be evinced than he has ever before known in his 25 years' experience.

"I receive an incredible number of letters from people out-of-town, asking me about plays in New York. These letters average 15 or 20 daily. And I answer them all."

Add this letter writing to the business of attending first nights and only allowing about 45 minutes to write a review to catch an edition, and a play reviewer's life doesn't seem any too easy.

"But I don't get tired. I always manage to keep interested," Hammond will tell you—fortunate Percy Hammond.

DRAMATIC EDITORS TO JUDGE PRIZE PLAYS

John Golden, Producer, Seeks Aid of Newspaper Men in National Contest Running from Sept. 1 to Dec. 31

Newspaper dramatic critics located in more than 150 cities throughout the United States have been chosen to act as judges in a national prize play contest which will be inaugurated Sept. 1, by John Golden, New York producer of plays, it was announced this week.

The contest will be known as the John Golden National Prize Play Contest. The sum of $100,000 has been deposited in a New York bank to be used for productions, prizes, and the exploitation of the project.

Cash sums of $2,000, $1,000 and $500 as advances on royalties are to be paid to the first, second, and third prize winners and their plays are guaranteed production.

The dramatic critics, for the purpose of the contest, have been formed into an organization known as the "Coterie of American Play Critics." Any dramatic critic serving on an English language daily in the United States can become a member of the Coterie by applying to the office of John Golden, New York.

The contest is scheduled to end Dec. 31, 1924.

A plan has been arranged whereby certain members of the Coterie will receive as consideration for their services on each prize play a total of 25 per cent of the net profits.

Details of the contest were arranged by Mr. Golden with the assistance of Heywood Broun of the *New York World*, Percy Hammond, of the *New York Herald Tribune*, and Burns Mantle of the *New York Daily News*.

Having received the approval from these three New York critics, Mr. Golden broached his plan in letters sent out to 250 dramatic critics and dramatic editors throughout the country. Of the total 191 have agreed to become members of the Coterie.

YOUNG ON N. Y. TIMES

Author Succeeds John Corbin as Dramatic Critic

Stark Young, author, has resigned from the editorial staff of the *New Republic* to become dramatic critic of the *New York Times*. He succeeds John Corbin, who, remaining on the Times' staff, left last week for Geneva to cover the sessions of the League of Nations.

Graduated with a B. A. degree from the University of Mississippi in 1901, Young was awarded a M. A. degree from Columbia the following year. He returned to the University of Mississippi as instructor in English, remaining there from 1904 until 1910. From 1911 until 1915 he was professor of general literature at the University of Texas. During the following 6 years, he was English professor at Amherst College.

Young is the author of "The Blind Man at the Window" (verse); "The Twilight Saint"; "The Seven Kings and the Wind"; "The Queen of Sheba"; "The Three Fountains"; and several one act plays.

N. Y. PAPERS MUST PROOFREAD "BOGUS" BY NEW ARBITRATION RULING

Copy Over Local Dealer's Name Though Paid for by National Advertiser, Is Local, and Must Be Reset, George Gordon Battle Holds

SUCCESS cannot be said to have rewarded recent efforts of New York City publishers to lighten the burden imposed upon their organizations by the reproduction of local advertising supplied in mats or plates compelled by the laws of the typographical union. A local arbitration board, with George Gordon Battle, prominent lawyer, as chairman and arbitrator, last week held with the union on four of the six points submitted to him after fruitless discussions between the publishers and union representatives.

As most of the arbitrator's rulings were intended to interpret phrases of the local contract, these sections may best be quoted here, in the interests of clearness. They follow, with the disputed parts in italic type:

32. The practice of interchanging, exchanging, borrowing, lending or buying of matter previously used, either in form of type or matrices between newspapers or job offices not owned by the same individual, firm, or corporation and published in the same establishment, is unlawful, and shall not be allowed; provided that the reproduction of the original of such type, matrices, or plates, in type within four days of publication shall be deemed a compliance with this law.

33. All type matter in local advertisements, when matrices, cuts, type matter or plates are furnished the office, instead of copy, shall be *reset as nearly like the original as possible* within four working days of publication. A local advertisement is construed to be:

(*a*) The advertisement of any concern, firm, or corporation *distinctively a New York concern*, where such advertising is *not identical with* and a *part of a general advertising campaign;*

(*b*) The advertising of any New York retail concern, firm, or corporation (*except a factory branch store*) selling more than one sort of *merchandise* direct to the consumer. All advertising not answering this description shall be deemed out-of-town advertising and need not be reset.

(*c*) Type matter in local advertisements as determined above when reproduced by the photo-engravers' processes must be reset. Provided, it shall not be necessary to reset hand-lettered portions of such advertisements, or rotogravure advertisements.

(*d*) Financial offerings of securities advertising other than local issues shall not be reset.

Mr. Battle, avoiding all discussion of the economic waste of the "bogus" practice which has been proclaimed often by publishers and admitted by officers of the typographical union, adhered strictly to the matters before him for adjustment.

Point one, the definition of a "distinctively New York concern" found him in agreement with the union contention that "any corporation doing a large part of its business in New York and closely associated in the public mind with New York is distinctively a New York concern." He disagreed with the publishers' argument that such a concern must be incorporated in New York State and could not be one incorporated in another state, even if a New York office was maintained.

On the second point, he threw out the union's claim that advertising to be exempt from resetting must be identical in every respect, word for word, with advertising of the same concern printed elsewhere. He cited several specimen advertisements submitted as evidence in which the only difference was the address of the local distributor and held that such a difference could not make the copy local and subject to reproduction. On the other hand, he did not uphold the publishers' point that where the import of the copy is the same in two cases, the advertising shall be considered identical. His ruling is that "any two advertisements relating to the same subject matter, containing substantially the same language, and having substantially the same form and setup, may be considered identical."

His definition of a "general advertising campaign" is not wholly satisfactory to either party, even though it does inform publishers and advertisers that no campaign can be considered "general" which does not include a substantial number of newspapers.

He refused sanction to the union idea that a general advertising campaign must include at least twelve cities. He likewise relegated to subordinate place the publishers' claim that advertising in media other than newspapers should be considered evidence of the campaign's general scope.

"The chairman thinks," he stated "that there should be substantial amount of publication in daily newspapers outside of New York and he does not believe that any amount of publication in periodicals other than daily newspapers would be sufficient of itself to constitute a general advertising campaign. But if there is a substantial amount of publication outside of New York in daily newspapers, then the chairman thinks that the fact of additional publication in periodicals other than daily newspapers can be taken into consideration in determining whether or not there is a general advertising campaign."

In defining a "factory branch store," Mr. Battle found merit in the union claim that such a store, within the meaning of the clause, is a store owned and controlled by a factory outside of New York, whose main office is outside of New York. The publishers argued that the words covered the branch store of any factory whether located in or out of New York. Mr. Battle held that a branch store like that described by the publishers would be a local concern, if the main factory was in New York.

Mr. Battle, in a lawyer-like paragraph, disagreed also with the publishers' broad definition of "merchandise"—as "anything which is capable of being advertised for sale, anything for the possession or acquisition or enjoyment of which one man is willing to pay or customarily pays another."

"The term 'merchandise'," ruled the arbitrator, "as used in its ordinary significance, includes all those things which merchants usually sell, either wholesale or retail. These things so sold by merchants are the commodities in which merchants trade. They are the objects of commerce. They are the movables customarily bought and sold for profit, having ordinarily an intrinsic value in bulk, weight or measure. The term 'merchandise' does not, in the opinion of the chairman, include service as is rendered by telephone companies. It does not include bonds, nor would it include, as contended by the Publishers' Association, a cemetery lot. It includes, as the word signifies, articles which are usually traded in by merchants.

Mr. Battle's ruling on the only concrete dispute before him holds a several-sided interest for publishers. An advertisement of Brill Brothers, a large retail clothing firm, paid for by Kuppenheimer, a national advertiser, was submitted by the publishers as national advertising, exempt from resetting. The chairman disagreed, holding that the advertising was inserted for and by Brill Brothers and that it was their advertising and not Kuppenheimer's and that the situation was not changed by Kuppenheimer's payment for the space.

This ruling has a vital bearing on the practice of national advertisers, especially those in the clothing lines, of buying newspaper space at local rates through local distributors, thereby saving themselves the usual differential between national and local rates. It is possible that general application of Mr. Battle's ruling may result in new rate schedules covering such cases, adding the cost of composition to the existing charges, even though the copy reach the newspaper in mat or plate form.

Regret was general among the publishers that Mr. Battle had upheld the union contention that "bogus" advertisements must be proofread. The publishers frankly stated that the accuracy of the reset advertising did not concern them, as the matter was never seen by readers or advertisers after it was typed and its only destination was the "hell-box." Nevertheless, Mr. Battle's legal mind did not construe liberally the requirement that the advertising be "reset as nearly like the original as possible" and upheld the union claim that the section implied, though it did not state, the necessity of a proofreader to see that the original be followed.

The net of all which appears to be that the New York publishers have been confirmed in their right to spend every year an amount which would pay the salaries of several managing editors and business managers, for the purpose of solemnly composing and reading proof on "advertising" which fills no stores, sells no goods, brings in no revenue, and moves in a mimic, useless, profitless procession from linotype to melting pot and back again.

CHEVALIER LOU HOLLAND



Character study in charcoal by London's famous cartoonist, Frank Leah, of Lou Holland, three times President of the Associated Advertising Clubs of the World, made exclusively for EDITOR & PUBLISHER, and signed by Mr. Holland immediately upon presentation at the closing session of the great International Advertising Convention at Wembley, over which Mr. Holland presided with grace and dignity, good judgment, fine tact and ability, and at which some twenty different nationalities were represented.

It will interest Mr. Holland's many freinds to learn that President Doumergue of France on Wednesday named Mr. Holland a Chevalier of the Legion of Honor, the decoration being conferred on the suggestion of Premier Herriot at the urgent request of the Committee of the French Press, headed by Senator Paul Dupuy of Le Petit Parisien, which organized the reception for the advertising delegates in Paris.

Agree on New York Job Conciliation

Agreement was reached this week between New York employing printers and Typographical Union No. 6 that their respective conference committees would proceed in conciliation on the new working contract, and to arbitrate differences left unsettled by the committees. The present agreement expires Sept. 30.

New City Editor on Houston Press

Webb C. Artz has resigned as city editor of the *San Antonio Evening News*, to become city editor of the *Houston Press*, succeeding Burton Davis, who will write features for the Press. Gordon Shearer, assistant city editor, succeeds Artz on the News.

F. P. A. Back Conducting

Saying "I ain't having any fun," Franklin Pierce Adams, conductor of the "Conning Tower" in the *New York World*, ended his summer holiday this week, returning to work before he was expected. He couldn't find anything to do, he said.

Branham Gets New Orleans States

The John M. Branham Company will represent the *New Orleans States* after Sept. 6 in New York, Chicago, Detroit, Atlanta, St. Louis, Kansas City and San Francisco. The S. C. Beckwith Special Agency has represented this papeer.

News Writers Lunch with Dawes

Newspaper correspondents assigned to cover the Vice-Presidential campaign of Charles G. Dawes, were guests at luncheon in the Dawes home at Evanston, Ill., when "Hell and Maria" celebrated his 59th birthday.

Frisco Compositors Get $5 Increase

The basic wage scale for compositors in San Francisco commercial shops has been raised from $46 to $51 per week by a board of arbitration.

NEWSPAPER TYPOGRAPHY AND MAKE-UP

Publishers Should Take More Care with Typography and Make-Up of Their Own Advertisements—Many Examples of Cobbler's Kids Going Barefoot—Ideals for the Newspaper Typographer

By H. FRANK SMITH
Article XVII

NOTABLE among the many changes for the betterment of newspaper making during the past few years is the very marked improvement in the design and typography of the publisher's own advertising—whether this advertising appears in his own newspaper, or other mediums.

It used to be that publisher's announcements of the advantages of their newspapers were set up with little or no regard for appropriateness and harmony in the selection of type, borders, style of illustration, captions, margins, etc., not to mention the many other minor details that make for attractive typography and the effective presentation of a printed message.

In those days the "big idea" seemed to be to get the circulation figures in thick black type—and the wide solid mourning border was seldom left out. We are all familiar with the grotesque and ridiculous conceptions prevalent while this practice was in vogue—and even nowadays are occasionally shocked by reminders of the "dark age" of newspaper typography by the careless manner in which some busy newspaper executive permits his own advertising to "get by" without proper attention to typographic details.

Indeed, the examples of the cobbler's kids going barefoot are more numerous than they should be. If you do not believe this, just "take a look" at your own advertising in your own paper—and see for yourself. Whether your advertising appears in your own paper or some other medium, study it carefully—compare it with the typography of other advertisements—and see where you stand.

Newspapers co-operate very liberally with advertisers to attain high quality in general commercial advertising, and it is therefore reasonable to assume that the publisher's own advertising should have corresponding interest and attention. The fact that the newspaper's own advertising does not always average as high in typographic quality as that of other kinds of advertising and mediums cannot be charged to an effort to economize, because illustrations, specially-drawn decorative details and even color are used generously. There do not seem to be any conditions to excuse the lower typographic standards of the newspaper's own advertising; all the materials are there to work with; and all that seems neces-

(*Continued on page* 24)

Ideals for Newspaper Typographers

IT is one thing to write a piece of good copy, but an entirely separate thing to transform it into an attractive printed page. And it is this transformation, which must take place before copy becomes advertising, that is the job of advertising typography.—EVERETT R. CURRIER.

THERE are no hard and fast rules for the selection of type faces. Personal tastes, the nature of the copy, illustrations and decorations, relative importance of type to illustrations, character of prospects, size of space, and many other factors enter into the selection.—S. D. WARREN CO.

IN typography, beauty is useless, decoration means nothing, unless that beauty or decoration serves to make the printed message more easily read.—BEN C. PITTSFORD COMPANY.

GOOD writing, distinctive art work and appropriate typography are the golden trinity that make an advertisement a perfect ensemble. — WIENES TYPOGRAPHIC SERVICE.

TYPE was made to read.—MERGENTHALER LINOTYPE CO.

IT'S the type that puts your story over.—BAIRD CO.

LIKE words, type stands between the reader and the thought, and in proportion to its effectiveness makes for clarity and precision.—RICHARD B. FRANKEN.

NO price, within reason, is too high to pay for quality, originality, and distinctiveness in the physical dress of an advertisement.—W. LIVINGSTON LARNED.

THE supreme function of type is to deliver the message.—SHERBOW.

GOOD advertising is something more than mere typography, but good typography makes good advertising more effective—CALKINS.

TYPE faces express the spirit of advertising as sincerely as the human face expresses the character of an individual.—PALMER & OLIVER, INC.

Comment and Criticism

A Review of Newspapers with the Idea of Making Friendly and Helpful Suggestions to Improve Typography and Make-Up

E. A. Blair, Times, Houlton, Me.—The Times has been commented upon so often that I should think you boys ought to be pretty near "fed up" on compliments. I cannot see anything that merits serious criticism, but there are many things about the typography and make-up that deserve much praise—not to mention the exceptional quality and abundance of the news. Your mast-head could be set more attractively, but all in all the Times is unquestionably one of the best-handled suburban weeklies in the world—and Houlton should be very proud of its newspaper, because it incorporates all the finest principles of country journalism.

Arthur C. Saunders, Daily Item, Portchester, N. Y.—The Item compares very favorably with the best dailies published in the smaller communities. Think a larger head would improve items run in panels on front page; your masthead could be refined typographically (looks like an ad, now); use something besides 6 pt. solid rule for borders; presswork needs attention (ink looks smudgy); classified page very good; use larger heads on editorials; make-up first page fine. You folks know what to do; just keep after the little things, improving here and there, and you will keep the pages of the Item pepped up.

Milton C. Jones, Saturday Review, Bergenfield, N. J.—I wish we had space enough to reproduce each one of the fourteen pages in a recent issue of this enterprising and aggressive weekly. It would be splitting hairs with a vengeance if we tried to make any suggestions to improve the typography and make-up of the Review. Every page, apparently, is a studied effort to attain the utmost attractiveness; and while there is a quiet dignity and simplicity about the paper—still every news item, editorial, feature, and ad stands out in an interesting and effective manner, and this is all accomplished without the use of any screaming type or funeral borders. As a splendid model of how a country weekly should be handled typographically, the Saturday Review cannot be improved upon. Bergenfield is indeed very fortunate to be represented by a paper so effectively conducted and attractively printed as its Review.

William P. Rose, Enterprise-News, Cambridge Springs, Pa.—Am sure if you opened your double-column subheads with a 2-point rule these heads would be more attractive; and if you set your editorials 2-point leaded they would read easier. Your ads would look better if some different types of border were used, instead of so much 6-pt. solid rule. With these little refinements a lively, newsy paper would be greatly refined.

Jesse E. Long, News, McKeesport, Pa.—Your editorial page is laid out very nicely, but would be improved if you replaced the gothic with some more attractive type face for headletter. Reset your masthead—it's battered and squee-gee looking. I believe your editorials would look better, if heads were set a size larger—and maybe in an italic, like Caslon Bold Italic or Bodoni Italic. The "Little Newslets" head is worn out—reset in new type and rules.

R. E. Lent, News, Passaic, N. J.—You fellows are making a pretty good job of your first and editorial pages—as you are with all the other pages. I would open the larger heads and sub-heads on front page with 2-point leads—they are too solid as now set. Subheads on inside pages should also be opened with 2-point leads. Ads and make-up on inside pages splendid; classified ought to "knock 'em over." Boys in composing room are making a fine job of it.







THREE SPLENDID EXAMPLES OF THE NEWSPAPERS' OWN ADVERTISING

Each advertisement incorporates careful organization, good illustrations and design, and thoughtful use of type. Direct, clean-cut and business-like, these advertisements are worthy of careful study.

FLO ZIEGFELD TELLS WHY HE BANNED BILLBOARDS FOR NEWSPAPER SPACE

Latter Far Superior in Attracting Attention of the Public, Says Famous "Follies" Producer—Signs Offend the Eye and Mar Natural Beauty

WILL the American theatre consign billboard advertising to the dump heap and hereafter rely exclusively on the newspapers?

Will advance agents of road shows leave more money with newspaper advertising managers and less signs cluttering landscapes surrounding cities of the country?

Florenz Ziegfeld Jr., world famous creator of the "Follies" this week answered "yes" to both of these questions, when they were asked him by EDITOR & PUBLISHER.



"FLO" ZIEGFELD, JR.

Ziegfeld, who has made a fortune "glorifying the American girl," thinks that by this time he knows what the public wants.

And, so he said to EDITOR & PUBLISHER, the public doesn't want unsightly billboards.

"I am convinced," Mr. Ziegfeld declared in an interview granted EDITOR & PUBLISHER "that newspaper advertising is far superior to any other form of attracting the attention of the public. And it can accomplish its purpose without defacing the landscape.

"Down with the billboards! I'll have no more of them."

To prove he meant his assertion, Mr. Ziegfeld stated that 64 billboard signs facing highways and railroads near New York and advertising the "Follies" and "Kid Boots" are now being destroyed. Contracts for similar forms of outdoor advertising have been cancelled, he said.

Simultaneously Ziegfeld has abandoned the electric light sign, one of the largest in New York, formerly maintained at an annual expense of $50,000.

Both this sum and that saved by the abolition of the painted signs which cost $75,000 annually will be devoted to increased advertising in newspapers, Ziegfeld said. Why?

"I don't think the theater can be satisfactorily advertised by means of the signboard" is the Ziegfeld answer. "At best a sign board can give little more than the name of the play, location and one or two brief facts.

"But such glittering generalities are not practical. No reader can gain an adequate idea of a play by speeding past a couple of painted lines at 20 miles an hour or more.

"Nor can the pedestrian pay careful attention to a sign at the side of him, when his eyes must lead him ahead.

"The sign board is good enough for frivolous phrases like, 'I'd Walk a Mile for a Camel'; 'Eventually, Why Not Now'?; 'Time to Retire' and similar slogans. But the dignity and worth of the theatre—an institution of art, cannot be maintained by such passing brevity. It must have calm and careful attention and time if its merits are to be properly considered.

"From another angle, it is important to remember that the theatre requires quick change of copy. Bookings, players, theatres and titles are forever being changed and modified. Often, the sign board statement is stale or incorrect by the time that the painters can get round to change them. The public wants what it wants when it wants it.

"Then, too, the sign board is very frequently not read. It is something of an intrusion on the attention. It is aggressive, obtrusive and out of harmony with the cultural principles for which the theatre stands.

"In contrast, the newspaper is authoritative. It can be read or tossed aside, according to the inclinations of the reader. It has definite departments assigned to the theatre. It is given over to responsible critics and editors. It is up to the minute in the latest authentic information that has to do with the theatre. Certainly such substantial values completely discount the value of chance bits of brief information, erratically distributed and ruining the view."

Other important business organizations are following the lead of Mr. Ziegfeld.

"The Continental Oil Company was the first Colorado corporation to show an active interest in the anti-billboard campaign," he pointed out.

"That company has decided to take down its billboards wherever they mar the beauty of the prospect—which means that before long, all its billboards will be down. In Kansas City, just by way of showing which way the straws are blowing, the people turned out not long ago, saturated a large number of unsightly billboards with kerosene and applied matches. That aided materially in beautifying the landscape.

"There is no doubt," continued Mr. Ziegfeld, "that the movement started by the National Committee for the Restriction of Outdoor Advertising is gaining impetus; a great many firms have already agreed to co-operate with the committee to preserve the landscapes of America.

"Naturally, the billboard interests and those who depend largely on them for income are a little concerned, though the general belief is that when the situation simmers down and the billboard interests confine their activities to commercial locations, the income from this source will more than offset the loss caused by the abolition of many of the signs along the highways.

"As recently stated: 'Outdoor advertising seizes the most salient portion of the landscape, the rock, the field, the tree, the hill, the mountain, the stream, the waterfall, the spot to which the eye would naturally turn, and there emblazons the advertisement of some pickle, potion or pill.'

"Though the language is somewhat virulent, I believe that Forbes Magazine is correct when it says that billboard advertisers 'are murderers; they kill views.' America leads the world in advertising. But the universally directed activities of certain advertisers, particularly large corporations, have threatened to bring on a revolt, which might not be confined to the immediate cause of the revolt. The erecting of huge billboards here, there and everywhere has become such a nuisance that it has aroused the ire of more than the finicky and the fastidious.

"As a matter of fact, I have spent my entire life in trying to bring beauty into the lives of others. In the development of the 'Follies' and the presentation of 'Kid Boots,' 'Sally' and my other productions, I have made every possible effort to delight the eye, the ear and the imagination,—to make beauty so vivid that its memory would linger. So I'm not going to display the names of these plays, which are mediums of beauty, where they will arouse resentment and mar the landscape. From my point of view, the newspaper is the legitimate place for the advertising of the theatre."

ALL IN THE DAY'S WORK

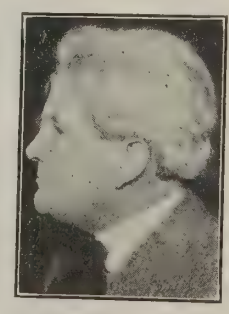
Drawn exclusively for EDITOR & PUBLISHER

By CLIFFORD K. BERRYMAN

He Originated The Teddy Bear



CLIFFORD K. Berryman completed 38 years in Washington, on Aug. 4, and 33 years making cartoons for Washington newspapers. He is now with the *Evening Star*. He has drawn every politically famous man in the last three decades, many of them, such as Bryan, Roosevelt and Uncle Joe Cannon not once, but literally thousands of times.



C. K. BERRYMAN

Berryman is the only cartoonist who ever drew all the members of one Congress—the fifty-eighth. He belongs to the famous Gridiron Club, and for the past 15 years has done practically all the illustrating for that organization.

He is the originator of the Teddy Bear, that popular and well-behaved little animal with an appealing face, that has won the heart of every beholder. The creation of the Teddy Bear was a flash of inspiration, resulting from a hunting trip President Roosevelt made into Mississippi swamp lands. The game there must have been warned of the great hunter's approach, for he was unable to find a thing worth shooting, much to his disappointment. On the last day, one of his men dashed into camp with news of a real live bear outside. The President seized his gun and dashed out, to find a tall negro with a tiny bear cub on the end of a stout rope. Roosevelt laid down his gun.

"I draw the line. If I were to shoot that little fellow, I couldn't look my own children in the face again," he declared.

Berryman pictured this incident the next afternoon, and entitled his cartoon, "Drawing the Line in Miss." Letters from all sources began to reach him, requesting that he continue the little bear. The President was greatly pleased with his new namesake, which he always called, not the Teddy Bear, but the "Berryman Bear." But Teddy Bear it has been to everyone else, and has now become a steady trade-mark of the Evening Star.

Berryman gives "chalk talks," as he calls them, lectures which he punctuates with quick sketches; and he has illustrated numerous short stories and books, the most recent being "From Corn-field to Press Gallery" by Louis Ludlow, just published.

There is just one thing that interests "Cliff" more than his happily chosen profession, and that is, to make a long putt on the golf course.

WASHINGTON PRESS ELECTS O. K. WOODY PRESIDENT AT SPOKANE MEET

Combined Convention of Pacific Slope Associations Planned for 1926 at Portland—Spokane Dailies Hosts at Luncheon

MEMBERS of Washington Press Association meeting in Spokane, Aug. 22 and 23, abandoned the usual program of formal speeches and cut the entertainment features to the bone, putting in two days at round table discussions and personal experience talks in which all of the 125 editors and publishers attending took an active part. Advertising, circulation and news problems were included in the discussions.

O. K. Woody of the *Okanogan Independent* was unanimously elected president for the coming year. Roy G. Rosethal of the *Montesano Vidette* was re-elected secretary, and S. H. Lewis of the *Lynden Tribune*, treasurer.

Chapin D. Foster, president of the association and editor of the *Grandview Herald*, presided at the meetings. On Friday the members were guests of the *Spokane Chronicle* and the *Spokesman-Review* at a luncheon in the Davenport hotel.

The association's annual banquet was held in the evening. At this time the only formal speech of the convention was delivered by N. W. Durham, editor emeritus of the Spokesman-Review.

The meeting opened with talks by Franklin A. Devoss of the *Omak Chronicle*, and Lincoln Launsberry of Washington State College at the round table discussion devoted to methods of convincing the small town merchant that advertising in the community paper pays.

Views on the small town editor's problems were expressed by Kay L. Thompson of the *Asotin Sentinel* and A. R. Nurfin of the *Sunnyside Times*.

A combined convention of the press associations in California, Oregon, Idaho, Montana and Washington was proposed for 1926 and Portland, Ore., was tentatively selected as the meeting place. Group meetings by states will follow the main convention if present plans materialize.

An entire forenoon was devoted to discussion of National Advertising under the leadership of Fred Kennedy, field manager of the association and professor of Journalism at the University of Washington. Use of mats instead of plates have reduced cost of this advertising 90 per cent he pointed out.

"To make the big advertisers come to you, you must use 100 per cent mat service," he told the country publishers. "I am going to hire the best salesman I can find, pay him $100 a week if necessary, to go over the territory, co-operate with advertising agents, and show you how to advertise."

V. H. Honeyville of the *Eatonville Dispatch* declared that it is the local advertising that makes possible National Advertising which in turn sells goods for the local merchants.

Joe M. Stoddard of the *Waterville Empire Press* said editors must learn to understand the problems of every business in their communities and to solicit advertising with a feeling that they are doing a kindness to the advertiser and a service to the community.

During the entire meeting service to the public, development of citizenship, and the need for cohesion among country publishers were emphasized by speakers.

Robert Montgomery of the *Puyallup Tribune* advocated educational requirements for editors.

"The people should ascertain that those who are educating them through the newspapers have American standards and know the American genius," he declared.

On motion of R. D. Sawyer of the *Richland Advocate* the Association will have cards printed to send to companies sending out propaganda which will state that upon payment or promise of payment at advertising rates the material will be printed. This plan has been in use for some time by Franklin A. Devoss of the Omak Chronicle.

Newspapers of the state do not pay enough attention to comment on local and state news, G. W. Dodds, managing editor of the Spokane Spokesman-Review said at a luncheon Friday in honor of the visitors given by his paper and the Spokane Chronicle.

Henry Rising, managing editor of the Chronicle also spoke.

intelligence, education, professional capacity and a keen sense of public responsibility.

"If the conception of the newspaper as a private business enterprise should become universal, and it should no longer be regarded as a public trust, I do not see how democratic government is to be carried on."

Dr. Cunliffe attributes to Dr. Talcott Williams, first Director of the School, the conviction that for a number of years the number of professional journalists in the United States has not increased.

A Newspaper Romance

Frank Getty, member of the New York staff of the United Press, was married this week to Maxine Davis, author and head of the Women's National News Bureau, Washington, D. C. The couple met at the National Democratic Convention, in New York.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE CINCH

(As Seen by the Letter Writer.)

About the easiest job I know
Of all vocations here below
Is running
A paper!
You only have to get the news
And air your editorial views,
Then set 'em up and make a plate
And put it on the press; . . . I'll state
It is the cinch of all the cinches,
To fill a column of twenty inches
And then another, and another,
And lock 'em in, each with its brother,
And start the press, and get some boys
To go outside with a heluva noise
And sell 'em! . . .
You tell 'em

Of all the easy things to make
A wad, the one that takes the cake
Is running
A paper!
Why, I can sit down any time
And do a paragraph in rime,
Or write a letter on anything
Humorous-like, or with a sting!
The Editor, he doesn't do
A thing but read my letter through
And send it up; I think that he
Depends a little too much on me!
I notice, when I'm out of town,
His editorial tone falls down
Like thunder!
No wonder!

The hardest thing one has to do
Is getting the proper point-of-view
In running
A paper.
And that is where my stuff comes in!
I catch him when he gets too thin
And brace him up, and set him right,
And help the Editor see the light!
He pulls a bone. . . . I take my pen
And get him started straight again,
And when my stuff comes out, I note it
Is just exactly as I wrote it!
He doesn't dare to change a line
In that important view of mine!
It fills him
And thrills him!

PREDICTS FEWER NEWSPAPERS

Quality Will Increase as Numbers Dwindle Cunliffe Says

Fewer and better newspapers are predicted by Dr. J. W. Cunliffe, director of the School of Journalism, Columbia University, New York, in the annual report of the school made public last week.

"The pride of the journalist in his profession is not yet dead—very far from it—and this is a most valuable resource which ought to be encouraged and developed for the public advantage," says Dr. Cunliffe.

"Fewer newspapers we are almost certain to have and, with a larger income at their disposal, the survivors ought to be better newspapers. But they will only be better if the men conducting them have

Chicago Daily Worker Raided

Offices of the *Chicago Daily Worker*, organ of the Workers' Party, was raided and papers seized Aug. 26, by post office inspectors seeking evidence in connection with an alleged lottery. No arrests were made, but Antonio Prosi, editor of *Il Lavoratore*, an Italian edition, and Alvaro Badillo, business manager, were questioned. Officers of the *Daily Worker* said the newspaper had no connection with the lottery.

St. Regis Plans New Plant

Ground will be broken about Oct. 1 for a new plant of the St. Regis Pulp and Paper Company near Cape Rouge, Quebec. The ultimate expenditure it is estimated will be between $3,000,000 and $4,000,000.

PENNSYLVANIA DAILY QUITS PUBLICATION

Doylestown (Pa.) Bucks County Daily News Suspends in 108th Year—Publisher Blames Politics—Asks Creditor Leniency

Under the caption, "Please Omit Flowers," the *Doylestown* (Pa.) *Bucks County Daily News* suspended publication Aug. 20.

Frederick Blair Jaekel, editor and publisher, printed the following announcement:

"We have done our best to put out a daily local newspaper of sufficient appeal to insure financial return at least equal to the expenditure. The project has failed. Poor business management in the early stages and politics, or lack of them on our part, have contributed the most to our journalistic demise. Our creditors will lose nothing by their leniency."

Mr. Jaekel became owner of the newspaper in January, 1921, when it was one of the influential Democratic organs of the State. Under his ownership the daily dropped the Democratic policy and became Independent.

The new ownership made many extensive improvements to the plant. Circulation was increased from 500 to 2,000, later dropping back to 1,100.

Up until 1816 the Democratic party had no organ in Bucks county, but in that year the *Doylestown Democrat*, progenitor of the *Daily News*, appeared under the ownership of Lewis Deffebach & Co. In 1822 it combined with another Democratic paper, the *Bucks County Messenger*, and Simon Cameron, famous politician, and Benjamin Mifflin were placed in charge. Mr. Cameron later became Secretary of War under Lincoln and Minister to Russia.

The following year the paper was bought by William T. Rogers, who in 1829 sold to M. H. Snyder. Two years later W. H. Powell became publisher, but in 1834 sold to John S. Bryan. Gen. Bryan in turn sold it in 1845 to Samuel J. Paxson, who in turn disposed of it in 1858 to Gen. W. H. H. Davis, in whose possession it remained until 1890, when the Doylestown Publishing Company bought it.

J. C. Dimm, of Juniata County, was the next owner, buying it in 1901, holding it a few years and then selling out to ex-Senator Webster Grim, from whom Mr. Jaekel purchased.

With passing of the *Daily News*, the town is left with but one daily newspaper, although for many years it had 3 dailies and 5 weeklies. The surviving paper is the *Intelligencer*, the oldest, which was founded in 1804.

NEBRASKA PRESS OUTING

Serious Discussions Banned at Summer Session in Omaha

About 275 members of the Nebraska Press association and Western Iowa editors held their annual summer outing at Omaha, Aug. 21, 22 and 23. The summer meeting is for fun not business.

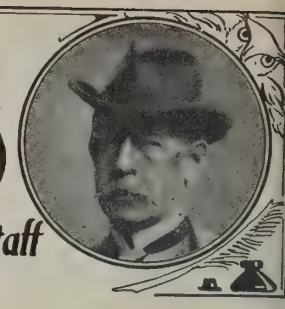
Mrs. Marie Weeks of the *Norfolk* (Neb.) *Press*, president, called a meeting of the executive committee to consider plans for a "Know Nebraska" campaign which the association is contemplating.

On Friday morning the editors inspected the new Technical high school, later attending a luncheon at which John R. Rogers, inventor of several improvements of the linotype, Mayor Dahlman of Omaha, and Everett Buckingham of the Union Stock Yards were speakers.

Twelve past presidents of the association were present. They were: Charles Poole, Lincoln, 1913; H. A. Brainard, Lincoln, 1914; Horace Davis, Lincoln, 1915; H. G. Taylor, 1912; J. P. O'Furey, Hartington, 1922; J. S. Kroh, Ogallala, 1923; E. R. Purcell, Broken Bow, 1920; H. C. Richmond, Omaha, 1907; W. C. Israel, Havelock, 1919; Congressman Edgar Howard, *Columbus Telegraph*, 1898; Charles Hubner, Nebraska City, 1895, and Adam Breede, *Hastings Tribune*, 1903.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from Last Issue*)

The Graham case dragged until Mr. Bennett's lawyers forced action, and on March 20, 1851, John Graham and his brother, DeWitt were indicted by the Grand Jury. The indictments however were promptly pigeonholed, and strange to say, the accused were never brought to trial, whether due to their influence with the court, officials, or to Mr. Bennett's decision to drop the prosecution, cannot be definitely determined, suffice it to say that after the dust of nearly 7 long years had gathered on the papers, on Dec. 12, 1857, on motion of A. Oakey Hall, the then District Attorney, a nolle prosequi was entered on the indictments and the case then and there ended.

Mr. Bennett and Wife Visit Cuba

On Nov. 26, 1850, Mr. and Mrs. Bennett sailed for Havana, leaving Mr. Hudson in charge as acting editor. They were welcomed by Captain General Lopez; were dined at the Palace and attended a grand ball. A Cuban newspaper man in a complimentary vein, wrote:

"We had the pleasure of admiring Mrs. Bennett of New York, so remarkable for her judgment, and whose manifest talents attracted the greatest interest. She was attired with perfect taste, and her exquisite dress was observed with the deepest attention."

Mr. Bennett had gradually placed more and more dependence on the abilities and sound judgment of Mr. Hudson, who was now installed as managing editor, and who relieved the proprietor of the daily routine of publication. During Mr. Bennett's absence in Cuba, Mr. Hudson penned an editorial review of the former's achievements, saying:

"Fifteen years ago the experiment of a new paper, upon a new, practical and comprehensive plan, was commenced in this city. The paper was the New York Herald—its permanent capital was tact, talent and enterprise; founded upon the penny system and cash payments. With that experiment a new era commenced in newspaper history. Success beyond example has crowned it—the system has triumphed over all opposition."

Reverting to Mr. Bennett's activities as a news gatherer, Mr. Hudson referred to his splendidly organized chain of correspondents throughout Europe.

"His first European tour was in 1838. In 1843 he made another; and in 1847 we find Mr. Bennett again upon the Continent, and it is only necessary to turn to the files of the Herald to note the accuracy with which he forecasted events. The revolutions of 1848 were foreshadowed by him, while at home he predicted the election of Zachary Taylor for President."

Mr. Hudson went on to tell of Mr. Bennett's political independence; mentioning how he had attacked President Taylor's Cabinet, due to the discovery of the illegal payment of claims to persons connected with the Government. Secretary of State Clayton had at that time offered Government patronage to the Herald; but as at all other times Mr. Bennett laughed at such attempts to gain the powerful support of his newspaper. On the contrary it only stimulated him to probe with a deeper scrutiny. Toward the President he expressed the kindliest feeling, but against some of his advisers he was bitterly hostile.

Under Mr. Hudson's editorial guidance, the tone of the Herald was raised; its long leaders were dignified discussions of all important political, social and financial questions, and it had now become firmly intrenched as the great representative exponent of American journalism. Mr. Hudson had general control in other ways during Mr. Bennett's absence, and when a young Cuban pardoned by Captain General Lopez came to the Herald office with a startling story of his advzentures. Mr. Hudson promptly paid him $500 for it.

Another eminent journalist of those days was John Nugent, whom Mr. Bennett selected for his resident Washington correspondent. In the 'thirties, the newspapers of the capital arrogated to themselves the right to solely report the proceedings of Congress, and it was only after a long and arduous fight that the Herald obtained entrance to the reporters' gallery for its brilliant representative, Mr. Nugent. While genial as a colleague, yet he was both feared and detested by his fellow correspondents for his success in scoring big "beats" over them, and finally in 1848, he got in trouble and was "detained in custody," by order of the Senate for secretly obtaining copies of the treaty between the United States and Mexico and other documents before they had been officially given out to the press. The Herald's big "scoop" in printing these ahead of its rivals, caused a great outcry, and demand was made, especially by certain New York newspapers that Mr. Nugent be severely punished. Mr. Bennett hurried to Washington on his behalf and in a few days obtained his release, but his usefulness as a correspondent was impaired and he returned to New York, where on April 30, 1849, a complimentary dinner was given him at Delmonico's. The company that assembled consisted chiefly of his associates in the Herald office, Mr. Bennett being present, and in his speech declared that "Mr. Nugent is a gentleman of great intelligence, literary acquirements and unswerving integrity."

Death Removes Mr. Bennett's Worst Enemy

Mr. Bennett must have heaved a sigh of relief, when the decease of Mordecai M. Noah occurred on March 22, 1851. The death notice appeared in the Herald, but the great editor wisely refrained from publishing an obituary or making any editorial comment whatever on the event. The Tribune however in a half column article gave a laudatory sketch of Major Noah, who was a native of Philadelphia, and after serving as Consul at Tunis for a short time, entered journalism in New York, later becoming connected with the old Enquirer, and thus made an intimate personal acquaintance with Mr. Bennett, whom he employed as an editorial writer. After many vicissitudes he established the Evening Star, which after a short career had to suspend. Later he founded the Sunday Times, continuing to edit it up to the time of his death.

Parade of the New York Herald Guard

The young employes of the Herald had formed a military guard, fully equipped with uniforms, arms and accoutrements. Its first parade took place on March 24, 1851. Its officers were as follows: John Connery, Captain; William Marshall, John Falvy and James McGowan, First, Second and Third Lieutenants; John Smyth, Ensign; William Smyth, Orderly Sergeant; Thomas Price and Jacob H. Cohen, Guides. The Guards mustered at Centre Market and marched through Centre, Walker, the Bowery, Chatham, Nassau and Fulton streets, passing and saluting the Herald office, and thence on to Union Square, where at the Union Place Hotel, military compliments were paid to Mrs. James Gordon Bennett. They then proceeded to 109th street at Third avenue for target practice, the following gentlemen acting as judges: Major John Crawley, Major G. Dyckman, Capt. W. H. Underhill, Mr. H. Haywood and Mr. Richard Marshall. The prizes were awarded as follows: a massive silver tankard to Private C. McCusker; a gold watch to Private Scott; a silver watch to Private Stuart; a six barrel revolver to Private Gordon; and "elegant" spring Jenny Lind hats to R. Bevin, T. Bevin and T. Millett.

Dinner was subsequently served at Austin's, while on their return they partook of an "elegant" collation at the Union Hotel—provided by the order of Mrs. Bennett, and marching back to Nassau street, were also "substantially regaled" at Magary's restaurant. Shelton's band accompanied the Guards, and its conductor later composed a new march in their honor.

In the evening a ball was given at Niblos, "and was conducted with perfect decorum. The girls were the most beautiful at any ball of the season."

Mrs. Bennett was to have presented the colors (Mr. Bennett's personal gift), but being indisposed, Benjamin Galbraith, Esq., officiated and said: "I regret exceedingly that from the indisposition of Mrs. Bennett, and the consequent inability of Mr. Bennett to be present, it has developed upon me to address you. Mrs. Bennett has desired me to express the great pleasure that she felt in beholding th fine, manly and war-like appearance which the Herald Guard presented this day while passing the Union Square Hotel. She desires me also to present to you these colors, emblematic of your nationality and to express her hope that should a foreign foe at any future period, ever land on these shores, or should domestic feuds or discord ever disturb this peaceful country, you will array yourselves under this flag, for the country—for the Union—with the same vigor, spirit, bravery and undaunted courage that have characterized from its commencement, the New York Herald. Mrs. Bennett expresses through me, that the colors which she now presents will never be sullied nor parted with under your command, but that the New York Herald Guard may be foremost to defend the Stars and Stripes and support their unsullied glory."

Capt. John Connery returned thanks for the presentation of the flag; expressing his confidence that the colors would never be tarnished by a want of chivalry on the part of the New York Herald Guard.

(*To Be Continued Next Week*)

The more [people] you tell the more you'll sell!*

NO one has ever discovered a substitute for circulation.

The Indianapolis News has the largest circulation in Indiana. It has more home-delivered circulation in Indianapolis than both its daily contemporaries combined.

The Indianapolis News also has 50,000 circulation in the Indianapolis Radius, the trading territory surrounding the city, dotted with prosperous Hoosier farm homes and rich industrial towns.

But The News offers advertisers more than the largest circulation of any Hoosier newspaper. It offers a reader interest and a reader affection that are unique. It offers the prestige of Indiana's acknowledged favorite newspaper. It has an advertising endorsement greater by hundreds of thousands of lines of paid advertising than both its contemporaries combined.

The commonly offered substitutes for circulation are "coverage", "concentration", "class", "prestige", "advertising endorsement", and "reader interest". Forget that The News *has* the largest circulation in Indiana—it has all the rest. The News has circulation and all the substitutes for it, too.

*Apologies to the "W. G. N."

The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office:
Dan A. Carroll
110 E. 42d St.

Chicago Office:
J. E. Lutz
The Tower Bldg.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



JAMES P. BICKET—He knows what sells papers.

ABILITY to enforce the discipline which gets copy to the linotypes on time but which involves no harshness—and seldom sternness—is the most typical of the many executive qualities owned by James P. Bicket, assistant managing editor of the *Chicago Evening American*. This is the impression gained by close observers of his 21 years in four positions of command on the Hearst evening paper of Chicago.

Mr. Bicket's desk is in the city room, and he is acquainted closely with all of the men, from cubs up. The manner in which his personality drives them always to do their best work is the envy of other newspaper executives who have worked with him. He has a reputation for dealing squarely always with his men, is popular among them and never finds it necessary even to approach severity in order to get the job done, it is said.

"As lovable as a woman and as honorable as a Roman senator," is the sincere if somewhat grandiose manner in which a veteran of the American staff described Mr. Bicket.

As for other newspaper traits, his associates tell of Mr. Bicket's never-flagging energy, his unfailing sense of recognizing a good story instantly and his skill at playing it effectively. His 28 years in Chicago newspaper work have given him a fund of information of Chicago and Chicago people such as few men have been able to acquire, and he is a stickler for accuracy.

"His long years as city editor of the American gave M. Bicket an understanding of the task which has made him extremely helpful to the whole city staff," said Edward R. Mahoney, city editor. "One of his fortes is boosting circulation. If there is a story that will sell papers to racetrack fans, he tips the circulation department to send a truckload of papers to the track at Hawthorne. If there's a big West Side story he suggests that extra papers be sent to the stands west of the river."

William Randolph Hearst sent Mr. Bicket a telegram last year congratulating him on the completion of 20 years in the Hearst organization and expressing the hope that he would be in the service another score of years. Other men high in the Hearst organization who honored Mr. Bickett on that occasion were William A. Curley, managing editor; Herman Black, publisher of the American; Roy D. Keehn and Victor H. Polachek.

Mr. Bicket joined the City News Bureau as a cub in June, 1896. Within a short while he became city editor, which post he held until 1903. In September, 1903, when the American was only 3 years old Mr. Bicket went to the paper as assistant city editor. Two years later he was promoted to the city editorship. He remained in that post for 10 years, then served 5 years as news editor and has been assistant managing editor for 4 years.

The Bickets have no children. They own a home in the South Shore district of Chicago and a farm in Iowa.

Newspaper work is Mr. Bicket's hobby and life, men who know him best say, although he plays billiards and golf, and pitches horseshoes with great skill on occasion. He is an active Mason, a past master of his Lodge and a Knight Templar.

DAILY FIGHTS SLOT MACHINES

Shamokin (Pa.) News Will Test Law by Operating Machine in Office

The *Shamokin* (Pa.) *Daily News* recently issued an advertisement in its columns for a slot machine in first class order and at the same time disclosed its intention to operate the machine in the business office of the publication.

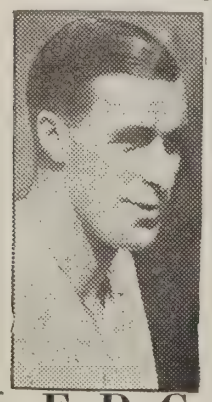
The News said it believes it has the same right to operate the gambling device as barber shops, saloons, pool rooms, etc. The publishers indicated they expected and would welcome arrests with the hope that the police could hardly close one machine without subjecting others in town to the same treatment.

The Shamokin newspaper's idea is being watched with tremendous interest throughout the coal fields where slot machines are numerous. The News is opposed to the machines because it holds they develop the gambling spirit in children. After the machine is installed the News says the proceeds will go to charity.

G. K. C. Plays with London Journalists

Gilbert K. Chesterton played the part of King Baluda in "St. Vanglia, the Witch of Fleet Street," a play by and for journalists, staged in the Drury Lane Theatre, London, Aug. 24. Cast of the play, which was impromptu, was composed entirely of newspaper men and women, the setting in a newspaper office, the plot about newspapers, and only journalists were admitted to view the production.

WORLD CHAMPION BILL TILDEN TO REPORT DAVIS CUP EVENTS



Final Round — *Boston, Sept. 4-6*
Challenge Round—*Phila., Sept. 11-13*

Take advantage of the world-wide publicity which Tilden has given to these international events, and feature his dispatches describing them.

For Terms Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

MORNING PAPERS THE *GET ACTION SAME DAY*

Fall Selling

THE "dog days" of July and August are over; the August Fur, Furniture, China and what-not half-price sales are fading from the picture. And in the merchant's mind comes the big selling season of the year: Fall.

Fall time is business time—where every activity is directed towards the selling and moving of merchandise. From manufacturer to merchant, floor-walker to cash girl, every fiber is tense, to do business. And advertising must do its bit.

In Cincinnati, the Cincinnati Enquirer offers the big tie-up between *your* dealers' customers and your product. That is the reason it is being scheduled so much for Fall business in this market.

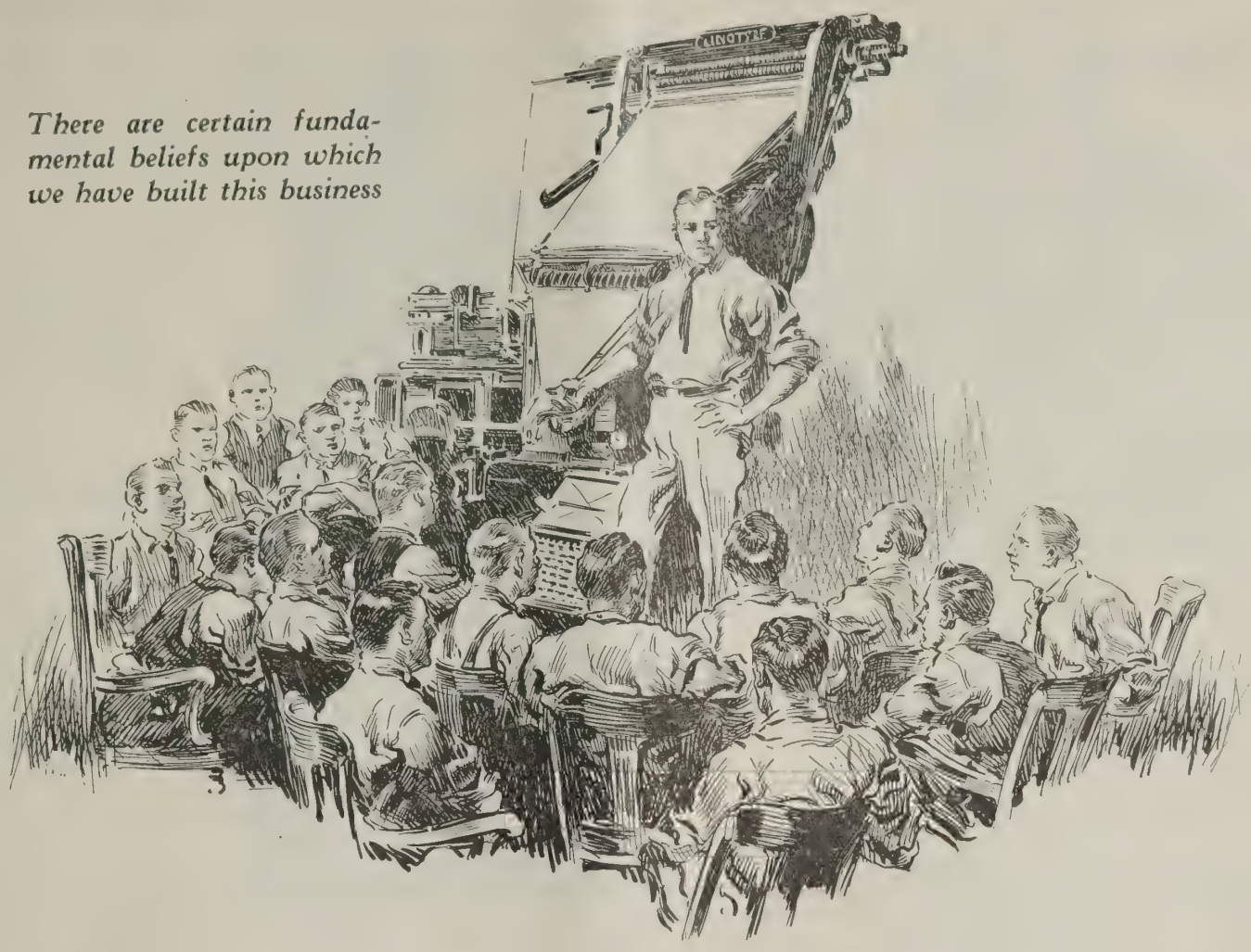
I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

There are certain fundamental beliefs upon which we have built this business



SCHOOLS

To maintain an adequate supply of competent operators we have for many years operated several schools of our own and have lent substantial aid to hundreds of schools conducted under other auspices.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

327 24.8 F

Composed entirely on the LINOTYPE *in the Benedictine Series*

ISSUE PROGRAM FOR LOS ANGELES BETTER BUSINESS BUREAU MEET

Business Financing, Truth in Advertising and Stock Promotions To Be Discussed at Four-Day Convention September 2-5

(*By Telegraph to* Editor & Publisher)

ST. LOUIS, Aug. 27.—The program for the conference of the National Better Business Commission, composed of the Better Business Bureaus of the Associated Advertising Clubs of the World, which will be held at Los Angeles, Cal., Sept. 2-5 was made public here today by Harry W. Riehl, chairman of the program committee. Mr. Riehl is manager of the Better Business Bureau of the Advertising Club of St. Louis. The program follows:

Tuesday (morning)

Organization of Conference.

Address of Welcome—George E. Cryer, Mayor of Los Angeles.

"Bureau financing"—Ferris R. Miller, Los Angeles.

"Financing with paid solicitor"—Ferris R. Miller, Los Angeles.

"Financing without paid solicitor"—Edward L. Greene, Boston.

"Financing on trade group plant—Harry W. Riehl, St. Louis.

"A recaptulation of 'Total bureau income and Budget expenditure'"—Harry W. Riehl, St. Louis.

"Relationship between National Committee and Bureau financing"—W. P. Green, New York.

(Afternoon)

"Bureau Standardization"—Edward L. Greene, Boston.

"As Applied to Furniture"—Kenneth W. Barnard, New York.

"Scope of Bureau Activities"—Wm. P. Green, New York.

"Discussion on 'Protecting the Public Against Worthless Publications'" led by Elliott Epsteen of San Francisco.

Wednesday (Morning)

"Bureau Publicity"—Elmer J. Hertel, Oakland.

"Newspaper Publicity"—John N. Farver, Buffalo.

"Paid Advertising"—Robert M. Snyder, Fort Wayne.

"Official Contracts"—Ferris R. Miller, Los Angeles.

"Civic Influences"—Edward L. Greene, Boston.

"Printed Bulletins"—George M. Husser, Kansas City.

"Preventing the Registration of Misleading Trade Names"—Frank R. Black, Springfield.

Afternoon

"Advanced Methods of Handling Stock Promotions"—George Kahin, Seattle.

"Educating and Protecting the Small Investor"—H. J. Kenner, New York.

"The Etheridge Case"—Robert M. Mount, Portland.

"The Martin Law"—John N. Garver, Buffalo, and H. J. Kenner, New York.

"Radio Advertising" — William P. Greene, New York.

Thursday

Thursday will be devoted to four major trade groups discussions headed in each instance by a chairman and two associate chairmen. All bureau managers will be in attendance at each one of these discussions. The subject will be handled from two angles: The vice-chairman will present exhibits and give actual physical information, while the chairman will confine himself to the discussion of policies, methods of procedure and the actual handling of cases.

Morning

"Women's Apparel"—Hugo Swan, Dallas, Chairman.

Philip L. Baldwin, Cincinnati, Associate Chairman.

Frank R. Black, Springfield, Associate Chairman.

"Men's Apparel"—Fred Willson, Toledo, Chairman.

Dale Brown, Cleveland, Associate Chairman.

Alfred J. Pitts, Detroit, Associate Chairman.

Afternoon

"Trade Practices and Customs"—John N. Garver, Buffalo, Chairman.

Ralph W. Bales, Louisville, Associate Chairman.

Robert M. Mount, Portland, Associate Chairman.

"Advertising Schemes"—Elliot Epstein, Chairman.

Robert M. Snyder, Fort Wayne, Associate Chairman.

Lewis J. Utt, San Diego, Associate Chairman.

Friday (Morning)

"A Special Accomplishment of My Bureau During the Last Year"—Harry W. Riehl, St. Louis, Chairman.

Participated in by each Bureau Manager attending.

"Comparative Price Ordinances"—George Kahin, Seattle.

Afternoon

"National Administrative Problems"—Ferris R. Miller, Los Angeles.

Report of committees; election of Board of Governors; adoption of resolutions; selection of conference city.

New York "Special" Incorporates

Thomas F. Clark Company, publishers' representative, New York, has just received its incorporation papers and hereafter will conduct business under the heading of Thomas F. Clark Company, Inc. Officers of the company are: Thomas F. Clark, Sr., president; A. Clark, vice-president; and Thomas F. Clark, Jr., secretary and treasurer.

GLOBE-TROTTER



Karl K. Kitchen, New York Sunday World writer, swings his sport-clad frame and cane jauntily along the Deauville boardwalk.

German Daily in New Home

The *Waechter und Anzeiger*, Cleveland's German daily newspaper, has moved to its new $250,000 building recently completed. It is a three-story fireproof re-inforced concrete structure. All new mechanical equipment, including two Duplex Tubular Presses, has been installed. The *Waechter und Anzeiger* is represented in the National field by the C. L. Houser Company, New York, and by Franklin E. Wales, Chicago.

Fire Wrecks Two Utah Papers

Plants of two Utah newspapers, the *Murray Eagle* and the *Bingham Press-Bulletin* were destroyed by fire during the past week. The Eagle, published by P. K. Neilson for the past 35 years suffered a loss of $30,800, only $12,000 of which was covered by insurance. The Press-Bulletin loss has not been estimated.

Hearst Press Takes Presidential Poll

All Hearst newspapers are conducting a Presidential poll. Besides names of the three leading candidates, ballots printed, list questions to be answered dealing with the voter's party enrollment and his or her vote for President as between Cox and Harding in the 1920 election.

M. E. Stone Celebrates Birthday

Melville E. Stone, counselor and former general manager of the Associated Press, celebrated his 76th birthday, Aug. 22. He spent the day quietly in his New York home acknowledging felicitations, many congratulatory messages being received by telegraph and cable.

Mitchell Heads U. S. Lines Publicity

Leonard Mitchell has been appointed director of the press aid department of the United States Lines; 45 Broadway, New York.

WHAT IS A SUBSCRIBER WORTH ?

A recent discussion, by experts, in Editor & Publisher fixed $10 as the approximate value of a subscriber in estimating the worth of newspaper property.

1000 New Subscribers Increases the Value of the Newspaper by $10,000

If you are interested in increasing the value of your plant to the extent of Ten Thousand to One Hundred Thousand Dollars wire for details of a simple, business-like, dignified plan.

We serve only one newspaper in a territory, but we serve that one seriously and successfully. Scores of signal successes prove what we can do to increase circulation.

No Cash Investment—No Risks—No Contests—No Schemes—No Trickery.

PIERCE BUILDING **HICKEY-MITCHELL CO.** ST. LOUIS MO.

(*Builds and Holds Circulation*)

Newfoundland Power & Paper Co., Ltd.

The Company's new Mill at Corner Brook will commence the production of Newsprint in April. For the second half of 1925 we can give you both quality and service.

THE BOWATER PAPER COMPANY, Inc.

342 Madison Ave., New York City

Sole distributors for the Newfoundland Power & Paper Co., Ltd.

HOOVER CALLS RADIO CONFERENCE TO DISCUSS BROADCASTING PROBLEMS

Representatives from All Sections of the Field to Meet in Washington Sept. 30—Will Consider White Bill Revisions

By SAM BELL

(*Washington Correspondent,* EDITOR & PUBLISHER)

WASHINGTON, D. C., Aug. 27.—Interconnection of radio broadcasting stations so that all sections of the country can hear programs and news events of national interest will be one of the major proposals to come up for consideration at the radio conference called by Secretary Hoover for Sept. 30.

Thus far, experiments in interconnection of the big stations in the broadcasting of political conventions and speeches has not included the Far West, because of the expense involved in the re-broadcasting which makes it possible for those with smaller receiving sets to listen in. In addition to the expense, there is shortage of wires across the mountains, but physically it can be done. Theoretically, broadcasting could be picked up by the local stations and the program re-broadcast in that way, but experience has shown that the use of wires for interconnection is desirable if satisfactory results are to be obtained.

Even with the best sets for radio reception, it is not always possible to get long range stations when desired or with clarity, officials say, and thus for the time being the local station must be relied upon to give either a program of its own composition or the re-broadcast of program that is of sufficient interest to warrant its transmission over the wires.

Realization by federal officials that the local station, at least in the present state of radio development, can give the greatest service will result in careful consideration on the part of the conference, of ways and means of protecting local stations now in the broadcasting business.

"One of the present problems, therefore, is to make the local stations as efficient as possible," said Secretary Hoover in commenting on the conference which also will consider such technical matters as:

Revision of the present frequency or wave length allocations, to reduce interference.

Use of high frequencies or short waves.

Classification of broadcasting stations and possible discontinuance of Class C. stations.

Limitation of power; division of time; zoning of broadcasting stations.

Means for distinguishing the identity of amateur calls from foreign countries.

Interference by electrical devices other than radio transmitting stations.

Relations between government and commercial services, and such other topics as may be proposed by the conference.

The various groups in the radio field will be asked by the Government to name representatives to constitute the formal advisory committee of the conference. As planned at present those groups will be composed of listeners, marine service, broadcasting (one from each district), engineering, trans-oceanic communication, wire interconnections, manufacturers, amatuers, point-to-point communication, and government departments.

"The committee so constituted," said the Secretary of Commerce, "will hold public hearings and all persons and organizations having suggestions will be expected to present them."

In the absence of the radio legislation which the Department of Commerce for 3 years has been asking Congress to enact giving it proper authority to cope with the situation, the conference so far as Mr. Hoover is concerned is advisory and its conclusions as to matters not within the regulatory powers of the secretary, can only be made effective by voluntary action.

The White bill, which has been before Congress at the last two sessions, and by which the Department of Commerce would be given greater control over broadcasting, will be considered again by the conference and such changes to the measure as seem desirable in the light of the developments of recent months will be suggested. A revised draft of the bill will be presented to Congress at the December session.

FORESHADOWED EVENTS

Sept. 5—Tennessee Press Assn., meeting, Jackson, Tenn.

Sept. 9-10—Midwest Circulation Managers' Assn., annual meeting, Lincoln, Neb.

Sept. 11-12—Editors of the 11th and 12th Congressional District, meeting, St. Charles, Ill.

Sept. 13.—Southeast Nebraska Press Club, Tecumseh, Neb.

Sept. 13-19—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago.

Sept. 27-30—Massachusetts Press Assn., annual outing, to Mountain View Hotel, Whitefield, N. H.

DR. E. P. COHEN ILL

Park Row Veteran Suffering from Heart Disease

Dr. Esdaile Phiilp Cohen, well-known Park Row veteran and member of the staff of the *New York World* for nearly a quarter of a century, is seriously ill with heart disease in Broad Street Hospital, New York. He is 69 years old.

New Paper Plant Ready

The new plant of the Daily News Paper Corporation at Tonawanda, N. Y., will be in operation about Sept. 15. Nearly 1,000 men will be employed. Seven thousand cords of pulpwood have been delivered to the company's docks by lake steamers. The plant is planned primarily to produce paper for *Liberty,* the new *Chicago Tribune-New York Daily News,* weekly.

San Francisco Veteran Dies

Ernest C. Stock, 76, died in San Francisco, Aug. 12. For 54 years he was in the editorial department of the old *San Francisco Morning Call.* He was pensioned 10 years ago. Stock at the age of 16 was a reporter on the *Evening Examiner* which was later purchased by Senator Hearst, father of William Randolph Hearst.

E. H. Cheney Dies at 92

Elias H. Cheney, 92, editor of the *Lebanon* (N. H.) *Free Press,* died in Lebanon, Aug. 27. In addition to being connected with many New Hampshire publications, he had served 18 years in the United States consular service at Matanzas, Cuba, and Curacao, Dutch West Indies.

New Boston Agency

The firm of Seeley & Co., Inc., of Boston, Mass., recently incorporated under the laws of Massachusetts to do an advertising business, with a capital of $75,000. The incorporators are Louis F. Buff, Beatrice C. Seeley and Henry A. Buff, all of Boston.

Another new
feature that is

What the People Want

For if entrancingly told
what subject is more dear
to the readers of this North
American continent than

Single Handed Success

An Account that Reads

Like Adventurous Fiction

From Boy Wonder to
World's Champion

Willie Hoppe's Own Story

Illustrated. 3 Chapters
Weekly 12 weeks. Each
Chapter accompanied by a
billiard lesson and diagram.

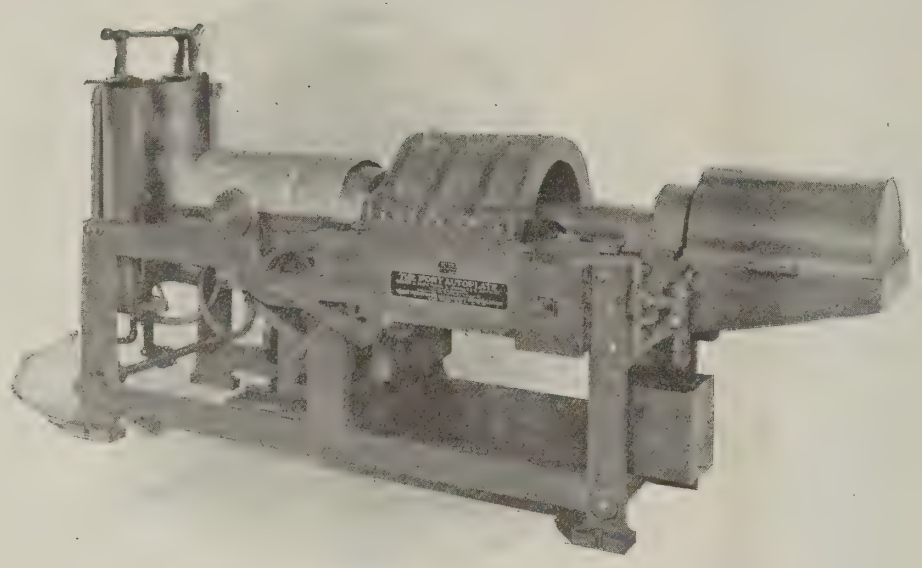
Wide, General, Human
Interest Punch

But additionally interesting to the millions of fans
of the green baize tables.

Release After Baseball Season

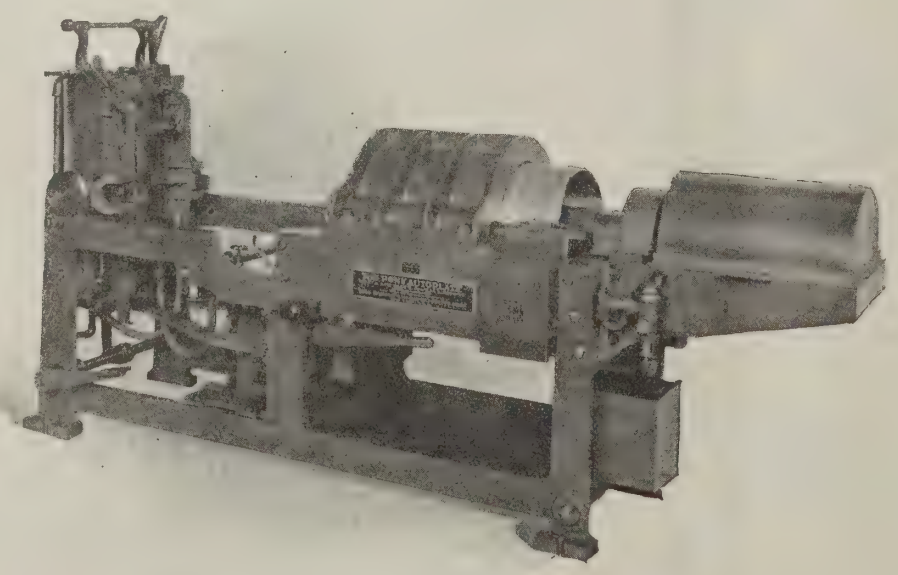
*Wire for territorial
reservation and advance
samples*

METROPOLITAN
NEWSPAPER SERVICE
MAXIMILIAN ELSER, Jr., General Manager
150 Nassau St. New York, N. Y.



It Delivers the Cast.

The PONY AUTOPLATE MACHINE saves the lifting of 225 lbs. of deadweight in the making of every printing plate, as compared with hand worked plate-making apparatus.



It Shapes, Shaves, *and* Trims the Cast.

H
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AUTOPLAT
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Mr. Edw
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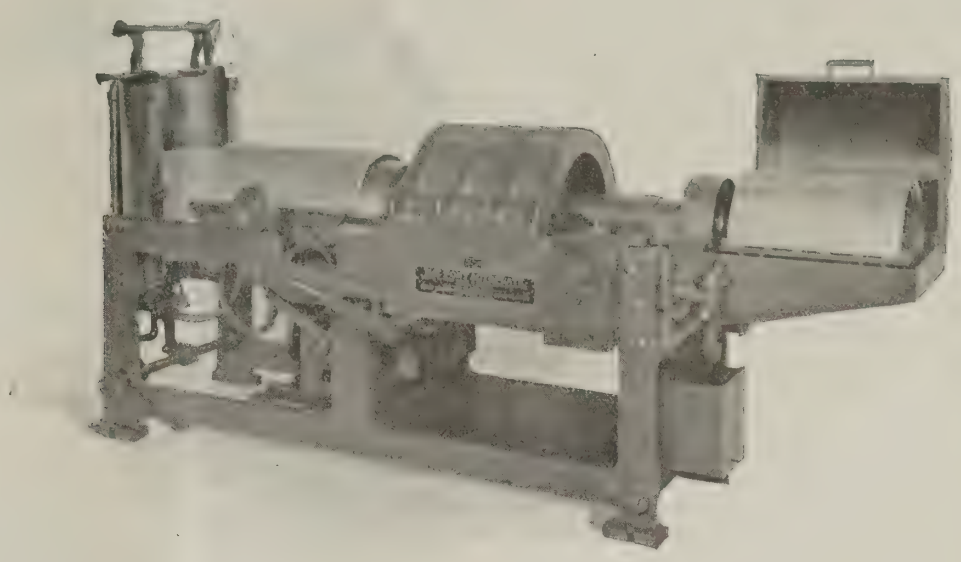
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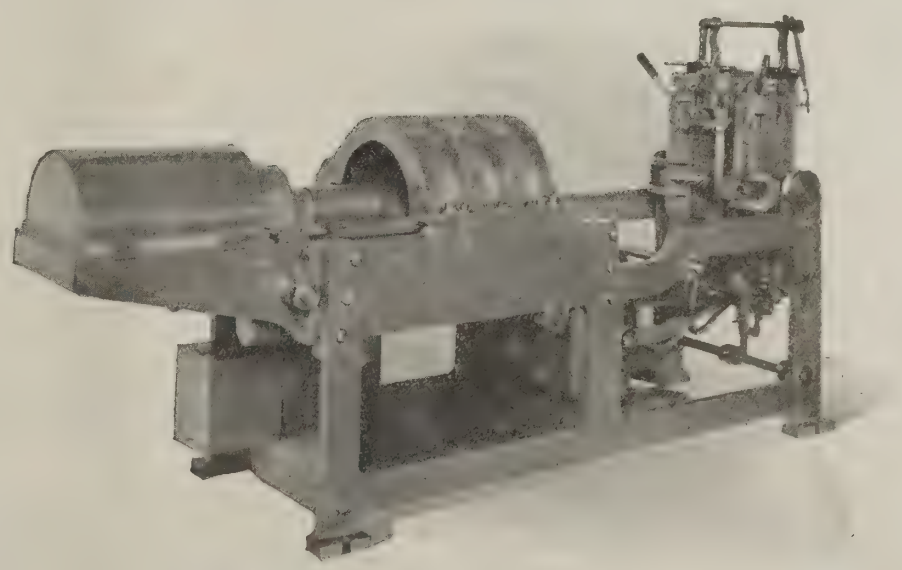
E MACHINE may be
nd upon easy terms of
6 plates, or more, send
.

HINERY CORPORATION
New York City



It Cools a Finished Plate While the Second Cast Is Being Delivered.

In making a single dress of 16 plates the PONY AUTO-PLATE MACHINE saves the lifting and carrying by hand of deadweight equal to a motor car weighing thirty-six hundred pounds.



Note Its Strength *and* Simplicity.

EDITORIAL

DRASTIC, BUT DESERVED

ONE can picture the elder Bennett, tongue in cheek, disdainfully exposing in the *Herald,* the *Sun's* "Moon Hoax" some 80 years ago. The fake gave him just one of many opportunities to hack at the structure of a competitor, while directing public attention to the strength of his own edifice. We rather doubt that his moral sense was shocked. Nor is it of record that the Sun was disturbed, either in conscience or in public favor, by Bennett's revelations. The newspaper man of 1840 could safely believe that morals' place was in the home.

That a stricter creed prevails today has been evidenced often during the past 10 years, but never more forcefully than by the *Herald-Tribune's* "dishonorable dismissal" of a faking reporter and its public announcement of that fact.

The penalty is Draconian, but it could not have been milder. The reporter was ordered to verify a tip that a floating "rum palace," anchored off Long Island, beyond the 12-mile limit, was serving liquor to all comers. The rumor is almost as old as the prohibition law, but this time it came from an unusually reliable source. Mr. Reporter spent two days on Long Island, reported to the office that he had visited the ship, watched the revelry, and had a "whale" of a story. He was directed to write it. Page One, a by-line, and a copyright slug were his, over a story whose wealth of detail and "eye-witness" notes struck distress to the heart of every city editor and prohibition officer in the district. The story had the ring of true metal. It shaped up like a candidate for a Pulitzer prize. It was picked up [illegible] very New York paper and carried on press association wires as big news.

[illegible]nd-day stories brought the test. Reporters of [illegible]ilies swept the coast from Atlantic City to [illegible] Point. They came back seasick and empty-handed. Navy aviators circled over a wide area of ocean. Only lumber schooners and coal tows met their view. Prohibition officials ceased praying and took another look over the busy traffic lanes where the joy-ship was said to lie—and they remained to scoff. The Herald-Tribune reporter, instructed to exploit his great beat, sent his superiors' eye-brows up several thousandths of an inch by the meagre yarns he produced. Theory was meeting fact with the usual tragedy resulting.

Confronted at last with evidence that his fake had been detected, the reporter confessed, resigned, and left town. Most newspapers would have dropped the matter there, rejoicing that no libel suit remained as a souvenir. No law compelled the Herald-Tribune to acknowledge its fault and to send forth branded the man who had mislaid his decency and common sense. That the newspaper did both is worthy of highest commendation, and does, as Heywood Broun somewhat flippantly observes in the *World,* preserve the ethics of journalism.

Mr. Broun will find it hard to defend his belief that, while faking cannot be condoned, this faker receives too severe a sentence. He cites the 1914 dispatches from Belgium that the German army was being slaughtered, the curious news received from Russia since the war, including the many deaths Lenin died before his final summons. These, says Mr. Broun, are fakes whose authors went unnamed and unpunished. No doubt he could have recalled others, but in the cases he mentioned, there is at least the presumption that the reporters were trying to get the truth under extraordinary conditions of war and censorship and that they had to take what information they could get when they could get it. Thin as this presumption is, not even it exists for the former Herald-Tribune man.

He was no untried cub, facing discharge if he reported "no story." He was experienced in New York and other cities and had been with the Tribune for almost two years. He must have known that his fabrication could serve no public good and that its inevitable detection would do himself, his newspaper and the profession untold harm.

If editors are to tolerate or palliate deliberate faking, they may as well forget their codes of professional conduct. Pipe dreams don't belong in newspapers which bar even the semblance of untruth from their advertising columns.



ST. MARK

CHAPTER VII. 15

There is nothing from without a man, that entering into him can defile him: but the things which come out of him, those are they that defile the man.

THE DERELICT

NEARLY 25 years ago we worked desk to desk in the little three-story brick *Sun* office, corner of Park Row and Frankfort street, with a live-wire news man. The "boss" had brought him in from an up-state town because he liked his mail copy.

Happy, keen and a great hustler, he made rapid strides. He had a warm sentimental side and we well recall his talk of his mother and sister and his frequent week-end trips to see them. He was a gentleman in his dealings with associates. Newspaper work to him was a public service. He was essentially an idealist.

Changing newspaper tides swept us apart and we had not seen or even heard of the man for more than 20 years—until last week.

He came up through Frankfort street and turned north toward the Bowery. Although his face was red and bloated, we recognized him instantly. His blue Irish eye signalled a friendly "hello"—and then quickly turned aside. He shuffled on. He saw him pause, for an instant, as if to return and speak, but a hasty decision to the contrary drove him into the crowds at Brooklyn Bridge and we saw him no more.

He did not need to return to tell us his bitter story. Every line of his broken body proclaimed him a victim of booze. His shattered garments, sour with age and exposure and filthy contamination, marked him as just another "bum" on Park Row.

What demon is this which enters so fine a structure, eats away all that is good and then parades the hideous wreck!

Thank God, civilized man has decided to banish it from the earth.

Keep abreast of the swiftly-changing newspaper tides by studying journalistic theory and general experience in the pages of Editor & Publisher! *The professional man cannot throw away his books when he hangs out his shingle.*

August 30, 1924 Volume 57, No. 14

EDITOR & PUBLISHER
Published Weekly by
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1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

LOCAL NEWSPAPERS

LONDON newspapers command circulation among a population of 40,000,000. Density of English population is about 700 to the square mile. United States density of population is 31 to the square mile.

So-called "daily" (meaning morning) newspapers in England have a combined circulation of 9,500,000; evening papers have 6,500,000; Sunday papers have between 11,000,000 and 12,000,000.

Among the London daily and Sunday papers there are several with circulations running from 700,000 to 3,000,000.

It was long ago predicted that when airplanes became as thick in the air as flivvers on the roads, great American metropolitan dailies would obtain circulations in the millions. But there is no sign of this at present. Various obvious economic obstacles are in the way and the basic fact is that our "provinces" do not need to look to the great cities for competent newspapers, for every first and second-class city in America possesses newspapers which not only fill the local news need, but also contain features on a par with the best published in any city.

Those who would turn back to the "good old days" in journalism, in order to avoid syndicate standardization, would have the people of the small cities of America reading cheap "grape-vine" or making a double investment in local and metropolitan papers.

Correct your errors, in full justice to readers, but don't retract by publishing critical letters from persons who merely want axes ground for their own use.

SENSATIONALISM

G. K. CHESTERTON says that the worst "sensationalism" is not merely publishing reports of crime. We all like that kind of sensationalism, he declares, and points to the great murder stories of "Hamlet" and "Macbeth" as evidences of the popularity of tragic description.

The worst journalism, according to the brilliant English writer, is that which prevents people from thinking. It does not stimulate, but rather inhibits thought. The right kind of newspaper teaches the reader how to use his mind, whereas the wrong kind enervates the mental machine, causing the reader's emotional and sentimental faculties to run wild and lose control of muscular powers which ought to control the mind.

"Have something to say and say it," is Brisbane's complete formula.

INFORMED SALESMEN

THE publisher sends a salesman into the field to represent his publication. Is he prepared, by reason of sound knowledge of plans and policies, to speak truly and convincingly? If he is a new man is he permitted to stumble about, at the expense of clients' time and patience, until he finds his story? If he is an old employe, is he permitted to go on repeating old mistakes? Is there any standardized and approved sales argument which such men might learn, by attending a staff meeting or by having an occasional intimate talk with the publisher?

In big organizations the plan of issuing sales manuals for the guidance of salesmen is becoming more and more popular. For instance, in the Hearst organization there are standard sales manuals for local, classified and foreign advertising and for circulation solicitors, containing the essential points which naturally arise in the ordinary sales talk.

One advertising manager known to us, has for years made it a practice to call his staff into his private office on occasion for rehearsal. A salesman is asked to give his talk to his superior as he would speak it before an advertising prospect. This little performance is in good humor, is truly constructive and the entire staff consequently works in harmony and with unusual effectiveness.

The worst sort of mismanagement is that which permits of misrepresentation because of an uninformed or a misinformed salesman.

PERSONALS

DOLPH S. OCHS, publisher of the *New York Times,* who has been va-tioning at his estate on Lake George, Y., will return to New York next ek.

Bernard H. Ridder, publisher of the *w York Staats Zeitung,* German nguage daily, who has been visiting in rmany, returned to New York this ek on the S. S. Albert Ballin.

W. H. Dodge, president of Allied wspapers, Inc., will return from abroad pt. 1, on the Leviathan, with Mrs. dge. Mr. and Mrs. Dodge attended advertising convention in London and er toured the continent.

John H. Fahey, publisher of the *Wor-ter* (Mass.) *Evening Post* and *Man-ester* (N. H.) *Daily Mirror,* and orge F. Booth, former publisher of the *orcester* (Mass.) *Evening Gazette,* are mbers of the advisory council of the wly established New England School Accounting, Worcester.

Mrs. Zell Hart Deming, owner and blisher of the *Warren* (O.) *Tribune-ronicle,* spent a vacation at Watkins en, N. Y.

W. J. Conners, owner of the *Buffalo urier and Enquirer,* is spending a few eks at his summer home in that city.

IN THE BUSINESS OFFICE

OUIS WILEY, business manager of the *New York Times,* who has been veling on the Continent following the ternational A. A. C. W. convention in ndon last July, will return to New rk on the S. S. Leviathan, Sept. 1.

Duward Poyner of the sales depart-nt of the United Iron Works, Joplin, ., has joined the advertising staff of *Joplin News Herald and Globe.*

IN THE EDITORIAL ROOMS

WIGHT PERRIN, city editor of the *New York Herald Tribune,* is spend-his vacation on an automobile tour rough eastern Canada. He is expected k in New York, Sept. 1.

Frederick B. Edwards, special writer the *New York Herald Tribune,* has urned from his vacation at St. Cath-nes, Ont.

Osmund Phillips, city editor of the *w York Times,* will return to New rk next week from Whitefields, N. H., ere he spent his summer vacation.

Marc A. Rose, managing editor of the *ffalo Evening News,* is back at the k after a two weeks' tour of the Ad-ndacks.

Paul Bellamy, managing editor of the *veland Plain Dealer,* is spending his ation in Boston.

Harry Hoey, formerly managing editor the *Boston Herald,* and later with other ston papers, has joined the copy desk the *Boston Telegram.*

Ruel P. Smith, Sunday news editor of *New York World,* returned this week m a vacation spent at his summer home Martha's Vineyard.

W. Avery Carr, night editor of the *w York World,* has returned from a iday spent at Blue Lake in the Adiron-ks.

James W. Barrett, day city editor of *New York World,* and Joseph Cana-, night city editor, are on vacations, ir desks being filled by Arthur N. amberlain, assistant city editor, and nes E. Dever respectively. Barrett "bronco-busting" a new automobile at nford, N. J., while Canavan is in the er Catskills.

Charles E. Still, assistant city editor the *New York Sun,* is on vacation at roon Lake, New York.

Peter A. Dolan, news editor of the *w York Sun,* is spending his two ks' holiday at Oyster Bay, L. I.

Edward B. Yeaton, police and court re-ter on the *Lynn* (Mass.) *Daily Item,* has been spending the past two weeks at Harrison, Me., on his vacation.

Thomas B. Wheeler, formerly on the *St. Louis Globe-Democrat* and more recently with the *Worcester* (Mass.) *Telegram,* has joined the copy desk of the *Lynn* (Mass.) *Telegram-News.*

Daniel Moriarty, of the *Lynn* (Mass.) *Daily Item* reportorial staff, has returned from a two weeks' vacation passed at Manchester, Mass.

Walter S. Adams, managing editor of the *Pomona* (Cal.) *Progress,* is making an extensive visit in the East, stopping in New York, Hartford, Conn., Raleigh, N. C., and Jacksonville, Fla.

Joe G. Davis recently celebrated his 25th year as golf editor of the *Chicago Tribune.*

Mrs, Tina May Hilburn, formerly Webb City reporter for the *Joplin News Herald,* in newspaper work in Kansas City.

P. B. Maxon, formerly news writer on the *Detroit Free Press* and *Portland* (Me.) *Express-Advertiser,* has been appointed resident manager of the Salem Theatre, Salem, Mass. He formerly was publicity representative for the A. S. Black circuit of theatres in New England.

Harry Miller, managing editor of the *Bloomington* (Ill.) *Bulletin,* has resigned to become director of the Local Intelligence Division of the Sears-Roebuck Agricultural Foundation, Chicago.

Arthur Weil, real estate editor of the *Buffalo Evening News* has been granted an indefinite leave of absence to regain his health.

Joseph F. Travers, for more than half a century connected with the *Boston Courier,* observed his 81st birthday on Aug. 20. In his honor a birthday luncheon was given.

John Grassfield, editor of the *DeWitt* (Ia.) *Observer,* has resigned to accept a position as teacher in the Clinton, Ia., high schools.

Herbert Cecil, formerly of the *Indianapolis Star,* has joined the staff of the *Fort Wayne News-Sentinel.*

Robert B. Hanna, civic editor, *Fort Wayne* (Ind.) *News-Sentinel,* was elected president of the Indiana State City Plan Association at its annual meeting at Purdue university.

William C. Morgan, city editor of the *Beverly* (Mass.) *Evening Times,* has resumed his duties after a three weeks' vacation.

Clarence L. Moody, city editor of the *Lynn* (Mass.) *Telegram-News,* and Mrs. Moody have returned from a vacation at the Bay of Naples, Me.

George L. Sprague, of the *Lynn* (Mass.) *Telegram-News* editorial staff, has been on a tour of duty with the Massachusetts National Guard Aero Squadron at Mitchel Field, Mineola, Long Island, N. Y.

Capt. Guy Frost, of the *Lynn* (Mass.) *Daily Item* reportorial staff, has returned from a tour of duty with his company, Battery I, Mass. National Guard, at Camp Devens, Mass.

C. A. Murphy, a member of the news staff of the *Astoria* (Ore.) *Evening Budget,* has been appointed chief of police of Astoria. He is an over-seas veteran and a lieutenant-colonel in the reserves.

Albert B. Thompson, Sunday editor of the *Trenton Times,* is spending several weeks at Wildwood, N. J.

John W. Cochran, Oregon newspaper man, has been named secretary of the Republican committee in that state. Clark H. Williams has left the *Portland Oregonian's* reportorial staff to take charge of Republican publicity in the state.

MARRIED

HARVEY SETHMAN, of the *Denver Rocky Mountain News* and *Times* staff, to Miss Ina Marjorie McCoy, of Portland, Ore., Aug. 14.

Fred C. Baucom, mechanical department, *Springfield* (Ill.) *Illinois State-Register,* to Miss Mattie Webb, Aug. 16.

Harold P. Prink to Miss Ida Christine, both of the staff of the *Rockford* (Ill.) *Star,* Aug. 20.

FOLKS WORTH KNOWING

J. W. SANGER, since 1917 trade commissioner of the United States Department of Commerce, has resigned from Government service and on Sept. 1, will assume the duties of vice-president of the Foreign Advertising & Service Bureau, Inc., New York.



J. W. Sanger

Starting his business career as a manufacturer with the Kemper-Thomas Company, Cincinnati, Mr. Sanger in 1910 organized and headed his own advertising agency in Los Angeles, known as the Sanger Advertising Service Company. He remained in this work 7 years and then joined the United States Department of Commerce.

As trade commissioner, Mr. Sanger had only recently returned to this country from a visit to Australia, where he studied conditions with a view to promote the sale of American manufactures on that continent. He specialized for the government in advertising, merchandising, and newspaper investigations, and in this connection also made a survey of South American countries including Bolivia, Argentina, Urguay, and Brazil.

CHANGES OF OWNERSHIP

GEORGE SCHAAF, of Des Moines, Ia., at various times with the *Chicago Record, Herald, Omaha Bee* and *Montgomery* (Ala.) *Journal,* has purchased the *De Witt* (Ia.) *Observer.*

A. E. Koen, formerly of Dallas, is the new owner of the *Oregon City* (Ore.) *Banner-Courier,* semi-weekly.

W. S. Spotts, former president of the Texas Press Association and veteran publisher of the *Bonham* (Tex.) *Daily Favorite,* has purchased an interest in the Harben-Spotts Publishing Company, of Richardson and Dallas, and moved from Bonham to Dallas. C. R. Inglish will succeed Spotts as business manager of the Favorite.

SPECIAL EDITIONS

CONNERSVILLE (Ind.) *News-Examiner,* a 16-page Harvest tabloid supplement, Aug. 6.

Clarksburg (W. Va.) *Exponent,* a 32-page special edition welcoming John W. Davis, Democratic Presidential candidate, home, Aug. 11.

Evanston (Ill.) *News-Index,* 32-page edition marking Dawes Day in Evanston, Aug. 19.

Austin (Minn.) *Mower County News,* 28-page County Fair edition, Aug. 14.

Gold Beach (Ore.) *Curry County Reporter,* 44-page Roosevelt Highway number, Aug. 7.

Peoria (Ill.) *Star,* 40-page Dollar Day edition, Aug. 19.

Sioux City, (Ia.) *Tribune* first annual Morningside edition, Aug. 5.

HOLDING NEW POSTS

NEAL MONAHAN, from editorial staff, *Boston Telegram,* to staff, *New York Evening Bulletin.*

Paul Ed. Barron, from copy desk, *Lynn* (Mass.) *Telegram-News,* to *New York Evening Bulletin* editorial staff.

Herrick Brown, from copy desk to assistant make-up editor, *New York Sun.*

ON THE MECHANICAL SIDE

OTTO A. DIRKES, secretary, Spokane Falls Typographical Union No. 193 has filed his candidacy for state auditor on the Republican ticket.

Thomas J. McCloskey has been made superintendent in charge of the entire mechanical departments of both the newspaper and the commercial printing plants of the *Morristown* (N. J.) *Jerseyman.*

NEW PLANTS AND EQUIPMENT

PHILADELPHIA INQUIRER recently placed in service 5 C-T Electric Trucks for use in delivering papers to stands and customers.

High Point (N. C.) *Enterprise,* recently installed a new 32-page Goss rotary press.

Harrisburg Ill. Daily Register will begin erection of a new building in the near future.

Shamokin (Pa.) *Dispatch* has completed the remodelling of its plant.

SCHOOLS

DEAN WALTER WILLIAMS, of the University of Missouri School of Journalism, Columbia, Mo., is seriously ill in a local hospital.

J. L. O'Sullivan, formerly of the United Press, will join the Marquette University College of Journalism Sept. 1, as professor of journalism and manager of the university press.

Dean H. M. Harrington of the Medill School of Journalism, Chicago, will return home next week after the summer spent abroad.

Tell Your People How Uncle Sam Works for Them

A patriotic citizen in Chicago has purchased 14,000 copies of "The American Government" for presentation to every public and parochial school teacher in that city.

This is a suggestion for other public-spirited people of means to do likewise, and for employers to give the books to their employees.

The voter who has thorough information on the size and importance of the Federal Government will make a better decision on Election Day.

The author of this famous book will make extremely low rates for large bulk sales for gift purposes.

Address FREDERIC J. HASKIN, Washington, D. C.

CLIMBING

IT has taken Edwin Blanchard, classified advertising manager of the *Utica* (N. Y.) *Daily Press,* only 5 years to climb to his present position, to which he was recently promoted.



EDWIN BLANCHARD

Five years ago, Blanchard started as an office boy in the display department of the Albany (N. Y.) *Knickerbocker* Press. He worked in this department 2 years, when he decided the classified field was his advantage and made the change. Soon he was sent to the Troy office of the Knickerbocker Press and did so well that in 1923 he was promoted to assistant classified advertising manager.

Blanchard a short while ago learned the Utica Press had no classified manager. He wrote a letter of application and within 4 weeks landed the job

PRESS ASSOCIATION NOTES

E. BARRY FARIS, associate editor of the International News Service has returned to the New York office, following a trip to the Pacific Coast.

William Hillman who has been in the Philadelphia office of the Associated Press, is now in the New York office of Universal Service.

Winder R. Harris is taking the place of James R. Nourse, managing editor of the Washington bureau of Universal Service, who is on vacation.

John T. Lambert, editor of the Universal Washington bureau is on vacation.

ASSOCIATIONS

NATIONAL PUBLISHERS ASSOCIATION will hold its fifth annual meeting at Briarcliff Lodge, Briarcliff Manor, N. Y., Oct. 7 and 8. The association was recently advised that its application for membership in the Associated Advertising Clubs of the World had been acted upon favorably by that body.

Livingston County (N. Y.) Press Club, held its annual reunion at Geneseo, as guests of Walter B. Sanders, of the *Nunda News.* The host was elected president for the ensuing year and H. T. Jennings, of the *Livingston Republican,* was chosen secretary and treasurer.

Advertising Specialty Association will hold its annual convention Sept. 20-25 at the Hotel Sherman, Chicago. Departmental meetings of the association members will be held on the Tuesday during the convention. The annual banquet will take place the following evening.

WHAT'S WHAT IN THE FEATURE FIELD

LOWELL THOMAS, former newspaper man, traveller and lecturer, is writing a series of articles on his experiences with Colonel Lawrence in Arabia for the McClure Newspaper Syndicate, New York. The articles tell how the Colonel, a young Oxford graduate, transformed desert tribesmen into an army, defeating the Turks.



LOWELL THOMAS

Thomas' own life has been full of action. Born in a little Ohio town, his father joined the "Pike's Peak or Bust" gold rush to Cripple Creek, Col. and the boy grew up surrounded by hardships. He worked his way through Valparaiso University as janitor, cook in a short-order restaurant, real estate and book agent. Then he spent a year in newspaper work on the *Cripple Creek* (Col.) *Times* and other Colorado newspapers.

During the war, Thomas with his assistants took thousands of photographs along the Western front. He went into Jerusalem with Allenby, followed by his adventures with Lawrence.

JOSEPH CONRAD was writing an article for newspapers of the United States and Canada the day before he died. Before he went on the motor ride during which he was fatally stricken he brought the article to its present form. With editor's notes of how it was being written, and with a facsimile of the concluding paragraph in Mr. Conrad's hand and a facsimile of his signature, the article is to be syndicated by the Metropolitan Newspaper Service.

Max Elserf, Jr., of the Metropolitan Service had concluded arrangements in London for the article on July 29, Mr. Conrad having stated that he expected to have it finished "in a few days." On Aug. 2, Mr. Conrad rose from his desk where he had written the last part of the article. He went motoring. He was seized with his fatal illness, and died the next day.

Eric Pinker, Mr. Conrad's literary agent, and the son of James B. Pinker, who "discovered" and financed Conrad years ago, cabled the article to Metropolitan and then sent the manuscript and signature facsimile for reproduction. The article deals with heroism at sea. In New York it will be published by the *Times.*

V. V. McNitt, president of the McNaught Newspaper Syndicate, plans to return to New York Sept. 2 from his summer home in Palmer, Mass., and will start next week making up a schedule of new fall features. Considerable material is now on hand from which a selection will be made.

When Russ Westover, creator of "Tillie the Toiler," arrived in San Francisco with Mrs. Westover for a visit recently, he confessed all sorts of things to newspaper men who interviewed him for the 'Frisco dailies.

In the first place Russ admitted "Tillie" would never marry. He said she would always be the same old flapper, wearing out her nose with powder.

"How does Tillie dress that way on a stenog's slender salary? Ah, that—that is the mystery. How does she do it? But you know, some girls can make ten dollars go as far as fifty.

"No, she doesn't wear homemade clothes. They haven't the snap—the snap that she demands. But she has the benefit of Mrs. Westover's style ideas, and then—my office overlooks Broadway.

"She's developing all the time—perhaps in a little while she'll be quite different.

"They say she is exaggerated, that girls don't powder their noses so much and 'doll up.' Well, I don't know—I get most of my ideas about girls from Mrs. Westover. I don't know much about them."

Mrs. Westover is said to be the model for Tillie.

Fred R. Marvin, editor of the Searchlight Department of the *New York Commercial,* has written a series of articles on "La Folletteism Is Socialism" for the Interstate Commercial News Service, New York.

Ken Kling, creator of Joe and Asbestos, is at Saratoga to get the red hot racing dope and incorporate it in his strip. This comic by the way is a new idea in the field. Starting with a measely "tenner," Joe and his colored buddie have, by careful adhesion to the right dope, run their combined fortunes up to an imposing five hundred odd simoleons. Racing fans all over are enthusiastic over the varying fortunes of the pair.

Earle J. Hadley, vice-president of the Metropolitan Newspaper Service, New York, spent August on vacation near Southampton, L. I.

Al Posen, creator of "Jingle Belles," a comic strip, is on vacation near Edinburgh, N. Y., where he is drawing his cartoons in fields near his summer home.

Nanette Kutner will be one of the feature writers for the new Macfadden Newspaper Syndicate. She will conduct a column on the *New York Evening Graphic* also.

Willie Hoppe, world's champion at billiards, has sold his life story to the Metropolitan Newspaper Service, New York, for syndication.

Time to think about—

"CURRENT RADIO"

The latest radio developments from the best minds, six days a week with mat illustrations.

FORTY-THREE

of the nation's leading dailies are regular subscribers.

A radio feature upon which you can stake your paper's *reputation* for *accuracy.*

For information and samples wire NOW to

American Radio Relay League, Inc.
Hartford, Conn.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicag o

Classified Advertising

"A Good Sign to Go By" —in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

first IN CENTRAL OHIO Columbus IN CIRCULATION & ADVERTISING

94,150
Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH . . . 12,231,807 lines
SEC. PAPER . . 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE
Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston New York Philadelphia
Baltimore Richmond Atlanta
Buffalo Pittsburgh Cleveland
Detroit Chicago Cincinnati
St. Louis Minneapolis Kansas City
Denver Los Angeles San Francisco
Portland Spokane Winnipeg

WHAT THEY ARE SAYING

THE ECLIPSE OF JOSEPH

"'AND Joseph died, and there arose a new king in Egypt which knew not Joseph.'

"I submit, gentlemen, that this is one of the most staggering lines which has ever been written in a business biography. Here was a man so famous that everybody knew him and presto, a few people die, a few new ones are born, and *nobody knows him.* The tide of human life has moved on; the king who exalted the friends of Joseph is followed by a king who makes them slaves; all the advertising that the name 'Joseph' had enjoyed in one generation is futile and of no avail, *because that generation is gone.* * * * Cultivating good-will is a day-by-day and hour-by-hour business, gentlemen. Every day and every hour the 'king' dies and there arises a new 'king' to whom you and all your works mean absolutely nothing."—Bruce Barton.

* * *

CHURCHES SHOULD ADVERTISE

"EVERY church should have a fund for purchasing space in the newspapers and should advertise in the daily or weekly newspapers regularly, persistently and consistently. Many churches have editors, writers and advertising experts who could be used in preparing news or advertising for the newspapers. It pays to advertise, as hundreds of preachers and churches have demonstrated by increased attendance and larger collections, as well as larger publicity. Churches should not 'sponge' on the newspapers. The space in the newspapers must be sold to pay the running expenses of the paper and the churches should advertise their ware as earnestly and as systematically as the business man."—Rev. J. T. Brabner Smith of Chicago, before Garrett Biblical Institute, Summer School, Evanston, Ill.

* * *

NEWSPAPERS MUST SERVE THE PUBLIC

"NEWSPAPERS that do not serve the public and labor for the public good are doomed to failure, even though they may have great financial or political groups behind them. It has been proved over and over again that unless a paper serves the common good rather than special inerests, it cannot succeed. Newspapers must stand for better schools, better homes, better opportunities for the young, better parks, better streets, a better everything, if they are to live up to their opportunities for usefulness, and if they are to succeed ultimately."—D. D. Moore, Publisher, Fort Worth Record, before Fort Worth Lions Club.

SHAW NOW BUSINESS MANAGER

New York State Press Secretary Joins Middletown Times-Press

JAY W. SHAW, general secretary of the New York State Press Association, has been appointed business manager of the *Middletown* (N. Y.) *Times-Press.* John D. Schultz will continue in charge of the advertising department and Elmer E. Decker will remain as head of the subscription department.



JAY W. SHAW

Shaw started newspaper work with the *Syracuse Herald,* leaving later to become editor of the *Geneva Daily Times.* From Geneva he went to the *Elmira Advertiser* and from there to the *Binghamton Republican.*

On leaving the Republican Mr. Shaw began specializing in circulation work. He built up an extensive organization to carry on this work and operated in many states. During these years, he bought and reorganized and sold two weekly newspaper properties.

In the early part of 1918, Shaw went to Bloomsburg, Pa., to reorganize the *Daily Sentinel.* It was while with that newspaper that some capitalists in Geneva persuaded him to take the management of the new daily there—the *Daily News.* This he did, building what was thought to be the best small city daily in the state within a few months. He remained with the Geneva property until the merger of the *Times* and *News.* After a brief rest, Mr. Shaw again took up newspaper work in 1920, adding advertising features to his circulation activities.

In 1922, the New York State Press Association named Mr. Shaw as its general secretary, and he assumed executive control of the organization.

Philadelphia Agency Moves

H. J. Kleinman Advertising Agency has moved its headquarters office from 1215 Filbert street, Philadelphia, to 1211 Chestnut street.

Obituary

JOHN MORRISSY, publisher of the *Newcastle* (N. B.) *Leader,* and former member of the Canadian parliament, died at his home, Aug. 1.

ROBERT A. N. JARVIS, 33, of the staff of the *Newcastle* (N. B.) *Leader,* died in Newcastle, Aug. 6.

WALTER J. LEE, editor of the *Westfield* (N. J.) *Weekly Leader,* died suddenly while spending his vacation at Intervale, N. H., Aug. 20.

JOHN W. CLARK, Jr., four year old son of John W. Clark, reporter on the *Springfield* (Mass.) *Daily News,* was fatally injured when struck by an automobile while crossing a street at his home in Ware. He died an hour later.

ISAIAH A. SMALL, district reporter of the *Boston* (Mass.) *Globe,* died at his home in Provincetown, Mass., Aug. 16.

ALLAN W. HOVEY, for 25 years connected with the mechanical department of the old *Boston Journal,* and later with the *Boston Post,* died recently at his home in Boston.

A. E. SCOTT, 56, for 14 years owner and editor of the *Forest Grove* (Ore.) *Washington County News-Times,* died in a Portland hospital, Aug. 14.

JAMES C. MCGRATH, 68, veteran advertising man of the *Rockford* (Ill.) *Register-Gazette,* died Aug. 17, after four months' illness. He had been in the newspaper field in Rockford since 1882.

THOMAS M. HUMBLE, 63, special writer for the *Toronto Evening Telegram,* died Aug. 20. In early life he followed a mercantile career, then entered the advertising profession and for several years represented *Montreal La Presse* in Toronto.

JOHN B. FLANAGAN, 48, for 10 years editor of the *Parker* (Ariz.) *Post,* died at his home in Los Angeles, Aug. 13.

JOSEPH H. HUGHES, 20, employed by the *San Diego* (Cal.) *Union,* was drowned recently while in bathing.

New York "Special" Expands

A. E. Clayden, Inc., New York, has purchased all the interests and the list of daily newspapers of John W. Hunter, special representative in Chicago. The transfer became effective Aug. 25.

The Rochester
(New York)

Democrat and Chronicle

(PUBLISHED EVERY MORNING IN THE YEAR)

LEADS

IN THE ROCHESTER
TRADING AREA IN

1. Circulation
2. Home Delivered Circulation
3. Total Advertising Lineage
4. Classified Advertising
5. Automobile Advertising
6. Financial Advertising
7. Reader Interest

And In Proven

Results

to Advertisers

The supremacy of the DEMOCRAT AND CHRONICLE in the Rochester Trading Area has been achieved through exceptional Reader Interest and continual productive results for its local and national advertisers. Also, a Service Department that gives real co-operation.

Lane Block Inc.

NEW YORK BOSTON CHICAGO DETROIT

PREPARING PROGRAM FOR INLAND MEET

Perry of Adrian Telegram Will Discuss Misuse of Contempt Power by Judges at Chicago Convention Oct. 14-15

Topics of vital interest to the newspaper publisher are on the program for discussion at the October meeting of the Inland Daily Press Association at Chicago, on Oct. 14-15. The meeting is expected to be unusually well attended because it is to be immediately followed by the annual sessions of the A. B. C. and the A. A. A. A., and many editors and publishers are planning to take advantage of the opportunity of attending all three.

One of the most important subjects to be discussed concerns the growing misuse of contempt of court power by judges. Stuart H. Perry of the *Adrian* (Mich.) *Telegram* will take up the matter both from the standpoint of the newspaper and also the law.

Former Governor Frank O. Lowden of Illinois will be the guest of honor at luncheon on Oct. 15, and will speak on the "Relation of the Newspaper to the New Farm Era."

Other speakers scheduled to appear before the meeting are John Sullivan, secretary and treasurer of the A. N. A., Frank T. Carroll, president of the Newspaper Advertising Executives Association, H. L. Williams, secretary of the Illinois State Press Association and Prof. William G. Bleyer of the University of Wisconsin.

TYPOGRAPHY AND MAKE-UP

(*Continued from page* 9)

sary is the supervision of someone who is interested enough to sit on the job and see to it that all the advertising details are properly organized in the form of a striking layout—and then into an effective piece of composition.

These suggestions are offered to publishers as an urgent request to see that all advertisements of newspapers (whether appearing in the newspaper's own columns or other mediums) average above, rather than below, the uniformly high standards of commercial products. At least, the newspaper's own advertising should equal in typographic quality the general standards of competing mediums.

There are reproduced three specimens of newspaper advertising which are splendid examples of fine practical use of type and design. It would be very difficult to suggest any improvement. Each advertisement incorporates careful organization, good illustrations and design, and thoughtful use of type.

Accompanying this installment are expressions from master typographers emphasizing the importance of typography in advertising. A careful reading of these "ideals" will surely encourage a greater appreciation of type on the part of newspaper executives responsible for the typography of their papers, and ought to inspire a more sincere effort to improve newspaper typography and make-up.

SMITH ON TYPOGRAPHY—Monthly in EDITOR & PUBLISHER—$4.00 a year.

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York — Lytton Bldg. Chicago

FLASHES

Now that Paris divorces are so easy, what this country needs is a "Who's Whose in America."—*Richmond Times-Dispatch.*

If there is such a thing as appreciation in this world the paragrahers' votes will go to the Prince of Wales.—*J. R. W. in Milwaukee Journal.*

A camper is a man who burns a forest and later wonders why lumber is high.—*New York Telegram and Evening Mail.*

Don't envy the traveler. The home bill boards are equal to any he sees.—*Peoria* (Ill.) *Star.*

If we ever do hear from Mars, the first question will doubtless be, "Whatever became of the new union depot project?"—*Pittsburgh Gazette-Times.*

People don't drink enough water. Note to composing room:—Please don't erase the word "water."—*New York Telegram and Evening Mail.*

It is said automobiles of the future will weigh only 100 pounds. This will give the average pedestrian better than an even break.—*New York American.*

No longer spirited chargers bear noble knights on their backs. In these days they are all keeping summer hotels.—*New York Herald Tribune.*

One of the mysteries of life is that wherever the vacationer goes, the fish are biting better somewhere else.—*Alexandria Gazette.*

"How do you find marriage, Fritz?" "During courtship I talked and she listened. After marriage she talked and I listened. Now we both talk and the neighbors listen."—*Boston Transcript.*

One should pity the blind, but it is hard to do if the rascal is an umpire.—*Altoona Tribune.*

No man is master of his home if he insists that all correspondence be sent to his office address.—*Little Rock Arkansas Democrat.*

One thing the Bible fails to tell us is whether Delilah had had her own hair bobbed but she certainly acted like it.—*Ohio State Journal.*

Father sells sheets to the kleagles,
Mother makes masks for their kin;
Sister sells hosses
And fiery crosses—
My gosh, how the money rolls in!
—H. I. PHILLIPS, in *New York Sun.*

The hand that rocked the cradle socked the Klan—*Neal O'Hara in New York World.*

1 Economy OF THE LUDLOW

THE Ludlow will absolutely eliminate the composing time that is now wasted running around in circles hunting for sorts, because it always provides a plentiful supply of new, clear-cut type on slugs as you need it, in a size range from small six point to big sixty point, including bold and extended faces.

Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco: Hearst Bldg. — CHICAGO — New York: World Bldg.

LUDLOW QUALITY COMPOSITION

ASSOCIATION CHIEFS

"FISHING and trying to do something to help the country press."

These are the hobbies of Paul Scarborough, editor of the *Franklin* (Va.) *Tidewater News.* Since he is now serving his second term as president of the Virginia Press Association, his success at the second hobby is apparent. Now about fishing—but that is another story.



PAUL SCARBOROUGH

Scarborough was born in Wake Forest, N. C., in 1882. He was graduated from Wake Forest College in 1903, and, following some post-graduate work at Johns Hopkins University, Baltimore, he began newspaper work in 1905, establishing the *Murfreesboro* (N. C.) *Hartford Herald.*

Not being superstitious, Scarborough moved to Franklin, Va., on Friday, Oct. 13, 1905, to establish and edit the Tidewater News. He has been there ever since. From 1917 to 1921 he was postmaster at Franklin, and in addition his position on the Virginia Press Association, is also president of the local Rotary Club. He is married and has two boys, 17 and 13 years old.

Teskey Joins New York Special

W. Warren Teskey, for a number of years with the D'Arcy Advertising Agency of St. Louis and more recently with the Alfred Wallerstein Agency and Dorland Agency of New York has joined the soliciting staff of Gilman, Nicoll & Ruthman's New York office.

COVERING H. R. H.

New York News Men Make Plans to Greet Royal Visitor

How to get news of the Prince of Wales while he is on his holiday trip to this country was bothering New York newspaper men this week.

His Royal Highness has let it be known that he does not care to have the gentlemen of the press dogging his heels, and the estate on Long Island, where he plans to stay is placed miles from everywhere.

Press Association representatives and New York newspaper men were to meet Thursday night with Major Solbert, U. S. A., assigned to the Prince's staff by the U. S. government to make arrangements for daily press contact.

Newspaper men assigned to cover His Highness when he arrives in New York included: Frank Getty, United Press; Roland Krebs, International News Service; Oliver H. P. Garrett, *New York World;* and Fred B. Edwards, of the *New York Tribune.*

Hayden Talbot of the London bureau of the Universal Service, sailed on the Berengaria with the Prince. A group of London newspaper men were also aboard the liner, among them being Trevor C. Wigmall of the *London Daily Mail* and George Smith of the London Press Association.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

A SERIAL THAT WILL MAKE CIRCULATION

We have taken over from the Publishers

The Outstanding Fiction Success of the Year—

SO BIG

By Edna Ferber

Listed Among the Best Sellers Month After Month Since Publication.

Capitalize the extensive advertising given this story by running it serially.

Wire for Copy and Option.

WILLIAM GERARD CHAPMAN

INTERNATIONAL PRESS BUREAU
(Established 1903)
118 No. La Salle St. — Chicago, Ill.

The Sun Leads

New York Evening Newspapers in

National Advertising
Automobile Advertising
Radio Advertising
Financial Advertising

and in many other classifications.

The Sun gained more than one and a half million lines of advertising in the first seven months of this year, as compared with the same period in 1923.

The Sun
New York
Average daily net paid circulation more than 250,000

AMERICA'S LINKS with HOLLAND

The American visitor to Europe should not overlook the historical link which exists between Holland and his own country. It was to Amsterdam that, in 1608, John Robinson, the Puritan divine, fled from Norwich to escape persecution. He later became pastor of a church at Leyden, where he formed the idea of a Puritan Colony in America, and it was largely owing to his efforts that the Pilgrim Fathers sailed, though he himself remained behind. Robinson, therefore, has a very strong claim upon all patriotic Americans, and to visit the old-world cities of Holland is a pleasant pilgrimage which has much to recommend it over and above the satisfaction it brings of having paid tribute to the memory of the man who was the "father" of the Pilgrim Fathers.

The London & North Eastern Railway Route to the Continent

VIA HARWICH-HOOK OF HOLLAND
Daily Service (Sundays excepted)

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.), New York

NEW NORTH CAROLINA DAILY APPEARS

Hendersonville Times Edited by John Temple Graves Issued Recently—Leroy Sargent, Florida Millionaire, Is Publisher

As a 6-column 8-page newspaper, the *Hendersonville (N. C.) Times* made its first appearance as a daily on Aug. 17. Leroy Sargent, Florida millionaire, is publisher; John Temple Graves, retired Hearst veteran, is editor, and Morris A. Bealle is managing editor, as previously exclusively announced in EDITOR & PUBLISHER.

A modern printing press has been purchased from the Walter Scott Company, Plainfield, N. J., and the Mergenthaler Linotype Company has shipped one of its latest models from its Brooklyn factory.

When these are received, according to a signed announcement written by Bealle in the first edition, size of the paper will be increased from 6 to 7 or 8 columns.

The *Times* will appear every morning except Monday. Universal Service and the Brisbane "Today" editorials have been contracted for.

In the first issue more than two columns of congratulatory messages were printed, including ones from John W. Davis, Democratic Presidential candidate; Arthur Brisbane; Angus Wilton McLean, former Assistant Secretary of the Treasury; Congressman William D. Upshaw, of Atlanta, Ga.; Josephus Daniels, editor and publisher of the *Raleigh News and Observer*; Secretary of State Charles E. Hughes; Lew B. Brown, owner and editor of the *St. Petersburg* (Fla.) *Evening Independent*, and W. L. Straub, publisher of the *St. Petersburg Times*.

Widtsoe Heads Mormon Papers

Hereafter the four foreign language newspapers published in Salt Lake City by the Mormon or Latter-day Saint Church, are to be conducted under the supervision of a general committee with Dr. John A. Widtsoe, former president of the University of Utah and the Agricultural College of Utah, as director of the editorial policy. The editors of the papers will, however, remain the same.

Columbus News Agency Organized

The Columbus (O.) News Distributing Agency has been incorporated with a capital of $25,000 for the purpose of handling magazines and newspapers in the central Ohio field. Charles S. Wilson, J. Edgar Butler, G. M. Fruehwald, Leland Hess and John A. Kelley are the organizers.

Editors' Sons Return

Two editors' sons who crossed the Atlantic on the S. S. Albert Ballin as members of the crew, returned to New York this week. They were Wayne Bond, son of Merritt Bond, managing editor of the *New York Evening Post*, and John C. Holme, Jr., son of John C. Holme, automobile editor of the *New York Morning Telegraph*. Bond is a student at the Pennsylvania Military College, Chester, Pa.

To Advertise Cape District

The Cape Cod, Nantucket and Marthas Vineyard Hotel Association and the Cape Cod Chamber of Commerce have formulated plans for an extensive campaign to advertise the special features of the Cape District of Massachusetts throughout the United States. The merchants, manufacturers, business and professional men of the Cape are co-operating with the two organizations.

Air Mail Will Aid Reporters

To enable the newspaper men and photographers covering the arrival of the American world fliers at Boston to dispatch their mail stories, photographs and films more quickly, a branch of the air mail service will be set up during the fliers' stay. A tent will be erected to provide all the facilities of a regular branch. A temporary developing room also will be established for photographers. Trucks will be stationed at the airport to carry to the central post office all mail matter arriving by plane. Lieut. Moffet, Theodore G. Holcombe and Postmaster Baker comprise the committee in charge of the arrangements.

Tuttle Given A. P. A. Recognition

Tuttle, advertising agency of Greensboro, N. C., has been granted recognition by the Agricultural Publishers' Association.

Monument for Homer Davenport

A monument to Homer Davenport, the cartoonist, will soon be erected over his grave at Silverton, Ore. A memorial committee, headed by McKinley Mitchell of Portland, now has $1,200 on hand in addition to outstanding pledges.

Weekly Section for School Children

Beginning Sept. 10, the *New York East Side Home News* will begin publication of the *Junior Citizen*, weekly, for children in the public schools. Americanization work will be stressed. Harry H. Schlacht is owner and publisher of the News.

H. L. Bridgman on Cadet Cruise

H. L. Bridgman, business manager of the *Brooklyn Standard-Union*, who is with the U. S. S. Newport, merchant marine training ship on its annual North Atlantic cruise, is contributing a series of articles for his newspaper on the voyage.

Varley Organizes Own Agency

Harry Varley has resigned as Vice-President and director of W. L. Brann, Inc. He has organized an advertising agency under his own name at 19 East 47th street, New York.

Three Great Features For The Coming Year!

MRS. J. ROSITA FORBES is going to Arabia. She is going to visit the land of the Queen of Sheba and other remote parts of Arabia that have never before been visited by white people. Lord Burnham, proprietor of the London Telegraph, is financing her expedition. Mrs. J. Rosita Forbes will write a series of articles totaling approximately ninety thousand words in length, about her adventures in this romantic country. The articles will be profusely illustrated with photographs.

DR. CARLETON SIMON, Special Deputy Police Commissioner of the Narcotics Division, is writing the first authentic inside story of drugs, the drug rings, and the traffic in narcotics. This will be a series of 20 weekly articles illustrated with heretofore unobtainable photographs of raids, addicts, and seizures. Dr. Carleton Simon is recognized as the world's foremost authority on narcotics. He has spent his life fighting the terrors of drugs throughout the world, and this series, that reads like a tale from the Arabian Nights, contains the high spots of a life time.

MITCHELL HEDGES, the well known archeologist, is leading an expedition to the lost city of Maya in Honduras. He is being accompanied by Lady Richmond Brown and Dr. Gann. This expedition is under the auspices of the British Museum and has been accorded government protection. They are equipped with sufficient finances to assure them of success, and we are sure you appreciate the tremendous value of the discoveries they will probably make.

At the present moment, we are not in a position to submit copy to you on any one of these features, though we are able to supply you with further and more detailed information about anyone that you may be interested in. As territory is already closing very rapidly on all these features, we suggest that you wire your option to us immediately to avoid disappointment.

Readers' Syndicate, Inc.

799 Broadway New York City

FRENCH MARKET WAITS DEVELOPMENT BY AMERICAN MANUFACTURERS

But Local Customs and Buying Habits Should Be Thoroughly Studied to Forestall Failures, Agency Man Declares

By WALTER S. MAAS
Director of the Dorland Agency, Paris.

ADVERTISING problems in France are so different from those encountered in America that no American producer should enter the French field without first consulting expert advertising specialists with a thorough knowledge of French advertising. Not to do so is to court failure, and even if the campaign succeeds in spite of all it will succeed only after an excessive expenditure of time and money.

The first thing that the American advertiser must ascertain before attempting to place his product upon a foreign market is whether a demand can really be created for it. There are many commodities which are in daily use in the United States, but for which no amount of advertising could create a demand in Europe, because customs and traditions are so different here. Frenchmen, for instance, except the poorer classes, insist on tailor-made clothes, and manufacturers of ready-made clothes would have great difficulty in entering the French market on a large scale. Despite the great advertising given chewing gum during the war by American soldiers, and a determined campaign on the part of American manufacturers since, it is very doubtful if the French can be induced to become a nation of gum chewers.

Many American products fail to become popular abroad because of equally insurmountable difficulties. In many cases it is prohibitive tariff duties which make it impossible for the American producers to compete, no matter how low their cost of production. The bulk of certain articles is a permanent bar to their extensive exportation. Americans seeking a market abroad should first obtain a complete market investigation from a reliable source. The amount of time and money the Dorland Agency spends on such investigation is considerable.

France, especially since the war, likes American products and demands them in ever increasing quantities and there are a thousand and one products which could be successfully marketed in France by judicious advertising.

The success of American kodaks, fountain pens, patent pencils, razors and other articles amply proves this fact. So successfully have these American products penetrated the French field that they are generally given preference over the home-made articles. Of course more extensive and continuous advertising is required to make the great mass of French people use fountain pens in preference to ordinary pens, adopt patent pencils for every day use or shave with safety razors.

Many American products fill a want already existing in France and other European countries and have only to be offered attractively to be in instant demand. There is a great opportunity, for American producers and advertisers open in this direction, which if they do not seize will be lost by the fact that foreign manufacturers have already met the demand.

Take the matter of the multitude of labor-saving devices for housewives. Since the war France, and in fact all Europe has been suffering from an acute housing crisis. Large apartments are unobtainable except at exorbitant prices. Servants are almost as scarce. Housewives have therefore only to be made acquainted with the many devices in common use in American homes and manufactured superiorly in America to buy them. Electric irons, vacuum and patent cleaners, patent mops, space-saving furniture, and the multitude of other economical, rapid and labor-saving devices are lacking to most Europeans and could be easily sold abroad.

Since the war American cigarettes and tobaccos have been very popular abroad. The doughboys created a market which the big manufacturers are only beginning to utilize. The demand has only to be developed by advertising. The same applies to American candies and chocolates, although these will encounter a keener competition.

American canned foods would find a great market abroad if properly advertised, as canning in France and other countries is undeveloped as an industry. There are few well-known French brands of condensed milk, and there is no reason why American manufacturers should not share the market with the Swiss producers. A market might also be created for certain brands of millers' products and flours.

A considerable demand for high-grade American shoes has been developed in France, but there is no reason why American manufacturers of cheap and medium grade shoes should not compete more with British and other foreign makers who furnish a large percentage of the shoes worn in France.

A demand is open for underwear and artificial and pure silk stockings, only to mention two of the many articles of clothing that might be sold in France.

I do not understand why American manufacturers of trunks, who certainly produce as good an article as most French products, have not entered the French market. There is a great opportunity for many other articles used by tourists.

I believe that sales of American farm implements and machinery of all kinds could be increased by more extensive advertising, and the same would apply to building materials and supplies. I might go on, but have said sufficient, I believe, to prove that the French field is both wide and fertile.

WHAT'S WHAT?

EDITOR & PUBLISHER will gladly answer questions relating to the Syndicate Field addressed to the Syndicate Editor:

1116 World Bldg., New York

NINTH DISTRICT CLUBS HOLD TENT MEETING

R. E. Shannon Named President at Washington, Ia., Meet, Aug. 25-27 —Carl Hunt, J. W. Fisk, J. A. Austin Among Speakers

An innovation in advertising meetings was recorded this week when members of the Ninth District, A. A. C. W., held their annual convention in a large auditorium tent at Washington, Ia., and "camped out" during the sessions in smaller tents nearby equipped with running water, and electric lights.

The meeting was opened Monday night with a smoker and stunt program. Every delegate was given a cob pipe made from Iowa's tall corn and a package of tobacco. A boxing match and vaudeville sketches occupied the evening.

R. E. Shannon of Washington, Ia., was named district president in the election held Wednesday. Graham Stuart of Des Moines was elected vice-president and I. Rothchild of Iowa City secretary and treasurer.

Tuesday's sessions were opened by an address of welcome by Mayor Alberson, which was responded to by Victor Martin, district president during the past year. The first speaker on the program was Carl Hunt, New York, general manager of the A. A. C. W., who spoke of the progress of the Association and sketched briefly the high lights of the recent London convention. He was followed by Fred. P. Mann of Devils Lake, N. D. In the afternoon James A. Austin, advertising manager of the *Omaha Bee* discussed newspaper advertising. J. W. Fisk, head of the merchandising counsel department of the *Milwaukee Journal* talked on merchandising.

In the evening J. W. Coverdale, national secretary of the Farm Bureau spoke on farm conditions and explained what the recent grain merger will mean to the grain growers of the middle west.

At the opening session Wednesday, a message from Lou Holland, president of the A. A. C. W. was read. Immediately following W. H. Nelson, president of the Iowa Dry Goods and Apparel Association spoke on "Organization," from the retailer's standpoint.

John Blaul, one of Iowa's foremost wholesale grocers talked on the advantages of the lake to gulf waterway.

Among the afternoon speakers was Frank H. French of the French Advertising Agency, Cedar Rapids.

The convention closed with a banquet Wednesday night.

The Deseret News

SALT LAKE CITY UTAH

IN 1923 the "News" increased 71,708 lines in national advertising over 1922, while all other Salt Lake papers showed a loss for the same period.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

30,000 FAMILIES READ THE "NEWS" DAILY

"FIRST IN PUBLIC SERVICE"

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

THERE is only one universally read Newspaper in Dallas and the Dallas territory

The Dallas Morning News

Supreme in Texas

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

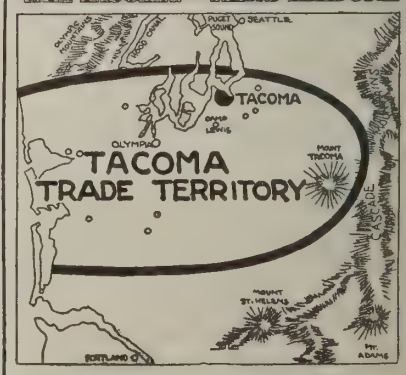
The September
CURRENT HISTORY MAGAZINE
Now On Sale

Circulation 80,311

World Events of the Month
By 35 Eminent Authorities

Read by
"The Pick of the Nation"

THE TACOMA NEWS-TRIBUNE



Frank S. Baker, President
Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

NEWSPAPER CODE OF ETHICS APPLIES TO MOVIE PRESS AGENTS—HAYS

And Editors Shouldn't Be Deceived by False Publicity Claims, Says Dictator—Salacious Advertising Condemned

CHARACTERIZING the motion picture as "the younger brother of the press" and declaring that those connected with the picture industry had quite as much responsibility to the public as have the reporters and editors and publishers of newspapers, Will H. Hays, advisor to the motion picture industry, gave a talk on the subject of clean publicity and advertising at the ninth annual meeting of the Associated Motion Picture Advertisers at the Cafe Boulevard Thursday. The affair was in the form of a luncheon and was attended by the publicity and advertising men who make up the Association and by a number of picture producers. Arthur Brisbane was another guest of honor. About 200 were present.

Mr. Hays declared that the movie publicity men—most of whom are former newspaper men—should have in their stories offered for publication the same degree of truth and intelligence as they put into their stories when they were staff writers on daily journals. He said they should hold themselves to the same code of ethics that are demanded of newspaper men, even though the newspapers have achieved their present high status only after 300 years of existence, while the movies are only a little more than 20 years old.

He pointed out that a recent census of the picture industry revealed the fact that there are more than 700 former newspaper men and women engaged in writing, producing, directing and publicizing pictures, some of them in executive positions of high responsibility.

Almost unanimously, he said, the press of the United States has been a real "big brother" to the movies, has stood beside them when their just liberties were attacked and has encouraged them nobly in both their commercial and artistic development.

Those who make, who publicize and who exhibit pictures owe a definite debt of gratitude to the press, he pointed out, and since all these elements had promised the newspapers that pictures should continually be better and cleaner, it was up to them to square their performances with their promises.

Pictures themselves are in the main devoid of salaciousness and unwholesome atmosphere, Mr. Hays told his hearers, but frequently the advertising and publicity accompanying them sought to give another impression. Of 660 pictures of feature length made last year, only about 60 might be criticized at all and only about 6 were downright bad, he said; but there were many cases where salacious titles and salacious advertising gave the false impression that the pictures they accompanied were of an evil nature. This was not only morally wrong, he added, but was downright dishonest, as it was obtaining money under false pretenses from those who thought they were going to see racy pictures, and then didn't see them.

Publicity of the "big money" type, although it is not so prevalent now as it was formerly, is dangerous and damaging to the industry, he told the press agents. Within the past year a story was sent out and carried by newspapers to the effect that Baby Peggy, a child star, was to receive a salary of $1,000,000. This was regarded as a great publicity stunt, even though it was untrue. The result was that a certain State, which needed revenue, immediately imposed taxation upon the movie interests, saying "If they can afford to give a child a million dollars, they can afford to kick in toward our expenses."

Newspapers should not fall for stories that stars are getting immense salaries or that productions are costing millions of dollars, Mr. Hays advised. He said he felt that news concerning pictures and those who appear in them is legitimate news and well worthy of a place in any newspaper's columns, since the movies are an accepted part of the everyday lives of our American people. But it should be genuine news and not bunk.

He told his audience that the producers of pictures belonging to his Association, the Motion Picture Producers and Distributors of America, had pledged themselves to refrain from using salacious titles and to refrain from making pictures based upon unwholesome themes. At the same time, it was not intended that punch and pep should be taken out of pictures or that they should all be adapted to the 14 year old child. But suggestiveness and filth would most certainly be kept out, he declared.

"Every effort is being made," said Mr. Hays, "to see to it that the more or less prevalent type of novel or stage play does not become the prevalent type of motion picture. It may do no harm for the sophisticates, who hold to the ultra-modern beliefs and practices, but our pictures go to everyone in the country—to 60,000,000 weekly and these include not only the sophisticates but the plain folks, who are in the great majority and who hold firmly to the decent and conventional things of life."

Mr. Brisbane declared that Mr. Hays was right and that the truth in advertising and in newspaper publication was the only element that could lead to permanent success.

At the end of the meeting, the members of the A. M. P. A. passed a resolution unanimously endorsing Mr. Hays' stand and pledging to him their cooperation individually and collectively.

Jewish Monthly Expands

Beginning with the October issue, the first time in the 38 years of its existence, *B'nai B'rith Magazine,* Jewish monthly of Chicago, will carry advertising for the and will become a general magazine. Heretofore it has been an organ of B'nai B'rith, Jewish fraternal order. The magazine was founded by Benjamin F. Peixette, one time editor of the *Cleveland Plain Dealer.*

ILLINOIS DAILY BUILDS

Rock Island Argus Begins Construction of $300,000 Home

Ground was broken Aug. 23, for the new $300,000 home of the *Rock Island* (Ill.) *Argus,* of which John W. Potter is publisher. The new plant will be completed and ready for occupancy by May 1, next.

The Argus has had a new home under contemplation for several years, having long outgrown its present quarters. The building now being erected will be the first plant the newspaper has had for its exclusive use in the 73 years of its existence.

The building will be two stories high, of pressed brick with Bedford stone facings, standing on a lot measuring 77 by 170 feet.

A $60,000 press is now under construction for the Argus at the factory of the Duplex Printing Press Company, Battle Creek, Mich. The contract calls for delivery early next spring.

TO ADD TO CHAIN

Enwright Says He Plans Purchase of N. Y. Evening Daily

Frederick W. Enwright, publisher of the *New York Evening Bulletin,* the *Boston Telegram,* and the *Lynn* (Mass.) *Telegram News,* is planning formation of a corporation with a view to purchasing three new dailies to add to his chain, he announced this week.

Although he refused to make names of the newspapers public, he stated one was a New York evening paper and the other two were dailies in small Massachusetts towns.

The new company will have as officers in addition to Mr. Enwright, Mrs. Eleanor M. Enwright, his wife, and Walter H. T. Enwright, his brother. It will be capitalized at $3,500,000, Mr. Enwright said.

Rumor in New York had it the *New York Evening Telegram and Mail* was the evening newspaper for which Mr. Enwright was negotiating. This was immediately denied on the return of Frank A. Munsey, who arrived from abroad on the Homeric, Aug. 27.

Fred A. Walker, publisher of the Telegram-Mail, who went down to Quarantine to meet Mr. Munsey, was emphatic in his denial of the rumor and even expressed doubt that there was any New York evening newspaper that Mr. Enwright could buy. Certainly, Mr. Walker said, there were no negotiations on or in prospect with any one for the purchase of the Telegram-Mail.

Mr. Munsey said briefly that he had no intention of selling the Telegram-Mail.

Marquis Enters the Campaign

Don Marquis is back boosting the campaign of Aunt Prudence Heckelberry for President, through his column, "The Lantern" in the *New York Herald Tribune.*

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

First!
—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results
The Indianapolis NEWS

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

Los Angeles Times
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

In New Orleans it's THE ITEM

HOME TOWN DAILY SMILES AS BIG CITY PAPERS "WILD 'EM UP"

Mysteries Bloom and Personalities Grow Vivid When Small City Story Hits Front Page of Metropolitan Press —Sensations "Made-to-Order"

By HAROLD ROBINSON

SMALL city newspapers especially ones within the shadow of large cities have many problems to solve that are seldom given much thought or consideration by the public in general. One of these problems is the handling of news stories that are "played up" by the big city newspapers much to the embarrassment of the newspaper and the editor where the story originates. The big city newspaper carries the story with streamer headlines—makes a sensation where there are little or no grounds for so doing. If there is a girl in the case of course she is beautiful, accomplished, vivacious and teeming with personality. If her father is an ordinary citizen holding perhaps a small appointed office, he is played up in the big city newspaper as a prominent and wealthy politician.

"Put the story over in a big way regardless of facts, regardless of how foolish the story will read to those few in the small city who will know better, make the story readable to the majority who know little of the facts in the case." That seems to be the sort of a mind the big city editor has, also the correspondent who wires stories to the big city newspapers.

Get "good newsy stories" is a good policy but why encourage the reporters and correspondents to wild 'em up just to make the stories salable both to editors and readers?

An incident along this line was recently demonstrated in Western Pennsylvania. A young couple in McKeesport, Pa., Herbert Cooley and Alicia Tobin, were quietly married on July 22, at the home of the bride's parents. None but members of the two families witnessed the ceremony. The couple departed that evening for a honeymoon trip in a two-passenger Ford car. In less than a week's time the young bride decided that she had made a mistake in getting married, and while in the Lawrence Hotel at Erie, Pa., she wrote a letter to her husband telling him just why she was leaving him. There was much of a private and personal message yet she made it plain that without love there could be no permanent happiness, and that she was going away to seek employment, and asked that her parents be so notified and urged them not to worry about her.

Such has been the case with hundreds of ordinary couples and no great fuss was made of it.

But the big city newspapers from New York to Chicago played the story to death. Some of the dreamers wrote that she had dropped completely out of sight, some intimated that she had met with foul play, others that she vanished from the bridal suite without any knowledge of her husband, one newspaper in New York printed that she was amnesia victim, another that she had deserted her husband of five days to join a former sweetheart in Florida while on another day a newspaper story said she had been drowned in Conneaut Lake, Pa., and on another day she was positively identified as the young woman who attempted to buy carbolic acid at a drug store in Franklin, Pa.

But back in her home city the *McKeesport Daily News* handled the story entirely along different lines. Printing on its first page, on the same day the story first broke in the big city newspapers in a sensational item, the Daily News had a three line head on a two stick story giving all the facts. Of course the story lacked such features as detailing her wedding as one of the largest and most fashionable ever held in the city. It wasn't. It didn't say that her father was one of the most prominent and wealthy politicians of the city because its readers would have known better. It didn't say that she had vanished from the hotel and the young husband had become frantic waiting for her to return and that he feared foul play, because the young husband had shown the editor of the McKeesport paper the letter he had received in his hotel room five minutes after she had made up her mind to leave him. He was disturbed, of course, so were her parents. Both the father and the young husband were making an effort to locate her. They knew just why the young bride had deserted her husband. It wasn't a case of mysterious disappearance as the big city newspapers printed. It was a clean cut case of desertion as was printed in the couple's home city newspaper.

But the correspondents had a new dream each day, as to the cause of her disappearance. Out-of-town newspapers printed wild stories and because the McKeesport newspaper did not wild up the sensational features it caused many to think that the local newspaper was shielding somebody. That was not the case. The home newspaper had and printed the facts. There wasn't any more to it until she could be found or heard from.

On Aug. 18, two letters came to McKeesport from the young bride—one to her husband and the other to her father. Immediately both letters were placed in the hands of the editor of the McKeesport newspaper. Both were personal messages to the ones addressed. But there was big news in them, outside the matter of a private and personal nature. It was the fact that she did just what she said in her letter left for the young husband on the day she left him. It told where she had been all the time and that her mind had not changed one iota and that without love there could be no marriage and happiness, that she had not met with foul play and that there was no other man in the case, and she begged that the police and private detectives be called off and that she be let alone to live her own idea of life and that she was past 24 years of age and capable of making her own living.

These facts were printed in her home city newspaper twelve hours ahead of the big city newspapers who had been playing the case for over a week from every sensational angle possible.

Of course there was much other information in the letter she wrote to her husband and parents. But when shown to the editor of the McKeesport newspaper he treated the situation the same as any professional man should a client. He picked out of the letters what was news, what his readers were entitled to know, and printed it, but this time with a three column head because at this stage the other newspapers had printed so much piffle that when real news came and came to the local newspaper exclusively, it was a bigger story than when first printed.

Jess E. Long, editor of the McKeesport Daily News in discussing the matter said:

"A small city newspaper editor occupies a position somewhat different from the big city newspaper editor. First of all he is known by perhaps 75 per cent of his readers. He is consulted by all sorts of people on all sorts of questions. He carries more confidences of the people of his community than any other person. Small city newspaper editors usually know more secrets and more people make a confidant of them on business, political, social and personal matters than any man in the community. And why not? Why shouldn't the people of a small city go to their editor with confidential matters? Lawyers and doctors have professional confidences with their clients, the editor's readers are his clients, and mean much more to him than the average client does to any other professional man. When the people of any community lose confidence in the editor of their newspaper that editor is done and the newspaper fails to serve as it should in a community. When other newspapers printed sensational 'stories' in connection with the Tobin-Cooley case the Daily News did not because we knew the facts. The principals in the case did like people will in most communities where they have the right sort of feeling toward the newspaper and its editor. They trust him. Have confidence in him. And a good newspaper editor will go the limit, even at times to allow his own newspaper to get 'scooped' before he will break the confidence of a fellow man."

N. Y. TIMES ISSUES BOOKLET

"The Making of a Great Newspaper" Gives Interesting Statistics

The *New York Times* has published a pamphlet entitled "The Making of a Great Newspaper."

After a brief resume of the beginnings of that paper the pamphlet gives some very interesting statistics as to the white print paper used, the ink consumed, the annual cost of distribution, the number of employes engaged, the weekly payroll, a record of the earnings, and the covering of the city news.

Publishers who are interested in the erection of a newspaper plant will find in the concluding pages the technical details of the construction of the new home of the *New York Times*.

"GOOD FOR WHAT AILS YOU"

If you have hare-lip, eyes crossed, flapping ears, brain-fag, falling hair or rising temperature, then consult a doctor.

But if you're normal, a regular advertisement in the BROOKLYN STANDARD UNION will steady your business, increase it and make you feel like another man—and you'll probably have to get another man to help you take care of the prosperous business which comes to those who advertise in a paper that is alive and well.

Poor Bob's Almanak

The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL

together with the other State papers cover the State of Texas. They should be on every list.

Ask Beckwith—He Knows

EVENING HERALD
Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

More than a million buyers of goods read the
NEW YORK EVENING JOURNAL

The most successful of all newspaper consolidations.
THE NEW YORK HERALD
New York Tribune

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

NEWSPAPERS BOOSTING RADIO WHILE MAGAZINES GET AD BUDGETS

Dailies Urged to Regard Radio As Big Advertising Producer Rather Than News Competitor—Now $400,000,000 Industry

By H. S. WOODMAN

A PROMINENT radio manufacturer asked recently, "What's the matter with newspapers and radio? Are they afraid of it?"

The answer is not a direct affirmative, but it might be said that in general the question of the radio as a competitor of the newspaper has been given more attention than the question of radio as a new and liberal producer of newspaper advertising. There are many outstanding exceptions, of course.

Many publishers have long since recognized that in radio a new baby has been born to newspapers which promises to become one of the greatest producers of advertising since automobiles. The foundling is on the very doorstep waiting to be taken in. Some are already nursing it well.

Let us examine the vital statistics of this "baby."

Latest available figures show that in the United States there are today:

2,954 radio manufacturers; 2,690 distributors and jobbers; 300 manufacturers' agents; 32 exporters; 21 importers; 20,060 retail dealers.

There are 1,456 dealers in Illinois, 1,000 in California, 1,822 in Pennsylvania, 965 in Massachusetts, and 1,272 in New York City alone.

An unconfirmed report has it that there are over 3,000 dealers in New York City.

It is said by eminent authority that more than 200,000 people derive their living from radio.

Babson estimates that seventy-five cents out of every dollar spent on musical instruments goes into radio. It is believed that in 1924 $400,000,000 will be spent on radio equipment. Secretary Hoover has further stated that the radio is one of the greatest of human developments and that within a few years at most every American home except the very poorist will have some form of radio receiver.

Now consider the marketing of over four hundred millions of dollars' worth of equipment. Advertising will be the greatest single force in this undertaking. What are the newspapers going to do about it?

The magagines are on the job. There are many new publications, both weekly and monthly, devoted solely to radio. There are many trade papers also. Then there are the general magazines many of which are soliciting the business vigorously.

What are the newspapers going to say about the selection this fall of a long list of general magazines for an account involving thousands of dollars when those magazines have done nothing to boost radio? What are they going to say about dumping an appropriation of $80,000 into practically one magazine? This very thing was done last year and there is a good chance of the performance being repeated.

It is true the magazines are on the job. And what are they doing? They are selling the advertiser on the theory that they cover your city, Mr. Newspaper Publisher, and they are getting away with it.

Newspapers and radio have a natural affinity for each other. This affinity is analogous to that which exists between newspapers and financial markets. No magazine has ever successfully entered the field of finance. That is not to say that there are not successful financial magazines. There are. But no magazine has ever entered financial markets and carried away the largest share of the money spent by financial houses in marketing their stocks and bonds or selling their services as brokers. Witness that one great newspaper carried 2,371,000 lines of financial advertising in 1923, representing $1,775,000. Witness that the magazine, sometimes spoken of as the greatest, does not carry a line of financial advertising. The reason is simple. News of financial markets is a day to day proposition. A weekly magazine is out of the running and a monthly is as useless as frictionless brakelining in the big things of finance.

Now the same element of news which makes the newspaper of primary importance in financial markets is found in radio. There are few businesses in which this is true. It is the daily radio programs which make it so. And there is where the newspaper takes the floor. "What's on the air tonight?" is the first thing a "fan" asks as he picks up his newspaper. The radio manufacturers know this. The dealers know it better still. The public knows it. There are some newspaper publishers who know it. One of the wise ones carried in a single issue last spring more than 30,000 lines of radio advertising. There are many which will carry a volume of business this fall. But my manufacturer friend who asked the opening question of this article believes that the great American press has not yet taken the radio "baby" in, and that is why so many of them are not "sold" on newspapers as primary advertising mediums.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

6,485,280 PEOPLE ~ ~
5,092,382 NATIVE WHITE

THIRD IN POPULATION

ILLINOIS

STANDS

First in packing industry
Second in value of all farm property
Third in value of farm crops
Third in manufactures

ILLINOIS is an ideal tryout territory for nationally advertised merchandise.

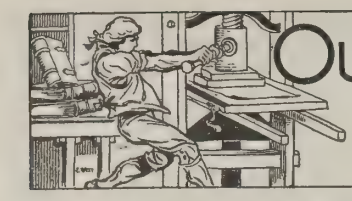
Illinois has a wonderful balance in the proportion of its urban and rural population, in the wealth and variety of agriculture and manufacture.

Illinois is an extremely attractive state for advertisers. The tremendous circulation of the many newspapers in this state present a total number of buyers that should appeal to all national advertisers.

The people are here, money is here, and newspapers are here. All depends on your advertising message.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.



Our Own World of Letters

By JAMES MELVIN LEE

SEPTEMBER seems to be a journalism month so far as the magazines are concerned. Special articles relating to the newspaper press, for example, will be found in the *World's Work, Scribner's,* and the *Century.* Because of the amount of material published in the periodical press this month I shall have to publish my comments in installments.

* * *

THE cartoon entitled "He Wouldn't Advertise" in the *Saturday Evening Post* for August 23, ought to be given the "once-over" by every advertising man. It shows in a very picturesque way the man who made the best mousetrap and then waited for the world to make a beaten path to his door. The cobwebs over the door, the grass growing between the boards of his stoop, and the brambles blocking his path all tell an interesting story in a wordless editorial.

* * *

CARL DICKEY begins in the *World's Work* for September a series of articles "The Truth about the Newspapers." The opening one is entitled "Independence of the American Press," and from it I quote the following paragraph that the reader may know in Mr. Dickey's own words about the scope and purpose of the series:

> I do not mean to say that American journalism does not have its "rot spots," its corners where ideals are debauched, where influence is sold, where news is twisted and distorted, and where newspapers have no souls. In these articles I will describe some of these journals and editors whose misdeeds are so often cited as general indictments of all newspapers, good and bad alike. These "rot spots" are more likely to be found in the smaller cities and in states of smaller population, where varied industries have not yet been developed; though reprehensible sheets do exist in the larger cities, but without any large measure of patronage or influence.

In his comment about Mr. Hearst, Mr. Dickey refers to the series of questions recently asked that newspaper publisher by EDITOR & PUBLISHER. He sketches the *Times* under Mr. Ochs, pays a fine tribute to the late Frank I. Cobb of the *New York World,* quotes E. Lansing Ray, editor and publisher of the *St. Louis Globe-Democrat,* criticizes the newspaper fashions found in Omaha, Neb., and, of course, comments about Frank A. Munsey.

I quote the following paragraph for the sake of comparison with what Herbert Bayard Swope said on the same subject in his address, "Journalism: An instrument of Civilization" at Hobart College:

> The power and influence of the press as a whole has not decreased. The press has merely changed its course and is now exerting its influence in a more calm, detached and impartial manner. It is trying less to force its own opinions and policies upon its readers than in the days of Greeley and the personal journalists, and is seeking more and more to mould a sounder public opinion by printing the news and views on both sides of political and governmental questions and then seeking to give its own interpretations.

* * *

AWAY back when Ike Russell was "cubbing" on the *Salt Lake City Deseret News,* in 1905, Senator Clark of Montana built a railroad from Salt Lake to Los Angeles and said he'd take the trail blazers of that route over the road for a free ride. Ike drew the assignment to find out who the trail blazers really were. Some arose out of about every mountain gulch in the Wasatch and Uintah ranges, and finding out proved a greater job than could be "mopped up" in one sitting.

A probe was started that lasted nearly 20 years when "Hidden Heroes of the Rockies" emerged as a tribute from Ike to the real pathfinders. All of them he had placed forty or more years back of all the claimants he had dealt with and his book is an effort to rescue the real pathfinders from an oblivion that began when the settlers came in covered wagons to take the places of those who knew no "Covered Wagon" and came with rifle alone, and subsisted off it for several decades while taming the Indian and making the country ready for the settler.

* * *

JOHN A. STEVENSON, vice-president of the Equitable Life Assurance Comany, in an article in the *Nation's Business* for September gives the editorial writer several leads which, if properly developed, would make good copy for the editorial page. But I mention this article by Mr. Stevenson chiefly for the purpose of quoting his remark that sometime ago there appeared a criticism of the American press which stated that "the average editor over-estimates the public information, but under-estimates its intelligence." I, for one, would like to know where this criticism first appeared.

* * *

NO JOB office is now directly affiliated with the *Baltimore Sun.* Years ago, like most newspapers, it did have one but the late Charles H. Grasty, just before his retirement as business manager of the Sun, sold it to J. W. Magers. The latter, when he left Philadelphia, sold it in turn to a company headed by Frederick W. Strow who is general manager. At the time of the first sale there was some question about the right to use the name of the Sun in connection with the job plant but it was finally retained.

I mention this fact because it was not the job office of the Sun, but the Sun Book and Job Printing Office, Inc., with no newspaper connection, that published in booklet form the poems of Henry Edward Warner about which I made a few comments some time ago in this department.

* * *

IN RESPONSE to an inquiry I would say that one of the best discussions of newspaper ethics is the address which J. St. Loe Strachey, editor of the *London Spectator,* delivered at the Pan-Anglican conference. It has been printed in pamphlet form under the title "The Ethics of Journalism."

* * *

E. O. DEAN was for something like 25 years a newspaper man in New York City. Ten of these years he spent on the staff of the *Evening Post.* He is now chief editorial writer on the *Providence* (R. I.) *News.* In a recent issue of that paper under the running head of "Random Remarks" he says some very pertinent things about how the Post began to weaken under Mr. Villard and was not braced up by Mr. Lamont, in spite of the money the latter put into the Post-hole.

At first glance it would seem that Mr. Dean writes with a picric pen, but the second reading shows an absence of personal animosity as the following quotation will prove:

> So Professor Edwin F. Gay, dean of the Harvard School of Business Administration, took charge. Personally, no more lovable and kindly and gentlemanly man ever lived than Dr. Gay, a very able man, too; he was simply out of his element. Right away old-timers in the "game" shook their heads. They saw the rocks looming on the horizon.
>
> The good doctor hired promoters, vice-presidents, assistants to executives, specialty men, syndicate heads, feature editors, magazine editors, art editors, literary editors, book reviewers and a lot of nondescripts whose ostensible duties nobody seemed to know anything about. The editorial rooms and business offices swarmed with "four-flushers" drawing high salaries.

I would not be quite fair to Mr. Dean unless I added that his "Random Remarks" mention other Manhattan newspapers, not only those now published but also those about to be started. The remarks about the *Times* and the *World* are especially illuminating. His story will find a place in many a newspaper scrapbook because of the frank way in which he has set forth his personal opinion about New York newspapers and newspaper men.

* * *

HOBART College at Geneva, New York, has just issued in official form the Phi Beta Kappa address "Journalism: An Instrument of Civilization" which Herbert Bayard Swope, executive editor of the *New York World,* delivered at that institution on Commencement Day. This pamphlet, which may be obtained gratis upon application, deserves a careful reading because of the able manner in which Mr. Swope has presented several new points of view on modern journalism.

Mr. Swope frankly confesses that there never has been a really satisfactory definition of news, but offers as a substitute this apothegm, "any statement possessing interest, importance, truth, and timeliness."

The paragraph to which I wish to direct special attention is that in which Mr. Swope answers so clearly and succintly the charge that the power of the press has waned in recent years. His comment is quoted in full below:

> When true to itself, Journalism is its own best justification. It is a commonplace to say that the power of the press has waned. The statement is erroneous. The reverse is true. The power of the press is greater than ever before. The fallacy arises from a narrowed judgment point. Those affirming this thesis, measure with a political yardstick. They go back to other days when power was reckoned in accordance with the success achieved by special pleading for a particular editorial formula; when a rigid partisanship prevailed, in the so-called golden day of the editorial. There may be a lessening of the influence of the editorial page, measured in terms of direct political action, but this can be attributed to the difference in method as much as to any decay of influence. Today the first duty of an editorial is to stimulate thought, not to command slavish adhesion. If the expression of opinion succeeds in making a man think, more has been done for humanity than would be true if it had been able to compel a blind following.

* * *

FIRST edition copies of "Louder Please!" by Earnest Elmo Calkins are now being reserved by The Atlantic Monthly Press. The title doubtless comes from "The Technique of Being Deaf." Another charming sketch which is included in the volume, and which also appeared first in *The Atlantic,* is "A Small Boy's Reading." In a whimsical but pungent style Mr. Calkins traces his career from the time that he was an amateur printer in a small Middle Western town down to the present, when he is one of the foremost advertising experts in the country. Publication date has been set for September, 1924.

R K T'S COLUMN

is a special feature presenting daily the most important features of the stock market with relation of the stock transactions to specific developments in industry.

R. K. TREVOR

in this column sets forth day after day the biggest developments in the great metamorphosis which is coming over American industry. The part which American companies are playing in the world struggle for industrial and financial supremacy is clearly dealt with.

Ready 7 p. m. f. o. b. night press toll wire—write or wire for sample and rates for your city.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row New York

They Like The New Price

Tested copy of high standard for co-operative church advertising campaigns is available to papers at the extremely low price of 3 cents per thousand circulation per week.

Announcement of the new series, No. 6, of 52 ads, made three weeks ago in Editor and Publisher brought orders at once.

Perhaps your paper can use these ads. Series No. 6 will be ready in a day or two.

These are non-denominational helpful suggestions to the men of your city who go to no church, about 250 words each. If the price of 3 cents per thousand per week is too much for your paper—set your own price. We are anxious to serve at the lowest possible cost to everybody concerned.

These ads sold to one paper ni a town. Reserve territory for Series 6 at once to Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

BRITISH COLONIES TOLD TO ADVERTISE

Higham Declares Rich Market Awaits Their Products in England—Australian Federation Adopts Advertising Tax Plan

By Herbert C. Ridout

(*London Editor*, Editor & Publisher)

London, Aug. 18.—It has been a matter of general comment in Great Britain since the opening of the British Empire Exhibition at Wembley that despite the many thousands of different commodities shown there as samples of overseas productions and manufactures, there is no evidence of whether and where they can be purchased at any place in England.

The point came to the front in the *London Westminster Gazette*, and Sir Charles Higham was invited to say why the Empire goods were not stocked by British shopkeepers. Sir Charles's reply was pertinent.

"They are simply dumped here. No one is told about them" he said. "If there is one line of goods which could be successfully exploited in Great Britain it is tinned fruits and fish, which are produced in excellent quality in all the Dominions. I believe Australia and Canada could sell all their goods if they were properly advertised."

"Why should not the overseas countries follow the examples of India. There the Government collects fivepence on every 100 pounds of tea sold, and this is earmarked by law for publicity purposes only. The Government collects the money and hands it back to a committee of tea-growers, to be spent. More than $500,000 a year is raised and spent in this way. This is why Great Britain and the world never forgets that tea is grown in India."

The Japanese tea-growers, he added are proposing to raise $5,000,000 in this way for the same purpose.

Subsequently an Australian official in London stated that the Australian National Federation of Fruit and Potato Trades Associations had adopted a scheme similar to that obtaining in India in regard to tea. A halfpenny a case is charged to each importer to cover the cost of advertising the products, with excellent results.

NEWSPRINT PRODUCTION HEAVY

Canadian 1924 Export Figures Well Above 1923

July exports of newsprint paper from Canada, according to bulletin of Canadian Pulp and Paper Association, amounted to 105,133 tons valued at $7,863,563, as against 92,959 tons valued at $7,045,653 in July, 1923. Value of all paper exported was $8,614,350, against $7,695,670. On other hand exports of pulp dropped from 83,924 to 52,232 tons and in value from $4,371,141 to $2,751,091.

For the first 7 months of the year exports of newsprint amounted to 710,418 tons valued at $53,528,417, as compared with 643,724 tons valued at $48,471,271 for same months of 1923. Value of all paper exported was $58,465,630, against $53,190,231. Pulp exports totaled 407,297 tons valued at $22,022,817, as compared with 480,157 tons valued at $26,435,367 in 1923.

Daily Using Sky Advertising

Through the enterprise of the *Toronto Daily Star*, visitors to the Canadian National Exhibition, which opened on August 23, are being given a demonstration of sky-writing by aeroplane, this being the first time for this stunt to be performed in Canada. The words *Daily Star* are being used.

Employes Honor Publisher's Son

Employes of the *Scranton* (Pa.) *Times* recently tendered a dinner in honor of William R. Lynett, son of the owner of the Times, whose appointment as assistant to the publisher went into effect several weeks ago. Mr. Lynett has been connected with the news department of the Times for a number of years and at the last session of Congress was Times' correspondent in Washington. It was decided at the dinner to hold annual outings for the Times "family."

AD-TIPS

Aubrey & Moore, Inc., 210 East Ohio street, Chicago. Has secured the accounts of Johansen Bros. Shoe Company and the Hedstrom Schenck Coal Company.

Chambers Advertising Agency, Chicago. Distributing contracts on the Star Products Company generally throughout the southwestern territory.

Nelson, Chesman & Company, 500 N. Dearborn street, Chicago. Middle west and eastern papers are to receive copy schedules approximating 800 to 1,000 lines on the Frank Harris Sons Company, Chicago.

Samuel C. Croot Company, 28 West 44th street, New York. Placing account of Eberhard Faber, Brooklyn, manufacturers pencils, penholders, erasers, rubber bands, etc.

Dake Advertising Agency, Chicago. Contracts for newspapers in the Louisiana territory are being sent out on the Radium Appliance Company, Chicago.

Gardiner & Wells Company, Inc., 150 Madison avenue, New York. Will place account of the Kelly-Springfield Tire Company, New York, manufacturers of pneumatic and truck tires.

A. A. Gray & Company, 133 West Washington street, Chicago. Handling accounts of the National Transformer Manufacturing Company, Chicago, manufacturers of radio transformers; Yaxley Manufacturing Company, Chicago, manufacturers of radio parts and the Berryman Oil Burner Company, Chicago.

Eastman & Company, 53 West Jackson boulevard, Chicago. Has secured the following accounts: Sheet Steel Products Company, Michigan City, Indiana, builders of Durabuilt steel cabs for motor trucks; James B. Berry's Sons Company, petroleum marketers and Edward White Sales Company, equipment sales agency.

Erwin, Wasey & Company, 844 Rush street, Chicago. Copy schedules are being sent to Ohio newspapers on the U. S. Gypsum Company, Chicago. Only those towns in which there is a distributor are being selected.

Charles H. Fuller Company, 629 S. Wabash avenue, Chicago. Issuing contracts and orders generally on the Cooper Pharmacal Company, and the O'Cedar Mop Company, both of Chicago.

Hoops Advertising Agency, 9 E. Huron street, Chicago. Contracts being issued to a general list of papers on the Paige-Detroit Company, Detroit.

Arnold Joerns Company, 25 E. Huron street, Chicago. Will use a general list of newspapers for advertising of the Pasche Air Brush Company, Chicago. Five hundred-line copy will be furnished small town papers, while 1000-line copy will be sent larger city papers.

H. W. Kastor & Sons Company, Inc., 14 East Jackson boulevard, Chicago. Placing account of the Joseph & Feiss Company, Cleveland, manufacturers of "Clothcraft" clothes for men and young men.

R. E. Lovekin Corporation, Eighteenth and Market streets, Philadelphia. Has secured the accounts of the S. & S. Corrugated Paper Machinery Company, Brooklyn; J. S. Patten Engineering Company, marine oil burning systems, New York; Refractories Department, E. J. Lavino & Company, Philadelphia, chrome refractory brick, chrome refractory high temperature cement.

McManus, Inc., Chicago. Issuing contracts on the Hupp Motor Car Corporation, Detroit.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Now handling the following accounts: Elliott Addressing Machine Company, Cambridge, Mass.; Smith & Dove Manufacturing Company, linen thread, Andover, Mass.; Bilt-In Foot Regulator Company, Boston; F. A. Foster Company, cretonnes, Boston; and the John Hancock Mutual Life Insurance Company, Boston.

Irvin F. Paschall, McCormick Building, Chicago. Now handling account of the John Bachmann Company, Chicago, manufacturers of the Herald B pipe.

Pratt-Moore Company, Ford Building, Detroit. Will place account of the Zenith-Detroit Corporation, Detroit, manufacturers "Zenith" carburetors.

Roberts & MacAvinche, 30 N. Dearborn street, Chicago. Contracts being issued generally on the Schaeffer Pen Company, Fort Madison, Iowa.

J. Walter Thompson Company, 14 E. Jackson boulevard, Chicago. A list of newspapers is being prepared on the Aunt Jemima Mills Company (Pancake flour), St. Joseph, Missouri. The list has been considerably shortened this year.

Wade Advertising Agency, 130 N. Wells street, Chicago. Contracts are being issued to small eastern newspapers on the Para Paint & Varnish Company, Cleveland.

Williams & Cunnyngham, Inc., 6 North Michigan avenue, Chicago. Handling account of the Morton Salt Company, Chicago.

A State of Activities—
Of Great Natural Resources—
Of Splendid Possibilities—
Of Corking Good Daily Newspapers—

West Virginia

daily newspapers go into the homes of West Virginia, and are read from the first page to the last.

West Virginians understand what an advertiser is trying to tell them about his product, because they believe in their daily newspapers, and if you get the facts before them, it is pretty close to making sales.

Minerals, in which this state ranks second, timber reserves, natural gas, petroleum, water power, a rich soil and excellent transportation facilities reveal the fact that West Virginia compares favorably with any locality in the United States in wealth, purchasing power and resources.

Manufacturers,—put your goods in these cities—put your advertising in these daily newspapers.

Through the columns of these publications you are able to create immediate demand for your merchandise.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03
Wheeling			
***Intelligencer	(M)	11,912	.0325
***News	(E)	15,012	.05
***News	(S)	19,906	.07

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



LABOR DAY—and then good-bye business slump. Chase it.

Get your local merchants working on special sales covering low-priced goods. That will crowd the store aisles and there's nothing like a bargain crush to make people untie the wallet.

Pound the coalmen. If people's bins are empty advertising had better fill them now, for cold weather is going to start early.

How about storm-doors, weather strips, oil, gas, and coal heaters, steam-heating plants?

And the youngsters are going to play lots of football after a week or two.

ONE newspaper induced several local beauty parlors to share the cost of a general campaign of educating the public to greater use of beauty shops. The campaign ran six months, using a quarter page once each week.—Bert A. Teeters, *Springfield* (O.) *News.*

The *Long Beach* (Cal.) *Press* recently inaugurated a "Long Beach Merchants' Combined August Clearance Sale." A separate section containing nothing but store advertisements was published in connection with the regular issue. On the first page of the special section were listed all of the merchants whose ads were on the inside together with special mention of certain bargains offered by each advertiser. The regular advertisements did not appear in this special section unless the stores were in the group participating in the Combined August Clearance. Additional advertising to the extent of fifteen full pages was added by this innovation.—H. J. Ashe, Long Beach, Cal.

Hooking up advertising with news stories could be promoted more extensively with good profit. A southern Indiana newspaper carried a story of a Saturday night robbery in which a safe was stolen. The next day the story was lifted and made a part of an ad carried by a bank, which keeps open on Saturday nights to accommodate the merchants of the city. The story of the Lorain, O., disaster was lifted and made a part of an insurance ad. Many stories can be used in this way.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

During the farm auction sale season it is a good plan to feature some occasional boosts for the classified department. Many good sized classifieds can be brought in by some good copy built around the idea, "Not enough items for an auction—sell them at small expense through the classified columns."—W. Webb McCall, *Mt. Pleasant* (Mich.) *Times.*

"Four Wheel Brakes!" is the caption of a 100-inch advertisement run by the *San Luis Obispo* (Cal.) *Herald and Telegram* to bring up the advertising volume on a light day. The copy in the advertisement went on to tell of the safety of the four-wheel brakes, their value, etc. Underneath, in a double row of boxes appeared the names of San Luis Obispo automobile dealers that sold automobiles equipped with such brakes. The advertisement is sold on the co-operative basis, the cost being prorated among the dealers who advertise. The advertisement may be sold to appear on a day on which there is ordinarily less advertising than usual, and it has no effect on the dealers' regular schedules.—A. B., Berkeley, Cal.

Schools of all kinds are about to open their doors for the 1924-1925 term, making the time ripe for a concerted advertising effort among them. The *Scranton* (Pa.) *Republican* did this with good success, getting in space from the Y. M. C. A. evening school, music schools, business colleges, night schools, correspondence schools, music teachers and colleges. College and school news filled the pages which made up a comprehensive and profitable "School and College" section.—Robert L. Beard, Fort Wayne, Ind.

A Cincinnati department store recently devoted nearly three columns of a page display ad to "Classified. Clearances." This section contained about 75 classified ads which were made up in regular classified style with such heads as Wearable, For Homes, Yard Goods, Art Goods, Men's Wear, For Boys, Girl—Tots, Gloves, Neckwear, Miscellaneous, etc. Each ad was a bargain.—R. B. Miller.

Several enterprising daily newspapers recently have sponsored "Test Your Brakes" campaigns. The editors induce the local police to assign a squad of traffic officers to examine all automobile brakes during a certain week, obtaining the co-operation of the local safety council, motor club, chamber of commerce, etc. The advertising managers find no difficulty in securing a couple of additional full pages of paid ads. which are run by the local automotive jobbers, service stations, garages, brake experts, automobile dealers, etc., who call the attention of the motoring public to the fact that during the brake inspection campaign they will be glad to examine and adjust brakes free of charge. This advertising brings motorists, who, while having the control apparatus of their vehicles fixed up, usually purchase some replacement part or accessory for their cars.—Arnold A. Mowbray, Brooklyn, N. Y.

Where in keeping with advertising policy newspaper men find selling a bottom page streamer—one or two inch ad—an easy proposition. Several eight-column two-inch ads recently appeared in the *Clinton* (Ia.) *Advertiser.* They look good and appeal to the casual advertiser much better than a two-column 4- or 5-inch ad. —L. J. Jellison, Dubuque, Ia.

Druggists and stores handling toilet articles can increase their summer sales by advertising perfumes and elixirs prepared especially for hot weather use. Discriminating women make a change in the use of these articles as soon as the weather becomes warm. The practice can be spread by a bit of educational advertising. Have an advertising man call on the druggists to show them a way to boost their summer business.—A. C. Regli, Eau Claire, Wis.

Portland, Me., is the gateway to the many summer resorts of the State. A page stunt that we have put over with wonderful results for two years is the "Tourists' Handy Guide to Portland Shops." A map of the business center of the city was drawn and around the edge of this some 20 two-inch boxes were laid out. As each space was sold a line was drawn from the advertisement to the advertiser's position on the map. This page is run during the summer tourist season, and advertisers report very favorable tourist trade from their weekly insertions.—Tim Ward, *Portland* (Me.) *Express.*

Chicago Paper to Broadcast

Monday of this week Foster & McDonnell, publishers of the *Chicago Southtown Economist,* contracted for the erection of a 500-watt radiocasting set.

Mathews Account With Paul Teas

Ralph Leavenworth, of the staff of Paul Teas, industrial advertising agent, Cleveland, has announced that this agency is now handling the advertising of the Mathews Conveyor Company, formerly the Mathews Gravity Carrier Company, Ellwood City, Pa.

Springfield Republican 100 Years Old

Present and former members of the *Springfield* (Mass.) *Republican* staff will attend a dinner at Hotel Kimball, Springfield, Monday evening, Sept. 8, in celebration of the 100th anniversary of the founding of that paper.

Stork Greeted with Special Edition

Ralph Huffaker, editor of the *Collinsville* (Tex.) *Times,* recently issued a special edition in honor of the arrival of a 10-pound son at his home.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of
HOLLISTER'S
CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

America's Best Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

The Washington Herald
Largest Sunday Circulation Any Washington Paper

The Washington Herald
morning
and
The Washington Times
evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE
Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

ADVERTISING INSURANCE OFFERED THROUGH

NEW YORK STATE

DAILY NEWSPAPERS

WITH the approach of fall, New York State is ready for new merchandise.

New York State merchants everywhere are preparing for their greatest season. Even considering economical conditions and summer months, business has been good—and the future is merely a matter of having the merchandise.

This is the kind of a market worth going into.

The greatest number of the richest people in America are looking for your goods.

What New York wants and says is "O. K."—the nation accepts as the best. What New York rejects, the nation will eventually turn down. Therefore, Mr. Advertiser, you win or lose on the example of New York State.

Each city represented in this list has huge possibilities for you. Each one, being a separate community, has local pride, local interests, local institutions and local newspapers.

These local daily newspapers keep the local people supplied with news every day.

They tell what is happening everywhere and they are the guide posts, directing people where to go to buy what they buy.

These listed dailies completely cover the state.

Win New York State with an honest product properly advertised and you can win America.

	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08
***Albany Knickerbocker Press (M)	30,537	.10	.10
***Albany Knickerbocker Press (S)	52,354	.13	.13
†††Auburn Citizen (E)	6,429	.04	.035
***Batavia Daily News (E)	8,728	.04	.04
***Brooklyn Daily Eagle (E)	66,079	.22	.22
***Brooklyn Daily Eagle (S)	76,284	.22	.22
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
***Buffalo Courier (S)	118,603	.25	.22
***Buffalo Evening News (E)	123,852	.25	.25
***Buffalo Evening Times (E)	100,236	.18	.18
***Buffalo Sunday Times (S)	100,005	.18	.18
***Buffalo Express (M)	48,019	.14	.12
***Buffalo Express (S)	55,407	.18	.14
†††Corning Evening Leader (E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11
**Geneva Daily Times (E)	5,537	.04	.04
***Glens Falls Post-Star (M)	9,065	.035	.035
***Gloversville Leader Republican (E)	6,877	.035	.035
***Gloversville Morning Herald (M)	5,927	.03	.03
***Ithaca Journal-News (E)	7,308	.04	.04
***Jamestown Morning Post (M)	10,515	.04	.035
***Middletown Times-Press (E)	6,434	.03	.03
***Mount Vernon Daily Argus (E)	9,490	.05	.05
†††Newburgh Daily News (E)	11,564	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
†††The Sun, New York (E)	260,026	.60	.54
†††New York Times (M)	345,149	.70	.686
†††New York Times (S)	576,321	.85	.833
New York Herald-Tribune (M)	276,340	.594	.576
New York Herald-Tribune (S)	332,921	.6435	.624
†††New York World (M)	360,908	.595	.58
†††New York World (S)	575,672	.595	.58
†††New York Evening World (E)	271,114	.595	.58
†††Niagara Falls Gazette (E)	17,582	.055	.055
***Port Chester Item (E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Rochester Times-Union (E)	66,574	.20	.18
†††Syracuse Journal (E)	42,103	.14	.14
***Troy Record (M&E)	23,568	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

LONDON TIMES PLACED BEYOND SPECULATION

Committee of 5 Named to Pass On Prospective Purchasers of Stock Eliminating Possibility of Buying for Personal Ambition

By Herbert C. Ridout
(*London Editor,* Editor & Publisher)

London, Aug. 18.—The *London Times* has always seemed to be something more than a mere newspaper. It is an institution, not simply of Britain, but of world history. At one period, at least, it seemed in danger of being commercialized in the popular sense, but the present proprietors, Major John Astor, M.P., and John Walters have gradually brought the paper back to its former independent greatness without sacrificing any of the true improvements effected by the former proprietary.

It is now announced that steps have been taken by which the famous newspaper shall be rendered, as far as human judgment can effect it, immune from speculative or other purchase or control. For some time the movement has been under consideration, and now a Committee has been established for the special purpose of safeguarding future transfers of the controlling shares in the Times. These shares, it should be explained, are those of The Times Holding Company, Ltd. and are all held by Major John Astor, M.P. and by John Walter, who together constitute the chief proprietors of the Times.

The Committee has no other responsibilities so far as the Times is concerned. It is not in any sense identified either with the management or with the editorial policy. The sole object underlying its appointment is to ensure, so far as is possible, that the ownership of the Times shall never be regarded as a mere matter of commerce to be transferred without regard to any other circumstance to the highest bidder, or fall, so far as can be foreseen, into unworthy hands.

With this object in view, it has been thought desirable that the members of the Committee should act ex-officio, that they should be precluded by their position from active party politics, and that they should represent various elements—judicial, academic, scientific and financial—in the national life. The following, therefore, have consented to serve—

The Lord Chief Justice of England.
The Warden of All Souls College, Oxford.
The President of the Royal Society.
The President of the Institute of Chartered Accountants.
The Governor of the Bank of England.

They cannot, of course, bind their successors; but in the event of any one or more of the future holders of their offices declining to act, or being incapable of acting, provision has been made for the appointment of members to the Committee in substitution for them.

The Committee will be constituted under the Articles of Association of The Times Holding Company Limited, and the following extract from the Articles to be adopted for this purpose defines the principles which are laid down for its guidance in the event of any projected sale of the Ordinary (that is, the controlling) shares:—

In coming to their decision whether any proposed transferee is a proper person to hold Ordinary shares of the company, the Committee shall have an absolute discretion and may give or withhold their approval on any ground whatever which they may think fit and proper, and without their being bound to give any reason therefor, it being the intention and an instruction to the Committee that inasmuch as the Company holds the absolute voting control in the Times Publishing Company, Limited, which owns the Times newspaper, the Committee, in coming to their decision, shall have regard to the importance of (a) maintaining the best traditions and political independence of the Times newspaper, and national rather than personal interests, and (b) eliminating as far as reasonably possible questions of personal ambition or personal profit.

EDITORS COMPLETE TOUR

Wisconsin Press Feted by Dailies During Annual Motor Trip

Three Badger State newspapers—the *Milwaukee Journal,* the *Janesville Gazette* and the *Burlington Standard Democrat*—banquetted members of the Wisconsin Press Association, on their fourth annual motor tour through Wisconsin, Aug. 23, 24 and 25.

The editors, starting from Milwaukee 166 strong in 44 automobiles, visited Mukwonago, East Troy, Elkhorn, Fort Atkinson, Janesville, Delavan, Whirewater, the Yerkes observatory at Williams Bay, Lake Geneva and Burlington. Upon their return to Milwaukee they visited the state fair, where the association had an exhibit and published a newspaper daily the week of the fair.

President John A. Kuypers of the *De Pere Journal-Democrat* and Secretary Louis Zimmerman were congratulated for arranging the largest and most successful tour.

Speakers at the dinners were the president and the secretary, Editor Stephen Bolles and Publisher H. H. Bliss of the *Janesville Gazette,* W. H. Bridgman of the *Stanley Republican,* Managing Editor Marvin H. Creager, Automobile Editor W. W. "Brownie" Rowland, William Cuddy and John R. Wolf of the *Milwaukee Journal.*

The event concluded with a housewarming party at the new $2,000,000 building of the Milwaukee Journal, which will be occupied during September.

Buffalo Agency Changes Name

Manning-Kay & Company, Buffalo, advertising and merchandising counselors, have changed their name to the Tyler Kay Company. Fred Manning has withdrawn from the firm.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

FOR SALE

6c a word for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
12-Page Hoe Web Press. Carefully overhauled, with new rollers and new blankets, equipped with **complete** stereotype outfit, everything necessary to produce a handsome newspaper of 4, 6, 8, or 12 pages, at high speed—paper page 22¾ inches long. For particulars and price wire or write, mentioning our No. 533. Baker Sales Company, 200 Fifth Avenue, New York City.

For Quick Sale. A Bargain

Fully Equipped Daily News Paper and Job Plant

Duplex 8-page Press, 3 Linotypes, Stereotpying Equipment, Miller Saw, Slug Caster, Ample Display and Body Type, etc., 2 Job and 1 Flat Presses, 2 Cutters, Staplers, Motors, plenty of material for all job needs. Plenty of Job Work available. Town of 20,000; community of 50,000; large shopping center.

J. HARRY CAREY, Trustee,
Pottstown (Pa.) Ledger

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
BUFFALO NEWS
Buffalo, N. Y.

We refer you to them for their opinion

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

Used Newspaper Presses

Scott 24-page press,
prints 4 to 12 pages 24000 and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press
with two tapeless folders, now printing Chattanooga Times, length page 22¾ inches, 8 columns to page.

Available for Early Delivery

Walter Scott & Co.
Plainfield, New Jersey
441 Monadnock Block, CHICAGO
1457 Broadway, NEW YORK

Stereotype Chases

Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.

Plain chases converted for Autoplate Casting or made larger or smaller.

All kinds of chase alterations and repairs.

Write for prices.

American Steel Chase Co.
122 Centre St.
New York



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

Used Presses at Attractive Prices

GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".
GOSS Straight-Line Sextuple Press, Page length 21.60".
GOSS Straight-Line Sextuple Press, Page length 23-9/16".
DUPLEX 8-page Angle-Bar Flat-Bed Press, Single Drive, Page length 22½".
WOOD Octuple Press, Page length 22¾".
WOOD Sextuple Press, Page length 23-9/16".
WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising or Business Manager
or both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durmur, 236 Blaine Ave., Marion, Ohio.

Advertising Executive.
Thoroughly experienced Scotch advertising executive desires to locate in the United States. Age 34, married, good appearance and physique. Twenty years' experience including circulation development and management of advertising department for an influential evening newspaper of Scotland. Will consider newspaper connection or position in advisory capacity with agency desiring first-hand knowledge of advertising and marketing conditions in England, Scotland and Ireland. Address Box B-780, Editor & Publisher.

Advertising Manager.
Successful Advertising Manager, thirty-five, married, protestant, 12 years' experience, clean record; wants connection with daily in 5,000 class or over. Seasoned layout man and copy writer. Know departmental routine, merchandising and successful promotion both display and classified. Title, salary, secondary. Willing to prove by actual demonstration first. Available Sept. 1st. Address "Enterprise," Box 36, Rochester, Indiana.

Advertising Manager.
Now employed on small paper wishes to connect with good afternoon daily. Can write copy, layout, solicit advertising and direct department. Reliable and energetic. Successful in present position. Address Box B-781, Editor & Publisher.

Advertising Solicitor.
American Hebrew, 7½ years' classified experiences, desires a connection with metropolitan newspaper, city or traveling capacity. Live wire, available at once, for particulars write, Box B-701, Editor & Publisher.

All Round Newspaper Man.
Thoroughly equipped newspaper man, 17 years in present position, wishes to form connection with daily or strong weekly where an opportunity is presented for constructive development work. Trenchant writer, independent in views, well versed in all indusrtial affairs, knows every branch of newspaper business. Seeks permanent position in good residential town. Address B-777, care Editor & Publisher.

Business Manager or Assistant to Publisher.
By thoroughly trained executive, understands business office and mechanical end, former owner. B-772, Editor & Pubilsher.

Cartoonist,
Editorial or political seeks connection with newspaper in small, or fair size town. Samples. Box B-763.

Cartoonist Plus.
Also experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-741, Editor & Publisher.

Circulation Manager.
Fifteen years' experience on Morning, Evening, Sunday and combination papers; at liberty now; go anywhere. Address Box B-770, care Editor & Publisher.

Circulation Manager
With 15 years' experience seeks position on established daily where the possibilities are good; where a keen knowledge of the game, coupled with the fighting spirit plus hard work, are necessary. Central states preferred. Interview. Box B-765, Editor & Publisher.

Circulation Manager.
Fifteen years' experience on morning and evening papers; capable, resourceful and thoroughly familiar with all detail. Prefer city under one hundred thousand; any location. Address Box B-775, care Editor & Publisher.

Classified Advertising Manager.
(Basil Smith System trained) 12 years' newspaper experience, last five in New York City serving two leading metropolitan dailies. Exceptional record for efficient, economical and aggressive management. Desire permanent connection with newspaper promising a worth while future to a man willing to work for it. Highest credentials. Address B-779, Editor & Publisher.

Desk Man.
Now employed; thorough, capable; metropolitan and small city experience; married. Box B-784, Editor & Publisher.

Situations Wanted

Classified Manager.
Desires connection with live paper, 25,000-50,000 circulation where he can prove that persistent effort will increase Classified revenue. Can furnish A-1 references. Successfully held Assistant Classified Manager's position on one of leading Classified mediums of the country. Available immediately. Would go anywhere, prefer middle west. Write Box B-749, care Editor & Publisher.

Classified Manager.
Past two years on large daily as assistant (Smith System) willing to work as well as direct; young married man; no obectjion to second paper; prefer New England or Eastern City; references from present employers. Address Box B-783, Editor & Publisher.

Editor.
Now employed in morning field seeks change to afternoon paper. Age 30, university graduate, linguist, wide experience with large and small dailies. Capable editorial, news and feature writer and copy reader. Would expect initial salary about $3,500. Available on short notice. Box B-759, Editor & Publsher.

Editorial Department Organizer.
Provide against getting started wrong if you are about to launch a newspaper. Let me organize your editorial department. I do everything from selecting the type and originating the style of "heads" and "make-up" to getting the right man for each position, working always for your best interests, economically and otherwise. I will start you off with a perfect organization and stay with you until your newspaper gets safely over all rough places. B-768, Editor & Publisher.

Editorial Writer,
executive, with record of satisfactory service, seeks desirable connection with sane, progressive newspaper. Now in good standing with large nationally known publisher. Box B-725, care Editor & Publisher.

Editorial Writer
who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

General Manager.
Business Manager at present engaged is available for daily of 5,000 to 10,000 circulation; age 31, married, strong personality, thorough practical training to assume complete authority and responsibility if desired. Have unusually large knowledge of methods for increasing revenue and standing of paper in its community. Sound experience to successfully operate mechanical departments on reduced costs and smaller investments. Varied successful training; manager of daily, agency connection; sales manager nationally known manufacturer, whose advertising I supervised. Box B-782, Editor & Publisher.

Journalist.
University graduate in journalism, 29, two years' practical newspaper work, responsible and dependable, capable of editing special column and handle department, an experienced publicity man having necessary professional equipment, desires permanent connection with an established concern or newspaper in New York City or environs. Special qualifications and references by letter or in person. Arnold Allees, 285 Henry st., Brooklyn, N. Y.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

Newspaper Artist.
Married man, experienced in all forms of newspaper art work. Cartoons, ads, layouts, retouching and posters. Have been out of the game for three years in other business, but want to get back. Engraving house, commercial studio, and comic strip experience. Prefer West or South West, but will go elsewhere. Samples and references on request. Box B-753, Editor & Publisher.

Publishers:
Some publisher wants A-1 circulation man and I want job. Married, not floater. On last job 3½ years. Fourteen years' experience in circulation game, five years as circulation manager. Know every angle of game and am a producer. If you are interested, write Box B-773, Editor & Publisher.

Reporter.
Young man, 25, seeks position as reporter on daily in city of about 10,000. Willing to start at moderate salary if there is opportunity for advancement. Available at once. Box B-776, Editor & Publisher.

Situations Wanted

Salesman.
Capable experienced in all lines of newspaper and newspaper production. Past experience has taken him to all parts of U. S. and Canada and associated him with most editors and publishers. Travel anywhere. Box B-734, Editor & Publisher.

Sports or Dramatic Editor.
12 years same New York City newspaper. Can handle either desk; experienced reviewer; 32, married, temperate. Highest references. Reasonable salary. Will go anywhere. Box No. B-766, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Superintendent or Foreman
Mechanical department or composing room, afternoon paper, 22 years at game, including foremanship and owner. Can give reference. B-771, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Telegraph Editor,
desk man, 23, handled full A. P., U. P. reports. Now editor small Ohio daily. Experienced, capable. Ohio, Michigan or Indiana preferred. Box B-774, Editor & Publisher.

Telephone Solicitor.
3½ years' experience leading New York paper wants position in Jersey or vicinity; energetic, ambitious and industrious; take charge or organize classified department; salary secondary. Box B-730, Editor & Publisher.

Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

Winner Take All.
I make good, you pay. I fail, I pay. Married, 34, 12 years in news room. Prefer sports, but would accept city or telegraph desk, or combination of sports and reporting. Never fired. Ace high references. Submit your proposition to Box B-785, care Editor & Publisher.

HELP WANTED

Advertising Manager.
Leading morning paper in city of 11,000 wants advertising manager. Must be able to sell, write copy and get the business. State age, experience, salary wanted, reference. Address B-767, care Editor & Publisher.

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Circulation Manager.
who has ambitions to go ahead but who has reached the limits of possible promotion in present location. Must have had experience in hiring and training canvassers and be willing to locate permanently in some of the larger cities between the Atlantic and Pacific. Further expansion of already large circulation organization creating several positions with earning possibilities ranging from $2,600 to $5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz. Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Copy Writer and Solicitor
Wanted immediately, experienced man willing to place ability against opportunity. Must be aggressive, efficient and reliable. A versatile advertising man of the go-getter type will find an unusual opening where advancement will be commensurate with results obtained. Straight salary. Address L. M. Wickersham, News-Journal Company, Wilmington, Delaware.

Reporter and Office Man.
Wanted by small town newspaper; steady employment; salary up to $40 to right man. Address Box B-778, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

BUSINESS OPPORTUNITIES

Printers and Publishers
of magazines and papers. Write us for price on handling your publication or on other printing requirements. Ledger Publishing Co., Columbiana, Ohio.

South Florida Weekly,
which with proper management could be made pay for itself and turned into daily within comparatively short time, can be bought for twenty thousand cash. No competition. Town and paper prosperous. Need of money only reason for selling. Full particulars will be furnished only upon receipt of references as to financial responsibility. Address, "Owner," Box B-764, Editor & Publisher.

HELP WANTED

Desk Man.
Southern Daily wants man with desk experience, 30 or younger, who can develop into high class city editor. Must be man of imagination and energy who can write 75 to 100 assignments a day and follow them up. We don't want to hear from tourists or high salaried men. Neither is as good as he thinks he is. Tell everything first letter, salary, experience, etc. Address No. B-786, Editor & Publisher.

Reporters.
Two bright, young reporters for district work. Must have had some experience in the collection of local news. Daily Star, Long Island City, L. I., N. Y.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE *Cleveland Press* has developed with great success a weekly school page. The stories and art are direct contributions from pupils. Authorship is featured and full credit given in "By-lines," etc. This is a big circulation builder and in towns and cities where high schools and grade schools have no weekly newspapers of their own should be especially good as a stimulator of both readers and news sources. For the amount of space used I believe this school feature attracts and holds more readers than any similar feature. Now is the time to start the feature—right with the opening of schools.—CELIA M. STRIEGEL, Cleveland, O.

Smokers are very sensitive about their likes and dislikes, and a nice little Sunday feature could be dug up, by talking over these foibles with the clerks of the leading cigar stores in your city. Quote some of the peculiarities and beliefs of your leading men, in their smoking habits. Incidentally, the business office could hook-up this page with a smoker's feature page of advertising.—EHU GHBERT, Chicago.

What roads in and out of your city are most frequented by the citizen off for a spin in his auto with his family; at what hours and on what days is traffic of these pleasure cars heaviest? By having a reporter investigate local conditions and give schedule of crowded and less crowded roads and hours, it will be possible to serve public by informing average man when he may expect to motor without getting into the thickest congestion—C. M. LITTLEJOHN, Washington, D. C.

Many papers now send copies to the larger cities of the country where the papers are offered for sale by "Get Papers from Your Old Home Town" stands. It would make an interesting story to tell what cities have copies of your paper on sale in this way and which of these cities has the greatest sale of your papers regularly.—FRANK H. WILLIAMS, Fort Wayne, Ind.

"Helping the Blind to Help Themselves" was the title of a recent *Fort Wayne News-Sentinel* magazine section feature, illustrated with photos of the blind weaving rugs, making baskets, chair bottoms, etc. Scarcely a city but what has an organization aiding the blind and a story of how the sightless overcome their handicap and make a living in spite of it is interesting.—ROBERT L. BEARD, *Fort Wayne* (Ind.) *News-Sentinel.*

Did you ever print a story telling of the number of dwellings, stores and business houses in your city? It gives a good chance for a booster article for your community. Emphasize the increase over last year, 5 and 10 years ago. Figures are interesting to many persons and here is a chance to deal in figures of a community interest. Public records will give the necessary information.—A. C. REGLI, Eau Claire, Wis.

Many papers carry news from schools, but few have, I venture to say, gone into it on the scale we have for the past two years. Circulating in a rural community, we are always on the lookout for the things which interest our farmer readers. The school news is one department in which their interest never lags. There are about one hundred rural schools in our territory, and we have found it good business to furnish each teacher with correspondence materials and invite her to send in a report for each month. These reports give attendance records, scholarship awards, accounts of special programs, etc., and mention many pupils' names. Reports of many neighborhood happenings and social events also come in through this channel. The schools vary some in respect to the date of their report, so our school department is fairly well divided through the various issues. It works out as a sure fire feature for rural readers.—W. WEBB MCCALL, *Mt. Pleasant* (Mich.) *Times.*

WHAT OUR READERS SAY

Is It Legitimate?

MCALESTER, Okla., August 13, 1924.

TO EDITOR & PUBLISHER:—Some 45 years ago the *Detroit Commercial Advertiser* built up a (then) big subscription list through use of a lottery plan, giving many thousands of dollars in cash prizes to its readers each year. The capital prize was $10,000 and fully $50,000 was supposed to be distributed annually. Toward the close of its career the Commercial Advertiser was compelled to hold its drawings on board a steamboat in the middle of the Detroit river, between the U. S. and Canada. When finally the postoffice department compelled abandonment of the lottery feature, the circulation dropped almost immediately to a negligible point.

Another unique subscription-getting plan which originates in Detroit is that of the *Dearborn Independent.* Each Ford agency is allotted a stated number of subscriptions per month, depending upon the standing of the agency, we suppose. In your issue of Aug. 2, mention is made of 700,000 or more circulation, "the bulk of which was obtained by Ford agents on a liberal commission." And as the publishers are equipped to turn out 1,000,000 copies per week, the "saturation point" of which we hear so much of late with regard to automobile selling, must not have been reached.

The plan is unique. But the writer feels skeptical about those commissions earned. Are they actually EARNED, or is this assessment allowed simply as an easy way of "getting by" an unpleasant situation, the agency being sufficiently profitable to "stand the gaff"? No agency of this kind would voluntarily mess with solicitation of subscriptions to a monthly or weekly periodical—that stands to reason. It is "out of their line." And I happen to know of a number of subscriptions for which not one penny was paid by "ye subscriber."

No doubt this will pass the postoffice department unless someone makes strenuous objection. But is it any more legitimate than the voting contest plan, and some others?

Yours truly,
OLD TIMER.

AD RESOLUTION ADOPTED

Public Utilities Association Outlines Its Advertising Duty

The Public Utilities Advertising Association this week made public a resolution recently adopted which is to the effect that advertising is not only a wise policy on the part of public utilities but is actually a duty to both customers and stock holders.

The resolution follows:

"1. That it is as important to advertise the services which public utilities can render to the community as it is to advertise the goods of firms which have no monopoly rights of supply;

"2. That goodwill, based upon equitable policy and 'service-first' principles, is essential to the permanent prosperity and persistent progress of public utility undertakings;

"3. That advertising is essential to the establishment and maintenance of such goodwill;

"4 That fully educated, efficient salesmen are equally essential; and

"5. That the possession of a monopoly, whether by a company or a municipality, imposes on its administrators the *duty* of a policy of progressive business methods, in the interests of consumers as well as of stockholders."

RADIO AD DATA COMPILED

N. Y. Advertising Agency Publishes 54-Page Book

A "Radio Advertisers' Data Book," compiled and published by the radio department of Arthur Rosenburg Company, Inc., advertising agents, 110 West 34th street, New York, is now ready for distribution, it was announced this week.

The 54-page book includes data regarding more than 300 newspapers which print radio news, programs, or features, arranged by states, towns and cities, and giving circulation data, and radio rates.

It also contains the advertising rates, circulation, mechanical requirements and other data regarding all the radio consumer and trade publications as well as general magazines which feature radio.

In addition the book prints valuable information including; a radio trade map of the United States; review of the industry; survey of the export market; an analysis of radio in the rural sections; and a discussion of important problems confronting the radio manufacturer.

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. **John T. Flynn's Daily Business Reviews** deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 West 39th Street, N. Y. C.

A Feature Page
for the
Price of a Single Feature

Comics — Fashions — Verses— Short Stories and Inspirational Talks.

Mat Form

Features May Be Used Separately

One, Two or Three Times a Week

Write for Samples.

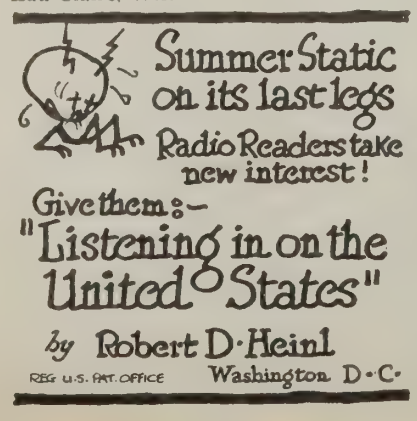
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

AUTOMOBILE FEATURES

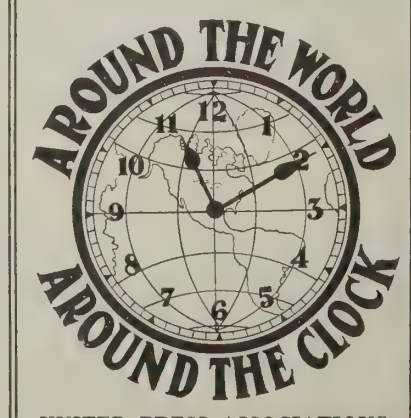
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.



BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. **Briggs Company**
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA NEA SERVICE INC. NEA
1200 W. 3RD. STREET, CLEVELAND, OHIO

The SOUTH
WANTS TO BUY AS WELL AS SELL

The South wants to buy because she has big, permanent resources that make her buying capacity far up in the billions.

The South's agricultural production exceeded six billon dollars in 1923 or over 37 per cent of the country's total, or 35 per cent of the farm acreage of the country.

The mineral production of the South exceeded one billion four hundred million dollars for the same year.

On top of all this her manufactured products totaled more than six billion eight hundred million dollars.

It is estimated that the Southern States have nearly 40 per cent of the wooded area and 23 per cent of the saw timber of the United States—no mean percentage when the rapidity of lumber manufacturing is considered.

The exports from the South are rapidly increasing and last year reached the stupendous sum of one billion four hundred million dollars.

Her production in fishing, oystering and other activities runs up into big buying figures.

Added to this, with bank deposits of more than six and a half billion dollars, is the purchasing power of these various articles showing what per cent of the nation's production they represent.

100%	of the bauxite	90%	of the early vegetables
100%	of the fuller's earth	80%	of the rice
100%	of the sugar cane	60%	of the natural gas
100%	of the peanuts	60%	of the graphite
99%	of the sulphur	59%	of the petroleum
91%	of the sweet potatoes	48%	of the asbestos
90%	of the aluminum	45%	of the lead

No other region in the United States can compare with the South in its diversity of crops and of manufacturing, and mining developments and its potentialities.

Manufacturers, plant your trade mark with these dailies:

		Circulation	2,500 lines	10,000 lines
ALABAMA				
•••Birmingham Age-Herald	(M)	30,930	.08	.08
•••Birmingham Age-Herald	(S)	49,177	.10	.10
•••Birmingham News	(E)	75,304	.18	.18
•••Birmingham News	(S)	83,228	.18	.18
•••Mobile News-Item	(E)	11,217	.05	.05
•••Mobile Register	(M)	20,227	.07	.07
•••Mobile Register	(S)	31,962	.085	.086
FLORIDA				
•••Daytona Daily News	(ES)	3,165	.03	.03
•••Florida Times-Union, Jacksonville	(M&S)	39,226	.09(.10S)	.09(.10S)
•••Miami Herald	(M)	19,492	.06	.06
•••Miami Herald	(S)	23,404	.07	.07
•••Orlando Sentinel	(M&S)	5,965	.035	.035
•••Pensacola News	(E)	5,372	.03	.03
†††St. Petersburg Independent	(E)	7,236	.03	.03
•••Tampa Times	(E)	14,770	.05	.05
•••Tampa Tribune	(M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA				
•••Augusta Herald	(E)	16,024	.05	.05
•••Augusta Herald	(S)	16,562	.05	.05
•••Macon Telegraph	(M)	23,878	.07	.07
•••Macon Telegraph	(S)	25,135	.07	.07
•••Savannah Morning News	(M) 19,882..(S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY				
•••Lexington Leader	(E)	18,432	.06	.06
•••Lexington Leader	(S)	18,538	.05	.05
•••Paducah Sun	(E)	8,759	.04	.04
NORTH CAROLINA				
•••Asheville Times	(E)	7,096	.04	.04
•••Asheville Citizen	(M)	10,277	.055	.055
•••Asheville Citizen	(S)	11,009	.055	.055
•••Greensboro Daily News	(M)	22,424	.07	.06
•••Greensboro Daily News	(S)	29,207	.07	.07
•••Raleigh News and Observer	(M)	27,984	.06	.06
•••Raleigh News and Observer	(S)	32,372	.06	.06
•••Winston-Salem Sentinel	(E)	14,218	.06	.06
SOUTH CAROLINA				
•••Columbia Record	(E)	15,695	.05	.05
•••Columbia Record	(S)	15,366	.05	.05
•••Columbia State	(M)	22,028	.06	.06
•••Columbia State	(S)	23,079	.06	.06
•••Greenville News	(M)	13,214	.065	.06
†††Greenwood Index Journal	(E&S)	4,378	.025	.025
•••Spartanburg Journal	(E)	3,799	.04	.04
•••Spartanburg Herald	(M) 6,014....(S)	8,023		
TENNESSEE				
•••Chattanooga Times	(M)	24,122	.08	.08
•••Chattanooga Times	(S)	24,355	.08	.08
†††Nashville Banner	(E)	58,892	.10	.10
†††Nashville Banner	(S)	56,989	.11	.11
VIRGINIA				
Alexandria Gazette		3,900	.025	.025
•••Danville Register and Bee	(M&E)	12,225	.05	.05
•••Danville Register (Sunday)		7,890	.05	.05
•••Newport News Times-Herald	(E)	7,660	.05	.05
•••Newport News Daily Press	(S&M)	5,725		
•••Roanoke Times & World-News	(M&E)	25,048	.07	.06
•••Roanoke Times	(S)	17,596	.07	.06
•••Staunton News-Leader (M), Leader	(E)	6,588	.035	.035

••• A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

A Kansas City Phenomenon

MORE than three years ago, Walter S. Dickey bought the Kansas City Journal with a circulation daily of 31,000 and Sunday 29,000, and within a short time thereafter acquired the Kansas City Post.

The Consolidated Press Association service was immediately installed and has been an integral part of the two newspapers ever since. Compare the figures today:

The Journal in the morning has a circulation today of 157,429, and the Post, 170,169 in the afternoon. On Sundays, The Journal-Post has 186,938. This truly represents a phenomenal growth. The advertising lineage has also increased manyfold.

"There is no question," writes E. O. Syman, General Business Manager of the Kansas City Journal-Post, "but that the Consolidated Press Association service is one of the contributing factors to our growth in circulation and prestige in Kansas City and the surrounding territory."

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

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THIS ISSUE:—ROCKEFELLER FORTUNE BACKS INVESTIGATION OF NEWSPAPERS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 15 | NEW YORK, SEPTEMBER 6, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

"The Chicago Territory"—*as is*

The population of the five states nearest Chicago, sometimes called "the Chicago territory"—Illinois, Wisconsin, Indiana, Michigan and Iowa—is more than five times that of Chicago's "40-mile radius."

To "cover" these five states as The Daily News covers the "40-mile radius"—in which 94% of its circulation is concentrated—would require a circulation of about five times The Daily News' circulation of approximately 400,000, or 2,000,000.

To "dominate" this area in an advertising sense would require at all circulation points an unqualified reader interest in the paper's local news, delayed general news, and advertising contents that are largely local. The advertiser would be required to effect throughout this territory the same "control" over his campaign, in advertising and sales tie-up, that he does in Chicago and its suburbs.

The circulation and productive reader interest of The Chicago Daily News is concentrated 94% in Chicago and its suburbs. This rich, concentrated market The Daily News serves and in it produces greater results for advertisers than does any other Chicago daily newspaper.

The Chicago Daily News

First In Chicago

There Are Two Ways of Getting Business

One is to scatter your efforts over a large territory only hitting the high spots, the other is to concentrate in a smaller and given territory. The intensive, careful cultivation of a smaller territory—a territory like—

PENNSYLVANIA

where you can get plenty of team work from your local merchants and your daily newspapers—and you will get what you want—for what you want is business in the way of orders.

Dotted closely over the state of Pennsylvania are thriving cities and towns — each one potentially a profitable distributing point for your product—each a market center for a hustling community with railroads and trolley lines "spider webbing" in every direction.

Density of population and diversity of needs make Pennsylvania an ideal market for the alert advertiser.

These newspapers named below are leaders in their respective fields and present an admirable list to cover this state intensively.

	Circulation	2,500 lines	10,000 lines
***Allentown Call ..... (M)	30,627	.09	.09
***Allentown Call ..... (S)	19,595	.09	.09
†††Beaver Falls Tribune ..... (E)	5,702	.025	.025
†††Bloomsburg Press ..... (M)	7,130	.029	.029
†††Carbondale Leader ..... (E)	5,682	.025	.025
***Chester Times ..... (E)	15,547	.055	.055
††Coatesville Record ..... (E)	6,097	.035	.03
***Connellsville Courier ..... (E)	6,302	.02	.02
†††Easton Express ..... (E)	21,270	.07	.07
††Easton Free Press ..... (E)	12,711	.05	.05
***Erie Times ..... (E)	26,820	.08	.08
***Harrisburg Telegraph ..... (E)	38,546	.095	.095
***Oil City Derrick ..... (M)	6,765	.035	.035
***Pottsville Republican and Morning Paper ..... (E&M)	15,354	.08	.07
†††Scranton Republican ..... (M)	28,492	.12	.10
†††Scranton Times ..... (E)	41,544	.12	.11
***Sharon Herald ..... (E)	6,287	.0285	.0285
***Sunbury Daily Item ..... (E)	4,416	.025	.021
***Warren Times-Mirror .... (E&M)	9,090	.036	.036
***Washington Observer and Reporter ..... (M&E)	17,042	.06	.06
†††West Chester Local News..... (E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.... (E)	23,690	.08	.05
***Williamsport Sun ..... (E)	19,561	.07	.07
†††York Dispatch ..... (E)	18,317	.05	.05
†††York Gazette and Daily..... (M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

"Little Nemo In Slumberland"

By WINSOR McCAY

IS A SATISFYING SUNDAY COMIC

McCay's page embodies all the fine essentials necessary to a newspaper feature. It has originality, beauty, and humor of a sort that cannot be duplicated.

It provides the paper buying it with an exclusive feature that has compelling circulation value.

It attracts the child and interests the parent. It is fine in motif and exquisite in draftsmanship.

Mr. McCay's list—the page was released for publication beginning August 3—includes many of America's most successful papers.

New York Herald Tribune	Atlanta Constitution
Boston Post	New Orleans Item
Pittsburgh Post	Memphis Commercial Appeal
Washington Post	Richmond Times Dispatch
Minneapolis Journal	Dallas News
Milwaukee Journal	Houston Post
Detroit News	San Francisco Bulletin



WINSOR McCAY
Creator of Little Nemo

"THE arresting quality of Mr. McCay's work is the imaginative knack, although it should be called something more than that, for it is the result of the creative spirit of the real artist. This is the trait that distinguishes the work of Mr. McCay from that of so many other persons in the so-called comics.

It is comic, but is something more than comic, because it appeals to that order of the imagination which is so evident in the work of Lord Dunsany.

Lord Dunsany builds dream cities and populates them with the sort of characters who dwell in dreams.

Winsor McCay, in company with Maxfield Parrish, has something of this same faculty; he leads one into a kind of fairyland, where the beautiful and the mirthful are forever struggling for supremacy. His comedy is the comedy of dreams."

DON MARQUIS

Wire Now for Exclusive Territory

New York Herald Tribune Syndicate

225 West 40th Street **New York City**

What have you to sell the half-million housekeepers in

Philadelphia?

Imagine if you can the needs of half a million separate homes.

The food, clothing, shoes, furniture, soaps, toilet articles, household appliances, etc.

And all of these homes conveniently reached through thousands of dealer outlets.

Regular advertisers in the paper that goes into nearly every home in Philadelphia and vicinity say they get very satisfactory results and constant increase in sales volume.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Boulevard.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SEPTEMBER 6, 1924 No. 15

Rockefeller Money Backs Scientific Probe of News Methods and Sources

Widely-Representative Commission Already at Work, and Large Appropriation Is Advanced for Exhaustive Study of Newspapers and Influences That May Affect Them—Expose of Propaganda Inevitable—Opportunity for American Newspaper Associations

By WILLIAM T. ELLIS

Copyright, 1924, by Editor & Publisher

BACKED by four national scientific associations of highest standing, and financed by one of the great philanthropic foundations, a comprehensive survey of news sources, news gathering, propaganda, and, inevitably, of the entire news aspect of the American newspapers is now in the early stages of its operation.

Approximately two years will be consumed in the general investigation, but certain aspects of it may continue for a much longer period. It is even contemplated that specific universities may be subsidized to continue special studies in the fields which will be opened; and it is the hope of the university men engaged in the investigation that textbooks upon news and newspapers will result from the studies made.

The foregoing two paragraphs outline the greatest story affecting the newspapers of America that has "broken" in a generation. Consolidation and changes of ownership of individual papers are relatively unimportant alongside of this first scientific and exhaustive survey of the nature of news and the purity of its sources and channels as it is purveyed to the public. The whole vexed question of propaganda will come under full review. The integrity of American journalism will be relentlessly investigated.

Naturally, this development calls for the attention of all makers of newspapers; and for the active co-operation of organized journalism.

No graver consideration affects American journalism today than the present widespread and oft-expressed distrust of the disinterestedness and accuracy of its news. Protest as they may, and riddle as they do such accusations as come out into the open, the newspapers are under suspicion. All other issues that confront the press are subordinate to this. For when public confidence goes, all goes.

Many articles and books have been written in criticism of the fairness and freedom of the newspapers. Most of them have been uninformed or prejudiced. Now the subject has been brought out into the open, in a manner that will eventually command the attention and respect of all newspaper men, and of the whole general public.

Little as they may be at first disposed to like it, the press, especially in its foreign news services, is being made the subject of a searching and scientific study, such as the hookworm and the yellow-fever and other pestilences have undergone. The odium of this experience is rather lifted by the recollection that the churches, the educational system of the nation, and other great professions and institutions have been looked into in somewhat the same fashion by relentless scientists.

The first steps toward this investigation were taken nearly two years ago, at the meeting of the American Sociological Society. Subsequently, for the sake of scientific authoritativeness and also for adequate financial support, it was put on the broader foundation of the Social Science Research Council, which is the official agent of the American Economic Association, the American Political Science Association, the American Statistical Association, and the American Sociological Society.



WALTER ROGERS

Mr. Rogers, well known to newspaper men, is chairman of the committee investigating the press.

The scientific head of the work is Dr. Herbert A. Miller of Ohio State University.

The committee has already received $25,000 and has a budget of $170,000.

Funds supplied by the Laura Spellman Rockefeller Foundation, created by the late Mrs. John D. Rockefeller.

Long preliminaries were conducted by the committee on international relations of the American Sociological Society, comprising Roscoe Pound, of the Harvard Law School; Robert E. Park, of the University of Chicago; Jerome Davis, of Yale University; Jane Addams, of Hull House, and Herbert Adolphus Miller, of the Ohio State University, the chairman.

In attempting to secure financial support, it was found that the word "sociological" appeared to some eyes to wear a tinge of pinkness, if not of redness. Conservative custodians of funds dedicated to the public welfare are in no mood nowadays to support radical undertakings. So the sponsors of the plan, assured of their own disinterestedness, sought a broader foundation for their project, which would have to carry public confidence in its utter fairness if it was to amount to anything worth while.

An appropriate agency for doing this new task was already at hand in the Social Science Research Council of the combined American Economic, Political Science and Statistical associations, along with the Sociological Society. After due consideration the Council agreed to undertake the investigation.

So high is the prestige of this group of scientists and investigators that the Laura Spellman Rockefeller Memorial Foundation straightway put up $2500 for the expenses of a preliminary conference on the subject. A meeting was held in May to consider the scope of the project and to draw up a budget.

As officially defined at this conference, the plan is to make "a thoroughly scientific and objective investigation of the instrumentalities involved in the world-wide collection and dissemination of current news and opinion of international concern, and of the underlying and related problems of the formation of expression and significance of attitudes on international affairs."

Put into newspaper English this means that these trained investigators intend to find out what, if anything, is wrong with the news, especially foreign news, printed by the newspapers.

The men directing the present research add to this official definition the explicit declaration that the press associations are to be studied, and the mechanism of news-collection and transmission, as conditioned by cable, radio and film. They accept the inevitability of a survey of the whole newspaper field. It is already apparent to them, they say, that the study of "attitudes" (which is somewhat of a euphemism for the whole subject of possible subsidization and propaganda) is perhaps the most difficult aspect of their undertaking.

Scientific men possess ability and courage, but they are notoriously lacking in money. Such a staggering task as the full investigation of the news field requires large financial resources, and they know it. So the budget was fixed at $170,000. Aside from the preliminary expense fund of $2500, the work has already had a grant of $25,000. The balance of the budget will be forthcoming as the work proceeds.

In direct charge of the investigation is Dr. Herbert Adolphus Miller of the Ohio State University, who won especial distinction during the war by his work in consolidating on the side of the Allies the small nations of middle Europe. The chairman is Walter Rogers, of the United States Bureau of Communications, formerly of the *Washington Herald*.

Already the committee has gone far enough to perceive the paramount importance of the investigation. They understand that it must be so objective that it will carry conviction to the general public. Their activities will enter the troubled field of Old-World animosities and suspicions, and it will require all their scientific prestige to carry off a criticism of any nation or special group. If an individual correspondent or paper declares today, for example, that Soviet Russia still operates the "cheka," with its blood-thirsty methods, in the Caucasus, he is straightway called a liar and a hireling of the reactionaries and monarchists by all supporters of Bolshevism. Likewise, if one man dare write about the Greek or Armenian propaganda, he is immediately labelled as a pro-Turkish agent; if he criticizes the Turks, he is on the Greek or Armenian pay-roll.

Not so with this commission. Its findings cannot be waved aside as partisan. The greatest nations will be subject to its conclusions, for these would have the support of public opinion. Should the commission write openly the tales that are told in the inner circles of the informed concerning the abuse of cable control by governments, this evil would have to come to a speedy end.

In like manner, if the operations of various well-intentioned but one-ideaed international societies which are so prolific in propaganda were bared to the public gaze there would ensue an end of their support, and of their publicity. Casualties in the press-agent profession would be numerous following the report of this committee's findings.

First to welcome the entrance of the savants into this field are the newspapers themselves, in the confidence that such a searching examination of the whole case of world news as has been undertaken will result in a vindication of the American reporter, the American news-gather-

(*Continued on page* 26)

100 NEWS MEN COVER PRINCE OF WALES' ARRIVAL IN NEW YORK

Horde of Reporters and Camera Men Play Hide and Seek on Berengaria's Decks to Get Scrambled Interview—Special Tug for Writers

MORE than 100 came; 20 saw; and 4 interviewed.

Such was the meeting of the American press with His Royal Highness, the Prince of Wales, when he arrived in this country on the *Berengaria,* Friday, Aug. 29.

The actual interview was the silliest newspaper performance the writer ever witnessed.

But it was not entirely the fault of the news men. A Prince has something to say about how he shall be interviewed, even when the interviewers represent the enterprising American press.

Almost smothered behind a human wall of milling press representatives on cramped deck space, David Windsor, heir to the British throne, answered in double pianissimo, questions asked him in dulcet tones by Harry Cunningham, *New York Evening World;* James Duffy, *New York Telegram;* John Stuart, *New York Sun,* and Grace Robinson, *New York Daily News.*

"Have you a written statement?" was one question.

A typewritten slip was passed to the news men. The Prince had said he was "glad to be back in the United States." The interview was ended.

Camera men who had lugged heavy paraphernalia under a hot sun, had no opportunity for snaps.

One newspaper woman who had come all the way from Toronto, Ont., to "interview the Prince," heard him say "yes" in answering a question which she did not catch.

One hundred newspaper men had only the glint of golden princely hair on which to base a story.

The Prince of Wales, long known as "His Royal Shyness," had outwitted the "outposts of American journalism"—the newspaper men who had gone down the bay to meet him at Quarantine.

Old-timers among the New York ship news men said the number of news writers assigned to cover the Royal arrival established a record for recent months at least. A few argued that General Foch drew a bigger crowd.

John Regan, secretary for the New York Ship News Reporters Association, is authority for the statement that more accredited newspaper men were sent down the bay to meet the Prince than for any other celebrity in his memory.

However this matter is settled it would be hard to outrival this assignment for pleasure, rush, suspense and disappointment, qualities common to many newspaper stories.

Pleasure and suspense began on board the *Howard C. Moore,* a tug chartered by the Cunard Line to carry newspaper men and women down the bay to meet the *Berengaria* and its distinguished passenger.

A pleasant harbor boat ride appeared in prospect. It was 12 noon when the clan gathered. Cool breezes from across the North River made Pier 56, where the tug was moored, a much more liveable place than a hot sun promised.

Veterans of the ship news beat began telling of the "famous celebrities" they had met and talked with. Harmonicas were whipped from hip pockets.

Then suspense climbed aboard. Cunard officials notified the newspaper men that they had wirelessed the Prince asking for a meeting with the press, and that the message had been ignored. The tug would not sail.

The reporters, thereupon, decided to elect a committee of 3 to go to Sir Ashley Sparkes of the Cunard Line and ask him to see that at least they had the trip down the bay and chance possible permission to go on board the *Berengaria* and meet the Prince.

On the tug were 70 newspaper men and photographers and 4 women. Another group was to take the regular route to Quarantine on a U. S. Revenue Cutter.

One newspaper man, F. B. Owen, had come all the way from Montreal to cover the arrival. He is a member of the staff of the *Montreal Gazette.* Two had journeyed from Toronto, Ont., F. G. Griffin, *Toronto Star,* and Miss Lucy Doyle, *Toronto Telegram,* and also honorary president of the Canadian Women's Press Club. Many with Park Row and wider newspaper reputations were there, including Fred B. Edwards of the *New York Herald-Tribune;* Dudley Nichols, of the *New York Evening Post;* Sir Horace McArdle, *Dublin Times;* O. H. P. Garrett, of the *New York World;* John K. Winkler, of the *New York American;* Frank Getty, of the United Press, and Lloyd Lehrbras, of the International News Service, just returned to this country from 2 years spent in China for that press association, where he was on the train held up by Chinese bandits.

It looked for a while as though they had drawn merely a sunburn assignment.

The committee to plead with Sir Ashley was finally elected consisting of Cunningham of the *Evening World,* Regan of the City News Association, and Jack Price, a World photographer, representing the camera men. Within an hour they returned with the word that the tug would sail, taking a chance on obtaining royal favor after the yellow flag was lowered at Quarantine.

The *Howard C. Moore* moved on down the bay.

Folded bits of copy paper first came from the newspaper men's pockets when the funnels of the *Berengaria* broke the haze off Sandy Hook. Four airplanes were circling over the giant Cunarder. The news men noted the exact hour and minutes of her first appearance.

The exact time when the anchor clanked down into the water was also written down for posterity. The best eyes among the trained observers soon picked out the Prince leaning against the rail of the topmost deck.

When the newspaper men clambered by ladder up the *Berengaria's* sides at Quarantine, word was passed that the Prince would be waiting for them on the topmost deck. In single file, a formation necessitated by the means of embarkation, the writers and camera men rushed aloft 3 steps at a time, emerging at last in the sunlight.

Then commenced a game of hide-and-seek on the *Berengaria's* A deck, among the funnels, ventilators and lifeboats with the royal vacationist hiding and the representatives of the American public seeking.

Finally all the press representatives gathered somehow on C deck, a small shaded space, where photography was absolutely impossible. There was brief handclapping and a slight golden haired, embarassed, young man suddenly appeared —the Prince.

"Photographers stand back!" someone yelled.

Then, with pencils and paper ready, the writers mobbed the Prince, who shook hands with the first four to reach his side.

The rest of the interview was a blank for the majority of those who had given up a day to meet the aggressive vacationist.

Those nearest could hear the murmured questions of the lucky few and the almost whispered response of His Royal Highness.

Five minutes was to be the time allowed the press before the Prince would leave the *Berengaria* for the yacht *Black Watch* and the trip to Long Island. Many of these minutes were wasted.

"Are you going to stay in this country long?" was one unnecessary query.

"Are you going straight to your ranch at Calgary?"

"Are you going to marry an American girl?" trilled Miss Robinson of the Daily News, who had elbowed her way up to the front rank.

"Thank you very much." And that was all.

"What about pictures?" stammered a luckless camera man. There were few taken on the *Berengaria.*

Enterprise took care that the Prince did not escape the photographic barrage entirely. The United News Pictures had chartered a launch, and from its bobbing deck managed to take some pictures of H. R. H. as he stood on the deck of the *Black Watch.*

So ended America's opportunity of interviewing the Prince on his arrival. During His Highness' stay at Syosset, Long Island, Major Oscar Solbert, U. S. A., furnished the daily press contact, notifying the newspaper men of the Princely schedule. Because of the large number of newspaper men assigned to cover the Prince, the Western Union Telegraph Company announced early this week that it had opened press headquarters in the Long Island Railroad station at Syosset and installed special wires.

Those who met the Prince on the *Berengaria,* many of whom were assigned to cover his entire stay in this country, were:

The regular ship news men forming the New York Ship News Reporters' Association: Samuel Wood, of the *Sun,* association president; Harry Cunningham, *Evening World,* vice-president; John Regan, City News Association, secretary; Martin Petry, *Evening Post,* treasurer; Harold Hamill, *Sun;* James P. Lanehart, *Evening Journal;* James E. Duffy, *Evening Telegram and Mail;* Louis Heinz, *American;* Andrew A. Freeman, *New York Daily Mirror;* T. Walter Williams, *New York Times;* Richard Reagan, *New York City News;* "Rud" Rennie, *New York Tribune;* Theodore Murray, *New York World;* Thomas Hanley, *New York Morning Telegraph;* F. Darius Benham, *New York World,* and Donald L. Pratt, Fairchild Publications.

Fred B. Edwards, *Tribune;* Mitchell E. Elkins, *Daily Mirror;* Myles F. Lasker, vice-president of the Cosmos Newspaper Syndicate; Harold Callender, Associated Press; Arthur J. O'Sullivan, *Mirror;* Elizabeth Smith, *Telegram and Evening Mail;* Dudley Nichols, *Evening Post;* Philip Schuyler and Warren L. Bassett, EDITOR & PUBLISHER.

Reginald Marsh, cartoonist, *Daily News;* Charlotte R. McLevedge, *Chicago Daily News;* L. L. Stevenson, *Detroit News;* George Briggs, *Chicago Daily News;* Thomas B. Hanly, *New York Morning Telegraph;* Frank Getty, United Press; Alexander C. Herman, N. E. A. Service; Corinne Rich, Universal Service; Lyle C. Wilson, United News.

Edward V. Riis and Wally Lawson, *Brooklyn Eagle;* Grace Robinson and A. T. Gallico, *Daily News;* Burris Jenkins, Jr., *New York Evening World;* G. L. Harding, *Christian Science Monitor;* F. B. Owen, *Montreal Gazette.*

Harlan Miller, *Evening Post;* Ted Dalton, *Daily News;* T. W. Lyons, *Sun;* George L. Bower, *Sun;* H. N. Durant, Reuters News Agency; John K. Winkler, *American;* Charles G. Kaufman, *St. Louis Globe-Democrat;* Shannon Cormack, *New York Times;* Oscar Schoeffler, *Men's Wear.*

A. Hallran, Kadel & Herbert News Photo Service; Harry D. Harde and Willard Vanderlea, Pathe News; Charles F. Langer, Fotograms; Jack G. Layer and J. L. Barrios, Foto Topics; Peter A. MacGregor, United News Pictures; Ellis J. Edmunds, Bain News; Earl Lewis, Pictorial Press; S. O. Wally and L. J. Wally, Underwood & Underwood, and W. Edward Cope, Cope News Service; W. Floyd McKnight, Fairchild Publications.

Anthony Muto and Eugene J. Deuth, *Hamburg* (Germany) *American News;* W. L. Munn, and C. Hay, Fox News; M. Leftoff, Keystone View; and George Doran, International News-Reel.

"—AND A MAN CAN RAISE A THIRST!"



R. M. Brinkerhoff, comic strip artist, with Mrs. Brinkerhoff and O. O. McIntyre, writer, on the last lap of their vacation trip in Paris.

Chicago Jewish Editor Honored

On the occasion of his tenth anniversary as editor, Dr. S. M. Melamed, of the *Chicago Jewish Courier,* was presented with a high powered motor car in the name of the Chicago Jewish community. The presentation was made at a banquet at the Hotel Morrison, Chicago.

Chicago Post Plans Art Section

The *Chicago Evening Post* plans to publish a weekly tabloid section devoted to the arts. Miss Lena McCauley will edit the section.

MASON DISCUSSES WHAT "GETS" THE PUBLIC

Distinguished Managing Editor New York Herald Tribune Offers Six Suggestions for Successful Newspapering—Says Formula Impossible—Great Paper Must Have Distinct Personality

By JULIAN MASON

THE distinguished managing editor of the "New York Herald Tribune" herewith essays to discuss that perplexing riddle: "What does the public want?" He approaches the question with the deference of long practical experience. Graduated from Yale, Class of 1898, he entered business first as a wholesale grocer in Chicago. H. H. Kohlsaat gave him his first newspaper job on the "Chicago Herald" in 1899 "chasing small stories." Next he went to the "Chicago Tribune." In 1905 he changed to the "Chicago Evening Post." On this newspaper he held every job in the editorial department, being appointed head editorial writer in 1911 and in 1916 managing editor. He joined the New York newspaper fraternity in March, 1922.

I DON'T know what gets the public, but I do know what gets me, and that is that anyone should believe that I should know what gets the public, or that if I did, I would be foolish enough to divulge it.

But I must make the attempt. Therefore, I should say, speaking for my own profession, that to make a newspaper, simply to "get" the public—which is, as everyone knows, an ignoble object, far apart from the higher purposes of journalism—I would make a newspaper that is a distinct person and endow it with all the qualities that make a person attractive and interesting.

I would give it first of all character—not only the kind of character that comes from honest service to the public, but also the free development of its own individuality. Do not be afraid that this will not develop in a way that is far above and distinct from owner, publisher, or editor. Give it a chance and the paper itself reaches over your shoulders at night, takes your hand and says this story should go *there* on the front page.

Horace Greeley recognized this separate and sentient entity. When Greeley was away one time, President Johnson demanded the resignation of the great Stanton and the Tribune swung full force behind the demand for impeachment. Greeley did not believe in impeachment, because it might martyrize Johnson; but, because the Tribune had spoken, he held unflinchingly by its course. He used to say that he never picked up his Tribune in the morning without a thrill of excitement over what "the paper itself" may have done to him after he had made it up and gone home at 11 o'clock.

Another story to show you the feeling of helplessness which an editor experiences over a product which he may have planned out most carefully from beginning to end in all detail.

There was a copy reader on the old *Chicago Record-Herald* who rejoiced in the appropriate name of "Butch" White. One morning at 2 o'clock a reporter came rushing into the city room and said:

"Oh, Mr. White, I've got a very strange suicide story. A man was riding across the Clark street bridge in a trolley car reading a newspaper. He suddenly threw the newspaper on the floor, rushed out of the car, jumped over the bridge rail, and was drowned in the river below."

"Probably a managing editor looking at the first edition of his paper," said Mr. White.

I would give this paper of ours a wise universality. The *New York Evening Sun*, under the managing editorship of the brilliant young Mr. Arthur Brisbane, once gave New York the smartest, the most sophisticated, the wittiest paper that it has perhaps ever known. Yet Mr. Laffan and Mr. Brisbane disagreed, because Mr. Laffan said and said truly, I think:



Julian S. Mason—"We are dealers in emotions."

"If we were running the Fifth Avenue Hotel and offered our guests a menu of only caviar and cabbage, you'd be surprised at the number who would order cabbage."

But the paper must have wit, probably the most dangerous of all characteristics, but, rightly used, the most effective. I mean wit that will take a present day happening and instantly throw it into a form that will give it background, understanding and ironic truth.

We had a delightful instance of this the other day, when lunching with a witty editor from the West. Before luncheon we were talking of the inevitable Eighteenth Amendment and the disregard of law. Just then, I regret to say, cocktails were brought in. He took the glass, held it up and instantly gave the toast:

"Here's to crime and Constitution, one and inseparable, now and forever!"

To get the public, I would give the paper enterprise—not only the enterprise that adapts itself to any situation instantly, but also the fundamental journalistic enterprise of digging, digging, digging for facts.

General Grant on his death bed handed to his physician a memorandum of his last wishes, saying: "Doctor, don't tell this to another living person. If you do, the newspapers will get it."

The paper, too, must be close to the well-springs of human feeling and experience, even to human superstitions. Another American newspaper man and I went to a luncheon party at the house of Lord Northcliffe 3 years ago. We were about to sit down, when we realized that there were 13 at the table and that Northcliffe was standing erect at its head.

"You know, your Lordship, that in America some people would be foolish enough not to sit down 13 at table," my American companion said, wishing to make the situation less strained.

"Foolish enough?" said Northcliffe. "Foolish enough? You can only say that because you come from a younger civilization. In England we know what happened to Sir Harry Furness, of *Punch*, after he started a Thirteen Club; we know what happened to Harry Lord; we know because we are an older civilization, that it is only the old beliefs handed down from generation to generation that are altogether true and to be accepted. I shall *not* sit down, thirteen at table.

And he didn't.

And when I had endowed a newspaper upon the formulæ I have just sketched, I should by no means be sure that it might get the public. Because, in film or play, or newspaper, we are dealing not with reason or logic alone, but with those strange indefinable currents of human life which we class under the word emotion. And emotion cannot be put into rules or formulæ.

Probably it is for that reason that newspaper success has never been formulated in a way to permit it to become an exact science. It is an ordinary fact, for instance, that no Bible of newspapering, so to speak—no great book, either technical or autobiographical, has been written, which gives to editors a hint as to the safe and standard way in which to lay their course.

Charles A. Dana said that he knew no secret formula for success—that the best rule of thumb he could recommend for creating a successful newspaper was to get into it able men and let them have their head.

Such a definition, I fear, leaves you exactly at the starting point. Nevertheless, I can only declare my belief that if you would make a newspaper in the form of the most wise, the most fair, the most enterprising, the most charming attractive and interesting person you can imagine, you might have at least a gambler's chance of "getting the public."

New Daily Enlarges Staff

Additions to the staff of the *Hendersonville* (N. C.) *Daily Times*, which recently became a daily under the editorship of John Temple, Graves, were announced this week. They are: Henry Atkin, formerly *Ashville Citizen*, news editor; Henry Loop, circulation manager; W. S. Scott, formerly *Winston-Salem Journal*, mechanical foreman; Richard H. Mills, late of the Messengale Advertising Agency, Atlanta, Ga., advertising manager. John Ewbank, former owner, is in charge of the job printing plant, and will remain in this capacity until a permanent manager is obtained.

WHAT "GETS" THE PUBLIC?

JULIAN STARKWEATHER MASON offers the following rules for building circulation and maintaining reader interest:

1.—A newspaper first must have character—character that comes not only from honest service to the public, but also from the free development of its own individuality.

2.—It must have a wise universality.

3.—It must have wit, probably the most dangerous of all characteristics, but rightly used, the most effective.

4.—It must have not only the enterprise that adapts itself to any situation instantly, but also the fundamental journalistic enterprise of digging, digging, for facts.

5.—A newspaper must be close to the well-springs of human feeling and experience, even to human superstitions.

6.—In the words of Charles A. Dana the best rule of thumb is to get able men and let them have their head.

JACK LAIT MADE M. E. OF N. Y. AMERICAN

Versatile Newspaper Man, Short Story and Play Author Assumes High Executive Position — Victor Watson Assistant Publisher

Jack Lait, versatile newspaper man, short story and play author, has been appointed managing editor of the *New York American*.

Victor Watson, who has been holding both positions of managing editor and assistant publisher, remains as assistant publisher with added business responsibilities. He will continue to have general supervision over the news.

Lait, who is 42 years old, comes to his new work from 3 years spent as editor of International Feature Service's magazine and weekly feature story.

Starting newspaper work as a cub reporter on the staff of the *Chicago Evening American* in 1903, Lait, within 3 years, was appointed assistant city editor of that newspaper. In 1907 he became associated with the *Chicago Examiner* as night city editor, becoming city editor in 1910.

The following year, Lait left newspaper work to become press representative for William Morris and to manage the Harry Lauder world tours, and then returned to the *Chicago Evening American* as dramatic critic. He held this latter position from 1913 to 1916.

After this, Lait became a regular monthly contributor to American magazines, at the same time being the "Story a Day" writer for the *Chicago Herald*. During the year 1919-20, he conducted the column "Wake of the News" in the *Chicago Tribune*, and also wrote fiction for that newspaper.

Lait is the author of "Gus and Bus" and "Beef, Iron, and Wine," two short story volumes. He also wrote the following plays, "Help Wanted," "One of Us," "Spice" and other revues as well as about 60 one-act vaudeville sketches. Since 1918 he has been connected with the editorial staff of *Variety*, a theatrical trade magazine. In 1914 he founded the *Chicago Saturday Evening Telegraph*, a weekly theatrical-sports newspaper. He was born in New York.

CLEVER NEWSPAPER CAMPAIGN DREW CROWDS TO OHIO STATE FAIR

Attendance Broke All Records Following Drive by Fair Board and Merchants—"Attention-Getting" Copy Used Liberally

By CHALMERS PANCOAST

THE newspapers of Columbus put over the "Golden State Fair" of Ohio in a big way by giving it a lot of publicity gas.

Local advertisers tied up with a generous use of space which they paid real money for.

A great variety of clever advertising ideas, striking illustrations, novel contests and schemes were featured in the newspapers to make the State Fair the greatest in the history of Ohio.

The big problem for the past 50 years has been to get a crowd on the first day. According to custom the last days have always been the record breakers. The first day has always been an empty day—a day lacking in interest—therefore lacking in crowds.

But through a cleverly designed series of "attention-getting" newspaper ads the State Fair opening day this year broke all records. More than 50,000 people responded to the advertising appeal and made it the greatest opening day in the history of Ohio State Fairs.

For many years the Fair has been considered merely a frolic for country people. The idea this year was to make the opening day an exposition for Columbus people. The newspapers, Chamber of Commerce and local merchants got behind the plan—and using the power of newspaper advertisements made the city folks realize that the State Fair was not merely a show for their country cousins.

The Sunday newspapers carried ads from pages to fifty double, getting across the big idea for city people to "Fall In" on Monday.

The people were told to swing their old buses into the great "Driveaway"—a procession of decorated cars headed by the Governor and Mayor, which would start at the State House and travel toward the Fairgrounds.

The Governor rode in an antique auto of first vintage. Other models of 1900 carried out the "Golden Fair" idea.

The newspapers were sprinkled with small ads, showing a drum-major gaily marching away. The slogan was "Fall In—Columbus Day."

Nearly all local advertisers featured this "Fall In" illustration somewhere in their copy. It was a good tie-up. Then there were such cleverly designed ads as a calendar pad on which was written, "Gone to the State Fair," above the date of Aug. 25. Others were: A picture of a tally-ho party, captioned "Heigho—Columbus Day." A picture of a laughing clown, with the words, "A Large Time—And I Don't Mean Maybe—Columbus Day." A comic picture of a family rushing along with a small boy in the lead, followed by the words, "Take the Boy Along." Then there was a smart picture of a young lady stepping out toward the Fair Grounds, with the slogan, "The Only Thing in Town on Monday." Another clever ad was a bottom of the page streamer showing feet and legs on the march, the headline, "Everybody's Going" carried the message forcibly.

Page advertisements illustrated with race horses, bathing beauties, stock judging, milking contests, track meet, tug of war, etc., carried a story to arouse the enthusiasm of Columbus people over a day set aside and widely advertised for their special enjoyment and benefit.

Large newspaper ads featured the Buick Sedan which was to be given away free. The contest was for the best slogan submitted for the 1925 State Fair. No more than 10 words were to be used.

The State Fair has been using two slogans: "The Sun Always Shines in Ohio," and "Fairs Mark the Progress of Our State."

For the 1925 exposition a new caption to describe Ohio's great Fair was desired. Suitable blanks were provided and the persons presenting suggestions had to attend the Fair during the week in order to enter. The newspaper ad was headed "Free"; and illustrated with a cut of the car.

Other prizes were a thousand dollar silver fox pelt for the best essay of not more than 150 words on what the State Fair meant to Ohio. This was open to women only. Full blooded Airedale pups were given away each day to boys and girls. The idea back of this contest was to suggest a name for the dog, using the letters in the words, "Ohio State Fair."

The State Fair management clearly demonstrated that a generous use of newspaper space, actually dominating the display advertisements, would pull astonishingly.

Other widely advertised attractions were: Nightly Horse Show; Beauty Pageant for New Miss Columbus; Baby Contest; Boys' and Girls' Club Exhibits; Band Contests; Dog Show; Auto Show; field meet; horse races; milking contest; horseshoe-pitching contests.

There were other unique and interesting features, such as: "Queen Fashion" elaborate style show and pageant spectacle, fireworks, etc.

The most interesting thing about the entire program of advertising was the generous subscribing of money by local concerns for publicity purposes. Usually it is difficult to raise money to pay for advertising space. But in Columbus the banks, business houses and stores subscribed a sufficient amount of money to be used by the Chamber of Commerce in paying for pages of display advertising and also for prizes to be offered in the various contests. Naturally all Columbus newspapers featured the State Fair liberally in the news and editorial columns. Pages and pages were devoted to the stock and agricultural exhibits. And since the State Fair meant so much to Ohio commerce and industry the newspapers appreciated its far-reaching news and educational value. Even the cartoonists contributed liberally with clever ideas in big space.

But the most encouraging sign of right thinking was the proper use of paid advertising to sell the Fair to the people of Ohio and equally to the citizens of Columbus.

Local advertisers increased their space in the newspapers to talk about the State Fair and its educational value and interest as a show. Other concerns used newspaper space to call attention to their display booths at the Fair. Even the small advertisers combined to make their advertising attractive.

The Z. L. White & Co., a large department store, presented nightly a Fashion Revue, giving a good picture of the history of fashion down through the ages. Newspaper display space was used liberally to sell this feature to the public—and get people to the Fair.

Manufacturers of food products introduced new goods by giving one free with every one purchased. In fact the selling slogan at the booths of exhibitors seemed to be: 'Buy One—Get One Free."

Numbered coupons by the score were given out as a chance on various articles given away free. Piano-players were sold to the highest bidder; vacuum cleaners given away on a lucky number; a washing machine given away each day on a lucky number; enough paint for painting a house free for guessing the number of bristles in a giant brush. Everywhere contests, schemes, stunts, advertising something out of the ordinary.

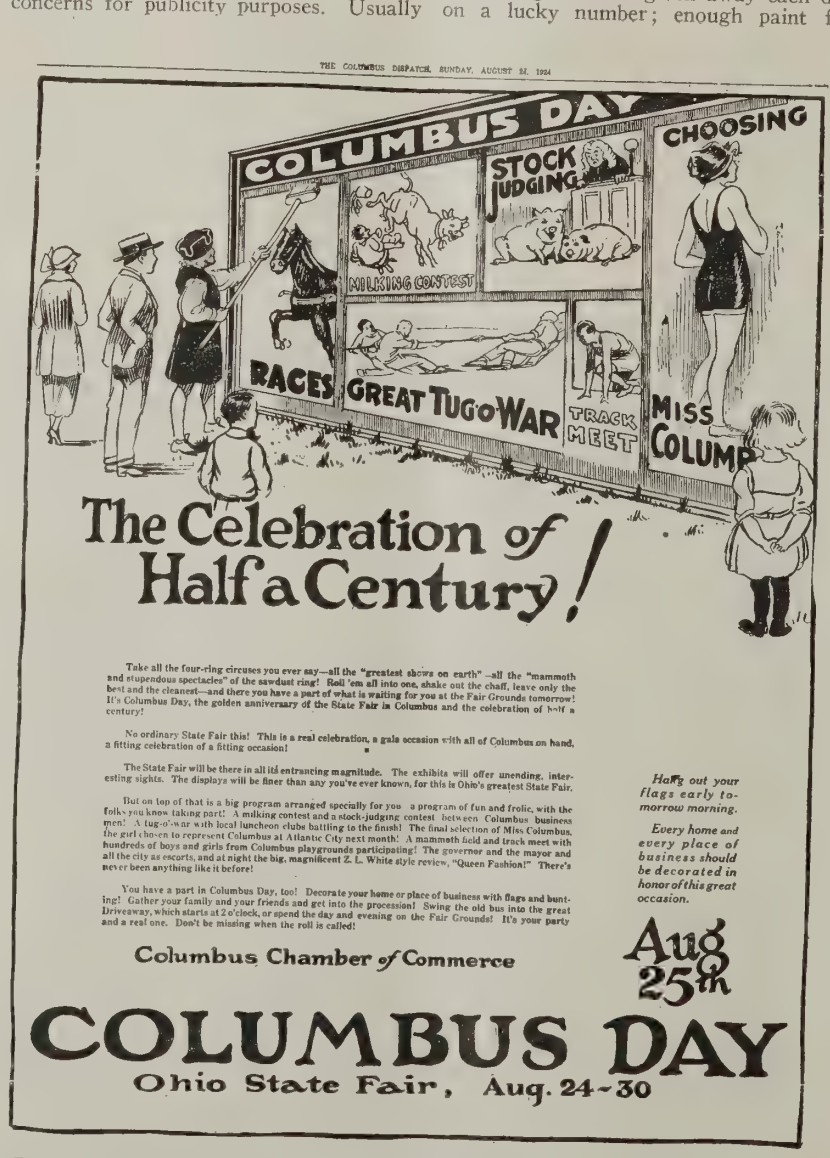
A coal company advertised two of its prize winning horses—named after popular brands of coal for publicity purposes. These horses were to compete for blue ribbons.

Everything seemed to be advertised, exploited, announced in some novel and unique way. Advertising was the force, power, the attracting current back of everything. You could not side-step advertising. It was everywhere. Barkers, signs, pennants, gay streamers with snappy slogans and slangy epigrams were publicity pullers of big value.

Flappers with noisy whistles, boys with fancy whips and shouting hat-bands, children with balloons, blaring music of the contesting bands, the musical din from the merry-go-rounds, merry-mix-ups, and other contrivances and contraptions for thrills, all advertised the Fair.

"Newspaper Row" was a busy place—headquarters for Columbus dailies and agricultural publications. A free checking booth for the convenience of Fair visitors was maintained by the *Columbus Dispatch*. Ice water was furnished free, also telephone service.

Columbus business men certainly know the value of newspaper advertising. They had a big curtain to raise, they wanted to make the first day of the "Golden Anniversary" of the Ohio State Fair a "hum-dinger." They turned on the power of newspaper advertising, and the result was that a record-breaking crowd kept the entrance turnstiles whirling merrily in answer to the big "Columbus Day" advertising campaign.



Turnstiles clicked up a total of 50,000 on opening day at the Ohio State Fair this year, following an intensive advertising campaign, breaking all records. Above is a typical full-page display.

YOUNGGREEN JOINS FIRM

Becomes Vice-President and Member of Milwaukee Agency

The firm name of Klau-Van Pietersom-Dunlop, Inc., Milwaukee, has been changed to Klau-Van Pietersom-Dunlap-Younggreen, Inc.,

Mr. Younggreen becomes a member of the firm, dating back to Jan. 1, 1924. He assumes the duties of vice-president and general manager.

Mr. Younggreen has been with the company since July, 1923. Before that he served for several years as advertising and sales promotion manager of the J. I. Case Plow Works Company at Racine, Wis. He is chairman of the Sixth District of the A. A. C. W., and president of the Milwaukee Advertising Club.

The new officers of the agency are: W. F. Dunlap, president; C. C. Younggreen, vice-president and general manager; G. W. Klau, secretary; and A. Van Pietersom, treasurer.

90 Days for Fraud Ad

One of the first prosecutions under the new New York State fraudulent advertising law was conducted last week in Buffalo by the Better Business Commission. David Gardner advertised in the *Buffalo Evening News* that he would sell anthracite for $10 a ton, $3 under the prevailing price. An investigation revealed that he had no coal and had made no arrangements for delivery in the event of purchase. He pleaded guilty to a charge of publishing false advertising and was sentenced to a 90-day term in the Erie County Workhouse.

Newspapers Not Factories

Newspaper plants in the state of Washington are not to be classed as mechanical establishments under the state law governing the working hours of women, according to an opinion handed down recently by State Attorney-General John H. Dunbar. The opinion was asked following a complaint by the Typographical Union that the *Seattle* (Wash.) *Post-Intelligencer*, the mechanical staff of which has been on strike since the last of May, had violated the state statute by allowing a woman to work more than 8 hours in a day.

WILEY LEADS A BOY TO GATEWAY OF SUCCESS

Wizard Business Manager of New York Times Candidly Tells a Youngster Rules of Journalism Which Yield Rich Rewards When Intelligently and Ardently Followed

By PHILIP SCHUYLER

FAITH. Interest. Ideals. Unremitting Energy. Resourcefulness. Study. Promptness. Judgment. Common Sense. Common Honesty.

Are these merely a string of neatly capitalized words to be festooned like college pennants about the brain room of a young and hustling newspaper man go-getter?

Or do they form a strong hemp rope, by which a man may haul himself upwards hand over hand from the lowliest newspaper position to the highest?

Negative answer to the first, affirmative to the second question came this week from Louis Wiley, business manager of the *New York Times*, who, at the request of EDITOR & PUBLISHER, played father to a hypothetical son, about to enter the newspaper business, and offered him advice as to the way to success.

It made an interesting game.

Mr. Wiley did more to make these words, which he used, seem strong and stable. He uncovered intimate details of his own business career as proof that the words were not mere sounds, signifying nothing.

"There are no tricks of the trade," he told his imaginary son, "as there ought not to be.

"Stick to the fundamentals—try to use, as Mr. Ochs has used, that genius for applying the principles of common sense and common honesty to the conduct of a newspaper.

"There are no certain details which are vastly more important than others. One thing a newspaper man must soon learn is how tremendously important some trifle may be on occasions, and how relatively unimportant some apparently large things may be.

"I pay attention to a hundred details every day—they may involve an insignificant decision, or a policy of large concern to one of the several business departments.

"Promptness in making decisions and answering letters and inquiries; being at all times accessible to everyone in the office, trying always to stimulate the business departments by making or welcoming suggestions; endeavoring to be just and fair to everyone with whom the Times has business relations, are the rules of business life I try to follow.

"The young man starting out in the newspaper business," Mr. Wiley continued, "should remember that it is his duty to bring to the support of the newspaper all the circulation and advertising revenue to which it is entitled.

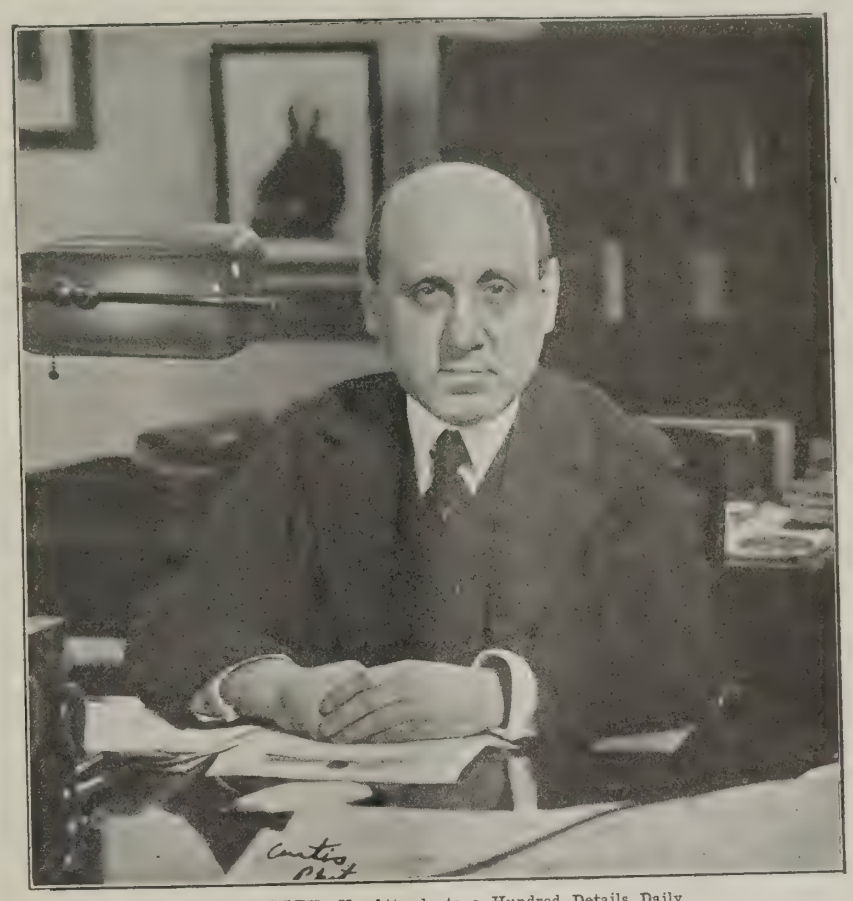
"They are the bone and sinew on which the newspaper must depend to continue giving its service to the readers and to increase that service.

"The New York Times, for instance, now spends a greater sum for news than any other newspaper. Mr. Ochs has put the increased earnings back into the paper as a policy constantly to make the Times a greater purveyor of news. Suppose the Times were forced to exist on the earnings of 15 years ago. It would not be able to give its readers what it now gives them as their daily fare.

"The young aspirant should bear in mind that the newspaper business is a calling which demands unremitting energy and resourcefulness. In no other business must the line of effort be so constantly maintained.

"It may be that after a period of time he will have built up an organization which will permit him some opportunity to leave for a vacation and rest. That will not come soon. A lazy man had best not go in for newspaper work. The work is never finished. Today's newspaper is only got out of the way in time to clean the desks for tomorrow's edition. There is always work to do.

"Study good newspapers, clean and wholesome ones. Strive to understand the fundamental, stable values of newspapers. News comes first. There is no substitute for news. It is not a feature which can be bought away from you overnight by a rival.



LOUIS WILEY—He Attends to a Hundred Details Daily

"Study circulation building with an eye to permanence. Do not put into the structure of your newspaper a weak stone. Study your newspaper from the point of view of the reader and then from the point of view of the advertiser. Never be satisfied that there is nothing more to be done. Impress the policy and news excellence of your paper upon readers. Then attract honest advertisers by the number of the readers you have been able to win, and the confidence you have been able to gain and keep.

"Study newspaper costs. Spend money to improve the paper for the reader and to increase confidence. Be careful and prudent in other expenditures. Know the answer to every question a keen newspaper business man would be likely to ask you.

"The picking of assistants may be a gift, but I hardly think so. I believe that any intelligent manager should be able to appraise fairly accurately the qualities which employees should possess for the different positions. But everyone will make mistakes in selecting persons. All that anyone can do is to use good judgment in his first choice—give the ones selected a chance to work and grow—and watch them.

"What are the pitfalls to avoid, what are the opportunities to grasp?" was a question asked.

"The pitfalls to avoid," he answered, "in the business management of a newspaper may all be summed up as those which are a betrayal of trust.

"The newspaper, in its news, its editorials, and its business conduct, is all the fulfilment of a trust with the public.

"The temptations which will come to the business manager of a newspaper sometimes present themselves in insidious form. There will seem to be an easy way to obtain more advertising or circulation by methods which can be defended ethically but which will really be contrary to sound publishing principles. Whenever any temptation comes ask yourself the question, first, whether it is a betrayal of trust with the reader, and next whether it is a betrayal of trust with the advertiser or others with whom you have business relations.

"Never for any consideration attempt to influence or color the news.

"Honesty is the life and spirit of a newspaper. Never, to the best of your ability, permit a misleading or fraudulent advertisement to appear in your paper. The confidence of your readers is an asset with which you cannot afford to trifle. Never forget that you must defend the interests of your readers even before your own.

"The opportunities which the business manager of a newspaper can grasp are without limit. No newspaper ever has or ever will reach the full development of which it is capable. There are always new ways in which to serve the reader, new chances to develop legitimate sources of revenue from advertising.

'Never, however, miss an opportunity to gain and deserve the confidence of your readers. Be alert to know what interests the people in a clean and wholesome way."

But of primary importance, Mr. Wiley would have young aspirants believe, is steadfast faith in the opportunities offered by newspapering to "one who works hard and stands by the sound principles of newspaper making."

"I never lost faith or interest," he declared.

"I began, to go back to the very beginning, on a small weekly, the *Democrat*, in Mt. Sterling, Ky., when I was attending school there in 1884. My first real reportorial experience, however, was on the *Rochester Union and Advertiser* in 1887, although I made a slight beginning in Fort Wayne, Ind., in 1886.

"That was a great training school, both for the practical and the ideal in the newspaper business. Rochester, then as now, had newspaper men of ability in charge of its journals, and Jacob A. Hoekstra, city editor of the *Post-Express*, which I soon joined, taught me the essentials of good reporting. I began on the Post-Express at $6 a week reporting police court happenings and baseball, besides being dramatic critic. That salary was not out of scale for a beginner. The city editor of the Rochester Herald at that time drew $25 a week for his work.

"Early in 1893 I became business manager of the Post-Express. There is no essential difference in the interest one should have in a news or business position, and the opportunities for service, while unlike in many respects, unite in the end in the task of producing a good newspaper in which the public can have confidence.

"It was while I was business manager of the Post-Express that I met Adolph S. Ochs. I can say with sincerity that my real newspaper experience, despite the 9 years that had gone before, began with my association with Mr. Ochs, to whom alone the greatness of the New York Times is due. I am proud to say that whatever success has come to me I owe to him. It has been an unending privilege to work with him and to watch the vision of a newspaper which he unfolded before us. Let no one think that the path of the New York Times was an easy one from the start. It was a hard road at the beginning, and only indefatigable work and the genius of Mr. Ochs for applying the principles of common sense and common honesty to the business of publishing a newspaper pulled the Times up the hills.

"I enjoy the work in which I have been engaged. I enjoy the multifarious contacts with persons and affairs. I enjoy the knowledge that I have the confidence of Mr. Ochs and those associated with him in the making of the Times."

PALMER JOINS CHRONICLE

Former Vice-President, Houston Post, Now Foster's Assistant General Mgr.

G. J. Palmer, formerly vice-president and associate publisher of the *Houston Post* which was recently sold and merged with the *Houston Dispatch*, this week was appointed assistant general manager of the *Houston Chronicle* by Marcellus E. Foster publisher.

After nearly 25 years' serivce as business manager of the Post, Palmer was made associate publisher last January. He joined the paper in 1889, in a clerical position.

During the war Palmer acted as a "dollar a year" man in charge of the newspaper section of the paper and pulp division. Since the war he has worked in an advisory capacity for the Texas Newspaper Publishers' Association.

McFAUL TO CHICAGO

St. Paul Business Manager Now Assistant Publisher, Herald Examiner

A. J. McFaul has assumed the duties of assistant publisher of the *Chicago Herald Examiner*.

Mr. McFaul was formerly sit-in man on the *Chicago Tribune* copy desk, but left there in 1915.

Since then he has served as advertising manager for several large firms throughout the country, and recently was business manager of the St. Paul *Pioneer Press Dispatch*.

Flint Daily Occupies New Home

Flint (Mich.) Daily Journal officially opened its new home Wednesday, Sept. 3. A special Progress edition of the Journal marking the event was printed Sunday, Aug. 31.

"LETTERS FROM PEOPLE" COLUMN VITAL EDITORIAL PAGE FEATURE

Creates Continuity of Interest and Acts as Safety Valve—Sustains Itself After Careful Direction at Start

By IRVING BRANT

A COLUMN of letters from subscribers has long been recognized as a valuable auxiliary to the editorial page. In it, those who admire the newspaper's position on public questions can flatter the editor with compliments, always graciously received and published with befitting shyness. Likewise, it serves as a safety valve, through which those who disagree with the newspaper can reduce their steam pressure. Many a threatened explosion has been averted by giving aggrieved subscribers a chance to get their views into print.

But while this function of letters from the people has been generally appreciated, few newspapers have discovered the possibilities of an expanded letter department for developing subscriber interest in the paper. Every publisher likes to think of his "family of readers." He is endeavoring all the time to strengthen the family ties. He would like nothing better than to have his readers so deeply attached to the paper that the cancellation of a subscription would be like a decision to leave home.

In buying features, the one thought is to create a continuity of interest. The best feature in that which not only makes today's paper interesting, but starts the reader to anticipating tomorrow's issue. A publisher will pay almost any price for such a feature, yet he has at hand a better feature than he can buy, and it is his virtually without cost. A letter department, built on both human interest and public interest lines, will go farther than any purchasable feature in establishing a continuing reader interest and cementing the subscribers into one big family.

Letters from the people can be built up most easily in connection with a liberal and spirited editorial page, because such a page will stimulate the readers, but it may easily happen that the letters will develop more interest than the editorials. When the letter department is built up to the extent of its possibilities, the editor is apt to find that four-fifths of the communications, telephone calls and visits relate to the letters he publishes, and about one-fifth to the editorials he writes.

A good letter department will not create itself, but, once established, it will sustain iself. All that is needed, after the growth is attained, is careful and sympathetic editing.

A letter department expands simultaneously in the number of letters received, and in their scope. It starts, perhaps, with regular contributions from a few cranks and egotists—sometimes readable, sometimes not. The first expansion is in letters condemning or congratulating the paper on its editorial policy. Next, it enlarges to cover a discussion of municipal problems and conditions. Then it broadens to include debates among readers on social questions, the morals of the day, fashions, etc. By this time, of course, the religious cranks are furnishing plenty of material for the waste basket. The well-rounded letter department embraces a selection from all of the earlier sources, and then expands to include a rich human interest offering. It is when this last field is touched that the department comes to exert a remarkable hold upon the readers, and to bring them into a great family circle.

Nearly all people who write to newspapers do so because somebody else has done so first. They must see letters published before they offer their own ideas. Therefore, in creating a letter department from nothing, it is advisable for the editorial staff to contribute to the letter column, and to keep it up until the department is self-sustaining.

Reporters may be invited to write letters bearing on news stories they have handled. (Or the copy desk might be asked to put its opinion of the editorial page into well expurgated communications.)

Nothing is more apt to bring a rise from readers than an occasional letter containing absurd over-statements and violent assertions of opinion. Get a controversy started, even if, at the start, you have to write both sides of it yourself.

A particular point should be made of publishing letters from subscribers attacking the newspaper's policies. This is the fair thing to do, anyway. It makes friends for the paper, and it is a great stimulus to letter-writing, for it convinces the people that the newspaper is conducting a genuine open forum, with a place for those who disagree with the editor.

As the letters increase in numbers, the same inside stimulus should be applied in other fields. Start controversies over politics, labor questions, jazz, bobbed hair, knickers, cake-eaters, spiritualism, woman's place in or out of the kitchen, the death penalty for reckless motorists and jaywalkers, auto lizards, and evolution. The letters on any subject should be strung out through successive days, while the interest lasts.

It will not be many months before the editor discovers that his readers are far more capable of guiding the department than he is. They can think of infinitely more subjects than he can, that will bring responses from the public. When the department really gets under way, there is no need to offer controversial leads. The question, rather, is when to choke off debate on any particular subject—for the writers of letters never know when to quit.

The letter department, if it is to be made an important feature, never should be turned over to a dub or a cub. If that is done, it will slump in quality, and may prove dangerous.

The man in charge of letters should have a thorough knowledge of the law of libel. Letters that have a kick in them are likely to be chuck full of libel, and it has to be edited out. Occasionally there is a deliberate attempt to use the newspaper for purposes of libel. The editor of the letters must be able to fathom the motives of the people who write them. He must exclude the libelous, the unworthy, and those written in a spirit of villification. He must recognize the fellow who is trying to put something over, to get free advertising, or take up a collection.

Most letters require shortening or other editing, and the manner of it will make the writer a friend or an enemy. What can be said if the editing distorts the meaning, or destroys the force of the letter? A newspaper is in a mighty uncomfortable position if it has to apologize to a contributor for putting him in a false light before the public, or refusing to make a correction because it would be humiliating to do so. It may be said that the writer of the distorted letter is only one person in a multitude. But he can do a lot of talking.

What is the test of a letter's value?

What should be published, and what rejected?

In some offices, the social or business standing of the writer seems to be the governing factor. Anything is published which comes from a well-known person. Everything painfully written in long hand goes into the waste basket without a glance. Such editing is grossly incompetent. It is the work of a cheap snob or a dullard. It puts cut glass above the uncut diamond.

Some letters have to be published out of a sense of duty, even though they are long and dull. Such are those written by public officials and prominent nuisances who think they have been wronged by the newspaper, and who can best be dealt with by giving them space to have their say out.

In general, however, there is just one test for the letter: Is it interesting? If it has interest for the general public—not merely for the man who wrote it—it ought to be printed.

In the magazine office, there is a direct relationship between the appearance of a manuscript and the probability of its acceptance. The well-typed, correctly spaced page reflects to some extent the training of the contributor. But in the letters which come to a newspaper office, appearance means next to nothing. The editor has more to fear from a bulky typewritten letter, usually dull in content and written by an insistent bore or a wordy lawyer, than from the crudest long hand. The latter at least is genuine, simple and sincere.

In a letter department built for its human interest and its wide appeal on homely subjects, the name of the writer means nothing. The anonymous letter is as good as any other, and perhaps a good deal better, because many a man, writing anonymously, will turn loose a personal record which never could be torn from him if he had to divulge his identity.

This, to be sure, is flying in the face of the conventional, parroted decree that "anonymous letters will not be published, although names will be withheld when requested." Yet what is that rule but a relic of the day when letters to the editor were mostly vicious political libels?

Some groups have to be chocked off, too. Among them the religious cranks. Sap-headed young men and women would dish out forever from the shallow contents of their craniums, if they were given the chance. When two correspondents get into a verbal duel, they never stop voluntarily, and their personal remarks have to be cut out at the start.

As a letter department increases in size, range and appeal, it acquires a power of its own, independent of the newspaper's editorial influence. A complaint about specific conditions in the city, or the schools, will bring quick action, to forestall a critical discussion. A letter revealing family misfortunes or distress will lead to innumerable offers of assistance—but such letters need to be scrutinized closely, and usually should be investigated by a reporter or by the public charity organization before space is given them. Once, on the *St. Louis Star*, I received a letter from a man who was incapacitated for several months, owing to an injury. He wanted the readers of the letter column to loan him $200, in amounts of $1 each, for which he would give promissory notes redeemable after he was able to work. The letter was published because its preposterousness made it interesting. The man got the money.

Also, it is advisable not to publish street address of correspondents who are willing to have their names used. There are bright citizens who make a practice of writing threatening or obscene letters to everybody whose name thus appears.

The interest taken in letters from subscribers is attested in many ways, other than by a volume of correspondence. When a single letter will produce a dozen telephone calls in a forenoon, it evidently has not only been read, but has made an impression. Wouldn't an editorial writer be flattered if he had stirred such interest.

If the letter department is to be built up for full effectiveness, it must have at least two columns daily. This will seem large, to those who are familiar only with the conventional department, but it will seem painfully small when the department is going at its full possible capacity.

A full page of letters in the Sunday issue is not only valuable in itself, allowing fine opportunity for classification and display, but it will make it far easier to handle the letters in the daily. The Sunday page can take up the overflow on important subjects, and can absorb many long letters which are too good to throw away, but which would injure the daily department by reducing the number and variety of letters in it.

Any person who edits letters, in a department operated to give the subscribers the widest self-expression, will gain in his respect for the unlettered men and women who make up the unknown majority in our population. They are far keener judges of the newspapers than the editors would like to think. Most of them are lacking in education more than they are in intelligence, and they can be reached by aiming at their understanding. Nothing in a newspaper comes more completely within their range than the letter department. Perhaps this will suggest something to those who complain that only 2 per cent of the people can understand what they read in the newspapers.

SONGS OF THE CRAFT

(Copyright, 1924, by Editor & Publisher)

By Henry Edward Warner

THE SPACE PIRATE

(Treated by request of half a dozen violent Editors)

You have heard of Robin Hood and Jesse James,
Of the Dalton Brothers riding on the plains,
And you've thrilled with that most spiriting of games
That's connected with the holding up of trains;
You have known the summer landlord and the crew
In the tipping line, with bright, expectant face,
But did any bally bandit ever get the nerve of you
Like the fellow who is always snitching space?

He may be the man ahead of something wild
In imported shows; or some fast candidate
Who is claiming some delusion for his Child,
Or lawyer with a client on his pate.
He may wear the clothes of charity, and come
With the outheld hand that never knows a shame;
He may come with rubber heels or beating madly on his drum,
But his ultimate objective is the same!

And the Editor, he softly swears and sighs
As he reaches for the wicker at his right;
He has grim assassination in his eyes
When another kind of Pirate comes to light.
And of all the office pests that ever land
There is none in all this struggling human race
Like the oily, silky Pirate with his copy in his hand
Who has just come in to make a plea for space!
(All sing!)
Brothers, soak him! Choke him!
Chuck him out the door!
Hurry up and get the lift in place!
Altogether now, let's hand it
To that bally brazen Bandit
Who is coming in to make a yell for Space, Space, Space!
To that fellow who is always snitching Space!

GONZALEZ VIEWS NOTABLES THROUGH THE LENS OF LAUGHTER

Young Brooklyn Eagle Caricaturist Blends Exaggeration and Humor in His Work—Drew Prince of Wales in Split Second Time

By PHILIP SCHUYLER

"PEOPLE are interested in many little things about personalities in the news, which the newspaper men often fail to mention."

Working with this idea in mind, a young Spanish-American caricaturist known to the general public merely by his last name—Gonzalez—has developed and brought to the American press something new and refreshing in caricature. He is now drawing for the *Brooklyn Eagle* and other newspapers, through an arrangement with the National Newspaper Service, Chicago.

"The public," Gonzalez reasons, "is vastly curious over such matters as the shape of noses, the twist of hair, the manner in which such-and-such a celebrity holds his or her cigarette.

"They want the predominate characteristics of the great carefully recorded and exaggerated for their benefit in the newspapers they read."

Gonzalez, therefore, with the quick eye of a natural artist, follows close behind newspaper men along the news trails. He notices details they overlook; microscopes the men and women behind the big stories, notes their characteristics and accentuates them in a humorous way in charcoal drawings for newspaper reproduction. In addition to his sketches, he writes down his conversation with his subject and obtains an autograph.

As the elements of good caricature are elimination of all detail and humorous stress of predominate characteristics, so the Gonzalez interviews are written caricatures of the various subjects who have posed for him.

I had watched with interest the Gonzalez caricatures which began appearing in the Eagle about the time when the National Democratic Convention opened at Madison Square Garden, New York. I met him for the first time on the Berengaria at the arrival of the Prince of Wales last Friday. This week I ran across him in the outer office, opening into the private sanctum of Flo Ziegfeld Jr., glorifier of the American girl. He was about to interview and sketch Will Rogers.

"Too bad you weren't able to sketch the Prince," I remarked, remembering the scrambled meeting between press representatives and the Royal visitor.



Rosendo Mauricio Gonzalez Has Something New in Caricature

"But I did," he rejoined.

"What?"

"Yes, it is the way I work always. It never takes me more than a few minutes. Of course in the case of the Prince I was rather crowded. My ribs were nearly broken in the crush. But I managed to sketch in the few lines necessary."

"Didn't you work from a photograph afterwards?" I questioned with the usual, and perhaps pardonable, newspaper scepticism.

"No," he answered; and he spoke sincerely as he added, "I never do. If I did the result would not be a Gonzalez caricature. I always work from life.

"But I wasn't able to get his autograph as I usually do. It was a great disappointment. The Eagle is now trying to arrange a sitting for me. Then perhaps I will get his signature."

Here was a story certainly—the one American caricaturist who managed to sketch the Prince of Wales from life on this present American visit.

In the office in the New Amsterdam Theater building, New York, where Gonzalez was waiting to sketch Will Rogers, we began conversation which was concluded later in the young artist's studio on Riverside Drive, opposite Grant's tomb.

Both name and age are tender subjects with this young caricaturist. His name is far too long and foreign, he protests and he fears editors will consider him much too young.

"I am an American," he insists, "and I hate people to think otherwise."

His whole name is Rosendo Mauricio Gonzalez, and I personally can testify to the correctness of his assertion that he is "not yet 27," and would guess 21 was nearer. Gonzalez would prefer people to think he has already arrived, is a veteran newspaper artist, whereas, one of his biggest charms is that he is now vigorously on his way, having just emerged from the scribble stage and having his great future ahead.

When I talked with him he was wearing a plain gray suit, quite lacking in Bohemian flare. Rebellious black hair, however, had a way of flopping down over his olive-skinned forehead and into his snapping dark brown eyes. He smoked cigarettes almost constantly.

He is very much engrossed in his work. To him his art is everything. He would submerge his personality quite entirely.

And he is delightfully young. His conversation was crammed with such naive comments as, "Henry Justin Smith (former *Chicago Daily News* news editor) thinks my caricatures are the cat's pajamas."

Born in Nadadores, a little town in northern Mexico, Gonzalez had his early education in Mexican schools. He began drawing while still in rompers, sketching his mother, his father, and his school teachers.

Then his family moved to San Antonio, Tex., and he learned English in the American schools. While in high school, he was almost expelled one year for lampooning and unmasking the teachers in an article he wrote and illustrated for the school annual.

At 16, Gonzalez started drawing caricatures for *La Prensa*, a Mexican language daily printed in San Antonio. For a year, he drew a comic strip for this paper called "Aventuras de Jose Luis y su Hermanito."

For a while he also conducted a column in Spanish on La Prensa under the caption "Caricaturas del Dia." It was daily satirical comment on the life and people of the San Antonio Mexican colony.

His first essays into the realm of caricature were of a political and vehement nature. His denunciatory, or as he calls them "bloody" cartoons almost cost him his life on more than one occasion. During the revolutionary period, he drew caricatures against the Carranza regime and was nearly shot as a very dangerous person.

"I have learned my lesson," he said. "Now I make all my drawings very good natured. And, so far as I can, I put in them an element of good will.

"I try to make people laugh at themselves and at others. It is very good business to make people laugh, is it not?

"A caricature," Gonzalez believes, "is not simply an exaggeration of one's features. There is more truth in the caricature that catches the characteristic. The characteristic may be physical. More often it's an expression or attitude which constantly dominates the individual. This leaves an imprint on one's face. That's character. I take that and exaggerate it clearly and forcefully. Then the message will not be mistaken or avoided."

Gonzalez refuses to tell the story which must lie behind his trip from San Antonio to Chicago for study at the Art Institute there. He arrived in Chicago a raw young aspirant for newspaper fame about 2 years ago. Henry Justin Smith, then on the *Chicago Daily News* staff, became interested in him and his work, and gave him a position in the News editorial department which gave him sufficient funds to pay the expenses of his artistic education. He drew for several Chicago art magazines also, and then finally the National Newspaper Service offered him a position.

"I don't go around making thunderous affirmations about politics or the stage," he explained. "I just try to give as human an impression as I can, trying if possible to make my public feel they are sitting with me opposite my subject."

As an example Gonzalez produced the caricature of Harris M. Crist of the *Brooklyn Eagle*, which accompanies this article, and with it wrote this typical "Gonzalez interview":

"The secretary to Harris M. Crist calls me to the 'mat.' Mr. Crist gives out conceptions on art. I listen.

"The Eagle's managing editor has seen me sacrifice many notables at the altar of exaggeration. I sit and wonder how the nightmare of his own face will strike him.

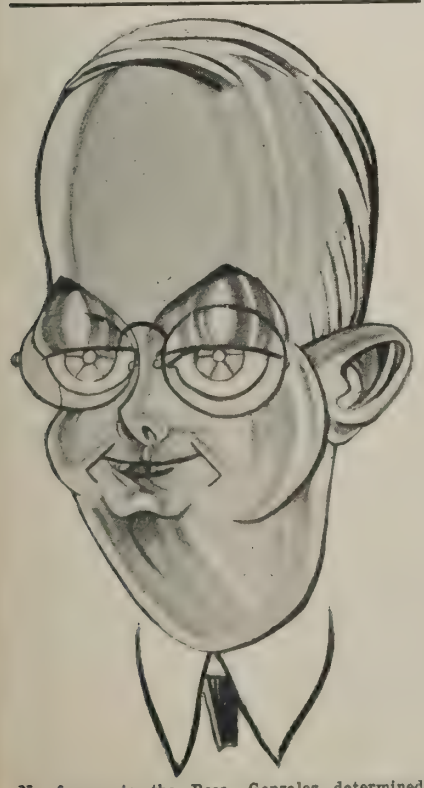
"I have talked to Mr. Crist many times.

"One thing I always have in my memory of images after I leave Mr. Crist. That's the tightening of his mouth when he wants me to know he is thinking. Mr. Crist is about to make a decision when he does that. Two little dimples form on each side of his mouth.

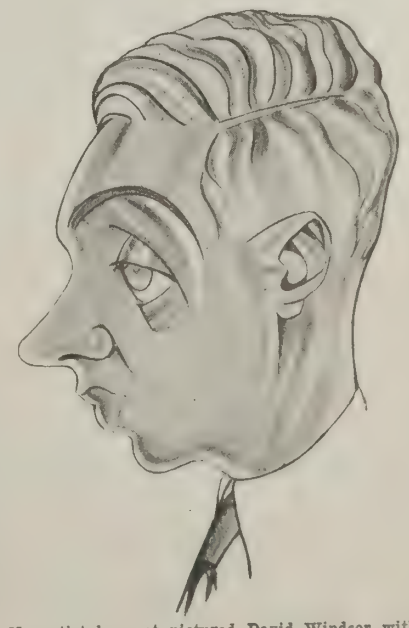
"The design in the blue eyes is in the shape of little wheels. The pointed nose, the tightened mouth and the aristocratic remains of grey hair. That's the picture.

"I am about to be timid on this sketch of the chief, but it's no use. I am bound to tell things strongly. Editor or no editor, exaggeration is exaggeration. There is no happiness in soft pedalling, even with managing editors.

"Mr. Crist may return and order my long locks shorn and my ears pulled. I shall stand pat and still look through the grotesque lens of laughter."



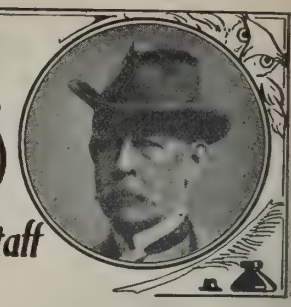
No favors to the Boss, Gonzalez determined, but his job was still his after Harris Crist looked at this.



No artist has yet pictured David Windsor with these lineaments—but, then, no other artist worked with his ribs cracking in a jostling crowd.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

The petty jealousies and envious attitude of several of his contemporaries were not overlooked by Mr. Bennett but he very rarely publicly referred to them, but an exception was made in the very flagrant case of the Tribune, which published a letter in March, 1851, from the widow of "One-Eyed" Thompson,. a notorious character, declining to receive contributions for her collected through the Herald. The lady subsequently admitted to a Herald reporter that she was really glad to receive aid from any source, and had reluctanly consented to the publication of the letter; whereupon Mr. Bennett justly denounced the Tribune's "silly attempt to stop the subscriptions, and charged its insertion had been instigated by parties ready to sacrifice the good or the bad to promote their own selfish purposes."

CHAPTER EIGHTEEN

Remarkable Tribute to the Great Editor—Attempt to Murder Mr. Bennett—Presentation of a Service of Silver Plate to Him from New York Citizens

IN 1852 a South Carolinian anonymously issued a book, entitled "Glimpses of New York City," in which Mr. Bennett was discussed as follows:

"At the head of the heap stands James Gordon Bennett, and by his side stands that engine of terror to all evildoers, the Herald, and there they are likely to remain as firm as the Rock of Gibraltar. Bennett is undeniably the 'Napoleon of the Press.' Forrest in one of his pithy speeches, said 'he was the best abused man in the world'; but this remark will apply much more justly to Bennett. Since I have had a good opportunity to become acquainted with his private character, I will give you my idea of him as a man—it being utterly unnecessary to speak of him as an editor, for the world knows him in that light. In his habits he is as regular as the sun, or as the clock on Trinity Church; yea, more so, that sometimes varies—he never does! Moral in his conduct as any man you can find in a day's travel, even in this dense population; and I would rely upon his word with as much assurance of its being correct as I would upon John C. Calhoun's. To his family and friends his purse has no bottom, and I believe he has given as much or more to charitable purposes unostentatiously than Jenny Lind. I had as soon go to Bennett, though comparatively a stranger with no claims upon him, for a favor, as to any man I ever met. I do not speak this from the card, but from having heard others speak, who had received his benefaction. In his intercourse and dealings with his fellow men, he is particularly correct; he pays his printers, and, in fact, all who are in his employment, not only the best prices for their services, but promptly and without a wry face. It is proverbial with the printers that he who works on the Herald is 'sure of his pay.' I do not eulogize this as a virtue; I only mention it, because, from what has been said of Bennett, it is wrongly thought by some that he is tricky, and not disposed to deal squarely with mankind in general.

"Some few of his sub-editors (and he has lots of them) have from time to time, especially in his absence from the country, written and done things for which Bennett severely reprimanded them, when the facts came to his knowledge. I would as soon attempt to bribe Bennett to write or publish anything contrary to correct principles, as to induce the President of the United States to commit high treason.

"As a politician (we cannot rank him as a statesman exactly), he has as clear perception and foresight as any editor in America. His course for the last half dozen years has been strictly national. The policy adopted by our Government, in many instances, originated with and was advocated by him. His ideas of retrenchment and reform of governmental abuses are lucid and practicable, and must, if our Government exists much longer, be adopted. The manner in which he advocates measures smacks of the Salamagundi, *ex necessitate rei*, having various editors, and not infrequently is Jack-Randolpish! His style is not purely Anglo-Saxon, because he has not time to digest and critically correct his composition. His leaders are never stale or rehashed, and nine hundred and ninety-nine editors out of a thousand in a month's time would become dumbfounded, or be compelled to revamp their leaders. Not so with Bennett. He is always new—ever varied and spicy. Ridicule is one of his great fortes, which is the strongest lever to operate effectually on the minds of men. But enough of Bennett personally.

"The Herald is without doubt the greatest paper published in the world. It seems to me that it has its satellites, its newsgatherers, and its reporters at every point from whence an interesting paragraph can be scared up throughout the inhabitable globe. Its journalistic corps is practically ubiquitous, while the amount of its daily expenditures is truly astonishing, averaging over $500. The multifarious and complex business of this mammoth establishment moves on as smoothly and regularly as the machinery of a Collins steamer. Notwithstanding the great efforts at competition made by the proprietors of other newspapers, the business and prosperity of the Herald seem to be as great as if it had no rivals whatever.

"The Sun, the pioneer of penny papers, has, according to affidavit, the largest daily circulation of any paper in the world. Since the late separation of its proprietors (the Beach Brothers), I think it has decreased in value and circulation. It is taken only by the poorer classes, and I have never seen it in any first class hotel, restaurant or reading room."

Atrocious Attempt to Murder the Editor of the Herald

About half-past eight on Monday evening, the 18th of October, 1852, Mr. Bennett came from his hotel—the Irving House, to the office. A few minutes after, a parcel was brought to him by one of the clerks, who had just then received it from a hackman with the explanation that a gentleman in his cab had desired him to leave it in the office.

The parcel was of a cylindrical form, about 6 inches long, wrapped in common brown paper, tied with green ribbon and sealed with red wax. It bore the name of Mr. Bennett as clipped from a copy of the Herald, and pasted on the package with the addition of the words, "Private and with care." Just over the address, and printed with a pen were the words: "Native silver and copper ore from the Cuba Mountains with letter inside the box."

When the outside wrapper was taken off by Mr. Bennett, it disclosed a small pasteboard box; on its side was written: "Specimens and private documents from the interior of Havana for Mr. Bennett (only). Should he be out of town, keep for him." Mr. Bennett made one or two attempts to take the lid off the box; not succeeding, he gave it to Mr. Hudson, who with his penknife, made an incision in the rim of the lid, when a substance fell out which resembled white sand. Suspicion being aroused, Mr. Hudson took a pinch of the "sand" and threw it into the fire of a grate, when it exploded with a bright flash. The box was then locked up, and next morning Mr. Baker, a reporter of the Herald, soaked it in water and then with two detectives present opened it. They found it was a most ingeniously constructed "torpedo" or infernal machine and that it contained such a quantity of powder, that its explosion would have been certain death to all who might happen to be near it. It was a most diabolically constructed device, and had it exploded in Mr. Bennett's hands, as its maker intended, would have not only killed him but also Mr. Hudson and probably another gentleman then in the room.

Mr. Bennett again defied his enemies, saying: "For ourselves we will not be deterred from the performance of our duty, were we aware that there was a whole manufactory of torpedoes in full operation for our benefit."

New York Citizens Honor Mr. Bennett

On the evening of Dec. 30, 1854, while Mr. Bennett, who then resided at the St. Nicholas Hotel, was sitting in his parlor reading a book, a box addressed to him was delivered at the hotel from the famous old firm of Ball, Black & Frost, the jewelers. Mr. Bennett having in mind his previous experience and narrow escape from death while trying to open a package containing an infernal machine, declined to touch it, and finally, Mr. Black of the firm was sent for, who quickly opened the box, disclosing a magnificent service of ten pieces of silver plate, enclosed in a brass mounted mahogany chest, and valued at $1,500.

Each piece had a separate testimonial sentiment engraved upon it, the whole forming a most impressive tribute to the recipient. The large salver bore the following inscription:

"Presented to James Gordon Bennett, as a testimonial to the editor of the truly National newspaper of the great American Republic; the firm and unwavering supporter of the Constitution; the opponent of the Spoils system of Government; the ready and effective advocate of the Rights of the People. New York City, January, 1855."

A water pitcher bore this sentiment:

"Presented to James Gordon Bennett as a testimonial of his independent and fearless course as editor of the New York Herald."

On another pitcher was a tribute from the mechanics, as follows:

"Presented to James Gordon Bennett for his unwavering support of the mechanics of the Metropolis of the Union."

Additional tributes to him were as follows:

On the coffee urn: "Presented to Mr. Bennett for the valuable assistance from the Herald for the advancement of the commercial interests of the Republic."

On the creamer: "Presented to Mr. Bennett, the truthful exponent of American interests."

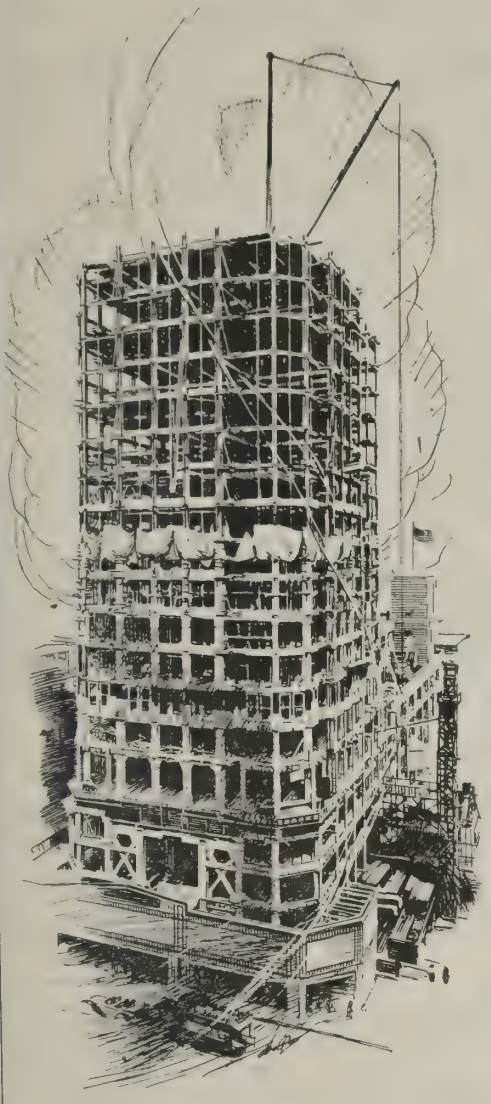
On the tea pot: "Presented to Mr. Bennett, the architect of his own fortune; an example to the rising generation."

On the hot milk pitcher: "Presented to Mr. Bennett, the most abused editor in America."

On the sugar bowl: "Presented to Mr. Bennett for his ability and fidelity in support of the Compromise Measures of 1850."

On the basin: "Presented to Mr. Bennett, the advocate of right and justice."

(*To be continued next week*)



Proof *of our* Faith

WE ARE building the world's finest office building in this Presidential Year. That proves our faith in the soundness of business.

We are developing new timber lands and constructing a new paper mill. The United States is going ahead and we don't want to be left behind.

As a result of aggressive advertising and selling, Chicago Tribune circulation is 50,000 ahead of last year. Our advertising revenue is also larger in 1924 than it was in 1923.

This prosperous, growing, aggressive institution is at *your* service, ready at an instant's notice to assist in increasing *your* sales and swelling *your* profits.

Let us help you to make *our* customers *your* customers also!

Others Also Are Building

Valuation of building permits issued in Chicago in May, June and July:

1924.....	$85,608,000
1923.....	66,376,700
1924 Gain...	$19,231,300

The Chicago Tribune

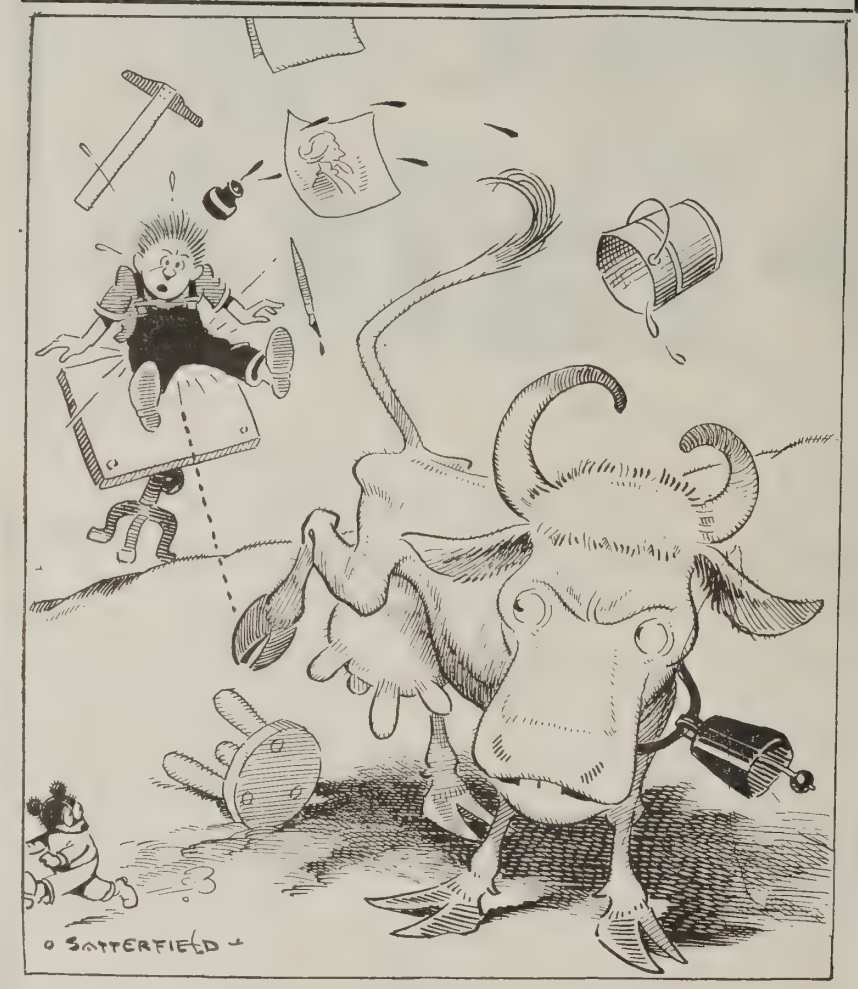
THE WORLD'S GREATEST NEWSPAPER

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By R. W. SATTERFIELD

Claims He Was Kicked Into Art by a Cow



R. W. SATTERFIELD who draws daily and weekly cartoons for the John H. Perry services believes action is the backbone of a successful cartoon.



R. W. SATTERFIELD

In fact he ascribes his entry into art to the vigorous action of a cow back in his salad days.

"Kicked into Art by a cow—a rather inglorious entry. I'll admit, but after all I never did care much about milking cows," he relates. "You see, I was working for a dairy near Sharon, Pa., when one day Old Bossy went into a tantrum and planted her right rear hoof in my midriff. It was enough!

"I gathered myself up and decided then and there that my career would be newspaper art. It was less dangerous and the hours were shorter.

"The *Cleveland Press* gave me my first assignment. Later I went to the old *Kansas City World* where I became the complete Art Department. I drew every thing from a pair of pants to a political cartoon and did a little 'society' on the side. After considerable travel and some years with N. E. A., I came to New York with John H. Perry and am now drawing daily and weekly cartoons for his allied Services, Autocaster and the John H. Perry Service.

"My official 'hobby' is painting. And I actually get real money for the pictures.

"Early in my newspaper career I learned that action with a big A is the battle cry in all cartoons and illustrations.

"'Get action, my boy, get action!' Them kind words were handed me one day when I was drawing a cartoon on a municipal campaign. This editor, as a movie director, would make Doug Fairbanks look like John Drew. He could tell exactly how a trust magnate should be slaughtered.

"'Hit him with a 50-pound sledge and make him like it,' was his slogan. While I didn't always subscribe to his ideas, this editor theory of action made a lasting impression on me.

"A picture with a wallop will hold attention where a beautiful drawing, far more worthy, will fail.

"Looking around for a trade mark, I hit upon the idea of a little Bear. This bear has been my constant companion for years and all my cartoons include him. I wanted to advertise the bear some years ago so I went to the Cleveland Zoo and obtained permission to be photographed with a cub bear. This cub was hardly as gentle as my 'Teddy' and he had me scared to death before the picture was finally shot. On another occasion a Michigan friend shipped me a cub bear for a pet. The bear arrived in a crate at the newspaper office. An office boy handling the crate allowed the door to swing open and Mr. Cub was dumped into the office. There was a general scramble for the exits and it took an hour to corral the thoroughly frightened animal. The office boy never did come back."

The Average Daily Circulation—

net paid—of The Baltimore Sun (morning and evening) for the month of August, 1924, was:

241,570

for the four Sundays in August the average net paid circulation of THE SUNDAY SUN was 176,873.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

POLITICIANS WIN AT GOLF

Defeat Washington Newspaper Men in Match at Burning Tree Club

Washington newspaper golfers ran true to form when they permitted John Barton Payne, formerly Secretary of Interior and a good Democrat, and C. Bascom Slemp, secretary to President Coolidge, an excellent Republican, show the way around the links of the Burning Tree Golf Club last week in a match in which newspaper men were in the majority.

The correspondents, consisting of the group that accompanied President Coolidge on the recent trip to Plymouth, Vt., were the guests of Secretary Slemp, but it was not politeness that made them shoot in the hundreds while Judge Payne got a 91 and Mr. Slemp a 94. In the match the team, led by Judge Payne and composed of Albert W. Fox, *Washington Post;* Carter Field, *New York Herald-Tribune;* Charles Michaels, *New York Times,* and William Losh, United Press, defeated the Slemp aggregation made up of Ralph A. Collins, *New York Sun;* George E. Durno, International News Service; Francis M. Stephenson, Associated Press, and A. J. Montgomery of the Republican National Committee's publicity staff.

The scores of the newspaper men remain a secret. Bert Fox got a prize.

News Writers on Medill Staff

Several newspaper workers are named on the staff of instruction of the Medill School of Journalism of Northwestern University, which opened registration last week. Miss Genevieve Forbes of the *Chicago Tribune* staff is instructor in specialized news interests. Others on the faculty are Walter A. Washburne, city editor, and Michael W. Straus, assistant city editor, *Chicago Evening Post,* Lewis W. Hunt, assistant city editor, *Chicago Daily News,* O. L. Hall, *Chicago Journal,* and George P. Stone, *Chicago Daily News.*

Iowa County Bans Billboards

All signs along the public highways in Dubuque county, Iowa, including even signs tacked on fence posts, must be removed within 60 days as result of the decision of the board of supervisors. Such publicity methods were condemned as detrimental to the appearance of the highways, confusing to motorists, and a hindrance to the work of the highway officers. Merchants and the Chamber of Commerce have been enlisted in enforcement of the order.

Commercial Essays Banned

The Buffalo school department has announced that hereafter it will not lend its co-operation to essay contests promoted as a means of advertising as commercializing any product or service.

Arthur Brisbane Recommends Shouting *once* Rather than Whispering *many times*

Brisbane's dictum that the wise advertiser shouts once so that all may hear, while the unwise advertiser whispers four or five times to small groups, is good sense.

In Cincinnati particularly it is folly to split a limited advertising appropriation into several pieces.

There is *one* Cincinnati newspaper that reaches the entire Cincinnati audience.

Through the columns of the Times-Star you can shout your message into every native, literate white household in the twelve Ohio and Kentucky towns that constitute the "local circulation area" of the Cincinnati newspapers, for less money than you would have to pay for a whisper in the four local newspapers.

Practically every national advertiser who uses two or more Cincinnati newspapers uses the Times-Star.

One hundred and sixty national display advertisers use the Times-Star exclusively in this field.

Experience has proved that the Times-Star blankets the entire Cincinnati market. Its local circulation exceeds that of its evening contemporary by more than thirty thousand and leads that of the leading morning daily by more than seventy thousand copies.

It doesn't pay to make two bites of a cherry. Four whispers never equaled a shout.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

1886



1924

THE MACHINE THAT LASTS

Many of the early Linotypes are now well into their fourth decade of service and still in profitable operation.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

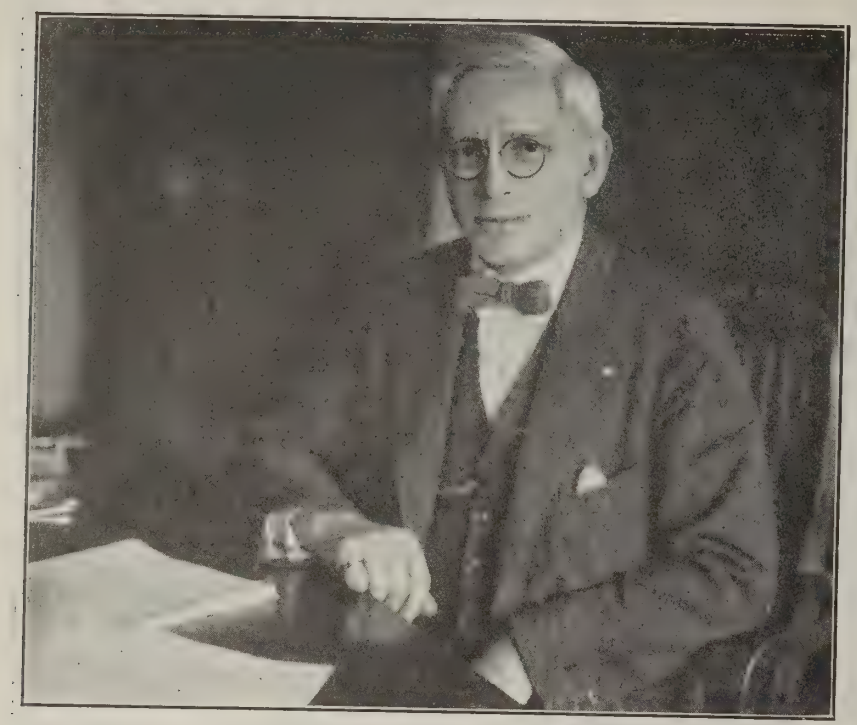
Agencies in the Principal Cities of the World

520 24 9 F

[COMPOSED ENTIRELY ON THE LINOTYPE IN CASLON OLD FACE]

NEWSPAPER MAKERS AT WORK

By J. C. LATIMER



ROBERT D. FORD: Believes in co-operation with weekly newspapers.

HOW Robert D. Ford, editor-in-chief of the *Richmond* (Va.) *Times-Dispatch,* happened to come to Richmond is a story which would fit well in a moving picture scenario.

College days were over. At Marietta College, Ford had won his degree and the feeling of all college graduates that the world was his to conquer.

But back home in his native state of West Virginia, things didn't seem too promising. He wanted new scenes, new faces and more responsibility.

Consequently, one night, as he sat at his desk he placed a map of the United States before him and holding a pin poised in his hand promised mentally that where the pin point stuck, there he would apply for a job. As a matter of fact, it did not carry him far from home. Perhaps he peeked under half-closed lids just as he let the pin come down.

Opening his eyes he found the pin rested nearer Newport News, Va., than it did Norfolk, and a telegram to the *Times-Herald* brought a request that he come at once.

That was 20 years ago. After 2 years on the Times-Herald Mr. Ford came to the Richmond Times-Dispatch and during his nearly 18 years of service has filled the positions of state editor, telegraph editor, managing editor and editor-in-chief. During that time he has enjoyed his hobby—raising fine chickens and pedigreed dogs. His home at Dumbarton, near Richmond, is one of the show places of the community, charm being added to it by the wonderful flower garden, which is supervised by Mrs. Ford.

Unlike many executives, Mr. Ford's door stands open constantly, and the humblest man on the staff may enter to suggest something for the betterment of the paper, or to complain relative to a "masterpiece" which found its way to the waste basket. Harmony and co-operation have come to the editorial and reportorial staffs of the Times-Dispatch through the conservative rulings of Editor-In-Chief Ford, who, at all times, under most trying circumstances, has the paper well in hand.

Taking charge of the news departments at a time when State sectionalism was exceedingly strong—Tidewater, Piedmont, the Southwest, the Valley and the Eastern Shore being at loggerheads and hampering the progress of the State, Mr. Ford's policy to break up sectionalism soon began to have its effect through the columns of the Times-Dispatch. Standing for everything that is for the best interests of the old Commonwealth, the Times-Dispatch under Mr. Ford's guidance has always been strongly in favor of close communion with the editors of the weekly press. He believes that the weekly paper wields an influence in its community that cannot be estimated. Mr. Ford believes that the weeklies are not soon to be a thing of the past. On the other hand he holds that the weekly newspaper which is serving its community in an honest desire to better the conditions of the citizenry, to further the educational and spiritual advantages of the section it covers, will always have a strong backing, will move forward, not backward. Co-operation with the weekly newspapers has been one of Mr. Ford's chief ideas, and the special daily feature of quotations from State papers, daily and weeklies alike, has strengthened the bond of friendship between the Times-Dispatch and the rural papers.

One word sums up the success that has come to Mr. Ford in his efforts to make the Times-Dispatch a paper representative of a Greater Virginia, and that word is "work," for he is to be found at his desk from early morning until late at night.

INDUSTRIAL AGENCY FORMED

O. S. Tyson and L. W Seeligsberg Open Offices in New York

Oscar S. Tyson and L. W. Seeligsberg have incorporated O. S. Tyson & Co., Inc., to conduct an advertising agency with offices in the Hudson Terminal Buildings, New York.

Mr. Tyson, president of the organization, recently resigned as vice-president of the Rickard & Co. advertising agency. He was formerly Eastern sales manager of *Electrical World* and Eastern advertising manager of *Factory Magazine.*

Mr. Seeligsberg, vice president and treasurer of the new company, has for the past year been operating an agency under his own name. He was formerly business manager of several of the McGraw-Hill publications, as well as manager of the service department and assistant to the president.

O. S. Tyson & Co., Inc., will specialize on the market analysis, advertising and sales promotion of materials and equipment sold to the industrial field.

Bank Organ Moves

Southwestern Bankers Journal, heretofore published at Houston, has been moved to Fort Worth and in the future will be issued there. H. Lawson Hetherwick is editor and publisher.

Elias H. Cheny

Elias H. Cheny, 92, one of the oldest newspaper editors in the United States, died at his home in Lebanon, N. H., Aug. 27. Born in Holderness in 1832, Mr. Cheny had been connected with many New Hampshire publications and was senior editor of the *Lebanon Free Press.* He had served eighteen years in the United States Consular Service at Matanzas, Cuba, and Curacao, Dutch West Indies.

"Mother of Newsboys" Dies

Mrs. Ida Rosenhaus, called the "Mother of the Newsboys," by hundreds of East Side New York newsies, died this week. For 15 years, Mrs. Rosenhaus had mothered the newsboys in the lower part of the city. To her the newsies went when in trouble; she staked them when they were broke; and took them home and fed them when they looked hungry. Her son was a newsboy.

Smissen Joins Chattanooga Times

Ted. N. Smissen, circulation manager of the *Amarillo* (Tex.) *Daily News* and the *Evening Post,* will join the Chattanooga (Tenn.) *Times,* Sept. 1, in the same capacity. He has been city circulation manager of the *Houston Post* and the *Fort Worth Record.* Three years ago he became circulation manager of the *Amarillo Daily News.*

An idea presented in the columns of EDITOR & PUBLISHER penetrates the great world of advertising and journalism.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

Who's Who in the CONSOLIDATED PRESS



HORACE EPES

HORACE EPES, Director of the Editorial Department of the Consolidated Press Association, is a trained newspaperman. He has spent many years as editor and reporter, beginning work on a small city daily of which he became managing editor and later editor and then for eight years serving as a member of the Washington Staff of the Associated Press. Throughout the World War he was "on the desk" day or night and during the Peace Conference he had charge of the Washington office and Southern Division of the A. P.

Joining the Consolidated Press Association four years ago as Western Superintendent, with headquarters in Chicago and returning later to Washington as Southern Superintendent, and later as business manager. Horace Epes gained a wide knowledge of the needs and problems of newspaper makers through contact with publishers and editors in the cities of nearly every section of the country.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

Returning Vacationists Leave Millions In

New England

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.04	.035
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
***Worcester Sunday Telegram	(S)	49,849	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,711	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
***Providence News	(E)	26,605	.07	.07
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,543	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.15	.15
***Bridgeport Post	(S)	20,565	.10	.10
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,341	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
***Stamford Advocate	(E)	8,994	.0875	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

All traffic records were broken this week in New England. Thousands and thousands of New Englanders were returning to their homes, their factories and offices. Other vacationists were leaving for their homes.

The wheels of industry now begin to hum with increased energy. Labor Day marked the close of the vacation period. This increased energy will mean a greater increase in the development of wealth.

This same date—Labor Day—marked the exit of thousands upon thousands of vacationists from this land of mountains, lakes and seashore.

These vacationists have left millions and millions of dollars behind them. There are many localities where this wealth will be the spending money of the New Englanders during the Fall and Winter.

Are you, Mr. Advertiser, going to secure your full share of New England's millions of new wealth?

The greatest newspaper reading classes in America are in New England and every reader is only a few steps, or a few minutes trolley or auto ride from a wide-awake store through which you are assured unrivaled distribution.

There is only one **big** way to create the demand, Mr. Advertiser; that is through the columns of these powerful newspapers of New England.

Start figuring New England "in" on the Fall Campaign.

"COVER LOCAL FIELD" IS VETERAN'S ADVICE TO RADIO EDITORS

E. L. Bragdon, New York Sun, Tells His Experience in Building Tabloid Radio Section—Mail Service to Readers Invaluable—Avoids Theory

THE radio season is on—a season, which all authorities agree will break records.

Millions of dollars will be spent on advertising. The business office will see to it the newspapers get their share. In the editorial room the question is how to make the best radio section.



E. L. Bragdon

E. L. Bragdon, radio editor of the *New York Sun*, is a pioneer in the field. He was sought out for an answer to the question.

His suggestions to the radio editor, summed up briefly are:

Cover your own local radio field—syndicated features are no great help.

Behind the scenes mail service to reader fans, answering inquiries, is an invaluable aid to building radio sections.

Find out the direction towards which radio builders are pointing and lay future plans to that end.

Radio cartoons have little reader interest. They are better omitted and the space filled by an instructive article.

"How to Build It Yourself" articles are well received by readers.

Radio data sheets are popular.

Theory has been covered so often the public is tired of it. Don't bother with it.

"Generally speaking," Bragdon declared, "radio tabloids as now published fall in two classes: those catering to the experimentally inclined public and those making a specialty of the romantic and industrial phases of radio. In the former class the articles describe 'How to Make It,' while the latter class presents fiction and fact stories of the application of radio to ships, shore and commercial life.

"Since the radio section now published as a part of the *New York Sun* was the first in the field, making its appearance at a time when there were few manufacturers producing receiving sets for broadcast reception, we have been an outstanding exponent of the 'How to Build It Yourself' article. These articles stimulate the ingenious worker to further experimentation, thereby maintaining his knowledge of the industry on a par with its developments. At the same time such articles create a constantly increasing demand for parts and accessories, in this way fertilizing the field for the advertiser.

"And even though at first thought it might appear that when the majority of fans build their own sets the manufacturers of complete outfits would suffer, this is not borne out by actual facts. Most of the receiving sets described have their counterparts in some one or more standard sets. If the home builder completes a set, which, while not perfect, still demonstrates to him the worthiness of that particular apparatus he is apt to investigate similar professional sets and purchase one for the family use, feeling that the manufactured outfit would be more highly refined and more uniformly satisfactory than his own creation.

"The problem of obtaining material for a new radio tabloid is the same one encountered by every magazine in every field, namely, what would interest my readers-to-be? Because of the peculiar nature of radio this is a question that cannot be answered with a blanket reply. What interests the Chicago man may be old stuff for New York and vice versa.

"As a particular example, about two years ago a receiving set known as the Flewelling swept over Chicago like a storm, yet New York took no interest in it for six months, and even after this outfit was explained to metropolitan fans it failed to make a hit, and is now only a memory.

"On the other hand, a set which is now one of the most popular in use was given its first baptism in New York and did not reach the crest of popularity in the Middle West for several months. An editor gathering material for a new tabloid should find out the direction toward which radio builders are pointing and lay his plans to that end. But these directions are constantly shifting, a condition which makes it impossible for any editor to plan his work more than two or three months in advance.

"Policies vary widely on the point of service to readers. The New York Sun believes that service is as important as the tabloid itself. As a result, at least half the time of the staff is consumed by answering queries through the mail or by giving personal attention to readers who come to the office with their troubles. Some tabloids answer queries only through the columns of the tabloid; others answer no more than is necessary and discard the remainder to the waste basket.

"We have always believed that service given freely and gladly to perplexed readers instills in them a favorable reaction toward our radio section. Results so far have not caused us to change our attitude. As a matter of fact, the reaction is a much happier one than we had anticipated. It is a frequent, almost a daily occurrence, for a puzzled radio man to bring to the Sun office a clipping from some other radio tabloid or magazine with a request that we help him out of his troubles. Questioning usually brings out the fact that the man has attempted to get aid from the paper publishing the material, but finding the process slow and difficult has decided to impose on our staff the work which should have been done by another.

"For some reason, yet unexplained, radio cartoons have never taken well with the radio audience. When we have tried it we have been met with requests to use the space for instructive material. Some tabloids have used cartoons, but considering the space allotted to radio such cartoons are almost negligible.

"Syndicated material likewise has found few purchasers. The reason for this has been explained in a preceding paragraph. In short, New York conditions are not those of the west coast. Middle west radio is a thing of a different style from that which is current in the extreme south. Only theoretical 'dope' is the same everywhere, and theory has been covered so often that the public is tired of it.

"But radio tabloids are forever searching the country for radio features. For several years the Sun has been conducting a column called 'What Are the Waves Saying?' and the comments of its writer are widely followed. When it was dropped for two issues because of the author's absence from this country the daily mail carried many calls for its reinstatement.

"Another feature we have conducted for so long that radio fans consider it a part of their weekly pabulum is 'The Radio Data Sheets,' compiled by R. P. Clarkson. These sheets, four weekly, arranged for clipping and indexing, have been saved by thousands of fans for more than two years. Manufacturers, too, follow the data in them, and are thereby held in close touch with the tabloid itself.

"But such features are difficult to obtain. All told, throughout the country I doubt if there are a dozen outstanding features. More are due this season but few have so far appeared. Features similar to those just described form the backbone of any radio tabloid and act as a flywheel to carry weak issues across."

Radio Season is Here!

You Will Need the Weekly

WASHINGTON RADIO NEWS SERVICE

Used 2 years by Boston Globe, St. Louis Post-Dispatch, Springfield Republican, Washington Star and others.

Popular Features by

CARL H. BUTMAN

Room 201 1422 F Street

Washington, D. C.

UKERS' CREED FOR ADVERTISING MEN ADOPTED BY A. A. C. W.

A PERSONAL creed for advertising men submitted to the Wembley convention of the A. A. C. W. by William H. Ukers, editor and publisher of the Tea and Coffee Trade Journal, New York, was unanimously adopted by the general convention at its final session, July 17.

The creed, which expresses the obligations to be assumed by all members of the affiliated clubs, follows:

"BELIEVING that the peace and happiness of mankind lie in some form of international concert and that a great force in promoting human brotherhood is to be found in advertising, the Associated Advertising Clubs of the World acclaim and publish the following code of ethics for all those engaged in the business of advertising; WE PLEDGE OURSELVES

1. To dedicate our efforts to the cause of better business and social service.
2. To seek the truth and live it.
3. To tell the advertising story simply and without exaggeration; and to avoid even a tendency to mislead.
4. To refrain from unfair competitive criticism.
5. To promote a better international understanding based upon a recognition of our mutual responsibilities and our interdependence.
6. To conserve for ourselves and for posterity ideals of conduct and standards of advertising practice born of the belief that truthful advertising builds both character and good business.

Mr. Ukers is well known in advertising and publishing circles in the United States for his organization work and the promotion of the best interests of the advertising and publishing business. He drafted the original Standards of Practice subsequently adopted at the Toronto convention of the A. A. C. W. in 1914.

For Ads and News Heads

Ludlow is indispensable says Supt. Parmiter of Utica (N. Y.) Observer-Dispatch.

"THE Ludlow is indispensable for both ads and news heads." Leon W. Parmiter, superintendent Utica (N. Y.), Observer-Dispatch tells us by letter. He continues: "For true economy, low maintenance cost and capacity for unlimited output under tremendous pressure, we believe it superior to any other system.

"The Observer-Dispatch averages thirty-two pages daily. With late copy, customers' proofs required, and early editions, we demand every minute on productive work.

"This we get by using the all-slug system, thereby eliminating the bugbear of distribution and pulling sorts, and taking advantage of any number of short-cuts that are found practical with the aid of the Ludlow."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. CHICAGO World Bldg. New York

LUDLOW QUALITY COMPOSITION

ELIZABETH (N. J.) JOURNAL NOW HOUSED IN NEW MODERN PLANT



AFTER 36 years in one location the *Elizabeth* (N. J.) *Daily Journal* on Tuesday this week began publishing from its new two story modern home at 297 North Broad street.



FRED L. CRANE

The new plant spreads out, not up. The building is of Colonial architecture, with an exterior facing of red Ohio brick, trimmed with Benedict stone in imitation of limestone and granite. The framework of the structure is steel throughout, and the walls are of faced brick, backed by hollow tile. All floors in the building and the roof are of reinforced concrete.

Designs for the structure were completed after a careful survey of newspaper buildings throughout the East. An analysis of both the exterior and the interior of the building shows that it was sought to obtain that which would result in a minimum of exertion and the maximum of efficiency.

There is natural light in every room of the new Journal building. The large city news room is deadened to outside sounds and echoes from within.

The building is divided into two units, front and rear. The front half of the first and second floors are occupied by the business and editorial offices respectively, while in the rear are the press and composing rooms. The paper is being printed on a new Scott multi-unit sextuple press.

Frederick L. Crane is publisher.

MARKS TO BALTIMORE

Business Manager, Washington Post, Now American Publisher

Arthur D. Marks, business manager of the *Washington Post* for many years, has resigned to become publisher of the *Baltimore American*. Mr. Marks will take up his new duties with the Hearst organization within a few days. He will be succeeded on the Post by Donald A. Wiley, who came to the Post two years ago as circulation manager.

Mr. Wiley is the son of W. F. Wiley, general manager of the *Cincinnati Enquirer* and obtained his early newspaper experience on that paper.

Mr. Marks, a native of New Orleans came to Washington in 1898, and after short service in the capital as representative of the *Dry Goods Economist* became connected with the Post in the capacity of business manager. He has been an active figure in the business life of Washington serving as president of the Washington Rotary Club for a term and is a director of a number of corporations and banks in the capital.

After observing the state of things on this earth, no wonder little Mars sheered off as soon as possible.—*Detroit Free Press.*

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET

New York City



94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 7 months the Dispatch exceeded the other Columbus Newspapers combined by 2,094,189 lines.

DISPATCH ...12,231,807 lines
SEC. PAPER .. 5,906,314 lines
THIRD PAPER.. 4,231,304 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Steady Flow of Wealth Comes from Farms of

IOWA

Iowa, from border to border, whether it be from east to west or north to south, is a great wealth producing area that is unequaled among states.

Iowa is a food state. Sixteenth in population, twenty-fourth in area, Iowa is first in food, producing one-tenth of all the food products in the United States.

Corn, the money grain of America, is Iowa's chief crop. The state lies in the very heart of the corn belt and is first in total corn production. Prices for corn and all other farm products have increased in Iowa so that the buying power exceeds last year as well as 1922.

Iowa leads the nation in hog raising, the number exceeding 9,000,000, or more than double the number of hogs in the second ranking state. Live stock produces the major part of the income of Iowa and it is quite profitable right now.

There can be no uncertainty of the buying power of Iowa. The whole state is prosperous. The people of Iowa will be quick to spend a part of the newly acquired millions. It will be necessary to present your product through advertising to secure your share of this business.

THESE NEWSPAPERS CAN GIVE YOU QUICK CONTACT WITH THIS HUGE MARKET

		Circulation	Rate for 5,000 lines
***Burlington Gazette	(E)	10,535	.04
***Cedar Rapids Gazette	(E)	22,671	.07
***Council Bluffs Nonpareil	(E&S)	16,132	.05
***Davenport Democrat & Leader	(E)	14,485	.06
***Davenport Democrat & Leader	(S)	17,416	.06
***Davenport Times	(E)	24,946	.07
***Des Moines Capital	(E)	61,683	.14
***Des Moines Sunday Capital	(S)	27,895	.14
***Iowa City Press-Citizen	(E)	6,230	.035
***Keokuk Gate City	(E)	5,899	.03
†††Mason City Globe Gazette	(E)	13,405	.04
***Muscatine Journal	(E)	7,980	.035
***Ottumwa Courier	(E)	13,375	.05
***Waterloo Evening Courier	(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

EDITORIAL



SCIENTIFIC

AS it is in line with scientific development, the proposal of the American Advertising Agents' Association to investigate and publish the qualitative factors in newspaper and magazine circulations will be welcomed in principle by newspaper publishers with open arms.

The newspaper publishers of this country keenly desire that the advertiser shall get the full benefit of every dollar he spends to lay his product before the buying public. If there is duplication of newspaper and magazine circulations, if markets are unsuitable for certain items of merchandise, if any unfavorable condition exists, the newspaper publisher, taking the long view of his business, wants the advertiser fully protected from loss.

Newspaper publishers have been the leaders in the movement for an ever higher science in advertising during the past twenty years. They have cleaned up their own advertising columns, to protect their readers as well as legitimate advertisers. They are first in the ranks of progress.

The important announcement made in EDITOR & PUBLISHER last week by Stanley Resor, president of the four A's, that his organization was about to create a research department for the express purpose of making qualitative analysis of newspaper and magazine circulations, was well received by the business executives of leading newspapers. If the work is done well, by men thoroughly competent to judge values and conditions, always guided and protected by established rules running for all publications and precluding possibility of mistakes of individual judgment, it should be a high contribution to the advertising industry.

Particularly commendable is the feature of non-exclusiveness of reports. The findings of the new bureau are to be available at stated intervals for general inspection by agencies and client advertisers, and presumably for publishers whose properties or trade areas are under consideration.

The Audit Bureau of Circulations is now generally conceded to have been one of the most beneficial institutions ever created for advertising as well as sound media. It concerns only quantity. Quality is undeniably another factor, deserving full consideration.

Nothing is so harmful to advertising in general as a mistaken and losing campaign. Any institution institution which may be set up to foster effectiveness and reduce speculative hazards may be regarded as a refinement worthy of encouragement. Increasingly advertising is becoming as stable an investment as any known in modern business.

Ten gallons in the can, radiator full, tires hard, grease in every joint, clutch in high, all plugs firing—we're off on the last lap 'twixt Labor Day and Christmas.

MORE GOOD NEWS

MORE good news from Kansas. Take it from Victor Murdock, of *Wichita Daily Eagle:* "Yesterday 238 cars of wheat came to Wichita. That's 330,000 bushels. That's $366,000. If you still doubt the prosperity of Kansas, just imagine 366,000 silver dollars dropping one at a time on a tin roof in a single day."

That's rattling!

It means that Kansas is proposing to the nation a 1924 toast in the form of bumper wheat and corn crops. Mr. Murdock estimates that the wheat will be worth $130,000,000 and the corn will bring close to $100,000,000.

"Suspended judgment" is the sappy talk of the money changers in the East, with minds fixed more on politics rather than on "business as usual." But in the corn and wheat belts and in hundreds of manufacturing centers the positive judgment of hustling, earnest actual producers is:

First class prosperity, dating from Labor Day!

To participate, you must first declare yourself in.

Play up the best story, whether it comes to you by radio or oxcart. The "best story" is the story which will be read and remembered by the largest percentage of subscribers.

ISAIAH

Chapter II—11

The lofty looks of man shall be humbled, and the haughtiness of men shall be bowed down; and the Lord alone shall be exalted in that day.

FULL AND FREE

IF the people of this country do not select the right man for the Presidency, it is not the fault of the newspaper press, for the news is being carried impartially and with wonderful completeness for all parties by all news services and there is not a city in the land which does not possess one or more newspapers which are not only equipped to print every phase of the national canvass but are disposed to keep their news columns wide open for full, free and uncensored discussion of the issues of the campaign by the representatives of the competing political elements, so that the electorate may act upon information.

This is the rock on which our form of government rests. It is the greatest single function of the free press. It operates!

When tempted to reduce the retail copy price of your newspaper, remember that the greater the income from circulation, the greater will be your economic and therefore editorial independence.

CHURCH ADVERTISING

THERE is a common belief that church advertising is a distinctly modern and American institution. We have before us as we write a copy of a Saturday issue of the *Glasgow Evening Citizen,* containing eight columns of classified Sunday service announcements, a total of 308 separate advertisements, and we learn from J. D. Brown, the London manager of that newspaper, that the churches of Glasgow have been advertising in the Evening Citizen for more than half a century.

An ardent wish is that advertisement writers should substitute "mammoth" for "monstrous," to express size—"a monstrous sale" must be something awful.

September 6, 1924 Volume 57, No. 15

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

TRIAL BY NEWSPAPER

THE pious nonsense concerning "trial by newspaper" was classically shown up by an incident of the week in New York. The Pennsylvania Railroad Company, owning and controlling the Long Island Railroad, recently notified the thousands of Long Island commuters of a decision to boost fares 20 per cent. Public hearings were begun by the Transit Commission. The railroad was well represented by high-paid lawyers and press agents. The unorganized commuting public found a champion in the person of Maurice Hotchner, a lawyer, who took, without compensation, leadership of a fight against the rate increase.

Mr. Hotchner soon turned up some interesting information regarding the financial deals of the interlocking railroad companies. He made his findings public through the press. Ah, trial by newspaper! The volunteer lawyer on Wednesday came before the Transit Commission to proceed with his case and found a hot rebuke awaiting him. The Transit Commission indignantly denounced him for having given his evidence to the newspapers. The dignity of that body had been assailed. The charge was that the lawyer had committed a gross breach of professional conduct.

The *New York World,* in presenting this incident to the public revealed that, whereas Mr. Hotchner had frankly gone to the newspapers with statements of his findings, the railroad company had been doing precisely the same thing through its press agents. Said the World: "The Long Island Railroad sent last night to the World, and presumably to the other newspapers, a statement of the hearing as interpreted by its publicity department. No mention of this was made by the Transit Commission."

Search this matter of "trial by newspaper" through and you find that for every incident of ill-advised conduct by a newspaper in affairs touching court proceedings there are ten thousand incidents where the press has stood at the rail of justice as the guardian and protector of the public right, the representative of the man in the street. The danger is not that newspapers shall take too great an interest in public affairs, whether in the courts or elsewhere, it is that they shall take too little.

Back dip of H. R. H.'s hat, was the week's best story and picture.

NEWS AS PROPERTY

WHEN does news lose its property value?

The question has never been decided, but that news does possess a property value was decreed by the United States Supreme Court in the celebrated Associated Press-International News Service injunction case.

Common practice, although wholly unauthorized, appears to be that uncopyrighted news which is published by evening or morning newspapers may be republished in rewritten form after the newspapers have had ample time for general distribution and reading. Thus, news published by morning newspapers might be rewritten for evening newspapers of the same day, or news published by evening newspapers might be rewritten for morning papers of the following day.

On the fringe of daily journalism there exists numerous little periodicals and radio broadcasters which graft material from daily newspapers and press associations. Recently we noticed in one such publication many thinly disguised news stories which had been originally gathered in the four corners of the world by the representatives of United Press Associations, Associated Press, Consolidated Press Association, Universal and International Services and cabled and land wired at huge expense. The grafter used the stuff with the assurance of a cash customer. Credit lines were not in his scheme.

News pilfering is a worn-out game. Newspapers elaborately pay their way. Ultimately the wheels of justice will turn out a clear-cut definition of the property rights in news. In effect it will be that the enterprise which pays for the collection, writing, dissemination and publication of public information possesses in such information property rights equal to those governing any other commodity in trade.

PERSONALS

E. H. BAKER, president of the *Cleveland Plain Dealer* Publishing Company, returned Aug. 28, from a two weeks' auto trip through the east.

Melvin J. Woodworth, president of the New York News Bureau Association, sailed last Saturday on the "Homeric" to attend the annual meeting of the Central News, Ltd., of London, the News Bureau's foreign affiliation.

Mrs. Zell Hart Deming, publisher of the *Warren* (O.) *Tribune,* was a visitor in New York this week.

Murray Metten, son of W. F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* returned this week from a 6 weeks' stay abroad.

George D. Buckley, publisher of the *Chicago Herald Examiner,* has returned from a pleasure trip through Europe.

IN THE EDITORIAL ROOMS

CARR V. VAN ANDA, managing editor of the *New York Times,* returned to his office this week from a month's vacation spent at his summer home at Onteora Park, N. Y.

John J. Reardon, former city editor of the *New York Evening Mail,* and more recently feature editor of the *New York Evening Post,* has joined the editorial staff of the *Brooklyn Eagle.*

Walter I. Robinson, managing editor, *Cleveland Times and Commercial,* left Tuesday, Sept. 1, for Clyde-on-the-Susquehanna, where he will spend a week with Mrs. Robinson.

J. L. Brady, editor of the *Salem* (Ore.) *Statesman,* has assumed also the editorship of the *Pacific Homestead,* a weekly.

M. Halperson, music critic for the *New York Staats Zeitung,* returned from a trip abroad Aug. 29, on the Resolute.

Frank E. Roberts, political editor, *Houston* (Tex.) *Post,* has been spending a vacation in Portland, Ore.

James D. White, news editor of the *Cleveland Times and Commercial,* has resigned to accept a similar position with the *Lansing* (Mich.) *Capital News.* C. E. McManus of the Times copy-desk, succeeds Mr. White in Cleveland.

John Logan Stephens, of Coffeyville, Kas., has joined the staff of the *Muskegon* (Mich.) *Chronicle.*

C. S. Johnston, for two years city editor of the *Ottumwa* (La.) *Courier,* has resigned to become special agent for the Prudential Mutual Life Insurance Company.

James G. Monnett, jr., real estate editor, *Cleveland Plain Dealer,* started a two weeks' vacation Sept. 1, during which he will make a trip through the east.

Russell Pine, formerly of Winchester, Ky., has joined the copy desk of the *Cleveland Times and Commercial.*

Paul Bellamy, managing editor, *Cleveland Plain Dealer,* returned to his desk Tuesday, Sept. 2, after an absence of two weeks, part of which was spent on a motor tour.

John Valentine, secretary of the Huron (S. D.) Chamber of Commerce, has succeeded C. A. Wait as feature writer of the *Decatur* (Ill.) *Herald.*

H. W. Metzger, city hall reporter for the *Cleveland Times and Commercial,* returned from Memphis, Tenn., Sept. 1, where he spent a week. Mr. Metzger's engagement to Miss Dorris Harrison of Memphis, will be formally announced in the near future.

J. M. McClelland, editor of the *Longview* (Wash.) *Daily News,* is recovering from an operation at his home in Longview.

Phillip Porter, of the *Cleveland Plain Dealer* reportorial staff, ended a two weeks' vacation Thursday, Sept. 4.

Ralph Hilton has joined the staff of the *Jackson* (Miss.) *Daily News* as reporter.

Miss Allene Sumner, feature writer, *Cleveland Press,* left for the east on Labor day, where she will spend a two weeks' vacation.

William R. Clark, reporter of the *Trenton* (N. J.) *Times,* has returned from a vacation at Ocean Grove, N. J.

L. W. Kingsbury, automobile editor, *Cleveland Plain Dealer,* who has been touring the states of New York, New Jersey, Delaware and Pennsylvania, in the interests of his department, returned Labor Day.

Lucile Sanders McDonald is acting as church and music editor of the *Portland Oregonian* while Adelaide Lake is taking a two months' vacation on the Atlantic seaboard.

Ned Doyle, afternoon city editor and feature writer for the *Cleveland Press,* is in New York, spending a two weeks' vacation.

Bowen Pope, editor of the *Hamilton* (Tex.) *Herald,* has been elected a member of the Texas House of Representatives.

Mrs. Lawrence G. Holmes, club editor, *Cleveland Times and Commercial,* is back following a three weeks' motor trip through the New England states, Quebec, Nova Scotia and Newfoundland.

Miss Dot Wickham has joined the *Colby* (Kan.) *Tribune* staff as associate editor.

Robert Gage, reporter, and Robert Burkhart, copy desk, both of the *Cleveland Press,* are on vacations.

Arnold Whelan, city editor, *Tiffin* (O.) *Tribune,* has returned after two weeks' vacation spent at Cedar Point and Cleveland.

Quint Gravatt, assistant financial editor, *Cleveland Plain Dealer,* has returned to his desk after an illness of three months.

H. W. Smith of the *Cleveland Plain Dealer,* will instruct classes in journalism this fall in the Metropolitan Business College, Cleveland.

Miss Marilyn Fish, formerly of Evansville, Ind., has joined the editorial staff of the *Knoxville* (Tenn.) *Sentinel.* She was recently feature writer and advertising solicitor on the *Johnson City* (Tenn.) *News.*

Edwin N. Lewis, formerly of the staff of the *New York Tribune,* and later with the staff of Ivy Lee, has joined the publicity department of the National Cathedral Foundation.

Ralph J. Frantz, radio editor of the *Cleveland Times and Commercial,* has gone to Springfield, O., to join his parents on a three weeks' automobile trip.

John Lewis Shissler of the editorial staff of the *Cleveland Times and Commercial,* has returned from a fishing trip in Canada.

Archie R. Dunlap, associate editor, *St. Petersburg* (Fla.) *Independent,* will return within a few weeks from a trip to Europe. He is accompanied by his father, W. G. Dunlap, Danville, Ky.

Ed Naugle, former city editor, *St. Petersburg* (Fla.) *Times* is acting as manager editor.

Miss Martha Harris, society editor, *St. Petersburg* (Fla.) *Independent,* has returned from a vacation spent in Atlanta, Ga., and Hendersonville, N. C.

H. V. Kaltenborn, associate editor of the *Brooklyn Eagle* is traveling through the principal Continental countries obtaining data for a series of special Eagle articles on world politics, and for radio talks during the winter.

Kent Hunter has resigned as day city editor of the *Chicago Herald and Examiner.*

Eugene Norton, for some years a member of the *Brooklyn Eagle's* copy desk, has been appointed editor of the Sunday magazine section, succeeding Joseph H. Appelgate, who has joined the staff of Macfadden's *New York Evening Graphic,* scheduled to appear Sept. 15.

Clifford Ernest, L. H. Hangen, F. J. Levering and Torrey W. Stearns have been added to the reportorial staff of the *Chicago Daily Journal.*

George B. Dolliver, editor of the *Battle Creek* (Mich.) *Moon-Journal,* was recently elected to the office of Grand Marshal of the Grand Lodge of Masons of Michigan.

Miss Caroline Freeman has returned to the *Chicago Daily Journal* after an absence of several years.

Mrs. Florence Riddick Boys of the *Plymouth* (Ind.) *Republican* is in charge of the women speakers of the Republican National Committee in Chicago.

Ralph C. Edgar, of Pittsburgh, is now on the telegraph desk of the *Trenton State Gazette.*

"Al" Maginnes, former guard on the Leigh football teams and a sport writer on the *Boston* (Mass.) *Traveler,* recently passed the examinations for admittance to the Massachusetts bar.

James Burke, of Trenton, a law student, has joined the *Trenton* (N. J.) *State Gazette* staff.

Walter Hornstein, reporter for the *Chicago Daily Journal,* has taken a leave of absence to go to his farms in northern Wisconsin.

S. J. Duncan-Clark, editorial writer of the *Chicago Evening Post,* has returned from a vacation spent lecturing in the Summer School of Art at Saugatuck, Mich.

FOLKS WORTH KNOWING

O. S. WARDEN, publisher of the Great *Falls* (Mont.) *Daily Tribune,* and president of the Montana State Press Association is a native of New Hampshire. He obtained his preparation for college at St. Johnsbury, Vt., Academy and graduated at Dartmouth College in the year 1889. There was inclination toward newspaper work in the time that was given to the news and the literary publications of the academy and college named.



O. S. Warden

In August, 1889, Warden took a position as associate Editor of the *Great Falls Daily Leader.* This employment was continued until the summer of 1894 when he became business manager of the *Great Falls Tribune.* In the following January, O. S. Warden and W. M. Bole became associated in the ownership of the Daily Tribune.

The New England homes of Warden and Bole were only 8 miles apart—one in New Hampshirie and the other in Vermont on either side of the Connecticut River. They were not acquainted until they met in Montana, but there formed a business association which has lasted from 1895 until now except for a short period when the Daily Tribune was owned by Senator W. A. Clark of Butte.

Within the ownership mentioned, starting in 1895, there is now included the Daily Tribune, the *Montana Farmer,* a complete commercial printing and bookbinding department, an office supply store, and a property corporation which owns the Tribune's home, a 2-story brick and concrete fire proof building, in size 75 by 150.

IN THE BUSINESS OFFICE

CLARENCE PYLE, general manager of the *Wilmington* (Del.) *Journal,* arrived in New York Aug. 29 from a trip abroad.

Wallace J. Stenhouse has been appointed western representative of the *New York Daily Mirror* with office at 501 Hearst Building, Chicago.

Norman S. Rose, advertising manager of the *Christian Science Monitor,* having completed a business and pleasure tour of the Continent, will sail from London for New York Sept. 6, accompanied by Mrs. Rose and their son Hugh, on the S. S. Minewaska.

A. W. Barnes, business manager, *Monmouth* (Ill.) *Review,* has joined the faculty of Monmouth College, directing the journalism course during the absence of Prof. L. E. Robinson. Mr. Barnes is an alumnus of Monmouth.

Ray Kimball, advertising manager, *Parsons* (Kan.) *Republican,* has resigned to join the J. C. Penney stores at Newton, Kan.

Merle D. James, formerly art director of the Roycroft shops at East Aurora, N. Y., and more recently with the James Wallen Advertising Service, has been made advertising manager of the *Buffalo Express* rotogravure section.

Joseph Jordan, Jr., advertising manager of the *Duluth News-Tribune,* has been visiting his father, Joseph Jordan, and his brother, James Jordan, in Portland, Ore., where they are connected with the *Portland Telegram.*

Edward Cohen has been named assistant treasurer of the *Scranton* (Pa.) *Republican.* For several years he has been assistant manager of the paper.

M. H. Arends, formerly business manager of the *St. Augustine* (Fla.) *Evening Record,* and general manager of the *Daytona Daily News* has joined the advertising staff of *Mid-Week Pictorial,* picture magazine, published in rotogravure by The New York Times Company.

George Hawkyard, connected with the

(*Continued on page* 21)

A portion of the famous book, "The American Government," by Frederic J. Haskin, will be released as a campaign serial for newspapers. Wire for terms to Frederic J. Haskin, Washington, D. C.

WHAT'S WHAT IN THE FEATURE FIELD



RUBE GOLDBERG, cartoonist, with Edwin S. Friendly, business manager of the *New York Sun* and Mrs. Friendly, pictured above, whom he and Mrs. Goldberg entertained at their summer home on the Shrewsbury River, Red Bank, N. J.

"By Royal Command," Will Rogers, who writes for the McNaught Newspaper Syndicate, New York, attended the dinner given to the Prince of Wales at the Piping Rock Country Club, Sept. 4. The story behind the invitation is that Rogers in his articles syndicated to newspapers declared that reports to the effect that the Prince was a poor horseback rider were all bunk, that the Prince was a good rider, the horse he rode falling down and H. R. H. doing his best to pick him up afterwards. These articles, reaching Wales, pleased him so much, he insisted upon Rogers being a dinner guest.

Lowell Thomas, whose article "With Lawrence in Arabia," is being handled by the McClure Newspaper Syndicate, New York, has just left New York on a leisurely automobile trip to the Pacific Coast.

Vincent Wilcox has written a series of daily articles under the caption "Who Said Anything About Luck?" for the Readers' Syndicate, Inc., New York.

N. C. Ferguson, sales representative of the McNaught Newspaper Syndicate, New York, who is also a photographer, left New York this week for Boston to take pictures of the returning round-the-world flyers on their arrival in that city for the Central Press Association, Cleveland.

ASSOCIATIONS

SEATTLE PRESS CLUB members were guests of Admiral Robert E. Coontz, commander-in-chief, United States Battle Fleet, and honorary member of the Club, at a buffet dinner and dancing party on board the U. S. S. Seattle, flag ship of the Pacific fleet, Aug. 25.

Southeastern (Neb.) Press Club will hold a meeting at Tecumseh, Saturday, Sept. 13.

Portland (Ore.) Advertising Club's Better Business Bureau is conducting a drive for $20,000 as an operating fund for the bureau.

Missouri Press Association will hold its regular fall meeting in Kansas City, Sept. 18-20. Headquarters will be at the Hotel Meuhlebach.

NEW PUBLICATIONS

DAVIDSON CITY (Cal.) *Harbor District Herald* has been launched, with J. B. Dixson, founder and former editor of the *Compton Tribune,* as editor.

Mildred Barbour's latest story, "The Surprising Sex" has been purchased by the Metropolitan Newspaper Service, New York.

Dr. Frank Crane, writer of daily editorials for newspapers, will return to New York from Europe, Sept. 10. He spent the entire summer on the Continent, leaving this country early in June.

Houdini has supplied the McClure Newspaper Syndicate, New York, with a series of articles on his investigations into the phenomena of spiritualism. The master magician is now engaged in tests of the Boston medium "Margery," whose claims are being studied by the *Scientific American.*

IN THE AGENCY FIELD

FINLEY H. GREENE, who has been directing partner of the Remington Advertising Agency, Buffalo, has opened a new agency in the Parsons building, Buffalo.

C. C. Younggreen, vice-president and general manager of Klau-Van Picterson-Dunlap-Younggreen, Inc., Milwaukee, has been appointed chairman of the publicity committee of the National Dairy Show.

Jordan Advertising Service, Minneapolis office, moved to new quarters in the Aero Club Building, Sept. 1. James D. Campbell, formerly division manager, Dartnell Corporation, Chicago, has joined the Jordan staff.

W. D. McAdams, formerly of Williams & Cunningham, Chicago, has located in the London Guarantee Building and is operating his own agency.

Henry Durham Sulcer, president of Vanderhoof & Company, advertising agency, Chicago, and Mrs. Sulcer have returned from Europe to their summer home at the Chicago Club, Lake Geneva. Mr. Sulcer attended the A. A. C. W. convention in London.

Harry Varley has resigned as vice-president and director of W. L. Brann, Inc., and organized an advertising agency under his own name at 19 East 47th street, New York. He will continue to direct the advertising of the United Alloy Steel Corporation; Hooven, Owens, Rentschler Company; Henry W. T. Mali & Co., and Voss & Stern, Inc.

More than a million buyers of goods read the

NEW YORK EVENING JOURNAL

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

The Value of Human Interest

The appeal of pictures is universal. They offer the shortest route to understanding. For certain classes of products—especially those which lend themselves to beautiful illustrations—the pictorial quality of Artgravure has no equal.

The Artgravure Section of The Providence Sunday Journal

offers to advertisers an excellent opportunity for presenting their products in a high-class pictorial manner to more than 62,000 prosperous families in Rhode Island and the border cities in Massachusetts.

The steadily increasing number of both local and national advertisers testifies to the value advertisers attach to this section.

FLAT RATE 25c. A LINE
Closing Date 15 days in advance

Providence Journal Company
Providence, R. I.
Representatives
CHAS. H. EDDY CO.
BOSTON NEW YORK CHICAGO
R. J. BIDWELL CO.
San Francisco Los Angeles

(*Continued from page* 19)

Trenton (N. J.) *Times* advertising department, is spending several weeks at Wildwood, N. J.

James E. Mullins, national advertising manager of the *Trenton Times,* has just returned from several weeks' vacation at Wildwood, N. J.

H. L. Davidson, advertising manager, *Independence* (Kan.) *Free Press,* and Mrs. Davidson are parents of a daughter.

T. S. Knowlson, formerly associated with George Creel in the Pelman campaign has joined the W. G. Bryan Organization as copy writer.

Charles Kistenmacher, a graduate of the class of 1924 of the University of Missouri, has joined the publicity department of *St. Louis Globe Democrat.*

HOLDING NEW POSTS

GEORGE LEMON SUGG, from city editor to managing editor, *Jackson* (Miss.) *Daily News,* succeeding Rex B. Magee, appointed state service commissioner and state adjutant, Am. Legion.

C. B. Axford, from city editor, *St. Petersburg* (Fla.) *Times,* to staff, *Hendersonville* (N. C.) *Times.*

Phil Oby, from staff, *Sandusky* (O.) *Register,* to telegraph editor, *Marion Star.*

George Diestel, from staff photographer, *Buffalo Commercial,* to *Buffalo Times.*

John H. Moynihan, from staff, *Sandusky* (O.) *Register,* to news editor, *Jeffersonville* (Ind.) *Bulletin.*

MARRIED

JOHN LOVE, industrial editor, *Cleveland Plain Dealer,* to Miss Margaret McRoberts of Oberlin, O., Aug. 30.

Mrs. Ruth Wood, former society editor of the *Pittsburg* (Kan.) *Sun,* to Major Robert William Voeth, U. S. M. C., at Oswego, Kan., recently.

Julian Pipe Anderson, of the *Chicago Daily News,* to Miss Mildred Dennis, Evanston, Ill., Sept. 6 at the home of Mr. and Mrs. Charles Henry Dennis, 1225 Michigan avenue, Evanston. Mr. Dennis is managing editor of the News.

Alexander Burger, police reporter for the *St. Petersburg* (Fla.) *Independent,* to Miss Nita Harper, entertainer, Savannah, Ga., at Clearwater, Aug. 23.

Donald D. Dalrymple, editor of the *Gowanda* (N. Y.) *Enterprise,* to Miss Thelma Mentley, of Gowanda, Aug. 29.

George T. Schreiber, rewrite man for the *Chicago Evening Post,* to Miss Edith Gallaher last Saturday in Oak Park.

John B. Stone of the *Chicago Evening Post,* to Miss Angeline Maris of Butte, Mont., Aug. 31.

Miss Marion E. Prentiss, woman's page editor of the *Worcester Telegram,* recently announced her secret marriage to Richard B. Smith of Lydeborough, N. H., in New York, May 7. Mrs. Smith will leave the Telegram staff on Sept. 30 after nearly four years service.

CHANGES OF OWNERSHIP

J. H. BAHNE, for 65 years in the newspaper business and part owner of the *Sibley* (Ia.) *Osceola County Tribune,* has sold a half interest in the paper to V. M. Vance, for the last four years in the advertising department of the *Des Moines Register and Tribune.* Raymond Bahne, the veteran publisher's son, retains a half interest in the paper.

Newcastle (Wyo.) *News-Journal* has been sold to the *News-Letter* of the same city. Both are weeklies.

L. D. Bell, linotyper, has bought R. E. Sutton's interest in the *Corvallis* (Ore.) *Courier.* Mr. Sutton will locate in Texas.

PRESS ASSOCIATION NOTES

JAMES McGUIRE, Cleveland correspondent for the Associated Press, left on Labor Day for a 2 weeks' vacation. During his absence, A. A. Silverman, night editor, is acting in Mr. McGuire's place.

Jess Cargill, cartoonist, formerly with the *Kansas City Journal,* has joined the Central Press Association, Cleveland.

David Harley has joined the organization as head of the engraving department.

Donald Wick of the Pittsburgh office of Central News of America is in Cleveland for two weeks, substituting for Charles B. Carnall, of the Cleveland office of Central News.

SPECIAL EDITIONS

GALESBURG (Ill.) *Evening Mail,* 30-page Dollar Day edition, Aug. 23.

Danville (Ill.) *Commercial News,* 24-page I. & I. Fair edition.

Jackson (Miss.) *Daily News,* 46-page edition, Aug. 31, heralding opening of the Enochs Lumber & Manufacturing Company.

Knoxville (Tenn.) *Sentinel,* a 10-page section marking the opening of the new Hall's Department Store building.

Marshfield (Wis.) *Daily News,* a Central Wisconsin State Fair section, Aug. 25.

Paducah (Ky.) *News Democrat,* 60-page Achievement number, Aug. 29.

Worcester (Mass.) *Telegram-Gazette,* 20-page, New England Fair edition, Aug. 23.

WITH THE ADVERTISERS

DAVID R. ERWIN, formerly automobile editor of the *Seattle Times* has succeeded S. P. Cook as director of the extension department of the Burroughs Adding Machine Company. Mr. Cook is now mid-western representative of Burroughs Clearing House.

NEW PLANTS AND EQUIPMENT

DANSVILLE (N. Y.) *Express* has moved for the first time in more than 50 years. Its new location is 162 Main street. New mechanical equipment was installed.

SCHOOLS

ELMO SCOTT WATSON, formerly of the *Colorado Springs Courier* and an instructor of journalism at the University of Illinois, has joined the staff of the Medill School of Journalism in Chicago.

1893 **SERVICE** 1924

as visualized by

BENJAMIN & KENTNOR CO.

GOOD ADVERTISING requires good, reliable information regarding market conditions.

One of our "fads" is to know just what we have to present, outside of circulation, and to sell our MARKETS fairly, thoroughly and permanently.

This requires some "fussing" on our part, but it gives us a standing where that standing is effective—with advertisers.

Always willing to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2W. 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

Area, square miles.....36,354.....37th in rank

Population, 1923 est...3,030,000...11th in rank

Indiana

FACTS FOR ADVERTISERS

Indiana is one of the best prospect territories in the Union; it is an agricultural, a manufacturing and a business state.

Indiana's first great wealth came from its farms, and agriculture still plays an important part in its trade life.

Its agricultural value is great, ranking tenth of all states with value of all farm property exceeding

$3,042,000,000

Indiana's industrial value is tremendous, ranking ninth in point of value of products with

$1,901,846,000

Of the total population about 50.5% live in cities and towns of more than 2,500 inhabitants. The number of cities with at least this population is 93.

Over 47% of the entire population is employed in gainful occupation; a fact easily accounted for when it is realized that the per capita wealth is $2,942.

Indiana was never more prosperous. Now is the time to reap your share of this prosperity.

Place your message for the selling of nationally advertised products before the people of Indiana in this list of daily newspapers and reach one of the greatest market units in the country.

		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718 (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

Obituary

JAMES H. FAUS, 63, owner and publisher of the *Ottawa County* (O.) *Herald,* died Aug. 24, at his home at Port Clinton, O.

MRS. WILLIAM F. GRAY, wife of the editor of the *Bolivar* (Miss.) *Commercial,* died recently at the family home in Cleveland.

ASA F. NORTON, 46, a linotype operator and brother of J. T. Norton, managing editor of the *Nowata* (Okla.) *Star,* died at his home in Fresno, Cal.

MRS. LOUISE D. SPROUL, 92, mother of Arthur Elliott Sproul, New York advertising man, died in Weymouth, Mass., Aug. 31.

WILLIAM F. BENTINCK-SMITH, a director of the Globe Newspaper Company, publishers of the *Boston* (Mass.) *Globe,* died recently at his summer home in Cotuit.

J. L. MURRAY, 37, executive secretary of the Philadelphia Real Estate Board and until 8 months ago a member of the *Philadelphia North American* staff, was drowned Aug. 28, at Spray Beach, N. J., while attempting to rescue a woman bather.

MRS. BLANCHE VALLE DILLON, 79, who died in South Orange, N. J., Aug. 29, was the widow of John A. Dillon, who owned the old *St. Louis Post,* which merged with the *Dispatch* owned by the late Joseph Pulitzer. Shortly after the merger, Dillon sold his interest in the paper to Pulitzer.

JOHN BAILEY BRUCE, 58, well-known Chicago newspaperman since 1888, was recently found dead in bed at his home in Chicago. He was a telegraph operator until 1895 when he started editorial work for the United Press. He was later employed by the Associated Press and other news services, as well as several Chicago newspapers.

TO LAUNCH SUNDAY EDITION

Fresno Bee Announces Addition of Sunday Paper Beginning Sept. 7

The *Fresno* (Cal.) *Bee,* evening paper, announced this week it would issue a Sunday morning paper starting Sept. 7, the Sunday issue will have a magazine section with cover, a colored comic section, a cable service, and weekly articles by writers of national note.

The Fresno Bee and *Sacramento Bee* are owned by Charles K. McClatchy. Carlos K. McClatchy is editor of the Fresno Bee.

Southbridge News One Year Old

The *Southbridge* (Mass.) *News,* celebrated its first anniversary with a special edition, Aug. 27. W. A. Niland is publisher and R. R. Baker editor.

FORESHADOWED EVENTS

Sept. 9-10—Midwest Circulation Managers Assn., annual meeting, Lincoln, Neb.

Sept. 11-12—Editors of the 11th and 12th Congressional, District meeting, St. Charles, Ill.

Sept. 13—Southeast Nebraska Press Club, meeting, Tecumseh, Neb.

Sept. 13-19—Tri-State Editorial Assn., annual convention, Sioux City, Ia.

Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago.

Sept. 27-30—Massachusetts Press Assn., annual outing, to Mountain View Hotel, Whitefield, N. H.

Oct. 4-6—Pennsylvania State Editorial Assn., Pennsylvania Associated State Dailies, and Pennsylvania State Weeklies Assn., annual outing to Delaware Water Gap and the Poconos, headquarters at Stroudsburg, Pa.

Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.

LONG BEACH PRESS AND TELEGRAM MERGED

Now Appearing as Press-Telegram With W. F. Prisk as President and Editor—Costly Duplication Given as Reason for

The *Long Beach* (Cal.) *Press* and the *Long Beach Telegram,* afternoon dailies, were combined into the *Press-Telegram* this week following the purchase of the latter by the former. The combined paper made its first appearance Monday, Sept. 1. Elimination of unnecessary and costly duplication was given as the reason for the merger by the publishers.

W. F. Prisk is president of the new Press Telegram Publishing Company, as well as general manager and editor, positions he occupied on the press. Miss Belle McCord Roberts and S. S. Conklin, former owners of the Telegram become vice-president and secretary-treasurer respectively, of the new corporation. Mr. Conklin will be assistant manager. Other directors of the paper are Charles H. Prisk, A. J. Hosking of the *Pasedena Star-News,* and Oscar Conklin who comes to the Press from the Telegram.

W. H. Hoskins, business manager of the Press, will continue in that capacity.

The combined paper will carry Associated Press, United Press, and International News services.

"Greater service to the public and a better newspaper for the promotion of Long Beach," is the paper's stated aim.

FLASHES

Now that the Net Tourney is ended, there is time, before the Grid Tilts begin, to pay a little attention to the Air Magellans.—*F. P. A. in the Conning Tower, New York World.*

If he cusses when she shifts gears noisily, she is his wife.—*Baltimore Sun.*

The best example of America's genius for saving time was in coining the word "Blah."—*New York Telegram and Evening Mail.*

North Carolina man arrested for having, according to the local paper, "an empty bottle of whiskey." That, however, is the only kind worth having these days.—*New York American.*

It will be a hard winter. The hide on candidates seems unusually thick.—*St. Thomas* (Ont.) *Times-Journal.*

It is because fat years invariably follow lean years that the farmer is able to bring home the bacon—streaked.—*Philadelphia Evening Public Ledger.*

The reason so few widows bob it is because there is nobody to tell them not to.—*Birmingham News.*

The most truthful man chopped down a cherry tree, but the most popular one shakes the plum tree.—*Norfolk Ledger Dispatch.*

Consumers make a great preference of studying gasoline values, but they take the bootlegger's word for it.—*New York Telegram and Evening Mail.*

Our idea of an educated man is one who understands what the information bureau tells him—*Oil City* (Pa.) *Derrick.*

The fool and his motor are useful in locating the dangerous curves and crossings so that the wise may slow down when approaching them.—*Columbia* (S. C.) *Record.*

A free country is one where people average three brags to the thousand dollars.—*New York Telegram and Evening Mail.*

At any rate, the Prince of Wales isn't finding the American people cold and unapproachable—when they can find the Prince.—*New York World.*

Speaking of Mr. Young, "Owen" is a highly appropriate first name for the man who will have charge of the reparation payments.—*H. I. Phillips in New York Sun.*

"Eve was the first flapper," says a professor who may have been looking at her pictures.—*Columbia* (S. C.) *Record.*

Another mistake an efficiency expert makes is in thinking a steel file case is more important than a waste basket.—*Ohio State Journal.*

Norwegian Paper Mills Agency

(INCORPORATED)

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Telephone: PENNsylvania 7443

SELLING AGENT IN THE U. S. FOR

NEWS PRINT PAPER

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Prompt Shipments •• Inquiries Solicited

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FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

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WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
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A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
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Write for Complete Catalog with Service Rates

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RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
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A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

REPELLENT, BUT BETTER THAN MOST JOBS, IS COLYUMING, MARQUIS SAYS

New Yorker, Bored with Comedy, Yearns for a Shady Riverside Inn, with Red Wine, the Old Gods, and Leisure to Dream

DECLARING that column conducting, while "repellent as a way of life, obnoxious and debased" is better than most forms of business with the possible exception of the liquor business, Don Marquis, conductor of "The Lantern" in the *New York Herald Tribune*, this week for the first time indulged through his column in Personal Confession.

"We may drag along for a while yet doing a column," the confession reads, "and hating it all the time, but for the most part we won't even attempt to be humorous."



DON MARQUIS

Personal Confession has become quite the fashion nowadays for the "hybrid, half-literary creatures known as columnists," is the way he explains his action.

"Heywood Broun, Frank Adams, Burton Rascoe, and others, are writing thousands and tens of thousands of words about themselves, their wives, their friends, their children, etc.

"We have always said we wouldn't do it. But today it begins to look as if we would have to—we can't find anything interesting to write about, so why not write about ourself?" he continues.

"We have always avoided telling the truth in the columns we have conducted, except by indirection. It is nobody's business what we really think, or believe, about serious matters, and we think it is quite an achievement to have written and published between three millions and four millions of words in the last ten years without ever having touched directly, more than two or three times, upon what we are seriously and continuously interested in. It would not be an achievement if the stuff we do turn out were unread and unpopular—but it is read, and it is popular. How does it come that we have been able to turn out all that stuff, in which other people have been so interested, without being interested in it ourself? God knows—we are just plumb gifted that way, we reckon; that's the only way we can figure it out.

"You can't have these personal confessions without the bad taste of such candid or coy self-praise as is evidenced in the foregoing paragraph.

"Our confession is not going so far as to reveal to you the matter which we are really interested in. It is only going far enough o reveal to you the fact that, as far as we are concerned, the humorous jig is about up. We may drag along for a while yet doing a column, and hating it all the time, but for the most part it won't even attempt to be humorous.

"We have grown to loathe, despise, hate and turn sick at the thought of all forms of humor . . . stories, novels, verses, jokes, paragraphs, anecdotes, whether they are really humorous or only try to be humorous, whether they are our own, or whether the author is somebody else. They nauseate us; they gag us. And we have not a friend nor an acquaintance who doesn't tell us all the funny stories he knows.

"Comedy is almost always cruel; we have felt it so when it has been directed against us, and we have felt it so when we have directed it against other people. It deals with imperfections, faults, crudities, incongruities, shortcomings; it strips away masks and pretensions; it affects a sympathetic understanding for the sake of betraying and exposing, and then mixes itself with sentimentality in order to hide its own cruelty; its basis is an exhibition of the flawed thing in juxtaposition to the ideal, the perfect; it takes sides with the irony of the universe; its climax and triumph is a frustration of some sort.

"Sufficiently mixed with other qualities, it may have a tonic and prophylactic value. But the trouble is that the habitual humorous practitioners become so pleased with the exercise of their own skill that they are as apt to strike at a good thing as at a bad, and there are very few living things that cannot be spoofed.

"In writing a column one acquires the habit of looking for the weak points of every proposition in order to say something amusing about them, rather than looking for the strong points. But we are not deserting the banner because of any suddenly awakened moral perceptions; we always knew the truth about column conducting and we never cared, and do not particularly care now, about the moral aspects of the hideous trade. It is not that we are deserting humor so much as that humor (and there are several very witty remarks you will make about it, of course) is deserting, or has deserted, us.

"We might as well be the first to say it in print, for before long, if we stick to this repellent job, everybody else will be saying it.

"Repellent as column conducting is, as a way of life, obnoxious and debased, it is better than most forms of business, with the possible exception of the liquor business . . . and that brings us to what we want to do with the rest of our life and how we want to spend our old age, if we are ever able to get away from this accursed grind of words. We want to have a shady little inn of our own, by a river, a small river, somewhere, in a country where civilization is not yet extinct and the sale of wine is not a crime. And we shall sit in the shade and drink red wine and think about the gods, the old gods that never were, in the early days of the world. And sometimes we shall do a little cooking, and sometimes we shall do a little fishing, and we shall not do any reading nor any writing . . . and mostly we shall sit in the shade and drink red wine and think about the gods. The idea of the inn will not be to make money, and if you should come and offer yourself as a guest and we should not take a fancy to you, you could not remain. But we suppose we will never get it; it is the things like that which you really want and which seem as if they might be so simple to attain that you never do get.

DON MARQUIS."

Welsh to New York Evening Graphic

Orville A. Welsh has resigned from the desk of the *New York World* to become head of the copy desk of the new MacFadden evening tabloid, the *New York Evening Graphic*.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Classified Advertising

"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
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The Washington Herald
Largest Sunday Circulation Any Washington Paper
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Concentrate in These Papers
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Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle



In The Nation's Capital

—that city teeming with representatives from every state and all important foreign countries, the *Evening Star* and *News* record history-making events a few minutes after happening. Always taking a stand for the public's welfare the *Star* and *News* have won high position in the life of Washingtonians.

The Imperial Type Metal Company feels that the *Star* and the *News* paid it a distinct compliment in selecting the Imperial Plus Metal Plan as a step in making possible rapid dissemination of news.

One publisher likened this Imperial Plus Metal Plan to a mechanic whose job it was to keep type metal up to its highest point of efficiency, thereby adding years of life. We can think of no better description.

Have You Read the Plus Metal Plan?

If not, write and we will send you the complete plan. Read it carefully and see how this dependable and economical Plan can add years of usefulness to your type metal.

Imperial METAL
LINOTYPE—MONOTYPE—INTERTYPE—STEREOTYPE

"Best by Acid Test"

Imperial Type Metal Co.
Philadelphia — Cleveland—Detroit

PAPER PRICES IN FLUX PUBLISHERS FIND

Confidential Meeting Discloses Inside Scramble for Orders Among Newsprint Makers Responsible for Present Jumpy Market

Is a newsprint price cut war impending?

Such a possibility was a short time ago and still is flouted by the paper manufacturers.

Many newspaper publishers are of another mind, however, and are watching developments in the newsprint situation with increasing interest.

Recently a number of publishers in close touch with the market, who have been gathering information for their own personal use, met to exchange views.

Their findings form the basis for this article, which, on the aforementioned authority, will tend to show that quite an inside scramble for special orders is under way among the paper concerns, and that in consequence, prices are already fluctuating, and that publishers are not being treated alike, not only by the smaller but also by the larger mills.

Concerns with the greatest amount of paper for sale, the publishers suspect of hiring new sales representatives and of making arrangements with new wholesale houses to hide their inside scramble for orders.

The publishers blame the supposed upset in newsprint conditions to the report that one large concern took away a big contract from another, thereby making the other manufacturers nervous and jumpy.

The survey of the newsprint field from the viewpoint of the publishers who attended this confidential meeting may be summed up as follows:

1. More paper is being made than used.

2. Publishers, wholesale agents, manufacturers and bankers representing them are carrying more paper in stock than probably ever before in the history of the trade.

3. Overseas paper, said to be in good condition, is being sold at from $3.30 to $3.40 f.o.b., Atlantic ports.

4. Domestic and Canadian paper will continue generally to be quoted at around $3.50 per hundred, and spot paper considerably lower.

5. Attempts are being made by some large paper firms, chiefly Canadian, to make 3 year contracts with certain eastern newspapers at $3.50, with a freight allowance, equalizing nearby mills.

6. Belief persists among the publishers that this scramble for orders, followed as it has been by a price reduction, may result in the abandonment of several New England and other mills in the United States.

The men who attended the meeting picture the International Paper Company as playing a "watchful waiting" game, holding off, wondering just what the other fellows intend to adopt in the way of price change. They see this corporation turning its manufacturing capacity to Canada, where they expect to increase their output.

As playing a similar game, the publishers class the G. H. Mead Company in the west, holding on without change, expecting to follow Eastern lead, and the Booth Company.

Carthage, it is pointed out, is selling at $3.50 now, and the publishers expressed the belief at the meeting that this price might be further cut. Belgo-Canadian, they expect, will change its contracts, but not until President Bierman returns from Europe.

DAIL MEMBER REBUKED BY IRISH NEWS MEN

Publicly Taken to Task for Questioning Competence of Correspondents on Floor of Assembly—Call Attack Unworthy

By Herbert C. Ridout,
London Editor, Editor & Publisher

London, Aug. 25.—There is a pretty row afoot in Dublin following a stupid remark made in the Irish Free State Parliament, the Dail, by a member, T. D. Johnson. He complained of newspaper reports and said, "Apparently the Dail, as a whole, has not impressed the newspapers with the necessity of appointing people who will give an intelligent summary of the work that is done in the Dail."

Promptly the Press Gallery Committee called him to task, and this was followed by the announcement that the Committee of the Dublin and Irish Association District of the Institute of Journalists strongly supported the action of the Press Gallery Committee in their protest against the insults offered to journalists by Mr. Johnson.

Indicating their strong attitude in the matter, the Dublin district committee described Mr. Johnson's remarks as an attempt to prove that the journalists who attend the Dail were incapable of giving intelligent summaries of the proceedings.

Subsequent explanations by the Dail member did not improve matters, the journalists' committee stating that "in trying to cover up his error he makes another outrageous suggestion—that reports are 'hacked' by editorial staffs."

The committee has given publicity to the incident and its statement concludes with some biting remarks that may be taken as putting the offender in his proper place. They say: "Newspaper readers are already aware that hardly any member of the Dail—not excluding even Ministers—has been given so much space in the newspaper as Mr. Johnson. Apart from the unfounded and unworthy character of his insult to journalists, it is an ungenerous thing to select for his attack a place in which his victims cannot reply. If Mr. Johnson's vanity is wounded because the newspapers cannot find room for all his numerous speeches, he must learn that he cannot be permitted to vent his disappointment upon any section of journalists."

WHAT THEY ARE SAYING

ALL BUSINESS WILL SHOW FARMERS' GOOD FORTUNE

"THE sharp up-turn in the price of the principal agricultural products will increase the actual cash income of the farmers of the United States close to a half billion dollars. It is inconceivable that this additional ready money should not have an immediate effect upon the farmer's buying power and upon his state of mind. And business in general already is feeling the good effect of both. The state of Kansas, for example, now is marketing a wheat crop of high quality and in excess of 150 million bushels. Our people are in better financial condition and incidentally are in a more optimistic mood than they have been in several years. The income of the Kansas farms will be at least one-third greater than last year, and this extra third makes the difference between good times and hard times. To a greater or less extent this same condition maintains throughout the nation. The farm market is a good market for the next twelve months and all business will share in the farmer's good fortune."—Sen. Arthur Capper of Kansas.

* * * * *

SPASMODIC ADVERTISING VALUELESS

"SO I say to you that there is a certain technique about this matter of dealing with the public, and if you have anything seriously the matter with you—whether it be a big advertising problem or merely a bad letterhead (and some of you have wretched letterheads)—there probably is some advertising doctor in your town who has made a business of the thing, and it may be worth your while to call him in. But in the meantime, and in this very informal and necessarily general talk, I say to you, 'Be genuine, be simple, be brief; talk to people in language that they understand; and finally, and most of all, be persistent.' You can't expect to advertise in flush times and live on the memory of it when you are hard up. You can't expect to advertise when you are in trouble, or about to be in trouble, and expect to get anything in that direction. It is a day-by-day and hour-by-hour business. If the money that has been thrown away by people who advertised spasmodically was all gathered together it would found and endow the most wonderful home in the world for aged advertising men and their widows. Don't throw any more of that money away. If advertising is worth doing at all, it is worth doing all the time."—Bruce Barton.

* * * * *

COMMANDING EDITORIAL RESPECT

"TO make a real editorial page you must first, know your facts; second, reach reasonable conclusions therefrom, and third, state your conclusions with absolute honesty and fearlessness, regardless of who may or may not agree with them. Such a page will command respect, which is more important than temporary popularity. If you can conduct such a page and are not doing it, you are overlooking the most important part of your job and neglecting your greatest opportunity for community service."—Marcy B. Darnall, editor, *Florence* (Ala.) *Herald.*

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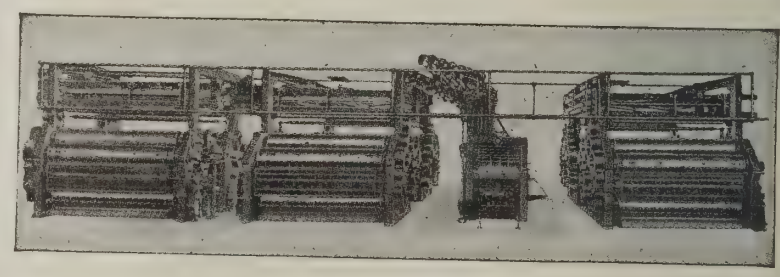
FAITH PLUS VISION

"FAITH plus vision, with reasonable schooling, are essential if a publisher is to win much success. This is true in a big city, in a small city, in a village in Montana or any other place where a newspaper can exist at all."—O. S. Warden, President, Montana State Press Association.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK



Scott Double Sextuple "Multi-Unit" Press used by Birmingham (Alabama) Age Herald

SCOTT "Multi-Unit" Presses and "Straight Unit" Presses

Each type of press has its peculiar advantage to suit special conditions but this is the only company who can supply you with either machine.

SEND US YOUR PRESS ROOM PLAN

tell us just what your special requirements are and we will submit a press layout for you to meet same.

DO NOT DELAY— DO IT TODAY

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO 1441 Monadnock Block
NEW YORK 1457 Broadway, at 42d Street

AD-TIPS

J. W. Barber Advertising Agency, 80 Boylston street, Boston. Placing 14-line 35 time orders with some Pacific Coast newspapers for the A. J. Tower Company Brand slickers, Roxbury Crossing, Boston.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Making contracts for the National Biscuit Company, "Uneeda Biscuit," New York.

George Batten Company, 383 Madison avenue, New York. Placing account of the Elliott-Fisher Company, manufacturers of accounting-writing machines, New York.

Brooke, Smith & French, S. E. corner John R. and Eliot streets, Detroit. Making contracts with California newspapers for the Reo Motor Company, Lansing.

Calkins & Holden, 247 Park avenue, New York. Placing orders with some Pacific Coast newspapers for H. J. Heinz Company, food products, Pittsburgh.

Dake Advertising Agency, 121 Second street, San Francisco. Placing account of Fitzpatrick Products Corporation, San Francisco, manufacturers of "K" stump pullers.

De Biasi Advertising Agency, 195 Center street, New York. Placing orders with newspapers in various sections for the Auto Rim Lever Lock Corporation.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Placing account of the American Tobacco Company's "Herbert Tareyton" cigarette.

Erickson Company, 381 Fourth avenue, New York. Has secured account of the Duz Company, "Duz Soap Flakes," New York.

Erwin Wasey & Company, 844 Rush street, Chicago. Contracts on the Hoover Suction Sweeper Company for distribution in the eastern territory are now being sent out. Also preparing a list on Haley's Mineral Oil.

Fisher & Fisher, Law Building, Norfolk, Virginia. Placing orders with newspapers in various sections for Dwinell Wright & Co., "White House Coffee," Boston.

Finley H. Greene Advertising Agency, Parsons Building, Buffalo. Reported will shortly place orders with a few Southern newspapers for the Galen Laboratories, "Cultur-Lac," Buffalo.

G. Howard Harmon, Inc., 171 Madison avenue, New York. Placing orders with some Pennsylvania newspapers for the Marinello Company, face powder, New York.

Inter-Racial Press of America, Inc., 342 Madison avenue, New York. Placing full page ad of the Brooklyn-Manhattan Transit Company in a list of foreign language papers.

Klau-Van Pietersom — Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee, Wisconsin. Now handling account of the Price-Hollister Company, Rockford, Illinois, builders of Ford transmissions, Ford brakes, etc.

Lord & Thomas, 400 N. Michigan avenue, Chicago. The account of the Auto Point Pencil Company, Chicago, has been secured, but nothing is planned on this until late in the fall.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Again making some newspaper contracts for the Pillsbury Flour Mills Company, Minneapolis.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders for a try-out campaign with Syracuse and Oswego newspapers for the Whistle Deep Rock Corporation, Deep Rock Dry Sweet" ginger ale, New York.

Mitchell Faust Advertising Company, 7 S. Dearborn street, Chicago. Now handling the account of S. O. S.

J. H. Newmark, Inc., Fisk Building, New York. Making contracts with newspapers in various sections for the Durant Motors, Inc., Long Island City.

Nichols-Evans Company, Cleveland Discount Building, Cleveland. Reported handling account of the United Electric Company, Ohio Electric Cleaners and Tuec Vacuum Cleaner, Canton, Ohio.

Nordia Perfume Company (National Trading Company, Chicago) is issuing orders for page copy to run in metropolitan newspapers on Nov. 16. Morris Harris Company is handling the account for the southern territory.

George Harrison Phelps, Inc., 110 Rowena street, Detroit. Renewing some newspaper contracts for Dodge Bros., automobiles, Detroit.

Porter-Eastman-Byrne Company, 22 W. Monroe street, Chicago. Placing the account of the Marietta Stanley Company, (Sempre Jovenay) Cosmetics, Grand Rapids, Michigan.

William H. Rankin Company, 1 West 37th street, New York. Making some special contracts with newspapers for the Thomas J. Lipton Company, teas, New York. Smith, Sturgis & Moore, Inc., 1463 Broadway, New York, places the regular account.

Stewart-Davis Advertising Agency, 400 North Michigan avenue, Chicago. Placing 500-line 1 time a week contracts with newspapers until November 16th, for Wm. Wrigley, Jr., Company, chewing gum, Chicago.

Sweeney & James Company, 1632 Euclid avenue, Cleveland. Making 10,000-line contracts with newspapers in various sections for the Jordan Motor Car Company, Cleveland.

J. Walter Thompson Company, 244 Madison avenue, New York. Handling account of the Richardson Company, Lockland, Ohio, manufacturers of roofing.

W. I. Tracy, Inc., 31 Union Square, New York. Reported will later use some New York newspapers for Nat. Luxenberg & Bros., clothiers, New York.

Tuttle, Greensboro, N. C. Placing orders in Southern newspapers for N. & W. overalls, Lynchburg, Va.

COLUMBUS (IND.) LEDGER SOLD

Purchased by R. S. Brown of Columbus Republican and Merged

Raymond S. Brown, publisher of the *Columbus* (Ind.) *Republican* purchased the *Columbus Ledger,* Sept. 1.

The Ledger has been combined with the Republican and the name Republican has been retained.

Associates Honor Retiring Veteran

Representatives from all departments of the *Spokane Spokesman-Review* gave a dinner, Aug. 28, in honor of F. J. Whaley, auditor of the paper, who retired Sept. 1, after nearly 35 years of continuous service. Associates of Mr. Whaley presented him with a complete golfing outfit. W. H. Cowles, publisher of the Spokesman-Review attended the dinner. Whaley joined the paper in 1890. He is 76 years old.

Peekskill (N. Y) Star Sold

The *Peekskill* (N. Y.) *Evening Star,* was sold Aug. 30, by Richard E. Coon, Jr., to Donald F. Ikeler and E. Joe Albertson, both of Bloomsburg, Pa. Mr. Ikeler was formerly editor and general manager of the *Gettysburg* (Pa.) *Daily Times,* and Mr. Albertson during the war was trade advisor of the War Trade Board in Washington, D. C. Mr. Ikeler will be general manager and Mr. Albertson editor.

BRITISH PREMIER GIVING NEWS GRUDGINGLY

So Charges Sheffield Telegraph When MacDonald Takes Six Editors to Task for Alleged Inaccuracies in Reporting

By Herbert C. Ridout,
London Editor, Editor & Publisher

London, Aug. 23.—A political situation rendered more complex by what the British Prime Minister described as inaccurate statements made in the English newspapers led to Ramsay MacDonald summoning the editors of six London papers for a personal interview at 10 Downing street, Aug. 14.

The premier told them that much damage had been done abroad by inaccurate reports made in our newspapers about the Reparations Conference, and he asked that every effort be made to prevent the possibility of a public scare by over-emphasis of any crisis.

That was Ramsay MacDonald's view of the situation, but the *Sheffield Daily Telegraph* turns the tables upon the political leader with the suggestion that he himself is responsible for any incorrect statements by reason of the starvation news-service of the Government.

"Apparently," says the writer in the Telegraph, "the Prime Minister does not realize that such rash or inaccurate statements are chiefly due to the inadequate, grudging, and unevenly distributed information provided by Mr. MacDonald and his officials. All through this Conference, British journalists have been forced to rely on French, and even on German sources, and have found that they were not only profuse in information but usually accurate and up-to-date.

"This very day," the paper adds, "the Germans at the Ritz were able to give the very words Mr. MacDonald employed in conveying to the German Chancellor the French message calling on the Germans to accept the year's delay in the evacuation of the Ruhr."

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

A Stable Market
THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—
The Milwaukee JOURNAL
FIRST - by Merit

Unexcelled as a Food Medium.
4 to 6 food pages every Thursday.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

Judged by every worth-while newspaper standard The News holds unquestioned leadership in its field.
The Dallas Morning News
Supreme in Texas

first!
—in circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

A Trio of Adhesives for the Newspaper



for Bundling use
QUICK STICK PASTE POWDER

In a newspaper mailing room the paste must—mix quick—stick quick—dry quick. Quick Stick is the stickiest paste powder on earth. Just mix with cold water and have a clean, white paste with the adhesive strength of glue. It won't sour or mold in any climate. It won't smear or smudge. Dries quickly and speeds up the work in the mailing room. Made in a minute and a little goes a long way.

See for yourself—use the coupon space below.

for
Mailing Machines



Our "705" Mailing Machine Paste works perfectly in any standard make mailing machine. Will not clog or gum, nor does it ever harden in the fountain. Absolutely free from lumps and flows freely for rapid labeling. The labels stick. The papers reach your subscribers. The boys in the mailing room will all be for it. Send for a trial order.

for Desk Use
COPASCO



Copasco Liquid Paste never needs water, sticks quickly, dries fast, spreads smoothly and never dries out. The boys on the desks will appreciate Copasco for it's the perfect adhesive. Self closing desk jars—no screw caps or partly closed openings—just toss the brush into the jar and it seals itself. Made to order for the news room.

SEND FOR SAMPLES
The Commercial Paste Co.
Makers of the Largest Line of Adhesives
Dept. 51 COLUMBUS, OHIO

The Commercial Paste Company,
Dept. 51, Columbus, Ohio.
Gentlemen
You may send us a small quantity of the items checked below. If not satisfactory we will return it for credit.
NAME .....
TITLE .....
PUBLICATION .....
TOWN AND STATE .....
☐ "Quick Stick" ☐ "705" ☐ "Copasco"

WASHINGTON B. B. B. USING NEWSPAPER SPACE TO STRESS TRUTH IN ADS

Weekly Messages to Merchants and Public in Donated Space Has Built Confidence in Advertising, Bureau Man Declares

By LOUIS ROTHSCHILD

Merchandising Manager, Washington (D. C.) Better Business Bureau

"IT'S nothing but advertising. You can't believe what you see in the paper!"

This is the statement Better Business Bureaus of the country are trying to annihilate by an intensive campaign for "Truth in Advertising."

Not so long ago distrust of advertising, and the merchants behind it, was so marked as to bring business below its normal level in many cities.

In an investigation of 40 cities, the Business Bureaus found that the great bulk of advertising was sound and conservative, and only a small portion untruthful and intentionally misleading.

Realizing this, a news consciousness has come into the Truth in Advertising movement. Better Business Bureaus are not interested in technical truthfulness; they are interested in advertising that builds confidence and makes the public respect all advertising.

The most interesting feature of this movement to build confidence in advertising by advertising has been carried on by the Washington Better Business Bureau in the forms of display advertising in local newspapers. Washington newspapers during the past year have devoted an advertisement a week to a message from the Bureau for Truth in Advertising. These advertisements have been 4 and 5 columns wide and from 8 to 12 inches in length.

The messages from the Bureau have been directed to both the merchants and to the public. They are constructive and are really advertising that sells advertising to the public. In drawing up these advertisements there has been an effort not to say anything that will confirm the sentiment that advertising is truthful, but rather to emphasize that advertisements which conform to the recommendations of the Better Business Bureau are truthful. Of course, the fact that merchants read these advertisements and are influenced to follow the standards for Truth in Advertising makes them a double-edged sword.

The first 9 of these advertisements printed last summer were published shortly after the reorganization of the Washington Bureau with Howard M. Cool, formerly of the Cleveland Bureau, as director. These introductory advertisements established a series of technical standards covering comparative prices and like questionable, though unintentional, use of trade terms. The advertisement "Lest We Forget" summarized these standards. In introducing them they should be disseminated 10 days prior to publication to the merchants so that when the advertisement to the merchants and to the public appeared, advertising would conform. The public could therefore see that merchants were making an effort to co-operate together for Truth.

A typical advertisement of those printed since the technical stories were completed, and one that clearly shows the constructive trend, follows:

"AN ADVERTISEMENT OF ADVERTISING

"Twenty years ago advertising was an experiment. Today it is a necessity; it is the logical means by which the seller may acquaint the buyer of his merchandise.

"Advertising is truthful. An untruth cannot stand the test of time. Advertising by its very vitality and growth demonstrates its merit to warrant the confidence of the public.

"Over four years ago representative Washington business men realized that some advertisements misled the public. Realizing that in a barrel of apples one spoiled one could easily contaminate all, the Better Business Bureau was organized to prevent contamination of advertising.

"It is gratifying that the Better Business Bureau can report that generally Washington Advertising is truthful and warrants the confidence of the public.

"THE BETTER BUSINESS BUREAU OF WASHINGTON"

The newspaper space devoted to these advertisements is donated by the various newspapers. The messages are printed in Washington's two leading afternoon papers on Saturday and in the two morning papers the following Monday.

The Washington Better Business Bureau has discovered that the most efficient way to build public confidence in advertising and to make advertising warrant confidence is by advertising. A similar campaign is being planned for the coming year in which messages to the public from the Bureau for Truth in Advertising will sell the believability of the printed word to the 450,000 residents in the capital.

Porter Buys Barber Interests

Harry Porter, formerly advertising manager of the Pepsin Syrup Company, Monticello, Ill., has purchased the interests of the Earle S. Barber Company of Chicago. A branch of the Earle S. Barber Company will be established at Monticello, and for the present contracts will be issued from that office. A list of newspapers on the Pepsin Syrup Company is now being prepared by Mr. Porter, who will divide his time between the Chicago and Monticello offices.

SCIENTISTS TO INVESTIGATE NEWS SOURCES

(*Continued from page 3*)

ing associations and of the American press as a whole. Nobody is more eager than the newspaper editor for a ruthless exposure of all doctorers of news, especially those which touch foreign affairs.

Officials of the American Society of Newspaper Editors, it is known, have had in contemplation on behalf of the profession just such an investigation. It is wholly probable that this organization will co-operate practically with the movement of which Professor Miller is the directing head.

Such a step would prove the open-mindedness of the American press. It would deliver the project from unthinking criticism by the papers. It would remove the stigma of "muck-raking" from the committee. It would materially aid the scientists in their work. And, most important of all, it would go far to remove in advance the widespread suspicion of the good faith of the press.

Newspaper men, because they know the facts, do not take seriously enough the current criticism of the newspapers and press associations, as tools of a variety of special interest. Again and again I have heard clergymen and educators, as well as ordinary laymen, declare that the Associated Press is controlled by a certain religious influence, or by specified financial interests. Only this week the alert young pastor of a large congregation asked me if this is not true. He was greatly surprised when he learned the facts.

Reassurance such as every newspaper man is called upon to give to suspicious and misinformed individuals would be conveyed to the whole world by the findings of the commission. Such a needed heartening of public confidence in the press is of no small importance in this day of distrust of most of the constituted agencies of a democracy.

That is the public side of the subject. Professionally, all makers of newspapers may give thanks for this wholesale research into the sincerity and disinterestedness of foreign news especially; because all of them are unwilling victims of pernicious propaganda from abroad. Editors, above all others, want to have laid bare the centers and methods of news-coloration.

This commission of scientists may be expected to tabulate, fearlessly and fairly, which foreign governments exercise censorship over news, and to what extent. Also it will reveal the existence of proved propaganda agencies and their methods. In all the wide world there are no men so eager for the cold facts about Great Britain and France and Italy and Germany and Turkey and Greece and Armenia and Japan and China and India and Russia and Zionism and a score of other subjects of international news as the men who sit at the desks of the daily newspapers of America.

Let the scientists point out the news-crooks: the editors will promptly attend to their elimination. Then public confidence in the press will be reestablished, and world concord will be promoted. For peace can never come to the world so long as liars may tinker with the complicated machinery of general information.

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

New Church Copy Ready

Proofs are now available, free on request, of Series No. 6 of Church advertisements.

This series has 52 pieces of copy designed to be used on behalf of all the churches in a community to urge men to attend the church of their choice. It is undenominational, avoids controversial subjects, can be used in any town.

Use of this copy is sold to only one paper in a town. The price is almost nothing: 3 cents per thousand circulation per week. Thus a paper with 10,000 circulation would pay $15.60 for this year's supply.

There are special ads for special days.

Write for proofs at once. See if you cannot arrange to use them, either as a contribution of your paper toward a better community and good will, or in space paid for by a group of merchants and professional men.

Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, has the proofs.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World

383 Madison Ave.

New York City



Our Own World of Letters

By JAMES MELVIN LEE

IF I were asked to select for the newspaper library the most important acquisition for 1924 I should unquestionably name "These Eventful Years" just published by the Encyclopædia Britannica. Briefly, these two volumes tell the story of the twentieth century in the making—told in this instance by many of its makers. At a time when propaganda is put forth in such gigantic proportions it is especially important to have a set of volumes where the truth can be printed without fear of an editor's blue pencil. "These Eventful Years" will, of course be reviewed more in detail in this department.

* * *

AN editorial in *The Nation* for Sept. 3, is headed "The Helpless Associated Press." A recent ruling of that organization is discussed to the extent of a column and a quarter, but a review of "The Principles of Journalism" by Casper S. Yost, president of the American Society of Newspaper Editors, (D. Appleton & Co.) fills 7 lines. It is described as "an innocuous volume which should get a handsome reception from the daily press." The fairness of this review would be a good topic for discussion at the next meeting of the American Society of Newspaper Editors.

This issue of *The Nation*, however, has an interesting answer to the question "Has the old-fashioned clam-chowder vanished?"—a question recently asked the *New York World* by a correspondent.

The only fault *The Nation* finds with the novel "I'll Show You the Town" by Elmar Davis (Robert M. McBride and Company) is that the yarn should have "been condensed to two-thirds of its present length." Until recently Mr. Davis was a member of the editorial staff of the *New York Times*.

* * *

KEITH PRESTON, who conducts a weekly column of literary criticism. "The Periscope," and a daily column of humor, "Hit or Miss" in the *Chicago Daily News*, does an interesting skit on teaching Greek for the September issue of *The Bookman*. Whether one has ever read Xenophon's "Anabasis" or not one will like this skit by Preston. Personally, I have always thought that Xenophon's account of the retreat of the 10,000 Greeks could be made interesting to a class if handled as a bit of war correspondence for the information of those who watched the bulletin boards—or to be more exact, the wax tablets—on the thoroughfares of Athens.

Speaking not as a newspaper man, but as a teacher of Greek, Preston naively concludes his skit:

> We always labored not to be gored on either horn of G. Bernard Shaw's wicked thrust: "Few of them know Greek and none of them knows anything else."

* * *

WILLIAM ALLEN WHITE, who edits the *Emporia* (Kan.) *Gazette* will publish this fall through the MacMillan Company "Politics The Citizen's Business." Bill, being a good editorial writer evidently feels the need of a good book on a topic which occupies so much space on the editorial page, and so has undertaken to prepare one.

* * *

ELMER DAVIS, who once did such excellent work on the staff of the *New York Times*, contributes to *Harper's Magazine* for September "The Deduction of Mr. Jinks." It will be found in the department headed "The Lion's Mouth."

* * *

THE weekly news magazine, *Time*, in its issue for Aug. 25, elaborates at some lenth on the editorial in which EDITOR & PUBLISHER reported a decision of the Berlin Chamber Court that a newspaper has no right to print a person's picture contrary to his will.

Time cites a number of illustrations of which the following is typical:

> Another was the travesty of Anthony Comstock, famed moral crusader, published in *The Masses* for June, 1915. A naked man, in the flabby paunchiness of inactive middle-age, suddenly exposed by the parting of curtains, shrank shamefully away to cover his condition. The title of the picture was: "The Nude is Repulsive to This Man."

* * *

AS "Joseph Pulitzer As He Was" by Don C. Seitz in the *Atlantic Monthly* for September is simply a portrait taken from the biography of Mr. Pulitzer soon to be published by Mr. Seitz, I shall not comment on the article, but wait for the publication of the book. I do want to mention another article in the *Atlantic*, "So This is Tammany Hall," by William L. Chenery, until recently editor of the *New York Telegram-Mail*. In submitting his article to the editor of the *Atlantic* Mr. Chenery wrote:

> I have long believed that journalism—in New York, at any rate—would be much sounder if editors or, better, owners, understood why it is Tammany has never been divorced from the affection of the people.

* * *

A PICTURESQUE glimpse of the press in Chile will be found in an article published in the *Christian Science Monitor* for Aug. 22. Its author, Wallace Thompson, discusses not only the native press, but also the English press. In his opinion, Chilean cities have the most interesting press on the west coast of South America.

THREE articles in the *American Magazine* for September might very appropriately be marked "Must" for newspaper men. They are: "Your Face is Perfectly Simple, But I Can't Place Your Name" by H. I. Phillips, who won his spurs on the *New York Globe;* "I Have Met 10,000 Ships in New York Bay" by Samuel A. Wood, who is dean of the ship news reporters covering the port of New York, and "This Cartoonist Gives Us a Look at Ourselves" by John Monk Saunders—an article which is a thumbnail sketch of H. T. Webster, who draws "The Thrill That Comes Once in a Lifetime," "Life's Darkest Moment," and other cartoon series syndicated to many newspapers.

Of these three articles possibly the most interesting to the working press is the last. In speaking of one of his most famous cartoons Mr. Webster says:

> I still hear about a cartoon I drew on Lincoln's Birthday 6 years ago. It represents two neighbors of Abraham Lincoln's father commiserating with each other over the fact that "nuthin' ever happens around here. A boy was born over at Tom Lincoln's cabin this morning, but that's all."

* * *

EARL H. Emmons, who is news editor of the *American Printer*, is a good newspaper man. I see no reason why I should whisper it softly that he is also a poet with a message. If you don't believe it glance through his recent book of verse, "Mavericks" (Oswald Publishing Company). While you have the book in your hand you should not skip the two pages introducing Bill Hooker, who edits the *Erie Railroad Magazine* and is the author of that classic of the plains, *"The Prairie Schooner."*

By the way the prairie schooner was the invention of Gail Borden, real founder of journalism in Texas.

* * *

REPORTERS will find some valuable tips on the value of direct approach in securing interviews if they will glance over the article by O. O. McIntyre in *Liberty Magazine* for Sept. 6. Two typical illustrations are when McIntyre obtained an interview with Northcliffe and when Irvin S. Cobb obtained a big story for the *New York Evening World* from William Travers Jerome.

The same issue of *Liberty* contains "The Battle Royal in the A. P." by Harper Leech. It describes somewhat in detail the attempt of the *Baltimore Evening Sun* and the *Rochester Times-Union* to obtain memberships in the Associated Press. It was this same attempt that drew such a hot shot from *The Nation* in an editorial.

H. L. MENCKEN reviews "Cobb of the World" (E. P. Dutton and Company) in the *American Mercury* for September. To be perfectly frank, the book is a peg on which Mencken hangs his hat while he harangues readers about editorial writers. His views about those who conduct editorial pages are thus summed up in his concluding paragraph:

> Editorial writers, in the overwhelming main, are men with nothing to say. They write about public affairs every day, and yet have no ideas about them. Most of the fruitful thinking about the matters that concern them professionally is done by men outside their ranks.

John Farrar, who edits *The Bookman*, also reviews "Cobb of The World" in the September issue of his magazine. Farrar describes Cobb as one of the most striking and most modest men he ever met. The two reviews ought to be run in parellel columns. It is hard to imagine two reviews of the same book farther apart in their mode of treatment.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

The September
CURRENT HISTORY MAGAZINE
Now On Sale
Circulation 80,311
World Events of the Month
By 35 Eminent Authorities
Read by
"The Pick of the Nation"

The New York Times published 16,473,712 agate lines of advertising in eight months of this year, a gain of 564,708 lines over the corresponding period of last year and 5,589,240 lines in excess of the second New York newspaper.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

In New Orleans it's **THE ITEM**

In Northern Ohio
The Plain Dealer
has the BUYERS!
that's why
The Plain Dealer
ALONE
Will Sell It at
ONE Cost
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., NEW YORK
Woodward & Kelly, 350 N. Mich. Blvd., CHICAGO

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation.....118,000
Sunday Circulation...175,000
Member A. B. C.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

WOOLLEY DEMOCRATIC PUBLICITY CHIEF

Veteran of 1912 and 1916 Campaigns Placed in Charge With Linthicum, Snider, Kerans, Mrs. Bannister and R. S. Jones Assisting

By Sam Bell
(*Washington Correspondent,* Editor & Publisher)

Washington, D. C., Sept. 3.—Robert W. Woolley, who directed the publicity for the Democratic party in the national campaigns of 1912 and 1916, has been appointed chairman of the committee on publicity of the Democratic National Committee and will have general charge



R. W. Woolley

of the work in the 1924 campaign. Woolley worked on the *New York World* before he became active in Democratic politics and was Director of the Mint in the first term of the Wilson administration and later a member of the Interstate Commerce Commission.

The active staff in charge of publicity at the Washington headquarters of the committee will be Richard Linthicum, director of publicity; Clifford Snider and Grattan Kerans, assistants; Mrs. Marion Bannister, vice-chairman of the publicity committee in charge of women's publicity, and Richard S. Jones, organizer of the Davis Clubs.

Linthicum came to the Democratic National Committee from the editorial staff of the *New York World* where he served 9 years, following his Chicago experiences which included the managing editorships of the old *Chicago Times* and the *Chicago Journal.*

Kerans is a newspaper man who has seen service in Chicago, St. Louis, Columbus and Toledo, and was connected with National Catholic Welfare Council News Service for two years before joining the present national committee in 1922.

Mrs. Bannister is of the Glass family of Virginia newspaper fame. She is sister of Senator Carter Glass, publisher of the *Lynchburg News,* and daughter of Colonel Robert H. Glass, an editor for 50 years. Mrs. Bannister conducted two departments on the Lynchburg News and corresponded for Virginia papers before she essayed the publicity game in Washington. During the war she was on the editorial staff of the information service of the Department of Labor conducted by Roger Babson. She came to Democratic National Committee in 1921 and is editor of "The Fortnightly Review," a Democratic publication for women voters.

Speakers Feature London Meet

The international A. A. C. W. convention held in London last July was to be recalled in 10 minute speeches to be delivered by advertising men at a meeting at the Advertising Club of New York, Friday, Sept. 5. Speakers chosen and their subjects were: Harry Tipper, on "The General Sessions"; Fred M. Feiker, "Departmental Sessions"; Philip L. Thomson, "Social Features and Outside Incidents"; James Wright Brown, "The English Provincial Tours and the Paris Reception"; and C. K. Woodbridge, "The Value of the Convention to the Future Activities of the A. A. C. W."

Goodrich Joins Newark Star Eagle

Calvin Goodrich, recently chief editorial writer for the *Toledo Blade,* assumed the editorship of the *Newark* (N. J.) *Star Eagle,* Thursday, Aug. 29, succeeding W. S. Hunt, who becomes general manager of the *Newark Call.* Goodrich was a member of the Toledo Blade staff for 11 years, and for 5 years was editorial writer for the *Detroit Journal.*

Editors Guests at Exhibition

Representatives of 25 daily, 125 weekly and 25 trade newspapers were guests of the directors of the Canadian National Exhibition, Toronto, on Press Day, Aug. 29. At a luncheon tendered the pressmen, speeches were delivered by George E. Scroggie, *Toronto Mail and Empire,* vice-president of the Canadian Daily Newspapers Association; Lorne Eedy, *Walkerton* (Ont.) *Telescope,* president of Canadian Weekly Newspapers Association, and Newton McTavish, editor of the *Canadian Magazine.*

Thompson to Succeed Deming

John Charles Thompson, Jr., on Oct. 1 will succeed William C. Deming as editor-in-chief of the *Cheyenne Wyoming State Tribune-Leader.* Duties of the presidency of the United States Civil Service Commission compel Mr. Deming to retire from active guidance of the Tribune-Leader. Thompson has been a Cheyenne newspaperman since early youth. G. Winkler, formerly telegraph editor of the *Pueblo* (Colo.) *Chieftain,* succeeds Thompson on the desk.

Middletown Herald Sold

E. Roland N. Harriman, Tuxedo Park millionaire, this week purchased at private sale for $60,000 the *Middletown* (N. Y.) *Daily Herald,* which has been in financial trouble for several weeks. The new owner has not yet announced his plans nor the staff which will conduct the paper. R. M. Cox, former owner and a heavy creditor of the old company, is also silent regarding his future work.

START LAYING ROME CABLE

Newcomb Carlton and Cyrus Field Descendants at Ceremony

Laying of the first cable from New York to Rome was begun Tuesday at Hammel, Rockaway Beach, N. Y.

The new cable will extend from Rockaway to the Azores, thence to Malaga, Spain, and to Italy.

It is to serve not only Italy but Southern and Central Europe, but is to be connected ultimately with a cable to be laid from the Azores to Emden, Germany.

The American end of the cable was brought ashore from the Italian cable ship Colonia, anchored three miles at sea.

It is expected to transmit 1,500 letters a minute, whereas the highest speed so far reached is only about 300 letters a minute.

Among those who attended the landing were Newcomb Carlton, president of the Western Union Telegraph Company; J. C. Welliver, vice-president; J. Lister, United States cable manager of the Western Union; F. E. Jewett, vice-president of the Western Electric Company; Edward M. Field, son of the late Cyrus Field, who laid the first trans-Atlantic cable; Col. William Field Judson, grandson of Cyrus Field; Col. Cyrus Field Judson, another grandson, and Cyrus Field Judson, jr., great-grandson.

Writings Listed as Capital Stock

For the first time in Texas, part of the capital stock of a publishing corporation is represented by the contract of an author to deliver his future writings for a period of ten years to the company. Texas historical works of Sam Houston Dixon, both copyrights and manuscript, were included for $60,000 of the $100,000 capital stock of the Texas Historical Publishing Company of Houston, incorporated this week. Incorporators are Sam Houston Dixon, J. Elmer Sieber and S. Hayne Dixon.

Amalgamated Press Profits High

The Amalgamated Press, Ltd., of which Sir George Sutton is chairman, is always watched with interest in British newspaper and publishing circles because it is the section of the late Lord Northcliffe business in which were concentrated the popular periodicals upon which the great publisher founded the *Daily Mail*—the original being the paper *Answers.* Over half a million sterling profit (the exact amount is £540,403) has been made in the year ending June 30, and the report states that the revenue derived from advertisements has again exceeded that of any previous year.

Fire Wrecks Texas Plant

The plant of the *Odell* (Tex.) *News* was burned Aug. 28, with a loss of $20,000. Building and paper were owned by H. H. Weimbold. None of the machinery was saved.

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

Ahead on its Merits
Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of
The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star
Write for information, how to cover this rich field.
WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

Los Angeles Evening Herald
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

"FIRST IN PUBLIC SERVICE"
The World. Morning Edition
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

On and after September 6th, 1924
The New Orleans States
Will be represented in the East and West by the
JOHN M. BRANHAM COMPANY
New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

THE TACOMA NEWS TRIBUNE


Frank S. Baker, President
Charles B. Welch, Editor and Gen. Mgr.
ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

DOLLAR $$ PULLERS

$$

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



PUMPKIN ready for a dash of frost.

The next big station is Christmas.

Everyone on the job, vacationed and keen for business.

Line up dealers on campaigns which run consistently to Christmas holiday trade.

Think in the terms of Fall and Winter.

Think also in the terms of prosperity.

You know that nothing serious is going to happen to this country this year, whoever may be elected in November.

Smart merchants are doing business "as usual."

The automobile is becoming more popular every day. If you are seeking a contest idea that is just a little different and one with a universal appeal, listen. In opening a new accessory house, the local management selected the names of six well known motor cars. The letters composing each were jumbled with results similar to this: 1. Darkcap, and 2. Danlevro, which are disguises for Packard and Overland. An attractive tenday campaign written around this funny looking list told of the five valuable prizes offered, to motor car owners only, for the most original and nearest correct list brought in person to the store. The response exceeded, by far, all expectations.—Ellis Loveless, *Norfolk* (Va.) *Ledger-Dispatch.*

A good idea is "The Mysterious Mr. Raffles" stunt conducted by a Tennessee paper. The upper half of the page was used to impart the information. A picture of "Raffles" himself adorned the center. Of course, Mr. "Raffles" back is turned to the reader. A head announced that Mr. "Raffles had arrived in the city this morning 8:55 Southern Station. A minute description is given of this man and $50 reward offered to the first person who identifies him. Besides the prizes the stores advertising announce that "Mr. Raffles" will appear in their places of business at designated hours and offer prizes to the first persons in the store who are able to identify this personage. This is a real producer and for novelty cannot be excelled.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

The *Worcester Telegram-Gazette* is publishing a full page of small advertisements, mostly of firms which otherwise seldom buy space. A somewhat new slant is given to the familiar "Ad-writing" contest by having the reader "look for the ad which is starred." Each time the page appears, one advertisement has a star in it. The reader has to look through the page to find that advertisement and in so doing reads all, a good talking point in selling the stunt. The reader who writes the best advertisement wins a prize and is featured editorially. —James M. Mosely, Boston, Mass.

When school opens in your city get advertisements not only from the downtown merchants who are anxious for school patronage but also from the stores in the neighborhoods of the various schools. In fact, a couple of pages might be devoted to ads of these neighborhood schools, with the adds of the stores around each particular school grouped under the name of that school.—Frank H. Williams, 813 South Van Ness avenue, Santa Ana, Cal.

A group of private school and college ads comprising a complete section was recently secured for openings by the *Washington* (D. C.) *Herald,* and used with reading matter furnished by some of the leading local educators.—C. M. Littlejohn, Washington, D. C.

In many cities, laundries are among the hardest of the prosperous businesses to convince of the merits of newspaper space. Laundries, however, are eager for public good will. For example, the term "mangle" has been barred from laundry parlance. The machine that wrings is now referred to as the extractor. A good piece of copy featuring this or other changes in the laundry business, that is to say, explaining modern laundering, ought to sell to some good laundry in almost any city.—T. E. Steward, 4921 Pleasant avenue, Minneapolis, Minn.

A paper at Chariton, Ia., is running a feature of a half page with ads at the side and in the center is a cartoon depicting one of the advertisers. For instance, Jones may be shown delivering his pasturized milk and at the side is a man who says, "Jones sure sells good milk." As there are about a dozen ads in the feature, it means a nice amount of space. —Donald O. Ross, *Washington,* (Ia.) *Democrat.*

Garage men and tire dealers are prospects for some space right now before winter is here.

This is the time to buy tires and avoid tire trouble all winter long.

Prices are right now, too. So go after these prospects with this suggestion. You can get a few hundred lines out of almost every dealer if you try.—R. John Gibler, 2100 Pine street, St. Louis, Mo.

INSURANCE AD MEN ELECT COLLINS

Advertising Manager National Surety Company Named President—Former Newspaper Man—Campaign in Dailies Pittsburgh Topic

Edward A. Collins, advertising manager and assistant secretary of the National Surety Company, has been elected president of the Insurance Advertising Conference, an association of advertising and publicity managers of all of the insurance companies in this country and Canada. Mr. Collins was formerly vice-president.

Leon A. Soper, advertising manager of the Phoenix Mutual Life Insurance Company of Hartford, the retiring president, becomes one of the Commissioners of the Advertising Council, the committee of delegates representing all of the departmentals of the Associated Advertising Clubs of the World. Mr. Soper is a former president of the Advertising Club of Hartford.

Roosevelt L. Clark, advertising manager of the Continental Insurance Company group, was elected vice-president, and Stanley F. Withe, Aetna Affiliated Companies, Hartford, Conn., was elected secretary-treasurer. The Executive Committee consists of Clarence A. Palmer, Insurance Company of North America, Philadelphia (chairman); E. L. Sullivan, Home Insurance Company, New York; Luther B. Little, Metropolitan Life Insurance Company, New York; J. G. Mays, vice-president of Royal Indemnity Company, New York, and Arthur H. Reddall, Equitable Life Assurance Company.

The Insurance Advertising Conference was organized at the Atlantic City Convention of the Associated Clubs in 1923, and is the twenty-second departmental.

Mr. Collins, who has been one of the most active of the insurance advertising men, was formerly a newspaper man. He was on the reportorial staff of the *Providence* (R. I.) *Journal* for 8 years; assistant sporting editor of the *Hartford* (Conn.) *Courant;* and was on the staffs of the *Pawtucket* (R. I.) *Times* and *Providence* (R. I.) *News.*

Mr. Collins will preside at the forthcoming sessions of the Insurance Advertising Conference at Pittsburgh in October.

East Liverpool, O., Papers Merged

Effective Sept. 2, the *East Liverpool* (O.) *Morning Tribune* was suspended and consolidated with the *Evening Review,* the combined afternoon edition to be known as the *East Liverpool Review-Tribune.* This consolidation leaves only the afternoon edition in East Liverpool after having had morning and evening service for a number of years. Louis H. Brush, owner of both East Liverpool papers, and the *Salem* (O.) *News,* and who is also one of the owners of the *Marion* (O.) *Star,* purchased the Tribune in 1919. He has owned the Review for 25 years.

Over
ONE-THIRD
added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S

CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

life
love
marriage

Covered in a series of daily Talks that make a tremendous feature for your Woman's Page, entitled

"THE LOG OF THE GOOD SHIP LIFE"
By Estelle Lawton Lindsey

In connection with her question and answer department, Mrs. Lindsey's feature is a proven circulation builder. Let us show you letters from publishers who are using it.

Readers' Syndicate, Inc.
799 Broadway, New York City

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

In Salt Lake City and Utah
The Deseret News
Is read in more homes than any other evening newspaper.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco
30,000 *families use the "News" as their daily guide.*

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

THE
PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City

TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

VANDERBILT TO ENTER DETROIT FIELD

Young Pacific Coast Publisher of Tabloids Announces Preparations Under Way for His Third Daily—Joseph Blethen in Charge

Cornelius Vanderbilt, Jr., young publisher of the *Los Angeles Daily News,* and the *San Francisco Daily Herald,* both illustrated tabloid newspapers, has announced his intention of establishing his third daily in Detroit. It will also be printed in tabloid form.



C. H. Brockhagen

To take steps for this eastward move, Joseph Blethen, former business manager of the San Francisco Herald, left Sept. 1, for Detroit to become Mr. Vanderbilt's personal business representative in the new field.

Succeeding Blethen on the Herald is C. H. Brockhagen. Mr. Brockhagen is one of the best known advertising and business newspaper executives on the Pacific Coast. He was business and advertising manager of the *Seattle Post Intelligencer* for 8 years, from 1904 to 1912. In 1912 he became business manager of the *San Francisco Morning and Evening Call,* which position he maintained until 1914, at which time he was sent to Chicago as business manager of the *Chicago Herald.* From 1916 until the present date he has been part owner and general manager of the *Oakland Enquirer.*

FREE NOW EDITOR

Succeeds A. C. Lescarboura as Editorial Head of Scientific American

E. E. Free, scientist and writer, became editor-in-chief of the *Scientific American* Sept. 1, filling the vacancy created by the resignation of Austin C. Lescarboura.

Dr. Free is a Fellow of the American Association for the Advancement of Science, a member of the American Chemical Society, the American Physical Society, the American Institute of Mining and Metallurgical Engineers and other organizations. Many works of which he is the author include "Flocculation and Deflocculation," "Studies in Soil Physics," "Desert Basins of the United States," "Colloids in Metallurgy," "Pocket Guide to Science" and "The Story of Man and His World."

Mr. Lescarboura, the retiring editor, joined the Scientific American in 1915 and has been in charge since 1919. He is the author of several widely read books, including "Behind the Motion Picture Screen," "Home Owner's Handbook," and "Radio for Everybody." Though now engaging in a commercial enterprise, Mr. Lescarboura will be a corresponding editor and will have supervision of the Radio Division.

Gives $18,000 Scholarship Fund

Hon. W. C. Nichol, lieutenant-governor of British Columbia, and formerly proprietor of the *Vancouver* (B. C.) *Province,* has made gift of $18,000 to provincial university to provide three scholarships annually for 5 years to enable graduates to pursue studies in French universities.

Construction Started on New Home

While officials of the company looked on, the first shovelful of dirt was turned Saturday, Aug. 30, for the new home of the *Cleveland Times and Commercial* at Payne avenue and E. 22nd street. The building will be ready for occupancy before the end of the year. When the excavation was officially started, O. K. Shimansky, president; R. Malcolm Scovil, assistant treasurer, and Karl Shimansky, secretary of the Cleveland Commercial Publishing Company, looked on, in company with Homer Thierwechter, auditor, and J. Omansky, circulation manager.

Herbert Pulitzer Returns

Herbert Pulitzer returned to New York from abroad this week on the Majestic. With him were the Duchess of Westminster, the Marchioness of Milford Haven, sister-in-law of Lady Mountbatten, who is in the Prince of Wales's party at Syosset; the Earl and Countess of Airle and Major Harold A. Wernher and Lady Zia Wernher, his wife, who is a daughter of the Grandduke Michael of Russia and Countess Torbay, all of whom have come to visit Mrs. Joseph Pulitzer and see the international polo games.

Doremus & Co. Open Boston Office

Doremus & Co., advertising agency of New York and Chicago of which G. W. Barron is president, has opened a Boston office at 30 Kilby street, in conjunction with the advertising agency business of the Boston News Bureau, established by Mr. Barron 37 years ago. Doremus & Co. have been in business for 21 years. For the last five years it has been under the active management of E. T. Tomlinson, Jr., W. H. Long, Jr. and W. H. Burnham.

ADDITIONAL CLASSIFIED

BUSINESS OPPORTUNITIES

Daily and Sunday Features.
Wanted. Please submit samples and prices to Joseph J. Fiske, publisher The Press, Newark, N. J.

Manuscripts Wanted.
Real Estate Facts, a national monthly magazine, desires stories about lives of successful real estate dealers, short fiction stories, plots dealing with property owners or real estate men and human interest stories about real estate. Will pay at least one cent a word ten days after publication. 122 South Michigan Ave., Chicago, Ill.

South Florida Weekly,
which with proper management could be made pay for itself and turned into daily within comparatively short time, can be bought for twenty thousand cash. No competition. Town and paper prosperous. Need of money only reason for selling. Full particulars will be furnished only upon receipt of references as to financial responsibility. Address, "Owner," Box B-764, Editor & Publisher.

Ten Thousand First Payment.
Evening daily, preferably middle Western town 4,000 to 15,000, by experienced editor-manager. B-798, Editor & Publisher.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

OPPORTUNITIES

for you publishers to strengthen your staffs appear every week in the Classified Columns of EDITOR & PUBLISHER. Read the messages of these men who are eager to help promote your business.

Liberty Opens New York Office

The Coloroto Company, subsidiary of the *Chicago Tribune,* and publishers of *Liberty Magazine,* has taken large space on the eighteenth floor of the Park-Lexington Building, New York, for its executive headquarters.

Daily's Beauty Winner Named

The *Louisville Post,* Aug. 30, ended its contest to select "Miss Louisville" to represent the city in the national beauty tournament at Atlantic City, when judges declared Miss Olive Graham the winner. Nine local business men acted as judges.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.
Model 8 Linotype machine, serial number over 20,500, with five magazines, electric pot, nine fonts, Stevenson mold, two composition molds and liners, motor, etc. Fine working order. Replacement cost about $5,700.00. Price $3,500. (In Wisconsin). Baker Sales Co., 200 Fifth Ave., New York.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
Daily Oklahoman
Oklahoma City, Okla.
We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE

MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

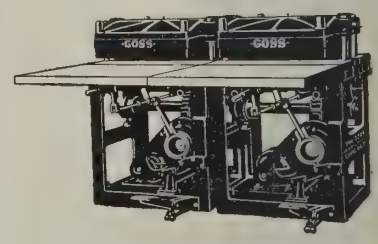
Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Used Presses at Attractive Prices

GOSS 16-page Two-Plate-Wide Press, Page length 23-9/16".
GOSS Straight-Line Sextuple Press, Page length 21.60".
GOSS Straight-Line Sextuple Press, Page length 23-9/16".
DUPLEX 8-page Angle-Bar Flat-Bed Press, Single Drive, Page length 22½".
WOOD Octuple Press, Page length 22¾".
WOOD Sextuple Press, Page length 23-9/16".
WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.

GOSS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

3c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Man experienced in daily newspaper ad soliciting and writing seeks position in the South. Address B-795, Editor & Publisher.

Advertising Manager.
7 years' experience on leading dailies and Sunday newspapers. Thoroughly experienced building and promoting general retail advertising, national field and special work. Capable executive, convincing salesman. Age 36, married. Address B-809, Editor & Publisher.

Advertising Manager.
A man who has made good on three well known newspapers by having increased their advertising earnings by 100%.
A diplomatic executive particularly capable in building an advertising staff and keeping it keyed up to maximum efficiency.
A man with vision and full knowledge of the responsibilities and opportunities confronting the man in charge of the advertising department of a daily newspaper published in city of 50,000 to 500,000 population, is seeking the advertising management of a daily newspaper where his past accomplishments on morning, evening and Sunday papers, will aid materially in increasing the earnings and upbuilding the advertising department of the newspaper whose management will engage his services. Full particulars by return mail. Address Box B-792, Editor & Publisher.

Advertising or Business Manager
or both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durmur, 236 Blaine Ave., Marion, Ohio.

Cartoonist.
Young man just originated a comic strip; something out of the ordinary; desires connection with syndicate or newspaper anywheres. B-788, Editor & Publisher.

Cartoonist Plus.
Cartoonist experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-797, Editor & Publisher.

Circulation and Advertising.
I will be at liberty Oct. 1 to personally conduct a circulation campaign for some publisher of a daily in a city of 10,000 to 20,000. Wire or write at once. Toney E. Black, Indiana Circulation and Advertising Co., Shelbyville, Ind.

Circulation Manager.
Fifteen years' experience on morning and evening papers; capable, resourceful and thoroughly familiar with all detail. Prefer city under one hundred thousand; any location. Address Box B-775, care Editor & Publisher.

Circulation Manager
wants connection at once. Past two years with chain organization. Handled two of their papers, Austin, Texas, American and Wichita Falls Record, during which time increased the subscription price plus largest percent of circulation gain in the state. Thoroughly experienced in large and small field. Want permanent connection as have family. Age thirty. Address W. P. Allen, 251 Fifteenth St., Milwaukee, Wis.

Circulation Manager.
Hard hitting, aggressive young man, who knows game intimately, seeks immediate connection. Am terminating present connection September 15th. My 13 years' experience covering work on both metropolitan and small town dailies includes 5 years as subordinate, getting actual working experience every subdivision of department, 8 years circulation manager for which can show nice clean record of accomplishment. I can handle department with extreme intelligence, promote circulation economically. If you are publisher in city of from 50,000 to 150,000 and are in need of services of man of higher type who knows what to do, the cheapest, best and quickest way to do it and who will see that it is done. If you are willing to pay such a man a fair living wage or gamble with him on combination salary and commission basis I will be pleased with the opportunity to tell you more about myself. Am 29 years old. Married. Can come for interview. Answers strictly confidential. Address "Advertiser," care Box 162-Station N, New York City.

Situations Wanted

Circulation Manager.
Fifteen years' experience on Morning, Evening, Sunday and combination papers; at liberty now; go anywhere. Address Box B-770, care Editor & Publisher.

Circulation Manager.
Due to merger I am expecting to change positions. Have a record of past achievements that is hard to equal. For past seven years have been with company owning several newspapers ranging in circulation from 5,000 to 30,000, and have more than doubled the circulation on three of these newspapers. Have been especially successful in installing the Independent boy plan of delivery. Age 40, married, no children. Will go anywhere on a good proposition where results will be appreciated, but prefer the Pacific coast. Best of references. Box B-808, Editor & Publisher.

Classified Advertising Manager.
(Basil Smith System trained) 12 years' newspaper experience, last five in New York City serving two leading metropolitan dailies. Exceptional record for efficient, economical and aggressive management. Desire permanent connection with newspaper promising a worth while future to a man willing to work for it. Highest credentials. Address B-779, Editor & Publisher.

Desk Man.

Classified Advertising Manager.
Mr. Publisher: If you want to put your classified business on a permanent growing basis, at a profitable rate, with perfect service to readers and advertisers—read further. A good man, with university training and experience in reorganizing and directing entire classified department, including training of counter, telephone and street solicitors. Am capable salesman and can produce real business. Promotion work also. Collection losses, I can keep under 2%. Am employed at present; desire greater opportunity. Address B-800, Editor & Publisher.

Classified Advertising Manager
producing excellent results for present employer, needs change of business environment to further the interests of publisher wanting executive ability, tact and level headedness in directing, organizing, production and subsequent enlargement of Classified Advertising Department. Because this young man seeks opportunity in new position, although now with reputable publication, is no indication of fickleness. He can guarantee meritorious resourcefulness, his character and reputation are open to closest scrutiny and his six years successful practical experience fit him for place where workable ideas will be given consideration, and possibilities of advancement, both departmental and personal, depending entirely upon capability. A publisher desiring services of such a man can get full information and immediate action by addressing B-801, Editor & Publisher.

Correspondent.
Many southern and midwestern papers need a general correspondent in addition to their regular New York representative. Can furnish live features daily or weekly as well as handle special assignments. Knowledge of business, history and literature furnishes an excellent background for interviewing. Jack McCaffrey, 2074 66th St., Brooklyn, N. Y.

Desk Executive.
Thoroughly trained editorial department executive with experience on city, telegraph and news desks and as managing editor. Considered expert on "make-up." Age 35, married and temperate. Employed, but can leave on reasonable notice. B-787, Editor & Publisher.

Desk Man Available;
speedy and accurate; university graduate; ten years' experience; now on desk staff of leading Philadelphia daily. Box B-807, Editor & Publisher.

Desk Man.
Capable and experienced young man who would rather have hard grind on paper of highest standards—one on which news is invariably handled without regard to advertising or selfish interests—than easy job on paper which half-heartedly heeds rules of honest journalism merely as good business. University graduate; 24. Giving full satisfaction in responsible position. Box B-810, Editor & Publisher.

Situations Wanted

Dramatic and Literary Editor.
Young man ten years of newspaper and magazine experience, five in New York, wishes combined post as dramatic and literary editor in medium or large sized city. Has thorough knowledge of his subjects, and writes in a manner to interest the man in the street. Will make his departments vital parts of the newsppaer, with features to attract and hold readers. Samples of published writings and references. Box B-796, Editor & Publisher.

Editor and Reporter,
Experienced, wants position on afternoon daily. Now telegraph and state editor on one of leading papers in state. Want to leave night work. Married, 29. References from employers. B-790, Editor & Publisher.

Editorial Writer
who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

Editorial Writer.
College graduate, specially trained in journalism, and with eleven years of practical experience in all departments, desires a position as an editorial or feature writer or assistant to busy executive. Married, healthy, energetic. Will guarante results. Demand starting salary of $60. Only permanent positions considered. Address B-805, Editor & Publisher.

Feature Writer
can fuse his knowledge of business economics, finance and history with human interest. Married, healthy, steady and a hard worker. Would consider syndicate or magazine work, but prefer position on daily or trade magazine. At present employed. Samples and references on request. Address B-804, Editor & Publisher.

General Desk Man.
Thoroughly experienced desk man, telegraph editor, makeup, etc., desires position on daily in Southern state. Address B-794, Editor & Publisher.

General Manager.
An experienced newspaper man wanted to take entire charge of daily newspaper in New England city of 20,000. Must invest $10,000 cash to buy present manager's stock. Owner of majority stock has other interests that take his entire time. Address D. F., Room 823, 100 Boylston St., Boston, Mass.

Mechanical Superintendent or Assistant to Publisher.
There is a large Metropolitan Newspaper, possibly a Newspaper Syndicate, which has a place on its staff for an aggressive, forceful, young, all-around practical man, well versed in all mechanical departments. Am going to make a change as soon as I can find the opportunity where there is an unlimited chance for advancement. Served as printer, operator, machinist, pressman, composing room foreman, reporter, and traveled on the road selling printing machinery. Want connection where ability, reliability, ambition, loyalty and honesty mean something. Union; ex-service man. Main object for seeking this change is to be where my past varied experience will be of value to my employers. Present connection with Chicago daily. Box B-737, Editor & Publisher.

Newspaper Executive,
married, 34, made remarkable success small city daily, doubling circulation and increasing revenue 50% in three years, doing successful editorial work in larger city, wants back in executive work. Worth $100 a week to paper needing executive who can produce; good mixer, university graduate, public speaker, newspaper experience abroad. Will consider any size city if conditions right for progress. $80 minimum. Address Box B-806, Editor & Publisher.

Pictorial Editor.
Roto or daily picture page. Age 30. Ten years newspaper experience, including 5 in present location. Was successively reporter, copyreader, telegraph editor, now pictorial editor. Reason for change: I need $60 a week. Box B-803, Editor & Publisher.

Reporter
for a New York daily, college man will cover Metropolitan New York for out of town papers. General, feature and amusement. Space rate or straight salary. B-802, Editor & Publisher.

Superintendent or Foreman.
Of composing room wishes position on morning or afternoon daily. Have had experience in charge of several composing rooms; superintendent in one place over 12 years. Am capable and efficient; can give reference. Now located in Middle West, but willing to go any place. B-746, Editor & Publisher.

Superintendent or Foreman
Mechanical department or composing room, afternoon paper, 22 years at game, including foremanship and owner. Can give reference. B-771, Editor & Publisher.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Some newspaper will display World Series Baseball this year on our complete electric score board which we are replacing with Magnetic Player for sake of novelty. Present board good as ever. An opportunity at $65 f. o. b. Address Box B-793, Editor & Publisher.

Situations Wanted

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

HELP WANTED

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Contest Manager
or assistant wanted. Best references required. State age, experience, etc. The Bird Syndicate, Madison, Wis.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE *Boston Post* is having a letter contest on "Which event in childhood taught you the most valuable lesson?" This already is drawing human interest letters.—James M. Mosey, Boston.

Romance, comedy and tragedy have all been found by the *Washington* (D. C.) *News* in articles between the pages of circulating books returned to the public library by borrowers. What messages are in such volumes in your town?—C. M. Littlejohn, Washington, D. C.

Readers of the *Greensburg* (Ind.) *News* have been getting a lot of laughs out of the Anglers' Column which appears in that newspaper as often as the fishermen tell 'em. Fishermen are always willing to talk and many good yarns result.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

"What They Saw Last Week" is the title of a novel Sunday department of the *Minneapolis Journal* in which "Journal readers try reporting." Anything odd, novel, tragic or comic is fit for the column, the accounts printed winning $1 for the contributor. The department is a first-class indication of what readers believe interesting and gives many hints regarding what the public will read. Some live news tips are possible through such a column.—A. C. Regli, Eau Claire, Wis.

With the approach of fall and winter, many readers are giving thought to indoor social functions, particularly dances. It has been 10 years since the World War started and much of the dance craze has been blamed on the war. Get from your city clerk the number of licensed dance halls in 1914 and the number in 1924. It might be well also to get the figures of 1918 when the war ended. A comparison of these figures, making allowance for population increases, should determine whether the jazz era is or is not on the decline in your city.—George R. Dye, *Trenton* (N. J.) *Times.*

A suggestion which has worked out well in the *Providence Sunday Journal* is to give a series of articles on how the papers and records of great value belonging to the cities and state are kept safe in the city halls and the State House. In some states these papers are kept in security which insures them against theft, fire and dampness. In others, the papers are left in places that are not by any means secure. How are the state and city papers kept in your state?—Russel H. Sharpe, 2 Gallatin street, Providence, R. I.

The *Lebanon* (Ind.) *Reporter* is making news gatherers out of its carrier boys. A special column appears in the paper several times each week and each carrier is given credit along with his news by a number which represents him. It keeps the boys on their toes, gives them a new interest in the paper, occasionally discloses some good stories and will in time develop reporters to fill the breaches when they are needed.—Yandell C. Cline, *Columbus,* (Ind.) *Republican.*

The *Seattle Star* ran a series of front page features on modern crime detection methods. The series ran for about six days and described every step in the unraveling of a modern murder mystery from the time the victim was found to the arrest of the criminal. In order to make the story vivid and concrete, readers were asked to suppose that a Star reporter had been found murdered at his desk in the Star office. The best detective in the city worked on the case and later articles described his methods in detail. The point of the series was to show how an up-to-date detective uses the same shrewd reasoning in every-day work that is commonly ascribed only to the Sherlock Holmes type of detective in popular fiction. The series was illustrated with cuts and diagrams.—Norman J. Radder.

"Who's Who in Northfield," is the content of a single column box head used above a cut of H. J. Bekert, "veteran Northfield business man." Below the cut in italics are the following questions concerning the subject, the answers given after each in regular body type: "When and where were you born? When did you come to Northfield? What induced you to come? What was the earliest event of your life you recall? What was your boyhood ambition? What is your favorite sport? If you were counselling a young man about to start out in life for himself what would be your advice? What aided you most in attaining success? What one thing does Northfield need most?" This is a good editorial page feature taking from 8 to 9 inches a week and costing little compared to the interest it draws from your readers.—Sumner J. Harris, Sturgeon Bay, Wis.

WHAT OUR READERS SAY

Advertising Newspaper Advertising

To Editor & Publisher:—May I compliment Editor & Publisher on the very constructive editorial "Missionary Work" in Editor & Publisher for Aug. 9.

If all publishers in all cities would follow the suggestion of this editorial, it would mean a tremendous and immediate increase in national newspaper advertising lineage.

Unfortunately, however, the number of publishers who will follow this suggestion will probably be measured on the fingers of one or two hands. Because each of them is so wrapt up in the success of his own undertaking that he thinks that he has very little time for missionary work. He naturally thinks first of the source of his biggest income and that is local advertising, and most of the cultivation that he does in one way or another is with the big local advertiser or the prospective local advertiser.

It has seemed to me that another suggestion (I think made by Editor & Publisher) offered the very best means of overcoming this ever present human element.

It is my recollection that in your columns I first saw the thought of a consistent and constant campaign of education to be run in all newspapers in the United States and to be run all the time. The campaign to talk about and give the reasons for the superiority of newspaper advertising for the selling of most all kinds of merchandise.

Do you not believe that every newspaper in the United States should every week receive a mat from some central organization, such as the Bureau of Advertising of the A. N. P. A.,—the mat to contain some one specific argument for newspaper advertising?

Don't you think that this is about the only way to overcome the human element?

Whereas one out of a hundred publishers would be likely to talk to the national advertiser in his own home town, or the prospective advertiser, regarding the superiority of newspaper advertising, don't you think that at least one in ten might run a good part of the mats supplied to him from some central organization, such as the Bureau of Advertising of the A. N. P. A?

It would, of course, be possible for publishers in each particular city to mark the few paragraphs regarding newspaper advertising and send such marked copies to his local, national advertiser, or prospective national advertiser.

Do you not believe that a mat service such as this would do a great deal to increase national newspaper advertising lineage in the course of a few years. And at the same time would be of tremendous benefit to many national advertisers.

A. W. Howland.
Howland & Howland.
Publishers' Representatives.

Editing Excellent

New York, Aug. 29, 1924.

To Editor & Publisher:—I want to thank you for the way you handled my article on radio in this week's issue of Editor & Publisher, and I want to congratulate you on the way you got "over" my ideas in the first paragraph. Your editing was excellent.

H. S. Woodman.

Daily Awards R. O. T. C. Cup

The *Chicago Tribune* cup for the college whose students at the sixth corps area R. O. T. C. camp make the best average rifle score goes this year to Ripon College, Ripon, Wis.



The Business Week

A weekly mirror of the week's business and trade written so that the layman can understand what it's all about.

Averaging about a column weekly

Hugh Farrell

will give your readers a complete weekly resumé of the happenings as they really were without coloring to fit conditions. Ready for the wire or mail early Friday evening this feature released on Monday in your publication will be eagerly scanned each week.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row New York

NEA NEA

WITH special writers and photographers covering all parts of the world, NEA furnishes Full Service clients the best of news pictures and news feature stories.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET. CLEVELAND, OHIO

Thomas W. **Briggs Company**
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

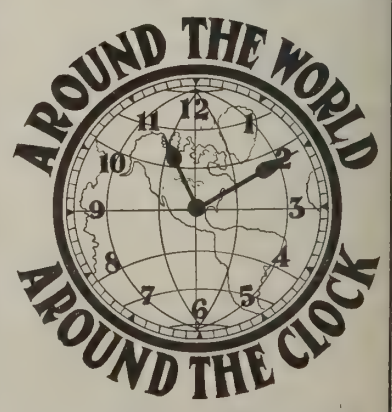
(1) Great Cities
(2) Medium-Sized Cities
(3) Little Cities

All tell us of the steady success of Kessler's comic

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Gen'l Manager,
150 Nassau Street, New York City

"Candlelight"
is the title of
The Latest
Ruby M. Ayres Serial
The Story of a
Woman's Heart
by the
Most Popular of All Serial Writers
Immediate Release
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

CHOOSE "OHIO FIRST"

Commercially Ohio is First choice of many National Advertisers who appreciate the value of first grade territory.

Ohio is a state of great affluence, her total wealth reaching over

$18,473,316,000

Of this enormous sum, which ranks Ohio the fourth state in the Union, each one of Ohio's 5,759,394 inhabitants has a liberal share. The per capita wealth is $3045.

The wealth of a community is after all the strongest argument that can be advanced in support of profitable advertising. It is the vitally necessary thing that contributes to the advertiser's success.

Ohio, with approximately half the population of New York state, leads all other states in the Union, excepting New York, in the number of automobiles owned and operated within its borders. Ohio has 1,069,100 motor vehicles, while New York has but 1,204,213. Last year Ohio had an increase of 210,-384 or 25%, while New York's increase was 20%, or 201,920.

Ohio's wealth is distributed in all parts of the state. Cities, towns, villages, suburban and urban districts have cash at their disposal.

Use these "Ohio First" newspapers to create demand, increase demand, and sustain demand. They can and will do it in proportion to the enterprise of the advertiser.

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	5,046	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

The Most Effective

IN the rich, responsive New York market with its population of 9,400,000, The Sun is the most effective evening newspaper through which to build and increase sales for all products of good quality.

The remarkable selling power of The Sun is reflected in the large volume of advertising which both local and national advertisers place in The Sun.

During 1923 The Sun published 10,689,292 lines of advertising, which was an increase of more than a million lines over the previous year. During the first eight months of 1924 The Sun has gained one million and a half lines over the corresponding eight months of 1923.

The Sun carries more National advertising than any other evening newspaper in New York, and shows a greater gain in National advertising in the eight months of 1924 over the corresponding period last year than any other New York evening newspaper.

The Department stores of Manhattan, which depend on quick, tangible results from their advertising, use more space in The Sun than in any other New York newspaper—seven day morning as well as six day evening.

Advertisers in The Sun reach the largest number of high-class, responsive readers attained by any New York evening newspaper.

The Sun

280 BROADWAY NEW YORK CITY

Average daily net paid circulation more than 250,000

JOURNALISM LIBRARY
Not to be taken from this room

THIS ISSUE:—SEMI-ANNUAL LINEAGE REPORT

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 16 | NEW YORK, SEPTEMBER 13, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

A New Feature!

George M. Cohan will contribute a series of weekly letters dealing with topics of the day. The first article is: "A Man of Letters." Write for proofs and rates.

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed.
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
ONE ROUND TEDDY
By Willard
By Sals Bostwick

GOOP ETIQUETTE
By Gelett Burgess

W. E. HILL PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half page by Sals Bostwick.

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper Medical Writers.

WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

SENTENCE SERMONS
Roy L. Smith
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC Photos
Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York

An Unusual Indorsement *of* Blue Ribbon Fiction

SUNDAY SERIALS

The WORLD OUTSIDE..By Harold MacGrath
LARAMIE HOLDS the RANGE
By Frank H. Spearman
The YELLOW STREAK, By Valentine Williams
The MYSTERY in the RITSMORE
By William Johnston
(Published in The Tribune as "Which?")
The ADVENTURES OF KATHLYN..By Harold MacGrath
OVERLOOK HOUSE.....By Will Payne
The LAKE MYSTERY .....By Marvin Dana
The TEST of DONALD NORTON..By Robert E. Pinkerton
(Published in The Tribune as "Indian Blood?")
The ROMANCE of a MILLION DOLLARS
By Elizabeth Dejeans
MOTHER of GOLD.....By Emerson Hough
WEST WIND DRIFT.....By George Barr McCutcheon
Mrs. PARAMOR.....By Louis Joseph Vance

DAILY SERIALS

The FIR and the PALM.....By Princess Bibesco
WHERE the SUN SWINGS NORTH.By Barrett Willoughby
(Published in The Tribune as "Treacherous Love")
The SUBCONSCIOUS COURTSHIP.....By Berta Ruck
The LADY of PENTLANDS.....By Elizabeth Jordan

SHORT STORIES

The LEES of HAPPINESS.....By F. Scott Fitzgerald
(Published in a book of short stories called "Tales of the Jazz Age")
IRISH .....By Donn Byrne
(Published in a book of short stories called "Changeling and Other Stories")
MAJOR WILBRAHAM .....By Hugh Walpole
(Published in "Best British Short Stories of 1922," edited by Edward J. O'Brien and John Cournos
The OTHER STORY.....By Henry Kitchell Webster
(Published in a book of short stories called "The Other Story")
CAVEAT EMPTOR.....By Octavus Roy Cohen
The KNIGHT'S GAMBIT.....By Octavus Roy Cohen
(Published in a book of short stories called "Jim Hanvey, Detective")



These serials and short stories, published originally as Chicago Tribune Blue Ribbon fiction, are now in book form. Although probably millions of persons have read the stories in The Tribune and in the other newspapers carrying them simultaneously, and have thus been removed from the field of readers of the books, the publishers nevertheless considered the stories worthy of the expense and effort and financial risk of publishing them in book form. We believe there can be no better indorsement of The Chicago Tribune's Blue Ribbon fiction.

Wire for proofs of Red Riding Hood, the new daily serial by Elizabeth Jordan, author of The Lady of Pentlands — see list above. It starts next week.

Early installments of Sandhills, the new Sunday serial by Hugh MacNair Kahler and Donald G. Herring are now ready. The story starts Oct. 5.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square, Chicago
Buy ---------- *Leadership*

Four Intertype Profit Points

1. Standardization. You do not have to tie up capital in unnecessary equipment or even to anticipate your future growth. Intertype standardization has taken care of this. Your future needs are met by adding Standardized Equipment Units, including multiple-magazine mechanisms and power-driven side units. You buy only what is profitable to you—*when* it is profitable.

2. Non-Obsolescence. You can always keep your Standardized Intertype up-to-date by adding new Standardized Improvements or new Equipment Units. *No Standardized Intertype has ever become obsolete.*

3. Interchangeability. Standardized Intertype Magazines, Mold Caps, etc., are freely interchangeable. No equipment is "tied up" on any one machine. You can place any job on any Intertype.

4. Improvements. The Intertype has some thirty major and many minor improvements and simplifications—*profit-making features* which actually increase output, save time, prevent interruptions, or reduce cost of maintenance.

Shall we send our nearest representative—without obligation on your part? Or do you prefer full details by mail? Write or wire collect.

INTERTYPE CORPORATION, 50 Court Street, Brooklyn, N. Y. *Branch Offices:* CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO. *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, LONDON, W. C. 1.

INTERTYPE

THE BETTER MACHINE

Car Steps vs. Door Steps

¶ The paper that is sold on a car is sold. Add *one* to the circulation figures.

¶ The paper that is delivered at home is read. Add a *whole family* to *your* audience.

¶ If circulation figures satisfy you, the Sunpapers can speak convincingly and impressively on a strictly mathematical basis.

¶ It's when you go deeper than the adding machine can reach that you begin to realize the importance of the Sunpapers in the life of Baltimore.

¶ Sunpaper circulation is not of the car-step, "gimme a paper" variety. The great stream of Sunpapers which runs from the presses mornings, evenings and Sundays flows through well-established channels directly into the homes of Baltimore.

¶ "Carrier distribution" by an organization of real business men provides these channels and insures both the stability and natural growth of Sunpaper circulation.

August Average Net Paid Circulation

Daily (M. & E.) . . 241,570
Sunday 176,873

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

The Smoke from the chimneys of 6,583 varied factories floats over

Philadelphia

Philadelphia's payroll of its manufacturing plants exceeds $7,572,704 weekly.

Not to speak of the bank and trust company clearances of $2,181,000,000 during the month of July.

Philadelphia is different from most any other market in America because its citizens usually have regular employment; more than half of the 500,000 homes in the city and suburbs are owned by their occupants.

Philadelphia's families are large consumers of food products, toilet articles, household devices and utilities, while their outlays for clothing and home furnishings are enormous.

Concentrating on the Philadelphia market is well worth the while of any advertiser who wants to get his machinery or materials into its factories, his merchandise into its stores, his goods into its homes.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 NEW YORK, SEPTEMBER 13, 1924 No. 16

Newspaper Lineage Tops Two Billions Indicating a Bumper Year

1923 Figures Surpassed in First 6 Months' Totals Compiled by Editor & Publisher—Records of 870 Dailies in 457 Cities Tabulated, 175 Morning, 494 Evening and 201 Sunday—"Presidential Year" Bogey a Dud

TWO billion, ninety million, eight hundred ninety-four thousand, three hundred and nine agate lines of advertising appeared in 870 daily and Sunday newspapers in 457 cities of the United States during the first six months of 1924. That is the net, the essence, of the result from labors which have extended over several weeks and have involved days of addition and calculation from the returns made by individual newspaper publishers.

This compilation, the fourth of its kind in two years by EDITOR & PUBLISHER, is the most comprehensive and complete collection of newspaper advertising statistics ever made, and the total lineage is, of course, the largest ever noted. It is a stupendous total, and it need not be emphasized that it is all but incomprehensive stated in numerals.

Were it to be represented graphically as a belt composed of agate lines, two inches wide, laid end to end, its 65,000 miles would trace the westerly course of the globe-circling aviators three times from Los Angeles to New York.

And if the agate lines were moved from line into column, 14 to an inch, the rear would just have left Los Angeles as the van was entering New York.

So much has been measured of this magic wand which business waves, and the greater part of it has not met the statistician's eye.

These numbers, gigantic as they were, measure only the advertising that appeared in 175 morning newspapers, 494 evening newspapers, and 201 Sunday newspapers in United States cities.

These 457 cities are the homes of 40,465,000 people, or about 38 per cent of the population under the 1920 census.

Morning newspapers whose figures appear in the following tables are 41 per cent of the total number of morning papers published.

Evening newspapers listed form 31 per cent of all the evening papers published.

Sunday newspapers whose figures swell the totals are 38 per cent of their group.

True, all the metropolitan names are listed, with their great circulations. So are many newspapers which make their publishers a humble living in towns and villages of 5,000 people, with circulations barely topping four figures. But as circulation has no demonstrable relation to advertising volume, it needs no further mention. The fact stands out that this figure of more than two billion lines was reached by less than 40 per cent of the press which serves the nation.

What, then, can be said of the unmeasured 60 per cent, with the available 1924 statistics and the findings of previous years as guide?

Just this, without the possibility of challenge:

Advertisers are spending as much money—probably more—in newspapers this year as they spent in 1923.

There's a cheerful thought for the fall. Presidential campaign, cold and rainy spring, Washington investigation, panicky politicians, smoking-car babble of "business is rotten"—the Gloomy Gus of Advertising Row has a hundred more alibis to mask his ignorance all combined; have failed to stop advertisers from using newspapers to sell goods.

Last February EDITOR & PUBLISHER estimated the amount spent for all kinds of newspaper advertising in 1923 at $628,000,000. The rule by which this figure was reached is not yet mathematically proved, but it has been used in past years with results that are substantiated by federal and industrial estimates of newspaper revenues.

This year, on the basis of the half-year's figures available, EDITOR & PUBLISHER estimates the advertising income of newspapers will approximate $635,000,000.

July and August have been dull enough to blunt the edge of the second half-year's lineage, which ordinarily exceeds that of the first six months by 10 per cent. September has seen a remarkable acceleration of business, in the east, at any rate, and it is in the east and middle west that the bulk of the lineage records are compiled. The Pacific Coast is still represented among the leaders, even though business west of the Rockies is not up to its record-breaking achievements of 1919-1923.

That statement leads to a generalization which might be drawn from the detailed statistics — lineage records have been "spotty" in 1924. Newspapers with new high records are located in all parts of the country, side by side with those which fell short of their 1923 marks. The general gains which were noted this time a year ago are not characteristic of the January-June, 1924, figures.

Many newspapers show handsome gains in national advertising, while falling behind their 1923 figures in local display and classified. With many others, the local display has passed the previous level, while national lags behind. In general, it may be said that classified advertising was not so heavy during the first six months of 1924 as in the same period of 1923, due largely to slackening in the real estate market and to a drop in help-wanted copy.

Taking the total for the United States—2,090,894,309 agate lines—and scanning its subdivisions, it is seen that national advertising's 354,812,000 lines make up 16.9 per cent of all the lineage. A year ago its proportion was 18 per cent.

Local display advertising, with 1,349,337,000 agate lines, composed 64.5 per cent of the total, against 61 per cent last year.

Classified advertising, with 306,600,000 agate lines, was 14.6 per cent of the total, against 15 per cent last year.

These proportions obviously do not hold when daily papers are divided into morning and evening groups.

Morning papers made up their total of 659,132,776 agate lines like this:

National—116,299,250 lines, or 17.6 per cent. Last year it was 20 per cent.

Local—391,890,097 lines, or 59.4 per cent. Last year it was 60 per cent.

Classified—110,710,262 lines, or 19.1 per cent. Last year it was 18 per cent.

In the evening field, the total of 1,431,761,533 lines is divided as follows:

National—238,513,305 lines, or 16.6 per cent. It was 15 per cent in 1923.

Local—957,447,810 lines, or 66.9 per cent. It was 63 per cent last year.

Classified—186,557,150 lines, or 13 per cent. Last year it was 12 per cent.

EDITOR & PUBLISHER'S FOURTH SEMI-ANNUAL

LINEAGE RECORD

DAILY NEWSPAPERS of the United States and Canada (January 1 to June 30, 1924)

Exclusively Compiled by Editor & Publisher and Copyright, 1924

City	Newspaper		Total Lineage	Display National	Display Local	Classified
Baltimore	Sun	(b)	4,223,514	1,187,817	788,522	2,247,175
	Sun	(f)	9,281,108	1,184,599	5,022,625	2,073,884
	Sunday ad.	(i)	3,149,397	412,343	2,879,081	857,973
	Total	(h)	16,654,019	2,784,759	8,690,228	5,179,032
Detroit	News	(f)	11,548,642	1,433,936	7,839,790	2,274,916
	Sunday ed.	(i)	4,020,030	776,806	1,925,294	1,317,932
	Total	(k)	15,568,672	2,210,740	9,765,084	3,592,848
Los Angeles	Times	(a)	14,904,470	1,936,452	7,496,062	5,471,956
Chicago	Tribune	(b)	8,771,193	1,790,763	4,198,785	2,781,645
	Sunday ed.	(i)	5,856,888	915,267	3,370,782	1,570,839
	Total	(a)	14,628,081	2,706,030	7,569,577	4,352,484
New York	Times	(b)	8,002,410	1,611,396	4,614,482	1,776,532
	Sunday ed.	(i)	5,290,722	1,523,130	2,543,432	1,224,160
	Total	(a)	13,293,132	3,134,526	7,157,914	3,000,692
St. Louis	Post-Dispatch	(f)	7,327,040	1,271,760	4,843,440	1,211,840
	Sunday ed.	(i)	4,406,360	833,000	2,252,320	1,321,040
	Total	(k)	12,733,400	2,104,760	7,095,760	2,532,880
Washington	Star	(f)	9,396,831	1,047,320	6,252,027	2,097,484
	Sunday ed.	(i)	3,233,460	328,922	2,365,005	539,533
	Total	(k)	12,630,291	1,376,242	8,617,032	2,637,017
New York	World	(b)	5,772,826	711,858	1,441,884	2,619,084
	Evg. World	(f)	3,951,176	839,658	3,084,170	27,348
	Sunday ed.	(i)	3,827,288	835,920	1,940,656	1,050,712
	Total Morn.	(a)	8,600,114	1,547,778	3,382,540	3,669,796
	Total	(h)	12,551,390	2,387,436	6,466,710	3,797,144
Pittsburgh	Press	(f)	8,562,792	1,109,402	5,887,616	1,565,774
	Sunday ed.	(i)	3,778,264	419,244	2,245,586	1,113,434
	Total	(k)	12,341,056	1,528,646	8,133,202	2,679,208
Los Angeles	Examiner	(a)	12,225,783	1,575,588	5,896,611	4,753,584
San Diego, Cal.	Union	(a)	6,841,660	936,684	4,082,582	1,822,394
	Tribune	(f)	5,218,066	810,740	3,710,350	696,976
	Total	(h)	12,059,726	1,747,424	7,792,932	2,519,370
Pittsburgh	Gazette-Times	(b)	3,107,482	818,902	1,728,286	560,294
	Chronicle-Telegraph	(f)	6,277,138	1,180,340	4,652,102	444,696
	Gazette-Times	(i)	2,344,888	538,566	1,354,346	451,976
	Total	(h)	11,729,208	2,537,808	7,734,734	1,456,966
Philadelphia	Public Ledger	(f)	5,415,103	2,037,019	3,378,084	1,792,421
	Public Ledger	(f)	6,046,032	1,640,741	4,405,291	1,460,601
	Total	(h)	11,461,135	3,677,760	7,783,375	3,253,022
Boston	Herald	(b)	4,599,091	1,725,092	2,171,915	702,084
	Traveler	(f)	4,588,802	1,668,257	2,315,312	605,233
	Sunday ed.	(i)	1,784,263	565,464	670,193	548,606
	Total	(h)	10,972,156	4,058,813	5,157,420	1,855,923
Columbus, Ohio.	Dispatch	(f)	7,765,988	1,143,471	5,128,447	1,494,070
	Sunday ed.	(i)	3,010,354	377,408	1,894,151	738,795
	Total	(k)	10,776,342	1,520,879	7,022,598	2,232,865
Chicago	Daily News	(f)	10,274,341	1,438,442	6,507,523	2,328,576
Philadelphia	Inquirer	(b)	6,040,200	4,245,600	1,794,600	.....
	Sunday ed.	(i)	4,063,200	2,644,200	1,419,000	.....
	Total Morn.	(a)	10,103,400	6,889,800	3,213,600	.....
Philadelphia	Bulletin	(f)	9,935,787	2,136,282	5,636,388	2,163,117

(*Total includes readers and legal, lineage unstated)

(*Continued on page* 12)

None of these percentage groups totals 100 per cent, because publishers have other classifications for a small part of their advertising—legal, office, and miscellaneous, which may run from 1 to 10 per cent in some offices. A few newspapers remain which keep no records of classified advertising except the cash in the drawer, but it will be noted that these are fewer than they were two years ago, when the first lineage tabulation was published. Less than half a dozen newspapers of those listed cling to the antediluvian practice of lumping their local and national display lineage in one total. The keeping of newspaper records has improved remarkably since August, 1922, it may be said in passing.

In one major respect only is this table lacking in essential detailed information. Lineage carried by Sunday papers is not yet separated from the daily editions by many newspapers, even in the large cities and it is impossible to form any accurate judgment as to the proportion of Sunday business to the whole.

The best estimate from available figures is that it approximates 30 per cent on the average leading seven-day newspaper, though in a few cases the Sunday business is more than 50 per cent of the total.

Sunday lineage is an unimportant factor in Canadian lineage, which is computed for 13 morning, and 33 evening papers in 34 cities of the Dominion. Population of these cities is 2,399,116, or 27 per cent of the 1921 Census population.

Total lineage of these newspapers for the six months was 131,145,175 agate lines, of which 35,900,932 appeared in morning papers and 95,244,433 in evening papers.

Taking the daily papers as a whole, their combined lineage of 131,145,475 agate lines took volume from these branches:

National—38,345,291 agate lines, or 29.2 per cent.

Local—70,643,043 agate lines, or 53.9 per cent.

Classified—18,829,901 agate lines, or 14.3 per cent.

National advertising in Canadian morning newspapers totalled 12,036,582 lines, or 33.5 per cent of these papers' volume.

Local display advertising gave the Canadian morning papers 18,247,176 lines, or 51.4 per cent of their total.

Classified advertising, with 5,250,533 agate lines, was 14.6 per cent of the entire morning paper lineage.

In Canadian evening papers, national business ran 26,308,709 lines or 27.6 per cent.

Local advertising totalled 52,405,867 lines, or 55 per cent.

Classified advertising, with 13,579,368 lines, accounted for 14.1 per cent.

There are the grand totals and the rough castings that can safely be made from them. One can carry out for pages a list of "firsts" under various heads to the glory of the great newspapers which recorded them, but the table which starts on this page makes it unnecessary. The *Baltimore Sunpapers* again lead all entries by combining their morning, evening and Sunday totals, and the *Detroit News* is again seen in the place it knows well from past years as leader of all papers except the double-header of Baltimore.

The *Los Angeles Times* cedes the palm of topping the list which it has held for several seasons, but it remains unchallenged as the leader of the morning and Sunday group. That is as far as this writer intends to carry the pointed.

Publishers who found something to crow about in their first half-year's accomplishments in several cases put their triumphant call into the advertising columns, where they can be set forth at length.

What is worth repeating and what EDITOR & PUBLISHER will continue to repeat on the foundation of this table is that

BUSINESS IS GOOD!

FACTS LINEAGE REPORTS REVEAL

FEATURES of this fourth semi-annual tabulation of newspaper lineage are:

457 U. S. cities listed include 38 per cent of the 1920 census total population.

Newspapers listed—175 morning, 494 evening and 201 Sunday—comprise about 35 per cent of the daily press.

Their advertising volume during the first six months of 1924 exceeded 2,000,000,000 agate lines.

Estimates based on this showing place the 1924 advertising revenue of newspapers at $635,000,000.

* * * * *

Key letters used to designate publication times in the table are:

(a) Every morning.
(b) Every morning except Sunday.
(c) Every morning except Sunday and Monday.
(d) Every morning except Monday.
(f) Every evening except Sunday.
(g) Morning and evening except Sunday.
(h) Morning and evening and Sunday morning.
(i) Sunday morning.
(j) Sunday evening.
(k) Every evening and Sunday morning.
(l) Every evening, including Sunday.
(m) Every evening except Saturday and Sunday morning.

NEW EVENING TABLOID SCHEDULED TO APPEAR IN NEWARK SEPT. 15

Newark Press Will Print Sunday Edition—Joseph J. Fiske President, M. E. Zepp Business Manager, and L. A. McMahon Editor—Equipment Ready

AFTER many earlier announcements and delays, a new daily newspaper will be published in Newark, N. J., Sept. 15, the *Newark Press,* an afternoon and Sunday morning tabloid.



J. J. FISKE

Officials of the Press Publishing Corporation, organized to publish the new newspaper, are Joseph J. Fiske, president; Maynard E. Zepp, business manager; and George D. Smith, treasurer.

As scheduled to appear next Monday, the Press will run 28 or 32 tabloid pages, "highly picturized," using International New Service and Newspaper Enterprise Association features, with a 4-page, 4-color, Sunday comic section.

Louis A. MacMahon, formerly assistant director of advertising and general promotion manager of the *Washington* (D. C.) *Times,* has been appointed editor.

A long-term lease on the Press Building, 27, 29, 31, 33 Treat Place, has been signed by the corporation. Work of converting the three-story brick building — garage on the first floor, billposting plant on the second and sign painting shop on the third—is practically complete.



M. E. ZEPP

The Press has installed all of the mechanical equipment of the *Utica Globe and Telegram.* The equipment includes a quad, hard-pack four-color Hoe press.

A complete, new engraving plant and a photographic department also have been installed.

The personnel of the Press will consist of 125 men and women, practically all of them residents of Newark, who are conversant with the handling of news and advertising in their own city.

Fiske got his first newspaper experience with the *Cleveland News* in 1907 and 1908 after publishing a weekly newspaper in Cleveland. He temporarily left the newspaper field to become advertising and sales manager of the Cleveland-Akron Sign Company.

After 4 years service with that company, he became advertising promotion director of the *Cleveland Press.* During 1915 and 1916 he made surveys for a number of dailies and directed the sales and advertising department of the *Montreal Gazette.*



L. A. MACMAHON

Leaving the Gazette, Mr. Fiske went to Newark as promotional manager of the *Star-Eagle* and later became director of advertising.

Maynard E. Zepp, business manager, has served on important newspapers throughout the country for the past 21 years. He first attracted attention as circulation director in Indianapolis, later going to Toronto and Montreal, Canada, and then with the Munsey organization in Boston. A few years after he went to Washington, D. C., where he served in the Munsey and Hearst organization in a business capacity and in 1922 he became business manager of the *Washington News,* the Scripps-Howard tabloid. Later he went to Baltimore and superintended the installation of the *Baltimore Post,* another Scripps-Howard tabloid.

MacMahon has had a varied newspaper experience covering 26 years. In 1898 he entered the employ of the *Washington Times,* then owned by Stilson Hutchins. Remaining in Washington until 1910, MacMahon went to Richmond Va., to help establish the *Virginian.*

Returning to Washington, D. C., in 1915, MacMahon published several special editions for the *Washington Times* and in 1916 was detailed as war correspondent on the Mexican border.

Upon conclusion of his war work, MacMahon became Eastern director of publicity for Gen. Leonard Wood's campaign for the Republican nomination for president in 1920.

The Press will be "Republican in national politics and independent in local politics."

Payne, Burns & Smith will represent The Press in the national advertising field in the East, while the G. Logan Payne Company will be the Western advertising representative.

HARD COAL OPERATORS IN UNIQUE CAMPAIGN

Seek to Educate Public to Use Smaller Sizes—Newspaper Space Tied Up With Local Exhibits—To Run Throughout Winter

An important development of the week in national advertising has been a campaign begun by the Anthracite Coal Operators of Pennsylvania, the object of which is to educate the public in matters of fuel economy.

An unusual and interest-compelling newspaper campaign, with copy designs in 300, 500 and 900 line layouts, is being placed by the Theodore E. Ash Agency, Commercial Trust Building, Philadelphia, to tie up with the educational plans in specified cities.

The campaign consists of five permanent service stations, each in New York, Brooklyn, Philadelphia, Boston and Washington, where, for the first time in the history of the industry coal consumers may go for definite information on the proper methods of heating a home. These permanent clearing houses of information are known as Anthracite Economy Service.

A second step in the operators' campaign of public enlightenment is a traveling exhibit, known as The Anthracite Economy Service Exhibit, with the same purpose as its keynote. It will be shown in 20 cities, a week in each. It started at Portland, Me., the first week in September. It is now proceeding to the following cities in the order named, showing a week in each place: Manchester, N. H., Providence, R. I., Worcester and Springfield, Mass., Hartford, New Haven and Bridgeport, Conn., Albany, Syracuse, Rochester and Buffalo, N. Y., Paterson, Newark and Trenton, N. J., Allentown and Lancaster, Pa., Baltimore, Md., Wilmington, Del., and Atlantic City, N. J.

Past efforts to educate the public in the wider use of the smaller sizes of anthracite, particularly buckwheat, is being extended and stressed. Housewives are being urged to inspect the devices used for burning the cheaper sizes of coal. Dealer and appliance manufacturers are co-operating with the coal operators and the campaign will run throughout the winter.

The first step was the opening of the five permanent information bureaus, each one showing complete installation of standard devices for the use of buckwheat coal. The personnel of the demonstrating force retained by the operators comprises men equipped by experience to prove the economy and efficiency of both the coal and the appliances. These experts are in constant attendance.

The unique traveling exhibit like the permanent Service Stations is being given plenty of publicity and with the dealers co-ordinating it is making a direct appeal to the great body of consumers. The extension of the use of buckwheat in the smaller size home is the objective directly aimed at.

Nothing is sold at either the permanent or traveling Anthracite Economy Service Exhibits, their purpose being educational. The service is free. Every effort is made to get consumers of coal to visit these Services and benefit therefrom.

DAILY HAS POWERFUL RADIO

Montreal La Presse Programs Heard in All Sections of U. S.

The *Montreal La Presse* operating a 2 kilowatt broadcaster, has received letters from almost every city in the United States acknowledging receipt of its radio service, according to H. A. Roberts, business and advertising manager of La Presse. The newspaper is now installing a new transmitter with 7½ kilowatt power and expects to be heard throughout Europe. La Presse's new station will be one of the most powerful transmitting stations in existence.

La Presse has issued an invitation to newspaper men visiting Montreal to inspect the La Presse radio station which operates under the letters "CKAC."

COVERING WORLD FLIERS IN BLEAK NORTHLAND

Adventures of Staff Men Sent to Meet Globe Circlers at Iceland—How News Was Flashed to Civilization—Feats in American Newspaper Enterprise

By OTIS PEABODY SWIFT

Written for EDITOR & PUBLISHER

EDITOR'S NOTE: Thousands of newspapermen, speaking through interpreters in a dozen languages, playing the game by arctic glaciers and under tropic palms, covered the U. S. Army 'Round the World Flight when the airmen reached their zones—from Santa Monica to Singapore, from Banda Abbas to Boston.

One particular group of American newspapermen, stationed aboard the U. S. S. Richmond, covered the last stages of the flight from the Orkney Islands across the North Atlantic. In the following article Mr. Swift, who handled the story for the United Press and United News, tells the professional newspaper story of the flight, showing how it was covered and discussing transmission and other news problems involved.

U. S. S. RICHMOND, AT SEA, ENROUTE HOME.—The day by day progress of the U. S. Army 'Round the World fliers has, we hope, filtered into your offices from time to time, coming under fantastic sub-arctic date-lines. Possibly some of you have wondered how the story was being handled at this end. The following story is to explain the mechanics of the stunt.

From Houton Bay, Orkney Islands, to Boston the story was handled by two groups of newspaper men. The party of which I am a member has been stationed aboard the U. S. S. Richmond, light cruiser and flag-ship of Admiral Magruder, U. S. N. who commanded the three cruisers and seven destroyers guarding various parts of the trans-Atlantic flight. A second group of newspapermen, who came north on destroyers, picked up the flight at Indian harboor, Labrador.

It was a dark and stormy night, July 21, when a navy motor sailer pulled out from the beach at Newport, R. I., and landed 6 newspaper men and camera men aboard the Richmond, lying at anchor off Jamestown, R. I. We stood on the windy quarter-deck, surrounded by baggage and Coronas, and looked each other over.

There was W. E. Playfair of the Associated Press, Boston Bureau; Damon Runyon of the Universal Service; F. R. Neely, aviation expert of the *Washington Star*, whose articles were also to go to the North American Newspaper Alliance, and myself, representing the United Press and United News. Guarding their cameras stood U. K. Whipple of the International Newsreel and R. E. Donahue of the Pathe News.

From the first Admiral Magruder, his staff, Captain Cotten of the Richmond and the ship's officers extended every courtesy and facility to the newspaper group.

We sailed at dawn. The Richmond made a calm 7-day run to Scotland. She refueled under the Firth Bridge, while the newspapermen explored Edinburgh, six miles away. An overnight run brought us to Houton Bay, Scapa Flow, where we were due to meet the fliers, who were then at Brough, near Hull.

Davis Walsh of the International News Service and Don Skene of the Chicago Tribune Foreign News Service had joined the Richmond at Rosyth. When the ship anchored in lonely Scapa Flow a tiny shore boat, panted out to us. Tweed clad figures waved.

There was Arthur Mann of the *New York World*, Thomas Ryan of the *Chicago Tribune* and J. E. Atchinson of the Associated Press, all London bureau men had come up solely for the Houton Bay show. They returned to London after we left. They had already camped 10 weary days in the quaint old world town of Kirkwall.

The fliers were momentarily expected. We were in the war-zone at last. The alleged fun began.

All organizations have arranged with the navy department for their representatives to send ad lib both full rate and press—the accounting to take place later. There were now 6 writers, all anxious to write. There was one radio set, busy most of the time with official dispatches. When there was nothing else to do the radio could handle 800 words of press an hour.

The Admiral's staff solved the problem. It was decreed that when big news broke every man was entitled to send one 20-word "flash," full rate, which would go as soon as possible. When official business was cleared up each man was entitled to file as much as he wanted, but in 200 word takes. Flashes went in rotation, the turns being drawn for the first day, and being automatic thereafter, each man going down one number on each flash. The takes went in rotation also, the order being based on time of filing of your first take. When your first take had gone you would have to wait for the first takes of the others, 1,000 words in all, before your second take went.

The system made for condensation. You recall the first news developments. Wade and Ogden fell in a stormy sea. They were lost. Destroyers and warships rushed to the rescue. They were found! A trawler had them! A destroyer took them from the trawler. The Richmond took them from the destroyer! Wireless messages swept over the desolate seas. The 'plane was damaged when a boom broke attempting to hoist it on the Richmond. The plane was being towed. It sank at dawn.

Naturally, while all this row was going on, there was absolutely no chance of the radio handling any press. The radio was busy with urgent official queries, ship to ship, the grave business of search, rescue, disaster.

The story broke at 9 A. M. At 9:15 every correspondent had filed 400 words or so. As the Richmond steamed madly on the search, every correspondent filed more. Not a word moved. At 8 P. M. when the whole day was done, when each newspaperman had witnessed, before his eyes, a ruthless tragedy of the sea, freighted with every element of romance, word came that each man could get two twenty word flashes off.

Tell the story in 40 words.

Well, they did.

Then the radio shack announced that it could begin moving 200 word takes. Those glowing stories, written in the exciting forenoon and filed against the opening of the wire, were stone cold in view of subsequent events. Every correspondent gritted his teeth and retold the yarn in 200 terse words.

But we have run ahead of the story. The milder episodes of Houton Bay gave their own transmission difficulties. When a story broke there one filed it in the ship's radio shack, and prayed that it would move. Then one hastened ashore—the shore boats ran every hour—hired a 1910 model car from among the two or three that waited beside the one house on the beach, and rushed 10 miles across country to put the same story onto the telegraph line to London.

I shall not forget one flash. We all filed it from the ship. We hastened ashore. Beside the one house at Houton Bay stood three vehicles. One wire service commandeered an ancient motor cycle side car; one hired a decrepit Ford, one, a trifle slow, was forced to take a 1912 model Stoddard-Dayton. Over the narrow winding road that crawled across the grey-green treeless hills, past the thatched roof stone houses, beside the peat bogs, above the sea cliffs—10 long miles to Kirkwall and a telegraph station—raced the American newspapermen, at 15 miles an hour, fighting to reach the fickle wire first.

On this sort of a story, of course, the American staff correspondent usually has the assistance of his organization's part time local man. In Kirkwall I worked with Editor Leonard of the *Kirkwall Herald*, as keen and energetic a newspaper man as one would meet at home, although his domain is the lonely Orkney group—"where 50 per cent of the Islands are uninhabited." His paper came out once a week. It was a new venture with him. Going had been hard at first; but the paper was paying well now. He talked of the paper eagerly, and one realized that all the brave hearted country editors of the world are kin.

The episodes of Houten Bay were ended. The Wade story had gone—into the night air. Dawn, and a grey-brown coast, volcanic cliffs, towering snow-capped mountains, rose on the horizon. That coast was Iceland. It was blowing a 60-mile gale. Our radio had told us that Smith and Nelson were somewhere aloft in that gale, fighting their way from Hornafjord to Reykjavik. We steamed into a little harbor: a red roofed fishing village sprawled along the shore. It was Reykjavik. Black dots appeared on the horizon. The 'planes swept over us; landed. We wrote hurried stories and filed them, just for luck, with the wireless.

The big job was to get ashore and send from the shore cable. We had all wirelessed our home offices in advance to arrange for us to send collect over the Great Northern Cable which terminated there. We filed to our London offices which relayed the stories to New York. How does a foreign correspondent make himself acquainted with a strange foreign town? As follows:

My organization's native correspondent at Reykjavik had died, probably in despair at never getting any news. We lacked a man there. There was no one to arrange the ground work for me.

The first motor sailer came into the beach, loaded with correspondents who were loaded with copy. Each correspondent was determined to reach the wire first. None of us spoke Icelandic. Where was the cable station?

A crowd of 500 Icelanders waited on the stone quay. I scanned them when the motor sailer was 15 feet off the landing stage. Inside the police lines I saw several keen faced men, copy paper sticking from their coat pockets. I selected one who seemed the leader. I shouted at him in French.

"I am an American journalist. Where is the cable station?"

The boat pulled in against the quay; waves dashed; sailors shouted.

"I shall direct you!" the Icelander cried in perfect English.

He grabbed my hand, pulled me ashore. We shoved through the crowd without a word, hurried a block up a picturesque street, ducked into a dark doorway with the cheers of the crowd ringing behind us, and stopped at a cable desk.

He was the editor of a local newspaper, a man who knew New York, London and Paris. Gentlemen, meet Baldur Sveinnson,

(*Continued on page* 24)



Not expecting an invasion, merely awaiting the Iceland-bound flyers, these newspaper men at Indian Harbor, Labrador, organized "The Farthest North Press Club" (left to right): Malcolm Ross, New York World; L. F. Parton, North American Newspaper Alliance; Karl Fasold, Pathé News; Joseph Pierson, Chicago Tribune; H. E. Littledale, New York Times; W. H. Cullinan, Boston Globe; Forrest Davis, New York Herald-Tribune; W. G. J. Myers, Associated Press; Joseph Marsland, International News-Reel; R. P. Dorman, N. E. A. Service; L. T. Dansee, Kinograms; Francis J. Tietsort, International New Service.

SPRINGFIELD REPUBLICAN CELEBRATES A CENTURY OF PROUD TRADITION

One Hundredth Anniversary Marked by Banquet and Reception—Many Noted "Alumni" Return—History of Daily Reviewed

(*Special to* EDITOR & PUBLISHER)

SPRINGFIELD, MASS., Sept. 8.—On the 8th of September, 1824, the first issue of the *Springfield Republican* was published as a weekly by Samuel Bowles, the first of three editors of that name, who brought his printing press up the Connecticut river from Hartford.



SAMUEL BOWLES

Today, 100 years later, the newspaper, never having been out of the control of the Bowles family and never having relinquished one particle of the conscience or independence which marked the stewardship of Samuel Bowles 2d, or Samuel Bowles 3d, who died in 1915, held a remarkable reunion in celebration of the anniversary.

Scores of the Republican's alumni of various vintages, from Dr. Talcott Williams, who joined the staff 45 years ago, down to the younger men who in recent years have carried the Republican tradition into newspaper offices in the East and Middle West, came back for the occasion.

The chief feature of the day's celebration was the dinner at the Hotel Kimball at which more than 350 persons were present. These include "alumni" and their wives, such members of the active staff as could be spared from the publication of the morning paper, numerous present and former correspondents and a few special guests.



SAMUEL BOWLES, JR.

The chief speakers at the dinner were Frederick H. Gillett, speaker of the House of Representatives, a lifelong friend of the late Samuel Bowles and the Republican; Rear-Admiral Francis T. Bowles, representing the family and the owners; Ernest Howard, formerly editorial writer for the Republican and now a member of the *New York World* staff, and Waldo L. Cook, the present editor of the Republican. Frederick W. Main, chairman of the reunion committee, also spoke as an "alumnus," and read a letter from Solomon Bulkley Griffin, formerly for many years managing editor of the Republican, which was one of the interesting features of the evening. Mr. Griffin is now absent from the city. Richard Hooker, president of the Republican company presided.

Earlier in the day the alumni and their wives, to the number of 60 or more, were entertained at luncheon at the Springfield Country Club and in the afternon their was a reception at the home of Sherman H. Bowles, general manager of the Republican, on Crescent Hill, to the alumni and to citizens, friends of the Bowles family and of the newspaper men and women attended.

The dinner speaking was of great interest to the company. A warm tribute was paid to the firmness of purpose of the Bowles family in preserving their heritage untainted and among all present there was manifest a pride in having been connected with such an institution, which gives promise of maintaining its tradition unchanged.

Admiral Bowles spoke humorously about his family, but at times seriously, too. He concluded as follows:

"One word about the family. We may have disagreements but we have been loyal to the S. R., steadfast on the free list, and intensely loyal to each other.

"We have always had a leader and have one now (Sherman H. Bowles), astute as his forbears perilously industrious and just as expansive in conversation as the man from Plymouth, Vt.

"My memory of our affairs extends back to my grandmother, a not unimportant factor in the founding and the record of the Republican, for she bore and brought up two sons and two daughters, boarded two printer's apprentices then the whole mechanical force, and survived my grandfather.

"It is through her interest and my father's labor that I have a place in the ranks of that army of striving men and women who made the Republican and whose high thinking, conscientious leaders have always maintained and now preserve the single standard of service."

Admiral Bowles worked as a newsboy for the Republican and 45 years later became a director of The Republican Company.

Speaker Gillett was the next on the list. He spoke of his lifelong friendship for the late Samuel Bowles and of the friendship of his father for Samuel Bowles 2d.

Mr. Gillett also spoke warmly of Solomon Buckley Griffin, formerly managing editor of the Republican, and a letter from Mr. Griffin was read by Mr. Main, chairman of the reunion committee, in which he spoke of numerous former associates on the Republican.

"Looking afield, few indeed are living who shared in what has always seemed to me to have been the golden age of American journalism," Mr. Griffin wrote. "Herbert L. Bridgeman of the *Brooklyn Standard Union*, oldest living graduate from the Republican office, remains a beloved figure. Happily, too, there is Dr. Talcott Williams, with his rich newspaper experience, who has molded the school of journalism at Columbia into leadership of its field. Out of the brilliant group of *New York Sun* men are spared Edward Page Mitchell, incomparable editorial writer, and Boss Chester S. Lord, master of the technic which made Charles A. Dana's paper and the Republican distinctive in a former time.

"In Boston George F. Babbitt, Arthur A. Fowle and R. L. Bridgman survive. In the western part of Massachusetts, only Mr. Hill of the early '70 group is still at work on the *Athol Transcript*. In Connecticut, yet in the ring and going strong, are those loyal friends, Charles Hopkins Clark of the *Hartford Courant* and Col. Nat Osborne of the *New Haven Journal-Courier*, both of whom should be busy, while yet there is time in writing their reminiscences, as Mitchell and Lord have been."



RICHARD HOOKER

Ernest Howard of the *New York World* next spoke. After reminiscences of the old days and the "huckleberry route," of the late Samuel Bowles he said:

"It must be said that if the Republican had before obtained a national reputation as an independent paper the younger Bowles strove unceasingly to make it more independent. I don't believe that the idea of a newspaper as a purely commercial proposition ever entered his head except as something to be thrown out neck and heels."

Waldo L. Cook, the last formal speaker, representing the editorial staff, said in part:

"It is not phenomenal for a newspaper to reach the age of 100 years. What is remarkable and even exceptional is for the ownership and control to remain virtually unchanged for so long a period. Our celebration is especially an appreciation of the enduring newspaper tradition which the owners of this journal built up and maintained generation after generation. Their achievement has been unprecedented in that they created in a small town a newspaper of national influence and maintained it against endless handicaps of a formidable character—handicaps steadily growing the more formidable with the passage of time."

A few other brief speeches were made by alumni. Other features of the dinner were a silent toast to the late Samuel Bowles and vigorous cheers for Mr. Cook, the present editor, and Mr. Hooker, president of the company, a grandson of Samuel Bowles 2d.

"Flowers for the Living"

Booth Tarkington, William Allen White, Arthur Krock, Ring Lardner, E. B. Garnett, Samuel G. Blythe, and others will contribute articles for "Flowers for the Living," a new feature originated by George Ade for the Bell Syndicate.

IT HAPPENED AGAIN!

ONCE more a man bites a dog. Recently Private James Cox, a Derbyshire soldier, bit off a terrier's tail instead of docking it in the ordinary way. He appeared before court and was bound over to keep the peace.

London newspapers buried the item, apparently not according with the great American dictum as to what constitutes news.

Guy Innes, London correspondent of the *Melbourne* (Australia) *Herald*, was brought up on the precept that if a man bit a dog, it certainly was NEWS.

Training told in the case of Innes. He thought the story worth cabling to Australia, and did so.

Australia demonstrated it agreed with America and the *Melbourne Herald* gave it top column position on page 1, in a box, with special type.

"Now what do you think of that?" writes Innes to the EDITOR & PUBLISHER.

GRUENING WITH LA FOLLETTE

Former M. E. New York Tribune Directing Third Party Publicity

Ernest Gruening, one-time managing editor of the *New York Tribune*, has been named director of publicity of the La Follette-Wheeler campaign.

Dr. Gruening was born in New York 37 years ago. He is a graduate of Harvard of the class of 1907, and of the Harvard Medical School of the class of 1912. He rose from a reporter on the *Boston American* in 1911 to assistant editor of the *Boston Herald* from 1912 to 1914.

In 1914 he was made managing editor of the *Boston Traveler* and held that position until 1918, when he came to New York in the same capacity with the *New York Tribune*. In 1918 Dr. Gruening ceased to be managing editor of the Tribune after his name had been mentioned with that of Dr. Edward A. Rumely, formerly of the *Mail*, during the Government's investigation of the purchase of that paper by the German Government.

Harold Harper, Assistant United States District Attorney, who conducted the investigation, completely exonerated Dr. Gruening of any connection with the affair. Soon after Dr. Gruening brought suit against the Tribune for $32,580, alleging breach of contract. During the war he enlisted in the Field Artillery and was a candidate for commission when the armistice was signed. He also assisted in the organization of the Bureau of Imports and the War Trade Board at Washington, just before his enlistment.

Fire Damages North American

Plant of the *Philadelphia North American* was damaged by fire and water Monday, Sept. 8, when a blaze was discovered in the basement. One fireman was injured. No serious damage to the presses was sustained. The North American is housed in a 20-story building.



Springfield Republican Alumni, Following a Birthday Banquet at Springfield Country Club.

NEWSPAPER FLEXIBILITY WINS NEW LAURELS

Citrus Growers of California Quickly Turn to Daily Medium When Mother Nature Decrees Small Sized Fruit—Education for 120,000,000 Consumers the Problem

Specially Contributed to EDITOR & PUBLISHER

THE advertising of a perishable and variable food crop presents many problems unknown to producers in other fields. Not the least of these is the problem of laying out a campaign for a product, which is manufactured in Nature's factory and on which the producer cannot place specifications as to size and quality desired. He takes what he gets, and Mother Nature being "feminine" and variable, he has no way of knowing beforehand just what he is going to get.

When the California citrus growers found themselves confronted with the problem of selling a large crop of oranges of small sizes this season, they turned to newspaper advertising as a solution of their difficulty. Such is the story that comes from the California Fruit Growers' Exchange, a co-operative marketing organization of 11,000 citrus growers who handle the nationally famous "Sunkist" oranges and lemons.

Newspaper advertising has a flexibility that makes it exceedingly valuable in dealing with the problems of a horticultural industry. Or so it would seem, from the experience of these growers.

In the case of the California orange grower, for instance, he may look over his grove in the spring, when the young fruit is setting, and decide that the chances are favorable for a large crop of fruit and that this fruit will probably be of medium sizes, popular with the consumer. Mother Nature, however, may have other ideas on the subject and send along a hot spell that drops this young fruit in a most wasteful manner and leaves the grower a small crop of oranges, which is likely to run to extremely large sizes.

Or, she may send a dry fall season when the fruit is storing up its golden juice, and complicate matters by making a large percentage of his oranges small sizes, difficult to sell. Furthermore, she may give the grower a small crop of large sizes one year and the next season furnish him with a very large crop of small size fruit, just after he has educated his trade to demand large sizes.

During the past season, Mother Nature decided that she would give the California citrus grower a large crop of small sizes, so that the latter was confronted with the necessity of making the public buy small size oranges. This meant the entire replanning, at the eleventh hour, of the advertising campaign of the large growers' co-operative citrus marketing association, the California Fruit Growers' Exchange.

Small oranges in most cases are just as good in quality, just as sweet in flavor and just as full of juice for their size, as large oranges. There is no real difference in the juice of a large and a small orange, but the consumers who eat these oranges, have for many years connected a special virtue with size and have created a demand for medium and large size fruit. If the housewife, who buys the family food, but knew it, small oranges are one of her best "buys," for prices on this fruit are always more economical than on larger sizes and the fruit is equal in quality.

To educate the housewife and all the other buyers of oranges, on the goodness and quality of small size oranges, was the problem of the citrus grower. This was the message that he must get to the consumer at the earliest possible moment as the maturing orange crop became ready for market. He must sell the consumer on the idea of buying small size oranges and "buying them now."

Newspaper advertising helped in working out the problem. While the growers' organization has a schedule in national magazines, it was seen that this type of advertising could not be revamped in time to get the campaign before the reader. On the other hand, newspapers would reach the consuming public and reach it quickly, and the entire campaign could be rewritten over night to meet the existing emergency.

The newspaper campaign for the season was worked out and the copy already written, before Mother Nature brought out her little joker and changed the crop prospects. But the growers saw that the newspaper campaign was the one to use in featuring this small size situation and so at the last minute this newspaper campaign was rewritten, to feature such ideas as: "Smaller, but Delicious. Oranges were never better than right now"; "Bargains in Oranges, Delicious Smaller Sizes on Sale everywhere," with follow-up copy telling the consumer of the quality of the fruit and urging him to buy two dozen oranges this year where one had been purchased the year before.

In connection with the newspaper advertising campaign, many newspapers helped the growers by featuring news publicity stories on the small size situation. Food page editors told their readers of bargains in small size oranges, and newspaper trade supplements carried the same message to dealers, who also had to be educated in the retailing of this off-size fruit.

For the dealer, additional advertising was done in trade papers and the fruit retailer was shown how bigger sales volume on this fruit would increase his own profits. Dealers were urged to offer oranges in quantity lots, pricing the fruit by the two or three dozen lot rather than by the dozen. It was pointed out to them that with smaller sizes, each box of oranges contained more fruit and that sale by quantity would be necessary to give them rapid turnover.

Dealer Service men from the California Fruit Growers' Exchange staff called on these fruit merchants, during the navel season visiting nearly 25,000 retail stores where they arranged special sales and displays by the peck, bushel, one-half box, and other sales-increasing ideas. These dealer service men also called the retailer's attention to the newspaper advertising done in his territory and their visits were scheduled to tie-up with this advertising.

The education of 400,000 retailers and 120,000,000 consumers along a line of this sort is a long and slow process, but the season's experience has led the California citrus industry to feel that they have made progress and it has also proved the value of quick-action advertising.

A great many people learned the past season how truly delicious small size oranges can be. Tempted by the bargain idea, many consumers doubtless ate more of this fruit than usual and so formed an "orange appetite." Since none of the advertising of the season made any claim to the fact that small oranges might be better than large oranges, but only stressed the equality of this fruit in flavor and deliciousness whether large or small, a subsequent season of large sizes will find the consuming public ready to purchase large oranges, if large sizes happen to be Mother Nature's whim. And the orange appetite that this season has developed is likely to increase the consumer's interest in this fruit.



MERCHANDISING THIS SEASON'S SMALL ORANGES.

Some of the methods employed to acquaint the trade and public alike with an unusual crop situation. Above on either side are two sample newspaper insertions running in the regular Sunkist schedule advising consumers regarding the desirability of these smaller oranges. Between them is reproduced a typical trade paper advertisement. Below this is the size guide stressing the exact sizes which the trade must handle in this year's crop. These were mailed to 60,000 of the leading retailers in the United States and Canada.

The three clippings at the bottom are samples of three forms of publicity work. The wholesale and retail trade press were kept supplied with material on the crop situation. Over 15,000 newspapers with circulation running into the millions have been supplied with stories pointing out to the consumer the cheapness and desirableness of these small oranges.

SAYS PUBLISHERS SHOULD INVESTIGATE TAINTED NEWS FROM EUROPE

President Koenigsberg Returning from Abroad Declares Abuse Is Serious Problem—Condemns Agencies Supervised by Governments—"Propaganda Rules Europe"

FOLLOWING his return from a mid-Summer tour throughout Europe, M. Koenigsberg, president of International News Service & King Features Syndicate, made public an interview-statement in which he declared that "the sources of news from Europe are so contaminated with propaganda that publishers of American newspapers should address themselves promptly to this serious problem."

The statement says: "The necessity for maintaining independent observers to collect and supply American newspapers with the real news of Europe was never so manifest as it is today.

"The American newspaper publisher who relies on any association service for news from Europe should investigate and analyze closely the sources from which his American news service is derived.

"In Europe, government supervision over the facilities for telegraphic, telephone and cable communication is complete. It is obvious that statements inimical to the administration in power can be delayed, jumbled, or rejected at the pleasure of the functionaries in charge. Therefore, a European news agency, having no other motive than that of promptness, would hesitate to burden its service with such material. However, when you consider that the European news agencies either actually enjoy subventions from the government in power or other advantages even more important than cash payments, you will not find it difficult to understand why these services reflect only the political wishes of the government in office.

"As a matter of fact, there is in each country a recognized news agency the operations of which amount practically to a monopoly. This advantage of exclusiveness is arranged on a business basis. In some instances the government actually excludes competition and adds cash support.

"I was greatly pleased to find on my visit to the headquarters of International News Service correspondents in the various capitals of Europe that all of our reporters had set up excellent systems for independent gathering of the news. They are charged with the responsibility of getting the real facts of the European situation with utter disregard to the reports of European newspapers or news services.

"I talked to the leading journalists and publishers of England, Ireland, Germany, Holland, Belgium, Italy, France and Spain, and I had opportunity to observe the result of their efforts. There is an astonishing difference between European newspapers and American newspapers, accounted for largely by the wide gulf between their standards and methods of operation.

"American newspapers are the best in the world. They give readers all the news as promptly and accurately as their facilities permit. They are published for all the people. The British and continental newspapers appeal to the classes. England has several notable exceptions, and in Germany some of the newspapers are adopting American methods. But for the most part, European newspapers are still distinctly governmental, political, or personal organs, thoroughly colored with prejudice, partiality, and special class appeal.

"Propaganda rules Europe. It is accepted by newspapers from news agencies. I have observed for years this situation created by governmental control or European news service, but it was never emphasized so graphically as during my recent tour of the continent. It constitutes a vital problem to American newspaper publishers who want to print only the truth, and who have no independent observers or connection with a news-gathering organization which does not rely on European agencies for their report."

ENDOWS JOURNALISM SCHOOL

Philadelphia Man Gives $40,000 to Poor Richards in Memory of Son

In memory of his son, who perished at sea, Michael G. Price, prominent leather manufacturer of Philadelphia, has established a $40,000 trust fund for the support of a school to be known as the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club. Announcement to that effect was made this week following a luncheon attended by the directors of the Poor Richard Club, who in accordance with the incorporation papers, will act as trustees of the endowment fund.

There are to be two classes, elementary and advanced, in both divisions, providing two-hour sessions twice a week over a period of two years. To remove any charitable aspect, a charge for tuition of $15 will be made for the entire course. Students with sufficient preliminary education from fourteen years old and upwards will be eligible for entrance. Graduation certificates under State authority will be issued.

The school will be officially inaugurated at a luncheon Oct. 9. The plan of the Pulitzer School of Journalism will be followed.

HITS PHOTOPLAY FRAUD

Post Office Issues Order Against Bristol Studio, New York

Investigation of the Bristol Photoplay Studio of New York and its "scenario editor," Vernon Hoagland, has led to the issuance of a Post Office Department fraud order against the studio and Hoagland.

It is charged that Hoagland, by means of alluring advertisements had induced persons writing scenarios and photoplays to submit their productions of the Bristol Studio and pay a stipulated sum for the service of the studio in placing the scenarios with motion picture producers. The advertisements represented that Hoagland was connected with a number of the country's leading producers, whereas he had been employed merely as a stenographer for the concerns mentioned.

The New York Post Office authorities found that thousands of manuscripts had been received by the Bristol Studio in the last 3 years and that the receipts of the concern for the year of 1923 amounted to more than $50,000.

Kansas Paper Changed to Daily

George W. Van Dyke, editor and publisher of the *Anthony* (Kan.) *Bulletin*, who purchased the paper several months ago, has changed the publication to a daily. Giles Farris will be advertising manager.

AUGUST LINEAGE LOSS IN NEW YORK LESS THAN TWO PER CENT

AUGUST advertising in Greater New York newspapers shows a slight decline—181,906 lines, or about 1.8 per cent—under the 1923 figures for the month, according to the New York Evening Post Statistical Department, though only five of the existing 15 newspapers listed suffered losses. The roster includes the *Bulletin* and the *Mirror*, which were not published a year ago, but their combined lineage hardly more than offsets that of the suspended *Evening Mail*. There is no offset, except the gains of the other papers, to the missing 687,606 lines of the extinct *Herald*. August, 1924, had five Sundays against four in August, 1923, which assisted seven of the eight papers showing gains. The comparative totals follow:

COMPARATIVE LINEAGE, AUGUST, 1924-1923

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
1,218	1,146	American	10.6	1,040,934	919,514	121,420	.....
1,012	932	Brooklyn Eagle	10.8	1,062,850	1,044,032	18,818	.....
502	520	Brooklyn Times	3.1	305,044	270,182	34,862	.....
348	....	*Evening Bulletin	1.7	162,056	**	.....	.....
884	926	*Evening Journal	7.6	749,700	707,994	41,706	.....
....	490	*Evening Mail	...	.....	401,640	.....	.....
704	486	*Evening Post	2.3	228,480	236,650	.....	8,170
554	618	*Evening World	3.9	387,478	466,556	.....	79,078
....	908	Herald	...	.....	§687,606	.....	.....
1,130	886	Herald-Tribune	8.5	840,002	577,626	262,376	.....
744	....	*Mirror (Tabloid)	2.7	265,274	‖	.....	.....
992	880	News (Tabloid)	3.7	367,240	275,570	91,670	.....
530	494	Standard Union	4.7	464,556	439,074	25,482	.....
636	622	*Sun	6.4	631,206	648,476	.....	17,270
558	544	*Telegram and Mail	5.2	505,920	¶513,298	.....	7,378
1,422	1,302	Times	16.8	1,651,892	1,580,350	71,542	.....
1,102	1,078	World	12.0	1,180,794	1,256,764	.....	75,970
12,336	11,832	Totals	...	9,843,426	10,025,332	.....	181,906 Net Loss

*No Sunday edition.
¶Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. Evening Telegram 4 Sundays 1923, included.
§Herald and Tribune combined March 19, 1924.
**Evening Bulletin first issue June 19, 1924.
‖Mirror (Tabloid) first issue June 24, 1924.

COMPARATIVE LINEAGE, AUGUST, 1924-1918

	1924	1923	1922	1921	1920	1919	1918
American	1,040,934	919,514	759,822	681,376	725,780	871,312	570,300
B'klyn Eagle	1,062,850	1,044,032	1,061,644	935,596	977,382	855,228	546,893
B'lyn Times	305,044	270,182	250,270	287,926	283,310	†.....	†.....
Eve. Bulletin	162,056	.....	.....	.....	.....	.....	.....
Eve. Journal	749,700	707,994	696,126	620,228	519,302	531,908	365,485
Eve. Mail	.....	401,640	344,148	373,896	397,706	288,272	205,032
Eve. Post	228,480	236,650	226,422	374,032	308,930	284,455	234,869
Eve. World	387,478	466,556	498,172	509,352	556,720	409,252	243,646
Globe	.....	‡.....	430,642	451,072	431,842	508,546	293,372
Herald	.....	687,606	789,390	749,846	875,596	643,790	410,134
Herald-Trib.	840,002	577,626	591,714	554,846	660,390	567,918	218,599
Mirror (Tabl'd)	265,274	.....	.....	.....	.....	.....	.....
News (Tabloid)	367,240	275,570	223,286	189,314	123,220	.....	.....
Stand. Union	464,556	439,074	546,626	495,068	632,036	549,102	373,298
Sun	631,206	648,476	591,988	480,420	546,506	482,372	295,147
Teleg. and Mail	505,920	513,298	497,408	461,134	514,344	672,296	566,487
Times	1,651,892	1,580,350	1,619,914	1,356,390	1,665,044	1,460,544	865,703
World	1,180,794	1,256,764	1,305,900	965,958	1,372,698	1,377,806	1,096,852
Totals	9,843,426	10,025,332	10,433,472	9,486,454	10,590,806	9,502,801	6,285,817

†Figures not recorded.
‡Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924.

WORLD FLIERS TO HAVE PRESS AGENT'S AID

Lt. Wright to Precede Globe Circlers on Washington-Seattle Flight Arranging Interviews—How Boston Arrival was Covered

When the round the world flyers start from Washington, D. C., on their trip across the continent to Seattle, one of the pilots in the formation has before him the most difficult and spectacular press agent job ever tackled by anyone. He is Lieut. Burdett S. Wright, general publicity officer for the world flight, and will fly just ahead of Lieuts. Smith, Nelson and Wade and their mechanics all the way across the continent to Seattle, Wash.

He will have no difficulty getting publicity for his attraction. His job will be mainly to see to it that the world flyers are interviewed with a minimum of time and exertion. To this end the aviators are assembled once in every city in which they stop, and are met by the newspaper men in a general interview, after the manner of the White House and Cabinet interviews regularly given at the national capital.

To speed the delivery of the mail stories and photographs taken by representatives of the newspapers, news services and film concerns who covered the arrival of the world flyers at Boston, last Saturday, a special branch of the United States Air Mail Service was established at the Boston airport for the convenience of the newspaper men.

Following the arrival of the airmen, news stories, photos and films were dispatched to New York and the West by air mail planes piloted by Capt. Walter H. Welles and Lieut. Ronald A. Hicks.

A tent was erected which provided all the facilities of a regular branch office, and in addition a temporary developing room was put at the disposal of the photographers. The branch was in charge of G. F. Ruggles, assistant superintendent of the mails at the Boston post office.

Newspaper men and photographers were shown every courtesy by the army officials in charge of the arrival of the flyers. Two press boats were at their disposal, and numerous airplanes were reserved for photographers. Newspaper men were the first to welcome the flyers to Boston, the press boats being but a few yards away from the planes as they landed.

TAMMEN REMEMBERS STAFF

Late Denver Post Publisher Left Over $2,000,000 Estate—Half to Widow

Employes on the *Denver Post* were provided for in the will of Harry H. Tammen, one of the owners of the Post, who died last July. The estate was conservatively estimated at $2,000,000.

The will stipulates that employes who have been with the Post 5 years should share in the estate, the smallest bequest to an employe being $1,000 and ranging upwards to several thousands.

One half of the estate was bequeathed outright to Mr. Tammen's widow. A brother, Frank Tammen of Denver, and a sister Mrs. J. K. Clark of New York, each was given $50,000 cash and $50,000 trust funds were established for each.

Otto Floto, sporting writer and showman of Kansas City and Denver and his wife were bequeathed $25,000.

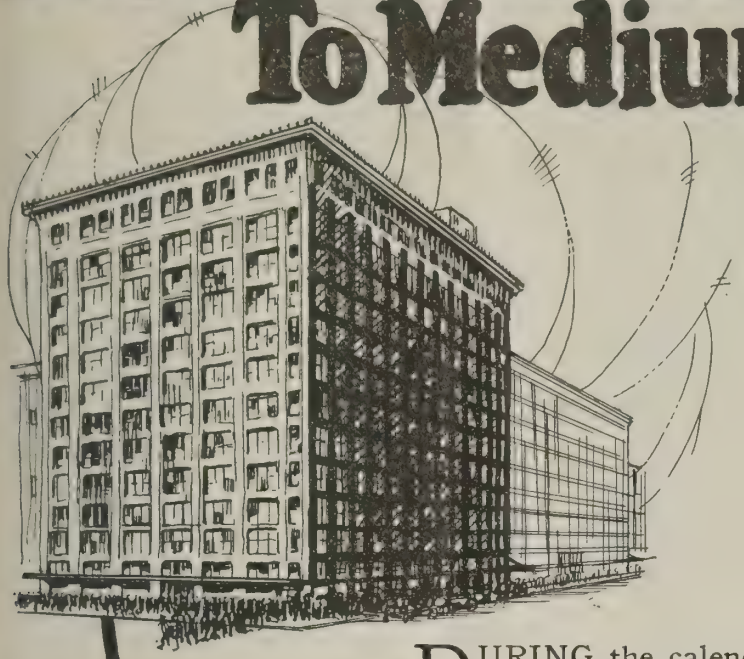
Carey Pottstown Ledger Trustee

J. Harry Carey was appointed trustee of the Pottstown (Pa.) Ledger Company at a recent meeting of creditors. The *Ledger* is in bankruptcy proceedings. Frederick Spatz, of the *Boyertown* (Pa.) *Democrat*, is one of the appraisers. Mr. Carey was formerly connected with the Ledger Company.

State Printer Grants Increase

Frank J. Smith, California State Printer has announced a $5 increase per week for all printers in the state offices.

Department Stores Point The Way To Mediums That Pay



*"Figures covering department store advertising lineage provide the safest and sanest guide in the selection of newspapers which produce greatest direct results in sales * * * The local keepers of the large stores know more accurately which newspapers produce largest immediate sales than any other kind of advertiser or all other advertisers combined."*

JASON ROGERS.

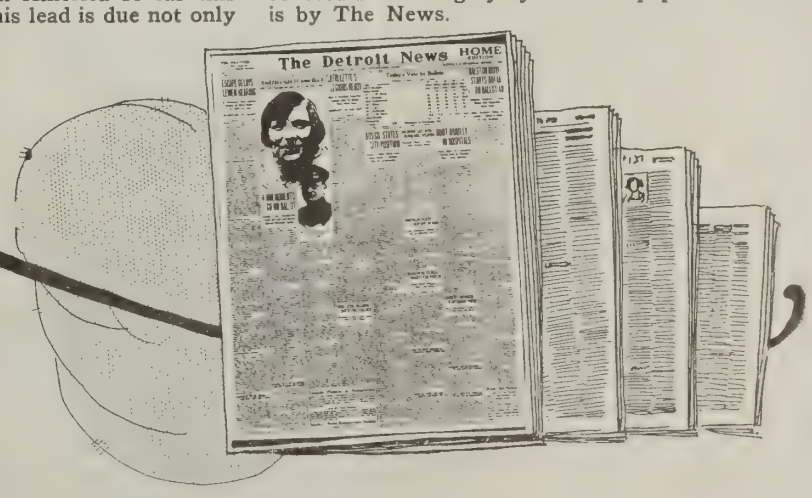
Publisher of Advertisers' Weekly, former Publisher New York Globe, organizer of Bureau of Advertising of the A. N. P. A., the Audit Bureau of Circulations and author of many books on newspaper advertising.

DURING the calendar year 1923 The Detroit News led all other newspapers in the United States in total volume of Department Store advertising, according to compilation taken from figures given in the August 23, 1924, issue of "The Advertisers' Weekly." Note these figures below. The Detroit News leads its local competitors in practically every selling classification.

	Lines
Detroit News	**6,341,902**
Chicago News	**6,102,642**
Philadelphia Inquirer	**5,975,860**
New York World	**5,822,146***
New York Journal	**5,413,132**
St. Louis Post Dispatch	**5,348,839**

*This figure covers Evening and Sunday combined. Additional lineage amounting to 728,558 lines was carried in the morning editions of the New York World.

The judgment of department store advertisers in the case of The Detroit News has also been verified by practically every other advertiser who has something to sell the Detroit field. As a result, The Detroit News is first in America so far this year in total advertising. This lead is due not only to the remarkable reader interest which The News compels because of its intrinsic value as a newspaper, but also to its thorough coverage of the Detroit field. No other city of Detroit's size is covered so thoroughly by one newspaper as Detroit is by The News.



The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

"SOUR PICKLE" GUARDS KEEP NEWS MEN FAR FROM PRINCE OF WALES

Only Four Correspondents Allowed Daily Talk with Royal Equerry at Syosset—Result: Studies in Princely Mastication a Big Newspaper Story

By FRANK GETTY

United Press Staff Correspondent
(*Written Especially for* EDITOR & PUBLISHER)

THE British press has found occasion to criticize the activities of American newspaper men and women assigned to cover the visit to this country of H. R. H., the Prince of Wales.

Those of us who had the misfortune, and such we came to consider it, to draw the assignment, can reply only by paraphrasing their own immortal Bruce Bairnsfather:—

"If you know of a better method, go to it."

COVER the Prince, did we say? Well, if the little dog that chases the fire engine is covering the story, then perhaps that's the right term.

Before we deny indignantly having "followed the Prince into his bath," as one London newspaper had it, let us tell exactly of what a day's work covering His Royal Highness consists.

We are at Syosset, a little crossroads village of some 500 inhabitants, about an hour's run out on Long Island. The Prince is at the estate of James A. Burden, whose wooded lands stretch many acres from the outskirts of town.

Between us and the royal personage are many guards, seemingly as many varieties of them as of the Pittsburg pickle, and some of them for our purposes, quite as sour.

There are grey guards and blue guards, secret service guards with eagle eyes and Scotland yard guards with waxed moustaches. There are liveried menials and liveried secretaries. Lastly (for this is as far as we ever get) there is the genial, uncommunicative host of equerries, aides de camp, and suite, of whom Captain Lascelles is official broadcaster.

The day begins. The gaping forms back in the press rooms are like the maws of young robins, a-hunger for news of His Highness. But, alas, be we ever so early, there is little nourishment in Syosset worms.

Until Captain Lascelles has finished breakfast, usually about 9 a. m., we may not approach the Burden estate. When he signifies his readiness, four of our number, and only four, representing the Associated Press, United Press, International News Service and Standard News may enter the grounds, under meticulous scrutiny, and talk with the equerry.

To the four of us, Captain Lascelles confides the Prince's engagements, which are purely tentative and subject to change without notice, and the fact that His Highness still sleeps, having arrived home "a bit latish."

Wales may change his mind and his plans upon arising; our informant has not seen him since the previous evening, but it is something; a reporter on this story grasps at the most fragile of straws.

In addition, Lascelles is quite ready to admit that the Prince is feeling fit and enjoying his visit. Occasionally he will deny some trivial misstatement, such as one that Wales prefers his black polo pony "Kitty" to his bay polo pony "Polly." But that is all. Thin stuff indeed for that vacant hole in the front page of the home edition.

O, yes, also His Highness would be greatly obliged if we wouldn't follow him about.

What are we to do? Most of us would hesitate to tie a string of tin cans to the tail of a thoroughbred dog, yet we cheerfully attach our hired flivvers to the dust of Wales' flashing Rolls and clatter along seeking such crumbs as may fall our way.

There is no other means of obtaining the information we are assigned to obtain, concerning this young visitor whose activities are of legitimate interest to the nation. Discarding bribery of servants, to which we once resorted, and the business of creeping under barbed wire fences, the morning conference and another similar, but less productive one in the evening are all we have to go on.

Our most pertinent questions are seldom answered.

We share what information we glean thus "officially" and debate the soundness of the daily rumors. Not a groom or chauffeur or gardener's boy within 40 miles but knows more interesting misinformation about Wales than we.

Now the men who are on the Prince of Wales story do not style thmselves journalists (at least not aloud over the wooden tables in the breakfast room at Rothman's in East Norwich) but neither are they those "boy scouts" of journalism of whom Mrs. Frank Tinney spoke so aptly a while ago.

There is O. H. P. Garrett of the World, John Stuart of the Sun, F. G. Griffin of the Toronto Star, John Winkler of the American, Frederick Edwards of the Herald Tribune, Roland Krebs, International News Service, Dudley Nichols of the Evening Post, James Duffy of the Telegram and Mail, Shannon Cormack of the Times, Harold Callender of the A. P., and the ladies, Grace Robinson of the Daily News and Lucy Doyle of the Toronto Telegram.

These men and women did not follow the Prince into his bath, but almost any one of them is about ready to, for the sight of a good story.

They realize that in lending us the heir to their throne, the British did not send us a subject of publicity such as our film actors, who, when they visit London obligingly climb cornices outside the Ritz to oblige the press.

The American newspapers put able reporters on the job; what goes into the papers is enhanced by their best ability. It is pretty thin stuff, but the fault lies less with the reporters than with the Prince, or with those about him who have seen fit to diregard the efforts of newspaper correspondents to do their work.

Most of us have felt that the proper publicity attendant upon this visit of the most interesting of Britons has been badly managed.

The idea of taking a dozen good reporters out of New York to sit about a dining table in a gloomy boarding house and divide up a handout which more often than not conveys absolutely no new information will make this clearer to newspaper men than any argument on the subject.

It is all very well to say this is a private visit. No one can be as important and at the same time as personable a young man as this sandy-haired prince who some day will wear the crown of the British Empire and not be the subject of interest to Americans.

How we writhe as we write our early afternoon newspaper leads:

"The Prince of Wales slept late again today, after not getting in until 6 a. m."

We are sure the Prince is a most delightful young person to write about. His views and personality would make good copy. Give us half a chance at them, and we will draw the veil over his bed time.

Under the present system, we must follow him about in our flivvers, scrupulously recording his nights out, his polo, and perhaps catching a glimpse of him as he is whirled off to a dinner engagement.

Perhaps this is satisfactory to the Prince. It reduces us to giving ridiculous prominence to the slightest bit of nonsense.

The Prince chews gum! Upon my word, it was the most important news item concerning His Highness one day last week.

Better relations may be established by a cordial understanding between this smiling chap who often has been styled Britain's "unofficial ambassador," and the American people.

Little is to be gained by a study of his mastication.

HE LOVES THE "SPORT OF KINGS"



Herbert Bayard Swope, executive editor of the New York World, enjoys the fall racing at Belmont Park, New York. Sharing his fun and his program is Peggy Thayer, prominent society woman.

12 NEWS MEN WITH DAVIS

Democratic Candidate Well Covered on Western Trip

Twelve newspaper men, all but two drawn from the Washington corps, are with John W. Davis, the Democratic presidential nominee, on his western trip.

Press arrangements on the Davis train are in charge of James E. Nevin, personal publicity representative of the candidate, and William J. Donaldson of the staff of the Press Galleries of Congress.

The reporters with Mr. Davis are: James West, Associated Press; Fraser Edwards, United Press; W. K. Hutchinson, International News Service; Sears Taylor, Universal Service; James Hagerty, *New York Times;* Grafton Wilcox, *New York Herald Tribune;* Don Ewing, *Chicago Tribune;* Ulric Bell, *Louisville Courier-Journal;* J. Fred Essary, *Baltimore Sun;* Frank Hopkins, *New York World;* Ralph Smith, *Atlanta Journal,* and Frank Kent, *Baltimore Sun.*

BRISBANE BUILDS 'EM HIGH

Editor Announces Plans for World's Tallest Apartment House

Arthur Brisbane, salesman of thought to the masses through his editorial column "Today," will build a 30-story apartment building in New York.

The structure will be carried to a height never before attained by a residential building. The architect estimates it will cost $2,500,000.

In the building will be a restaurant, bank, 358 rooms, 165 bathrooms and 135 serving pantries.

Mr. Brisbane will occupy as his city residence the 19th and 20th floors.

The architect has designed a great mast, tapering from a base 80 x 100, through a series of setbacks, to a height of 440 feet, where old Diana, of Madison Square Garden fame, will be perched on her big copper toe.

STODGHILL PROMOTED

Circulation Manager, Louisville Courier-Journal, Now Business Manager

At a meeting of the the Board of Directors of the *Louisville Courier-Journal* and the *Louisville Times* held last week, H. W. Stodghill was made business manager of the two newspapers.

This advancement comes after three years and a half of successful service as circulation manager of the papers.

Emanuel Levi, heretofore vice-president and business manager, was elected vice-president and general manager with general charge and supervision over the Courier-Journal and the Times.

Gary (Ind.) Tribune Changes Size

Size of the *Gary* (Ind.) *Post-Tribune* was changed from 8 columns to 9 columns with the Sept. 2 issue.



Second in the Entire Country

The complete lineage report for the first six months of 1924—January to July—rates The Washington Star, with 8,617,032 lines—as SECOND among all the newspapers in the United States in local display advertising, regardless of the size of the city.

The local merchants' judgment was confirmed by 1,376,242 lines of foreign advertising during the same period—while reader recognition of the prestige of The Star is expressed in the 2,637,017 lines of classified advertising printed from January to July. A total of 12,630,291 lines.

Two things are emphasized by these figures:

The fertility of the Washington market which makes such a volume of local display advertising profitable to the merchants—

And the sufficiency of The Star alone to contact this market thoroughly.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(Continued from page 3)

City	Newspaper	Total	Display National	Display Local	Classified
Cleveland	Plain Dealer..(b)	5,884,564*	1,296,064	2,783,662	1,766,156
	Sunday ed. ...(i)	3,646,986*	1,034,614	1,794,044	817,124
	Total .....(a)	9,531,550	2,330,678	4,577,706	2,583,280
Worcester	Telegram-Gazette ....(h)	9,420,517	.....	.....	.....
Newark	News .....(f)	9,366,489	2,069,304	4,875,426	2,421,759
Los Angeles	Herald .....(f)	9,312,898	1,062,068	5,838,378	2,412,452
San Francisco	Examiner ....(b)	4,936,522	1,096,122	1,825,321	2,015,079
	Sunday ed. ...(i)	4,226,801	696,813	2,442,539	1,087,449
	Total .....(a)	9,163,323	1,792,935	4,267,860	3,102,528
Dayton	Journal .....(b)	2,026,934	288,722	1,122,198	506,520
	(109,494 Lines Legal Advertising included in Total.)				
	Herald .....(f)	5,207,328	512,190	3,988,936	706,202
	Journal .....(i)	1,879,962	127,638	1,422,652	329,672
	Total .....(h)	9,114,224	928,550	6,533,786	1,542,394
Milwaukee	Journal .....(f)	6,529,105	1,229,938	4,061,454	1,237,713
	Sunday ed. ...(i)	2,553,754	524,845	1,377,812	651,097
	Total .....(k)	9,082,859	1,754,783	5,439,266	1,888,810
Indianapolis	News .....(f)	9,038,574	1,670,502	5,631,906	1,736,166
Brooklyn	Eagle .....(f)	5,848,196	1,104,676	2,445,576	2,298,944
	Sunday ed.....(i)	2,955,840	694,550	1,536,882	764,408
	Total .....(k)	8,804,036	1,799,226	3,982,458	3,022,352
New Orleans	Times-Picayune ...(b)	5,255,645	917,951	3,114,378	1,223,316
	Sunday ed. ...(i)	2,748,000	459,640	1,380,523	907,837
	Total .....(a)	8,003,645	1,377,591	4,494,901	2,131,153
Bridgeport	Post .....(f)	4,409,100	1,672,129	2,329,513	407,458
	Telegram ....(b)	3,941,189	1,224,017	2,292,849	424,323
	Sunday ed. ...(i)	682,279	108,424	476,404	97,451
	Total .....(h)	8,032,568	3,004,570	5,098,766	929,132
Dayton	News .....(f)	6,268,626	1,048,054	4,271,064	949,508
	Sunday ed. ...(i)	1,961,960	211,932	1,361,836	388,192
	Total .....(k)	8,230,576	1,259,986	5,632,900	1,337,700
San Antonio	Express .....(a)	5,724,482	1,206,122	2,919,826	1,598,534
	News .....(f)	2,545,493	531,005	1,477,621	536,737
	Total .....(h)	8,269,975	1,737,127	4,397,447	1,135,271
Miami	Herald .....(b)	6,315,960	754,789	4,442,571	1,118,600
	Sunday ed. ...(i)	2,389,247	256,410	1,824,543	308,294
	Total .....(a)	8,705,207	1,011,199	6,267,114	1,426,894
Oakland	Tribune .....(k)	8,784,888	868,070	5,400,682	2,516,136
Peoria	Journal & Transcript ..(g)	7,182,899	1,517,234	4,486,083	1,179,582
	Sunday ed.....(i)	1,415,631	199,881	998,082	217,668
	Total .....(h)	8,598,530	1,717,115	5,484,165	1,397,250
New York	American .....(b)	2,971,756	647,358	1,582,912	741,486
	Sunday ed. ...(i)	4,836,342	1,668,864	2,923,968	243,510
	Total .....(a)	7,808,098	2,316,222	4,506,880	984,996
Rochester	Democrat ....(b)	7,799,657	946,991	4,047,200	2,805,466
Toledo	Blade .....(f)	7,632,953	1,234,628	5,238,341	1,159,984
Scranton	Times .....(f)	7,547,904	1,078,051	5,984,405	476,448
Detroit	Free Press ...(b)	4,362,638	1,170,442	1,934,940	1,257,256
	Sunday ed. ...(i)	3,181,934	669,158	1,687,420	825,356
	Total .....(a)	7,544,572	1,839,600	3,622,360	2,082,612
Memphis	Commercial Appeal .....(b)	4,953,116	1,094,338	2,950,808	907,970
	Sunday ed. ...(i)	2,501,506	407,302	1,628,872	465,332
	Total .....(a)	7,454,622	1,501,640	4,579,680	1,373,302
Dallas	Times-Herald (f)	5,120,292	822,293	3,671,456	626,668
	Sunday ed. ...(i)	2,331,584	197,845	1,887,345	246,269
	Total .....(k)	7,451,876	1,020,138	5,558,801	872,937
Canton	Repository ....(f)	5,611,902	756,100	3,940,625	915,177
	Sunday ed. ...(i)	1,796,506	233,168	1,270,187	293,151
	Total .....(k)	7,408,408	989,268	5,210,812	1,208,328
New York	Journal .....(f)	7,394,870	1,207,150	5,935,370	254,420
Buffalo	News .....(f)	7,390,139	1,475,002	4,163,604	1,751,533
Cleveland	Press .....(f)	7,384,160	1,044,876	4,617,816	1,575,532
Grand Rapids	Press .....(f)	7,372,176	1,108,604	5,417,160	846,412
Wilkes-Barre	Record .....(b)	7,332,997	675,419	5,582,091	834,267
Kansas City	Star .....(b)	4,626,487	910,148	2,246,357	1,469,982
	Star .....(f)	5,532,932	917,353	3,116,075	1,499,504
	Sunday ed. ...(i)	2,682,524	250,849	1,688,818	742,857
	Total Morn...(a)	7,309,011	1,160,997	3,935,175	2,212,839
Boston	Globe .....(g)	4,007,454	1,023,722	2,024,039	959,693
	Sunday ed. ...(i)	3,301,428	491,653	1,491,297	1,318,478
	Total .....(h)	7,308,882	1,515,375	3,515,336	2,278,171
Minneapolis	Journal .....(f)	5,609,875	1,100,314	3,673,727	835,834
	Sunday ed. ...(i)	1,676,391	301,077	910,736	464,578
	Total .....(k)	7,286,266	1,401,391	4,584,463	1,300,412
Flint	Journal .....(f)	7,228,410	820,340	5,656,784	755,286
Portland	Oregonian ....(b)	4,728,262	1,019,984	2,058,994	1,649,284
	Sunday ed. ...(i)	2,464,672	512,512	1,061,032	891,128
	Total .....(a)	7,192,934	1,532,496	3,120,026	2,540,412
Cincinnati	Times-Star ...(f)	7,143,479	1,348,494	4,817,323	977,662
Minneapolis	Tribune .....(g)	5,115,904	920,850	3,017,812	1,177,242
	Sunday ed. ...(i)	2,026,759	566,933	914,176	545,650
	Total .....(h)	7,142,663	1,487,783	3,931,988	1,722,892
Atlanta	Journal .....(k)	7,139,482	1,401,694	4,579,372	1,158,416
Seattle	Times .....(f)	4,816,448	797,272	2,882,572	1,136,604
	Sunday ed. ...(i)	2,249,478	314,398	1,130,584	804,496
	Total .....(k)	7,065,926	1,011,670	4,013,156	1,941,100
Evansville	Courier .....(b)	**3,454,342**	**629,464**	**2,520,714**	304,164
	Journal .....(f)	2,098,242	357,320	1,427,902	293,020
	Total Daily ..(g)	5,552,584	986,784	3,948,616	597,184
	Sunday ed. ...(i)	1,500,436	168,140	1,207,136	125,160
	Total .....(h)	7,053,020	1,154,924	5,155,752	722,344
Denver	Post .....(f)	4,517,968	962,464	2,831,920	620,088
	Sunday ed. ...(i)	2,426,144	510,244	1,222,368	692,580
	Total .....(k)	6,944,112	1,472,708	4,054,288	1,312,668
St. Louis	Globe-Democrat ..(b)	4,349,736	1,333,662	2,096,907	919,167
	Sunday ed. ...(i)	2,518,932	582,429	1,177,923	758,580
	Total .....(a)	6,868,668	1,916,091	3,274,830	1,677,747
Cleveland	News .....(f)	**5,266,386***	886,722	3,845,964	478,800
	Sunday ed. ...(i)	1,575,900	388,800	1,002,000	185,100
	Total .....(k)	6,842,286	1,275,522	4,847,964	663,900
	(*Daily Total includes 54,900 Lines Legal.)				
St. Petersburg	Times .....(b)	6,820,422	335,048	5,647,908	837,466
New York	Sun .....(f)	6,815,856	1,599,194	5,138,256	78,406
Washington	Herald .....(a)	2,295,866	666,262	413,970	496,033
	Times .....(f)	4,511,709	1,028,694	2,997,359	485,656
	Total .....(h)	6,807,575	1,694,956	3,411,229	981,689
Hartford	Times .....(f)	6,771,048	1,058,039	5,205,705	507,934
Louisville	Herald .....(b)	1,629,000	322,500	813,300	493,200
	Sunday ed. ...(i)	2,368,500	203,400	1,963,800	201,300
	Total Morn. ..(a)	3,997,500	525,900	2,777,100	694,500
	Post .....(f)	2,746,220	383,995	1,975,485	386,740
	Total .....(h)	6,743,720	909,895	4,752,585	1,081,240
Long Beach, Cal.	Telegram .....(f)	6,687,478	695,408	4,315,738	1,676,332
Houston	Chronicle .....(k)	6,669,222	1,528,478	3,781,484	1,359,260
Providence, R. I.	Journal .....(b)	2,932,430	459,861	1,217,232	1,255,337
	Sunday ed. ...(i)	2,143,621	473,974	1,362,897	306,750
	Total Morn. ..(a)	5,076,051	933,835	2,580,129	1,562,087
	Bulletin .....(f)	6,666,547	1,091,393	4,323,945	1,251,209
Lowell	Courier-Citizen .....(b)	3,315,352	410,004	2,420,024	485,324
	Leader .....(f)	3,315,352	410,004	2,420,024	485,324
Indianapolis	Star .....(b)	3,678,777	708,729	1,859,325	1,110,723
	Sunday ed. ...(i)	2,922,153	620,883	1,773,435	527,835
	Total .....(a)	6,600,930	1,329,612	3,632,760	1,638,578
Trenton	Times .....(f)	5,072,244	899,895	3,386,743	709,123
	Sunday ed. ...(i)	1,523,096	176,817	1,098,366	200,633
	Total .....(k)	6,595,343	1,076,712	4,485,109	909,656
Long Beach, Cal.	Press .....(g)	5,135,279	455,514	3,356,856	1,322,909
	Sunday ed. ...(i)	1,454,298	129,785	1,020,916	303,597
	Total .....(h)	6,589,577	585,299	4,377,772	1,626,406
Pasadena	Star-News ....(f)	6,342,840	469,812	4,236,218	1,636,810
Wilkes-Barre	Times-Leader .(f)	6,253,378	789,824	5,122,094	341,460
Los Angeles	Express .....(f)	6,215,454	687,302	4,513,964	1,014,188
New York	Herald-Tribune ....(a)	6,206,288	1,536,576	4,028,370	641,342
Dallas	Journal .....(f)	2,881,746	376,459	1,609,778	895,509
	News .....(b)	3,536,395	901,060	1,738,762	896,573
	Sunday ed. ...(i)	2,639,860	484,775	1,597,875	548,210
	Total Morn. ..(a)	6,167,255	1,385,835	3,336,637	1,444,783
St. Petersburg	Independent ...(f)	6,125,574	190,246	5,384,694	550,634
Richmon	News-Leader (f)	6,105,904	1,120,238	4,095,364	890,302
Rochester, N. Y.	Times-Union ..(f)	6,072,248	1,031,632	4,435,648	577,220
Utica	Observer-Dispatch ....(f)	5,210,464	845,488	3,963,120	401,856
	Sunday ed. ...(i)	811,020	89,824	652,736	68,460
	Total .....(k)	6,021,484	935,312	4,615,856	470,316
Reading	Eagle .....(f)	5,963,524	1,215,788	3,789,604	958,132
Roanoke	World-News..(b)	2,031,594	548,492	1,363,180	120,022
	Times .....(f)	3,417,512	638,050	2,480,954	298,508
	Sunday ed.....(i)	505,540	137,998	1,060,106	87,010
	Total .....(h)	5,954,646	1,324,540	4,904,240	505,540
Omaha, Neb.	World-Herald (h)	5,928,657	1,155,477	3,440,143	1,333,038
Kansas City	Journal .....(b)	1,871,457	405,976	535,496	929,985
	Post .....(f)	2,804,609	557,268	1,317,356	929,985
	Sunday ed. ...(i)	1,181,745	323,299	584,108	274,338
	Total .....(h)	5,857,811	1,286,543	2,436,960	2,124,308
Tampa	Tribune .....(a)	5,832,568	907,304	3,870,090	1,055,138
Altoona	Mirror .....(f)	5,809,748	634,515	4,546,542	628,691
Appleton	Post-Crescent .(f)	5,745,810	519,540	4,997,860	228,410
Chicago	American .....(f)	5,742,528	1,072,569	4,143,819	526,140
San Jose	Mercury-Herald .....(a)	5,731,390	762,972	4,165,476	802,942
Peoria	Star .....(f)	5,666,782	891,213	3,941,390	834,179
Hartford	Courant .....(b)	3,437,823	542,577	2,373,283	521,963
	Sunday ed. ...(i)	2,166,943	504,790	1,467,153	195,000
	Total .....(a)	5,604,766	1,047,367	3,841,436	716,963
Manchester (N. H.)	Union and Leader .....(b)(f)	5,595,030	1,457,729	3,596,733	540,568
Portland (Ore.)	Journal .....(k)	5,590,172	802,452	3,176,824	1,610,896
Akron (Ohio)	Beacon-Jornal .....(f)	5,527,424	988,932	4,391,500	1,146,992
Buffalo	Times .....(k)	5,508,412	804,692	4,703,720	.....
Utica	Press .....(b)	5,499,875	549,909	4,949,966	.....
Beaumont	Enterprise ....(a)	3,175,717	761,733	1,958,988	454,996
	Journal .....(f)	2,298,889	457,848	1,460,931	380,110
	Total .....(h)	5,474,606	1,219,681	3,419,919	835,106
San Antonio	Light .....(f)	3,487,708	506,128	2,542,064	438,662
	Sunday ed. ...(i)	1,934,268	146,510	1,489,852	297,906
	Total .....(k)	5,421,976	652,638	4,031,916	736,568
Johnstown	Tribune .....(f)	5,366,942	640,794	4,303,096	423,052
Detroit	Times .....(f)	3,744,086	610,298	2,696,591	437,197
	Sunday ed. ...(i)	1,596,285	729,121	639,485	227,679
	Total .....(k)	5,340,371	1,339,419	3,336,076	664,876
South Bend	Tribune .....(k)	**5,337,174**	847,492	3,750,253	739,429
Binghamton	Press .....(f)	5,304,071	946,021	3,715,346	641,804
Fort Wayne	Journal-Gazette .....(a)	5,273,184	623,798	3,323,544	1,325,842
San Francisco	Chronicle .....(b)	3,224,774	660,464	1,769,208	795,102
	Sunday ed. ...(i)	2,015,360	373,982	1,293,502	347,876
	Total .....(a)	5,240,134	1,034,446	3,062,710	1,142,978
Allentown	Morning Call..(a)	5,228,566	979,020	3,455,508	794,038
Elizabeth	Journal .....(f)	5,220,516	409,850	3,848,278	962,388
Columbus	Citizen .....(f)	5,214,846	631,848	3,674,160	908,838

(Continued on page 14)

EIGHT MONTHS RECORD

During the eight months of 1924:

The Sun published 8,191,220 agate lines of advertising, a gain of more than a million and a half agate lines as compared with the corresponding period in 1923;

The Sun published more National advertising, and gained more in National advertising, as compared with the corresponding period last year, than any other New York evening newspaper;

The Sun carried more Manhattan Department store advertising than any other New York newspaper, including the big Sunday editions of the morning papers;

The Sun carried more Automobile Display advertising, more Financial, Radio, Steamship, Travel and Miscellaneous Display advertising than any other New York evening newspaper.

In New York — the world's greatest market — The Sun is the most effective evening medium for advertising all products of good quality.

Advertisers in The Sun reach the largest number of high-class responsive readers attained by any New York evening newspaper.

The Sun

280 Broadway New York

Average daily net paid circulation more than 250,000

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(*Continued from page* 12)

City	Newspaper	Total	Display National	Display Local	Classified
Paterson	Press-Guardian ...(f)	4,083,468	505,545	2,942,643	635,280
	Sunday Chronicle ...(i)	1,094,091	253,737	722,605	117,749
	Total .....(k)	5,177,559	759,282	3,665,248	753,029
Schenectady (N. Y.)	Gazette .....(b)	5,159,833	767,942	3,689,035	702,856
Spokane	Spokesman-Review .....(a)	4,296,639*	890,886	2,230,424	1,173,862
	Chronicle .....(f)	5,117,638*	679,833	3,544,212	1,173,862
	(Total Lineage includes Miscellaneous—Spokesman-Review, 1,467 Lines; Chronicle, 36,876 Lines.)				
Albany	Times-Union ..(f)	5,102,130	1,132,170	3,385,068	584,892
Toledo	News-Bee .....(f)	5,083,086	574,722	3,525,830	982,534
Toledo (Ohio)	Times .....(b)	1,430,604	75,726	1,100,341	254,534
	Sunday ed. ...(i)	3,628,282	239,148	2,997,706	391,468
	Total .....(a)	5,058,886	314,874	4,098,047	646,002
Albany	Knickerbocker Press .....(a)	5,052,714	823,900	3,581,690	674,124
Camden	Courier .....(f)	5,036,492	641,139	3,763,441	631,912
Kalamazoo	Gazette .....(f)	3,723,859	718,962	2,711,226	293,671
	Sunday ed. ...(i)	1,285,817	136,445	1,025,150	124,222
	Total .....(k)	5,009,676	855,407	3,736,376	417,893
Springfield	News .....(f)	3,959,256	728,112	2,933,994	297,150
	Sunday ed. ...(i)	1,034,936	88,956	835,408	110,572
	Total .....(k)	4,994,192	817,068	3,769,402	407,722
McKeesport	News .....(f)	4,957,050	.....	.....	.....
South Bend	News-Times ..(h)	4,946,081	711,830	3,571,664	662,587
	(Total figures—editions not listed separately.)				
Portland (Me.)	Express .....(f)	3,759,964	736,758	2,549,951	430,277
	Sunday Telegram ...(i)	1,167,813	311,902	745,393	110,518
	Total .....(k)	4,927,777	1,048,660	3,295,344	540,795
St. Paul	Pioneer Press (b)	3,405,836	1,026,564	1,682,408	696,864
	Sunday ed. ...(i)	1,510,796	378,938	773,906	357,992
	Total Morn. ..(a)	4,916,632	1,405,502	2,466,314	1,034,866
	Dispatch .....(f)	4,696,342	1,018,038	2,983,204	695,100
Knoxville	Sentinel .....(k)	4,876,515	780,220	3,333,687	762,608
New Orleans	Item .....(k)	4,854,402	728,376	3,478,309	647,717
	(Total Figures)				
San Bernardino	Telegram .....(f)	1,368,248	55,020	898,394	13,902
	Sun .....(d)	3,464,272	770,238	1,278,014	405,528
	Total .....(e)	4,832,520	825,258	3,176,488	418,430
New York	Telegram & Mail .....(f)	4,824,988	432,140	2,701,310	1,691,538
Pawtucket	Times .....(f)	4,816,088	.....	.....	.....
Terre Haute	Tribune .....(k)	4,796,708	727,972	3,614,996	453,740
	(Total figures—editions not listed separately.)				
Greensboro	News .....(b)	3,298,666	615,146	2,473,100	210,420
	Sunday ed. ...(i)	1,493,422	187,922	1,314,570	90,930
	Total .....(a)	4,792,088	803,068	3,687,670	301,350
Syracuse	Herald .....(f)	3,025,241	658,742	2,830,467	536,032
	Sunday ed. ...(i)	1,739,535	311,122	1,197,035	231,378
	Total .....(k)	4,764,776	969,864	3,027,502	767,410
Little Rock	Gazette .....(b)	3,050,522	671,734	1,933,476	445,312
	Sunday ed. ...(i)	1,703,996	245,784	1,296,204	162,008
	Total .....(a)	4,754,518	917,518	3,229,680	627,320
Memphis	News-Scimitar .....(f)	3,505,964	505,148	2,754,836	245,980
	Sunday ed. ...(i)	1,234,786	108,556	1,023,372	102,858
	Total .....(k)	4,740,750	613,704	3,778,208	348,838
Norfolk	Ledger-Dispatch ....(f)	4,725,000	932,596	3,284,946	507,458
San Diego	Sun .....(f)	4,722,116	483,532	3,356,360	882,224
Springfield	Union .....(b)	3,726,194	815,360	2,022,036	888,798
	Union .....(f)	3,726,194	815,360	2,022,036	888,798
	Sunday ed.....(i)	993,062	159,068	602,042	231,952
	Total Morn..(a)	4,719,256	974,428	2,624,078	1,120,750
Brooklyn	Standard-Union .....(f)	3,811,396	817,682	2,142,356	851,658
	Sunday ed. ...(i)	857,532	144,966	638,724	73,842
	Total .....(k)	4,668,928	962,648	2,781,080	935,500
Lansing	State Journal (f)	4,662,516	826,742	3,115,868	720,006
Davenport (Ia.)	Times .....(f)	4,637,136	769,888	3,412,430	454,818
San Francisco	Call .....(f)	4,626,640	871,983	3,478,937	475,720
Paterson	Call .....(b)	4,611,973	615,118	3,290,365	706,490
Erie	Dispatch .....(k)	4,577,954	615,701	3,341,477	620,776
Charlotte (N. C.)	News .....(k)	4,562,176	353,548	3,813,940	394,688
Milwaukee	Sentinel .....(b)	3,359,272	735,158	2,018,884	625,230
	Sunday ed. ...(i)	1,181,502	151,200	772,296	258,006
	Total .....(a)	4,540,774	886,358	2,791,180	883,236
Norfolk	Virginian Pilot .....(a)	4,504,346	634,452	3,275,370	594,524
Asheville (N. C.)	Citizen .....(a)	4,489,422*	682,794	3,113,222	647,024
	(*Total includes 46,382 lines Gravure.)				
Niagara Falls	Gazette .....(f)	4,479,228	489,048	3,613,680	376,500
Nashville	Banner .....(f)	4,391,908	943,544	2,795,072	663,292
Davenport (Ia.)	Democrat & Leader .....(f)	3,462,924	224,294	3,060,752	177,878
	Sunday ed. ...(i)	911,344	101,304	709,884	100,156
	Total .....(k)	4,374,268	325,598	3,770,636	278,034
Jackson (Mich.)	Citizen-Patriot .....(k)	4,366,651	764,760	3,105,976	495,915
Cincinnati	Post .....(f)	4,363,030	848,330	2,586,556	928,144
Evansville (Ind.)	Press .....(f)	4,342,828	496,902	3,319,176	462,882
New Castle (Pa.)	News .....(f)	4,329,220	.....	.....	.....
Battle Creek	Enquirer-News .....(f)	4,315,654	618,702	2,927,134	769,818
Ft. Worth	Star-Telegram ..(k)	4,245,850	1,334,774	2,212,462	698,614
Houston	Post .....(b)	2,818,788	670,530	1,467,970	680,288
	Sunday ed. ...(i)	1,426,908	181,636	1,030,120	215,152
	Total .....(a)	4,245,696	752,166	2,498,090	895,440
Birmingham	News .....(k)	4,260,410	684,082	2,982,336	593,992
New Orleans	States .....(k)	4,183,775	495,361	3,166,321	522,093
Birmingham	Age-Herald ..(a)	4,181,940	626,640	3,020,206	534,730
Atlantic City	Press-Union.. (g)	4,113,090	664,036	2,589,774	806,024
	(53,076 Lines Miscellaneous Advertising included in Total.)				
Wichita (Kan.)	Eagle .....(a)	4,107,491	889,824	2,068,021	1,149,646
St. Paul	Daily News ..(f)	3,294,354	590,898	2,331,070	372,386
	Sunday ed ....(i)	780,528	95,214	509,488	175,826
	Total .....(k)	4,074,882	686,112	2,840,558	548,212
Wheeling, W. Va.	Register .....(b)	2,346,638	305,074	1,926,736	114,828
	Sunday ed ....(i)	1,714,594	51,688	1,626,436	36,470
	Total .....(a)	4,061,232	356,762	3,553,272	151,298
Waterbury, Conn.	American .....(f)	4,070,210	709,674	2,850,176	510,360
	Republican ...(b)	2,756,890	637,014	1,690,192	429,684
	Sunday ed ....(i)	1,286,424	118,622	1,009,078	158,724
	Total Morn (a)	4,043,314	755,636	2,699,270	588,408
Stockton, Cal.	Record .....(f)	4,005,470*	691,628	1,976,842	550,480
	(*Total includes 786,520 lines "Other Classifications.")				
New Bedford, Mass.	Standard .....(f)				
	& Mercury ...(b)	3,148,432	684,124	2,219,630	244,678
	Sunday ed ....(i)	839,272	134,862	612,682	91,728
	Total .....(h)	3,987,704	818,986	2,832,312	336,406
Pueblo	Star-Journal ..(f)	3,054,300	539,350	2,067,658	447,302
	Sunday ed ....(i)	924,566	145,611	655,200	123,754
	Total .....(k)	3,978,866	684,961	2,722,858	571,056
Raleigh	News & Observer ...(a)	3,966,018	971,516	2,666,846	327,656
Mt. Vernon	Argus .....(f)	3,942,854	226,772	3,441,130	294,952
Hagerstown	Herald-Mail ..(b)	1,967,406	474,530	1,163,526	329,630
	(f)	1,968,652	470,400	1,271,578	227,808
Green Bay	Press-Gazette .(f)	3,931,430	633,718	2,914,504	383,208
Eau Claire	Telegram & Leader .....(b)	1,938,696	502,824	1,358,588	67,284
	(f)	1,938,696	502,824	1,358,588	67,284
Rochester	Herald .....(a)	3,897,690	227,401	3,003,014	667,274
Decatur, Ill.	Review .....(f)	2,801,302	504,630	1,851,640	415,744
	Sunday ed ....(i)	1,088,892	77,280	913,276	95,298
	Total .....(k)	3,890,194	581,910	2,764,916	511,042
Bethlehem	Globe .....(f)	3,836,308	591,570	2,939,846	304,892
Cumberland	Times .....(f)	3,383,369	440,975	2,858,128	84,266
Boston	Transcript ....(f)	3,851,926	1,165,856	1,127,378	1,558,692
Marion	Star .....(f)	3,812,169	471,307	3,019,814	321,048
Chattanooga	News .....(f)	3,794,889	785,253	2,661,051	348,585
Baltimore	American ....(b)	1,666,159	358,323	544,032	763,804
	Sunday ed ....(i)	2,125,392	193,624	1,530,626	401,142
	Total .....(a)	3,791,551	551,947	2,074,658	1,164,946
Jersey City	Journal .....(f)	3,775,993	917,172	2,858,221	*
	(* included in national and local.)				
Des Moines	Capital .....(f)	3,447,942	747,995	2,453,632	246,315
	Sunday ed ....(i)	306,472	24,273	200,367	81,832
	Total .....(k)	3,754,414	772,268	2,653,999	327,147
Terre Haute	Star .....(a)	3,759,417	699,228	2,606,427	453,762
Lima, Ohio	News .....(b)	2,682,204	144,186	2,027,788	510,230
	Times-Gazette (f)	3,745,798	551,852	2,517,886	676,060
Tampa, Fla.	Times .....(f)	3,729,376	548,898	2,473,436	707,042
Columbus	State Journal .(a)	3,708,800	385,500	2,459,950	863,350
Muncie, Ind.	Star .....(a)	3,691,058	633,458	2,500,596	557,004
Phoenix	Republican ...(c)	2,643,718	418,698	1,516,872	708,148
	Sunday ed ....(i)	1,039,444	214,942	624,848	199,654
	Total .....(d)	3,682,162	633,640	2,141,720	907,802
Danbury	News .....(f)	3,677,992	691,390	2,700,110	286,492
Jamestown	Post .....(b)	3,676,219	499,147	2,823,651	353,421
Rock Island, Ill.	Argus .....(f)	3,669,218	3,416,742	252,476	.....
Elmira	Advertiser ....(b)	1,844,752	517,412	978,150	449,190
	Star-Gazette ..(f)	3,660,426	727,972	2,448,740	483,714
	Telegram .....(i)	523,506	61,666	436,912	25,228
Winston-Salem	Sentinel .....(f)	3,640,992	806,054	2,689,478	145,460
Schenectady	Union-Star ...(f)	3,629,216	613,421	2,595,441	420,354
Portland	Press-Herald .(b)	3,597,107	533,418	3,758,882	304,807
St. Louis	Star .....(f)	3,592,812	571,676	2,703,737	218,690
Stamford	Advocate .....(f)	3,572,044	495,586	2,415,504	566,944
Santa Ana	Register .....(f)	3,570,112	392,546	2,579,402	598,164
Amarillo, Tex.	News .....(b)	2,084,446	389,536	1,493,856	201,054
	Post .....(f)	783,907	246,554	480,718	11,635
	Sunday ed ....(i)	693,756	109,438	542,570	41,748
	Total .....(h)	3,562,109	745,528	2,517,144	253,857
Asbury Park	Press .....(f)	3,261,020	296,240	2,589,720	375,060
	Sunday ed ....(i)	255,668	4,718	187,838	63,112
	Total .....(k)	3,516,688	400,958	2,777,558	438,172
Bloomington, Ill.	Pantagraph ...(b)	3,495,186	689,497	2,556,509	249,180
Wilkes-Barre	News .....(f)	3,495,072	493,281	2,944,742	56,128
San Antonio	Light .....(f)	3,487,708	506,128	2,542,064	438,662
Wilmington (Del.)	Journal .....(f)	3,484,129	741,236	2,315,302	427,591
Seattle	Star .....(f)	3,473,687	846,392	2,255,736	371,559
Lincoln (Neb.)	Star .....(f)	2,425,511	601,436	1,451,261	372,813
	Sunday ed. ...(i)	1,042,520	144,480	750,935	147,105
	Total .....(k)	3,468,031	745,916	2,202,196	519,918
Troy	Record .....(g)	3,466,320	802,992	2,338,833	324,495
Madison (Wis.)	State Journal .....(k)	3,464,510	691,712	2,206,190	566,608

(*Continued on page* 16)

EDITOR & PUBLISHER
1884 The Oldest Publishers' and Advertisers' Journal in America 1924

September 8, 1924

The Brooklyn Daily Eagle,
Brooklyn,
New York

Gentlemen:-

We are about to publish a complete lineage record of nearly one thousand leading papers of the United States for the six months ending July 1, 1924.

These records show that the Brooklyn Eagle is in second place of all the papers in New York City, in both total lineage and in percentage of increase over last year.

The fact that this large increase seems to be so evenly divided among all classifications, puts you in a most enviable position, and we believe that this is an opportune time for the Brooklyn Eagle to make these facts known to the national advertiser.

We suggest EDITOR & PUBLISHER as a vehicle for this announcement.

Yours very truly,

EDITOR & PUBLISHER

J B Keeney

Advertising Manager

J.B.Keeney-S

Sent in from Brooklyn Daily Eagle.

SUITE 1117 WORLD BUILDING, NEW YORK
TELEPHONES, BEEKMAN 4330

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(*Continued from page* 14)

City	Newspaper		Total	Display National	Display Local	Classified
Lexington	Leader	(f)	2,367,988	503,636	1,635,004	229,348
	Sunday ed.	(i)	1,076,572	113,890	878,556	84,126
	Total	(k)	3,444,560	617,526	2,513,560	313,474
Pittsfield (Mass.)	Eagle	(f)	3,440,712	450,120	2,990,592	.....
Gary	Post-Tribune	(f)	3,439,487	397,844	2,710,361	331,282
Atlantic City	Gazette-Review	(b)	2,196,810	129,712	1,492,944	574,154
	Sunday ed.	(i)	1,232,280	67,061	876,609	288,610
	Total	(a)	3,429,090	196,773	2,369,553	862,764
Springfield (Mo.)	Leader	(k)	3,418,898	703,052	2,255,736	460,110
Lancaster	New-Era	(f)	3,413,100	669,864	2,232,544	510,692
Wichita Falls (Tex.)	Times	(f)	3,399,886	591,850	2,808,036*	.....
	(*Local includes classified)					
Bellingham	Herald	(f)	2,523,654	610,792	1,593,508	319,354
	Reveille	(a)	868,686	232,596	603,806	32,284
	Total	(h)	3,392,340	843,388	2,197,314	352,638
Wichita (Kan.)	Beacon	(k)	3,386,286	602,272	2,213,115	570,899
Jamestown	Journal	(f)	3,377,878	292,138	2,910,558	175,182
Lancaster (Pa.)	Intelligencer	(k)	3,375,436	609,800	2,288,233	477,403
Passaic	News	(f)	3,373,841	611,864	2,368,400	393,577
Moline (Ill,)	Dispatch	(f)	3,367,122	445,322	2,669,002	252,798
Steubenville (Ohio)	Herald-Star	(f)	3,334,674	.....	.....	.....
Portsmouth (Ohio)	Sun	(a)	1,598,288	610,428	811,712	176,148
	Times	(f)	3,318,210	518,378	2,510,158	289,674
Harrisburg	Telegraph	(f)	3,312,580	708,846	2,275,672	328,062
Denver	Rocky Mt. News	(b)	1,908,872*	398,748	1,058,764	427,560
	Sunday ed.	(i)	1,355,732*	290,108	793,380	449,708
	Total Morn.	(a)	3,264,604*	688,856	1,852,144	877,268
	Times	(f)	2,365,328*	454,888	1,211,308	449,708
	(*Totals Include Legal—Rocky Mt. News (Daily)—23,800 Lines; Sunday, 5,292 Lines; Times, 249,424 Lines.)					
Battle Creek	Moon-Journal	(f)	3,251,430	291,816	2,959,614	.....
Elgin (Ill.)	Courier	(f)	3,246,871	451,887	2,251,858	543,126
Williamsport	Sun	(f)	3,243,800	665,980	2,577,820	(Included in Local)
Topeka	Capital	(b)	2,305,348	634,956	1,065,918	540,116
	Sunday ed.	(i)	930,720	198,660	488,243	226,030
	Total	(a)	3,236,068	833,616	1,154,161	766,146
Omaha	Bee	(h)	3,230,318	753,270	2,088,408	388,654
Port Huron (Mich.)	Times-Herald	(f)	3,199,714	490,252	2,640,148	69,314
White Plains	Reporter	(f)	3,194,968	.....	.....	.....
Kenosha	News	(f)	3,180,874	497,042	2,158,366	515,466
Danville	Bee & Register	(b)	1,053,542	353,304	700,238	.....
	Bee & Register	(f)	1,520,096	447,794	1,072,302	.....
	Sunday ed.	(i)	605,906	89,628	516,278	.....
	Total	(h)	3,179,544	890,726	2,288,818	.....
Waterbury	Democrat	(f)	3,175,648	337,812	2,500,848	336,988
Milwaukee (Wis.)	News & Sentinel	(f)	3,164,554	542,049	2,364,178	258,327
St. Joseph (Mo.)	News-Press	(f)	3,164,630	874,398	1,951,068	339,164
Elgin (Ill.)	News	(f)	3,150,024	261,772	2,279,756	608,496
Duluth	News-Tribune	(a)	3,127,859*	276,941	2,014,740	559,237
	(Includes 276,941 lines Legal.)					
Wilmington (Del.)	Every Evening	(f)	3,122,621	521,324	2,208,329	392,968
Hackensack-Lynn, (Mass.)	Bergen Record	(f)	3,115,326	466,012	2,277,046	372,268
	Telegram-News	(f)	2,691,696	361,970	1,866,844	462,882
	Sunday ed	(i)	422,758	42,490	243,320	136,948
	Total	(k)	3,114,454	404,460	2,110,164	599,830
Sioux City	Journal	(h)	3,092,040	827,078	1,757,854	507,108
	(Total Figures—Editions not listed separately.)					
Danville, (Ill.)	Commercial News	(f)	3,083,234	720,776	2,362,458	58,445*
	(*Number of classified advertisements, not line age, and not counted in total.)					
Altoona	Times-Tribune	(b)	3,073,431	278,580	2,329,485	464,366
Ashtabula	Star-Beacon	(f)	3,028,500	335,174	2,622,088	71,238
El Paso	Herald	(f)	3,025,595	775,399	1,757,157	493,039
Tacoma	Ledger	(a)	3,009,174	435,358	1,768,074	805,742
York, (Pa.)	Gazette & Daily	(b)	3,002,062	200,396	2,472,568	329,098
San Francisco	Bulletin	(f)	2,983,099	461,307	1,969,289	389,448
Burlington	Free Press	(b)	2,966,741	551,170	2,219,711	195,860
Riverside, (Cal.)	Press	(f)	2,962,078	592,416	1,954,971	414,691
Ann Arbor	Times-News	(f)	2,935,394	357,784	2,406,726	170,884
Clarksburg	Telegram	(k)	2,934,582	486,934	2,152,290	295,358
Buffalo	Express	(b)	1,811,121	451,571	1,149,607	209,943
	Sunday ed	(i)	1,116,418	365,268	702,811	48,339
	Total	(a)	2,927,539	816,839	1,851,418	258,382
Waco	Times-Herald	(f)	1,977,679	318,023	1,180,709	478,947
	Sunday ed	(i)	911,219	80,970	717,952	112,297
	Total	(k)	2,888,898	398,993	1,098,661	591,244
New York	News	(b)	2,058,538	720,936	1,148,812	188,790
	Sunday ed	(i)	825,826	164,564	624,034	c37,228
	Total	(a)	2,884,364	885,500	1,772,846	226,018
Lansing	Capital-News	(f)	2,878,666	127,151	2,592,828	158,687
Everett (Wash.)	Herald	(f)	2,874,655	535,840	2,096,404	242,411*
	(*Classified includes 54,301 lines Miscellaneous.)					
Ft. Worth	Record	(b)	1,791,426	247,198	908,486	637,742
	Sunday ed	(i)	1,075,998	82,544	780,290	213,164
	Total	(a)	2,867,424	329,742	1,688,776	850,906
Lynchburg (Va.)	Advance	(f)	2,700,124	604,208	1,956,416	129,500
	News	(c)	2,845,556	617,862	2,043,706	183,988
Columbia	State	(b)	1,809,416	541,156	1,104,278	163,982
	Sunday ed	(i)	1,023,386	252,364	650,496	120,526
	Total	(a)	2,832,802	793,520	1,754,774	284,508
Lexington	Herald	(b)	1,783,888	266,652	1,296,344	220,892
	Sunday ed	(i)	1,032,486	158,508	794,374	79,604
	Total	(a)	2,816,374	424,160	2,090,718	290,496
Staten Island	Advance	(f)	2,809,516	155,937	2,290,547	424,032
Fitchburg	Sentinel	(f)	2,808,748	424,480	2,230,424	151,844
Whittier, (Cal.)	News	(f)	2,808,636	.....	.....	.....
Lima	Republican-Gazette	(f)	1,993,656	135,968	1,446,774	356,902
	Sunday ed	(i)	809,494	43,372	619,822	142,492
	Total	(k)	2,803,150	179,340	2,066,596	499,394
Dubuque, (Ia.)	Telegraph-Herald	(k)	2,794,386*	588,658	1,920,744	184,156
	(*Includes 100,828 Lines Automobile, not otherwise classified.)					
Waterloo	Courier	(f)	2,790,480	641,004	1,873,760	275,716
Lafayette	Journal & Courier	(f)	2,788,492	528,598	1,924,090	335,804
Newburg, N. Y.	News	(f)	2,779,532	507,017	2,019,910	252,605
Council Bluffs	Nonpariel	(k)	2,777,740	514,150	1,901,550	362,040
Malone	Telegram	(f)	2,777,600	.....	.....	.....
Berkeley	Gazette	(f)	2,757,244	236,460	1,736,252	784,532
Champaign (Ill.)	News-Gazette	(f)	1,958,056*	314,762	1,502,704	140,590
	(*Does not include 166,066 lines Legal.)					
	Sunday ed	(i)	751,836	91,098	610,232	50,506
	Total	(m)	2,709,992	405,860	2,112,936	191,096
Casper, (Wyo.)	Tribune	(k)	2,679,236	404,166	1,994,412	280,658
Santa Monica, (Cal.)	Outlook*	(f)	2,675,926	178,382	1,930,340	567,204
	(*Lineage includes that of West Los Angeles Tribune and Ocean Park Bulletin, jointly owned.)					
Jackson, (Mich.)	News	(a)	2,671,550	147,392	2,183,510	340,648
Houston	Press	(f)	2,667,098	265,160	2,164,050	237,888
Santa Barbara	News	(f)	2,661,974	354,662	1,762,488	544,824
Brockton	Enterprise	(f)	2,657,816	453,194	1,751,848	452,774
Fairmont	West Virginian	(f)	2,646,112	261,296	2,314,928	73,528
Chester	Times	(f)	2,638,471	440,268	1,935,666	263,537
Raleigh (N. C.)	Times	(f)	2,626,750	194,306	2,164,736	267,708
Akron	Press	(f)	2,618,126	249,088	1,872,934	496,104
Butler (Pa.)	Eagle	(f)	2,612,064	490,112	1,845,312	276,640
Worcester	Post	(f)	2,602,775	387,688	1,922,550	292,537
Racine	Journal-News	(f)	2,601,952	517,332	1,755,908	328,712
Hutchinson (Kan.)	News	(f)	2,586,570	497,308	1,778,490	310,772
Marion (Ind.)	Chronicle	(f)	2,578,464	405,704	1,976,537	196,223
Bangor	News	(b)	2,575,392	510,312	2,065,080	.....
Jackson, Miss.	Courier	(f)	2,571,604	435,946	1,951,852	183,806
Ottumwa (Ia.)	News	(k)	2,569,700	474,936	1,766,058	328,706
Portland Ore.)	Telegram	(f)	2,561,865	413,266	2,123,674	24,925
Charleston	Post	(f)	2,557,170	710,458	1,655,752	190,960
Braddock (Pa.)	News-Herald	(f)	2,548,762	.....	.....	.....
Aberdeen (Wash.)	World	(f)	2,540,200	402,024	2,013,256	124,928
Great Falls	Tribune	(b)	2,538,284	486,829	1,856,519	194,936
Lorain (Ohio)	Times-Herald	(f)	2,528,222	370,888	2,076,188	80,148
Beloit	News	(f)	2,527,634	628,514	1,661,352	237,768
La Crosse	Tribune	(f)	1,968,826	513,254	1,254,820	116,984
	Sunday ed.	(i)	556,056	65,590	446,900	36,904
	Total	(k)	2,524,882	578,844	1,701,120	153,888
Providence	Tribune	(k)	2,513,953	364,143	1,925,156	224,654
Kansas City	Kansan	(f)	1,785,007	453,313	871,304	370,363
	Sunday ed.	(i)	717,850	113,981	386,680	188,531
	Total	(k)	2,502,857	567,294	1,257,984	558,894
Columbus (Ga.)	Ledger	(k)	2,492,930	538,170	1,738,509	216,251
Portland (Ore.)	News	(f)	2,481,972	288,904	1,963,598	229,470
Santa Barbara	Press	(b)	2,474,820	142,982	1,709,916	*621,922
	(Clasified includes 250,000 lines Legal.)					
Charleston	Mail	(k)	2,452,562	221,788	1,770,426	460,348
Elkhart	Truth	(f)	2,445,590	464,226	1,677,900	303,464
Sharon	Herald	(f)	2,442,216	416,640	1,719,718	305,858
Joplin (Mo.)	Globe	(b)	1,595,664	513,945	873,824	207,896
	Sunday ed.	(i)	834,064	126,448	588,602	119,014
	News-Herald	(f)	1,730,631	525,047	941,220	264,365
	Total Morn.	(a)	2,429,728	640,493	1,462,426	326,910
Newark (Ohio)	Advocate	(f)	2,429,000	.....	.....	.....
Boston	Advertiser	(b)	725,173	146,241	328,124	250,808
	Sunday ed.	(i)	1,702,474	724,749	682,274	295,451
	Total	(a)	2,427,647	870,990	1,010,398	546,259
Sioux Falls (S. D.)	Argus-Leader	(f)	2,417,567	601,739	1,573,553	242,270
Eureka-	Humboldt Times	(d)	2,415,266	355,376	1,467,242	592,648
Yonkers	Herald	(f)	2,399,253	316,605	1,702,792	368,856
Meridian (Miss.)	Star	(k)	2,388,218	531,678	1,702,400	128,800
Emporia	Gazette	(f)	2,387,574	NOT AVAILABLE		

(*Continued on page* 18)

THE NEWS carried less lineage! *than any other New York newspaper*

JAN. 1—AUG. 31, 1924

NOT because we couldn't get more, but because we couldn't print more in our tabloid paper . . . Only 3.53% of all the advertising run in New York newspapers in the first eight months of this year appearing in the News—3,600,546 lines of the 101,807,190 total! . . . WE KNOW of no more significant fact to national advertisers in New York . . . The three million lines in The News were delivered to the largest daily circulation in America—delivered in a small package and in an assimilable form. . . . Every advertisement in The News had its chance to sell . . . Every agate line on the small page came before the eyes of the whole News circulation . . . Every issue was an advertising salvo instead of a daily barrage. . . . GETTING copy into a paper *isn't* advertising necessarily, but getting copy into a reader's eyes *is*! . . . THE NEWS, *New York's Picture Newspaper*, 25 Park Place New York, 7 So. Dearborn St., Chicago.

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(Continued from page 16)

City	Newspaper		Total	National Display	Local	Classified
Oshkosh	Northwestern	(f)	2,381,961	674,902	1,601,400	105,659
Bakersfield	Californian	(f)	2,365,916	615,622	1,434,342	315,952
Galesburg (Ill.)	Republican-Register	(f)	2,365,706	471,814	1,893,892	.....
Sharon (Pa.)	Telegraph	(f)	2,363,731	249,348	1,650,533	463,850
St. Joseph (Mo.)	Gazette	(b)	1,374,409	206,781	1,005,702	161,726
	Sunday ed.	(i)	986,412	128,231	772,338	85,843
	Total	(a)	2,360,821	334,012	1,778,040	247,569
Taunton	Gazette	(f)	2,350,025	489,895	1,723,190	136,940
Chicago	Journal	(f)	2,335,602	456,866	1,878,736	335,430
Waterloo (Ia.)	Tribune	(a)	2,330,958	318,416	1,882,734	129,808
Sheboygan	Press-Telegram	(f)	2,319,338	586,418	1,489,012	102,116
	(141,792 Lines Miscellaneous Advertising Included in Total.)					
Augusta (Ga.)	Herald	(f)	1,583,882	490,810	906,555	186,567
	Sunday ed.	(i)	711,930	134,034	489,226	88,670
	Total	(k)	2,295,812	624,844	1,395,781	275,237
Woonsocket	Call	(f)	2,291,660	440,958	1,723,806	126,896
Tucson	Citizen	(f)	1,863,526	279,528	1,267,854	316,144
	Sunday ed.	(i)	423,654	63,548	301,138	58,968
	Total	(k)	2,288,180	343,076	1,568,992	375,112
Salem (Mass.)	News	(f)	2,283,596	458,990	1,526,728	297,878
Meadville (Pa.)	Republican	(b)	2,282,896	361,018	1,844,542	77,336
Tacoma	Times	(f)	2,282,210	307,188	1,512,616	462,406
Elyria	Chronicle-Telegram	(f)	2,279,538	276,432	1,818,313	184,838
Norwalk	Hour	(f)	2,277,366	386,848	1,748,124	10,171
Galveston	News	(a)	2,273,450	516,924	1,238,661	517,865
Brooklyn	Citizen	(k)	2,270,232	731,641	1,120,358	418,233
Superior (Wis.)	Telegram	(f)	2,265,680	570,584	1,544,256	150,840
Parkersburg	News	(b)	1,658,920	146,986	1,180,050	331,884
	Sunday ed	(i)	605,316	82,906	450,786	71,624
	Total	(a)	2,264,236	229,892	1,630,836	403,508
Fresno, (Cal.)	Bee	(f)	2,264,080	456,092	1,482,810	325,178
Yakima	Herald	(b)	1,273,370	222,348	943,278	107,744
	Sunday ed	(i)	595,294	153,972	373,282	68,040
	Total Morn	(a)	1,868,664	376,320	1,316,560	175,784
	Republic	(f)	2,253,930	416,668	1,659,224	68,040
Lakeland, (Fla.)	Star-Telegram	(c)	2,253,582		1,846,782	406,800
Charleston	News Courier	(a)	2,248,736	406,364	1,475,152	367,220
Kokomo	Dispatch	(b)	1,769,040	189,000	1,440,040	140,000
	Sunday ed	(i)	479,660	31,500	397,200	50,960
	Total	(a)	2,248,700	220,500	1,837,240	190,960
Middletown	Press	(f)	2,247,388	308,210	1,759,898	189,280
Albany	News	(f)	2,245,014	183,652	1,556,678	504,684
Ashland	Independent	(k)	2,240,614	280,569	1,787,591	172,454
Albany (N. Y.)	Journal	(f)	2,236,276	252,966	1,669,514	313,796
Madison	Capital Times	(f)	2,233,084	313,348	1,562,820	356,916
Cedar Rapids (Ia.)	Republican	(f)	1,521,000	319,570	1,040,486	160,944
	Sunday ed.	(i)	711,840	138,158	509,441	64,241
	Total	(k)	2,232,840	457,728	1,549,927	225,185
Modesto (Cal.)	News	(f)	2,220,414*	301,378	1,245,356	417,970
	(Total includes 222,012 lines Automobile, both local and national display)					
Beaver Falls (Pa.)	Tribune	(f)	2,220,414	244,412	1,855,308	120,694
New York	Post	(f)	2,209,886	637,600	1,440,538	131,748
Phoenix (Ariz.)	Gazette	(f)	2,173,836	373,086	1,412,782	387,968
Sandusky (Ohio)	Register	(c)	2,164,449	402,255	1,536,122	226,072
Cincinnati	Commercial Tribune	(b)	1,515,422	77,190	1,211,640	226,592
	Sunday ed.	(i)	642,186	41,772	492,725	107,689
	Total	(a)	2,157,608	118,962	1,704,365	334,281
Quincy (Ill.)	Whig-Journal	(k)	2,143,008	514,248	1,382,738	246,022
Sacramento	Union	(b)	1,393,924	88,844	1,035,202	269,878
	Sunday ed.	(i)	733,012	18,592	628,334	86,086
	Total	(a)	2,126,936	107,436	1,663,536	355,964
Sandusky	Star-Journal	(f)	2,124,689	385,073	1,520,867	218,749
Urbana	Courier	(f)	2,112,268	463,904	1,484,673	163,688
Austin (Tex.)	American	(a)	2,104,830	484,008	1,266,174	354,648
Oklahoma City	News	(f)	2,099,328	244,944	1,456,280	398,104
Reading (Pa.)	Tribune	(b)	2,091,124	81,214	1,705,326	304,584
Colorado Springs	Gazette	(b)	1,914,150	331,310	1,276,534	288,330
	Telegraph	(f)	2,087,778	359,282	1,428,042	288,386
	Sunday ed.	(i)	1,152,032	120,078	868,238	161,462
Amsterdam	Recorder & Democrat	(f)	2,086,700	350,074	1,736,396	.....
Owosso (Mich.)	Argus-Press	(f)	2,084,600	376,334	1,708,266	.....
Rutland	Herald	(b)	2,083,693	441,541	1,554,792	87,360
Attleboro	Sun	(f)	2,079,084	239,176	1,771,448	68,460
Stockton	Independent	(a)	2,075,387	174,118	1,723,044	178,220
New London	Day	(f)	2,060,814	545,622	1,215,130	300,062
Ithaca	Journal-News	(f)	2,059,526	399,280	1,460,690	199,556
Riverside (Cal.)	Enterprise	(a)	2,047,610	148,998	1,358,970	398,006
Indianapolis	Times	(f)	2,042,203	345,551	1,336,290	360,365
Racine	Call	(f)	2,029,254	284,270	1,529,346	215,908
South Norwalk	Sentinel	(f)	2,026,500	157,500	1,680,000	189,000
Boston	Christian Science Monitor	(f)	2,019,967	282,429	1,074,944	662,594
	(Included in classified is also lineage which comes under "states and cities" merchandise advertising.)					
Owensboro	Messenger	(d)	2,012,024	368,886	1,542,422	100,716
Wausau	Record-Herald	(f)	2,008,244	334,707	1,363,037	310,500
Walla Walla	Bulletin	(f)	1,497,132	386,218	993,398	117,516
	Sunday ed.	(i)	508,844	85,624	400,078	23,142
	Total	(k)	2,005,976	471,842	1,393,476	140,658
Pocatello (Ida.)	Tribune	(f)	1,697,038	248,882	1,123,584	324,632
	Sunday ed*	(i)	307,748		274,778	32,970
	Total	(k)	2,004,786	248,882	1,398,362	357,602
	(*Sunday edition figures for period March 16—June 30.)					
Quincy (Ill.)	Herald	(f)	1,995,266	372,988	1,622,278	.....
Adrian (Mich.)	Telegram	(f)	1,955,646	385,378	1,332,926	237,342
Pomona (Cal.)	Bulletin	(a)	1,993,166	.....	1,731,604	261,562
Bradford	Era	(b)	1,989,834	.....	.....	.....
Clinton (Ia.)	Advertiser	(f)	1,988,525	387,401	1,468,887	132,237
Morristown (N. J.)	Record	(f)	1,975,036	347,620	1,497,510	129,906
Augusta (Ga.)	Chronicle	(a)	1,952,006	363,930	1,419,040	269,036
Cambridge	Jeffersonian	(f)	1,951,928	296,100	1,545,754	109,074
Richmond	Item	(a)	1,949,108	324,534	1,414,644	183,652
Lockport (N. Y.)	Union-Sun & Journal	(f)	1,929,788	349,043	1,447,537	133,208
Keene (N. H.)	Sentinel	(f)	1,926,904	295,106	1,549,464	82,334
Auburn	Citizen	(f)	1,926,760	451,710	1,376,984	98,066
Fond du Lac	Reporter	(f)	1,926,389	306,757	1,452,407	167,225
Hollywood	News	(f)	1,924,174	38,710	1,160,278	725,186
Eugene (Ore.)	Register	(b)	1,920,842	547,092	1,373,850	
Fond du Lac	Commonwealth	(f)	1,905,022	362,012	1,465,100	77,910
Bridgeport	Star	(k)	1,899,051	154,854	1,501,612	242,585
Batavia	News	(f)	1,893,906	336,000	1,380,400	177,506
Lebanon	News	(f)	1,872,178	474,978	1,294,566	102,634
Beaver (Pa.)	Times	(f)	1,866,452	167,006	1,566,320	133,126
Charlottesville	Progress	(f)	1,857,895	205,679	1,586,690	65,526
Marquette	Mining Journal	(b)	1,851,682	329,364	1,459,584	62,734
Portsmouth	Star	(f)	1,844,696	180,026	1,581,396	83,272
Lewiston (Me.)	Sun	(b)	1,841,714	433,272	1,281,280	127,562
Middletown (Ohio)	News-Signal	(f)	1,828,176	321,048	1,507,128	
Marietta (Ohio)	Times	(f)	1,470,920	315,686	933,128	222,106
	Sunday ed.	(i)	355,621	59,752	260,218	35,651
	Total	(k)	1,826,541	375,438	1,193,346	257,757
Middletown	Times-Press	(f)	1,810,858	389,914	1,067,136	303,808
Ardmore (Okla.)	Ardmoreite	(f)	1,791,440	268,234	1,396,450	126,756
Waterville (Me.)	Sentinel	(b)	1,787,632	425,264	1,190,588	171,780
Salem	Capital Journal	(f)	1,785,748	402,290	1,114,358	269,136
Monroe, (La.)	News-Star	(f)	1,781,346	295,733	1,393,464	92,149
Salina (Kan.)	Journal	(f)	1,771,556	349,118	1,215,368	207,070
Albany (Ga.)	Herald	(f)	1,762,258	363,944	1,209,348	189,966
Bridgeport	Times	(f)	1,752,737	168,546	1,432,097	152,904
Hamilton (O.)	Journal	(f)	1,749,314	377,482	1,371,832	.....
Oil City (Pa.)	Blizzard	(f)	1,744,428	.....	.....	.....
Denton (Tex.)	Record-Chronicle	(f)	1,732,570	.....	.....	.....
Bowling Green (Ky.)	News	(f)	1,719,144	453,600	1,265,364	95,256
Corning	Leader	(f)	1,691,173	332,473	1,181,978	176,723
Hannibal (Mo.)	Courier-Post	(f)	1,690,682	278,404	1,233,442	178,836
Scranton	Scrantonian	(i)	1,687,854	168,756	1,504,340	14,758
Tarrytown (N.Y.)	News	(f)	1,686,872	.....	.....	.....
Concord	Monitor-Patriot	(f)	1,678,096	.....	.....	.....
Bloomington (Ill.)	Bulletin	(k)	1,676,221	142,772	1,425,144	108,305
Salem (Ore.)	Statesman	(d)	1,670,068	160,084	1,225,070	284,914
Belleville (Ill.)	Advance	(f)	1,668,996	235,942	1,385,286	47,768
Houston	Dispatch	(a)	1,662,374	75,110	1,247,400	339,866
Salisbury	Post	(f)	1,659,812	1,532,428		27,384
Westerly	Sun	(f)	1,369,256	256,088	1,033,494	79,674
	Sunday ed	(j)	288,610	56,826	214,900	16,884
	Total	(l)	1,657,866	313,914	1,248,394	96,558
Watertown (N. Y.)	Standard	(f)	1,649,984	240,604	1,164,800	244,580
Olean	Herald	(f)	1,643,362	.....	.....	.....
Columbus (Ga.)	Enquirer-Sun	(b)	1,043,584	153,664	899,920	189,014
	Sunday ed.	(i)	597,100	33,600	518,000	45,500
	Total	(a)	1,640,684	187,264	1,417,920	234,514
Bartlesville	Examiner	(a)	1,629,642	109,200	1,345,722	174,720
Olympia (Wash.)	Olympian	(a)	576,254*	90,202	384,566	41,370
	Recorder	(f)	1,044,988*	293,748	640,724	106,470
	Total	(h)	1,621,242	383,950	1,025,290	147,840
	(*Total lineage includes Legal-Olympian, 60,-116 Lines; Recorder, 4,046 Lines.)					
Augusta	Kennebec Journal	(b)	1,619,684	419,282	1,024,548	175,854
Union Hill	Hudson Dispatch	(b)	1,617,153	452,708	1,810,832	353,613
Gloversville (N. Y.)	Herald	(b)	1,610,084	146,692	1,181,670	281,722
Lawrence	Journal-World	(f)	1,610,756	297,066	1,088,690	225,000
Fort Collins	Express-Courier	(k)	1,610,238	259,168	1,162,588	188,482
Knoxville	News	(f)	1,605,618	119,182	1,247,400	230,036
Monrovia (Cal.)	News	(f)	1,598,688	165,984	1,126,944	305,760
Gardner	News	(f)	1,583,848	499,387	988,781	85,680
Lewiston (Me.)	Journal	(f)	1,581,710	428,407	1,025,556	127,747
Arkansas City	Traveler	(f)	1,576,037	1,462,614		113,423
Anniston	Star	(f)	1,574,860	278,558	1,161,720	134,582
Covington	Post	(f)	1,574,034	72,856	1,322,720	178,458
Pensacola	Journal	(a)	1,558,158*	365,022	953,176	220,435
St. Joseph (Mich.)	Herald-Press	(f)	1,551,907	228,284	1,208,963	114,660
	*Total includes 19,430 lines Miscellaneous.)					

(Continued on page 20)

These Men Must Know Markets—

Advertising agency executives are in the best position to judge the worth of the new 1924 Milwaukee Journal Consumer Survey. The comments of a representative group of these men indicate the value of the accurate and timely information which this survey contains. It reveals important sales opportunities in the rich Milwaukee market.

N. W. Ayer & Son,
J. M. MATHER, New York Resident Partner
"—it seems to be the most complete thing of its kind I have ever had the privilege of studying."

George Batten Company,
N. W. EMERSON, New England Manager
"—a very constructive piece of work. I certainly congratulate you on it. —we can use this report in a very practical way."

Franklin P. Shumway Company,
FRANKLIN P. SHUMWAY
"—one of the most complete surveys that has ever been made."

Sehl Advertising Agency,
H. W. SEHL
"—some of the facts you reveal are nothing less than startling. We can use it to great advantage."

Honig-Cooper Company,
C. R. NIKLASON
"—the best piece of work of its kind we have ever seen."

The Eugene McGuckin Company,
E. N. LEVY
"After carefully inspecting its contents we begin to realize the greatness of our obligation to you."

Henri, Hurst & McDonald,
N. F. SAMMONS
"I have obtained from it some very helpful information."

Have You Obtained a Copy? The Edition Is Limited!

The Milwaukee JOURNAL FIRST - by Merit

More Milwaukee and Wisconsin people read The Journal than any other publication in the world.

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(*Continued from page* 18)

City	Newspaper	Total	Display National	Display Local	Classified
New Philadelphia (Ohio)	Times (f)	1,547,322	263,536	1,179,696	104,090
Texarkana	Texarkanian (f)	1,539,426	144,760	1,302,938	91,728
Palo Alto	Times (f)	1,538,964	77,112	1,258,264	203,588
Reno (Nev.)	Gazette (f)	1,527,722	402,416	978,950	146,356
Morgantown	Post (b)	1,521,676	218,986	1,137,715	164,975
Norwich (Conn.)	Bulletin (b)	1,518,216	466,284	1,051,932	.....
Manchester (Conn.)	Herald (f)	1,510,474	129,372	1,294,302	87,800
Muscatine (Ia.)	Journal (f)	1,508,080	352,954	1,060,178	94,948
Des Moines	News (f)	1,506,134	173,796	1,118,670	213,668
Bloomington	World (f)	1,506,366	284,000	945,120	177,216
Rome (Ga.)	News-Tribune (m)	1,483,272	352,128	1,021,272	109,872
Kittanning	Simpson's Leader-Times (f)	1,478,988	.....	.....	.....
Iron Mt. (Mich.)	News (f)	1,474,441	211,357	1,202,791	60,293
Cortland (N.Y.)	Standard (f)	1,469,370	294,812	1,018,192	156,366
El Dorado (Ark.)	Daily News (c)	988,074	244,194	693,825	50,055
	Sunday ed. (i)	478,913	72,016	394,842	12,055
	Total (d)	1,466,987	316,210	1,088,667	63,110
Fayetteville	Observer (f)	1,464,890	236,740	1,177,108	51,044
Austin (Minn.)	Herald (f)	1,454,952	476,574	953,148	25,260
Mt. Vernon (Ill.)	Register-News (f)	1,454,278	249,690	1,037,946	166,642
Newburyport	News (f)	1,450,162	.....	.....	.....
Ironwood (Mich.)	Globe (f)	1,445,668	226,716	1,155,952	63,000
St. Johnsbury (Vt.)	Caledonian (f)	1,436,022	396,914	994,294	44,814
Toronto (Ohio)	Tribune (f)	1,433,796	28,674	1,405,122	3,276
Freeport (N. Y.)	Review (f)	1,429,997	158,755	880,194	391,048
Mattoon	Journal-Gazette (f)	1,426,978	329,840	1,009,778	87,360
Iowa City	Press-Citizen (f)	1,426,754	321,888	956,970	104,972
Hornell (N. Y.)	Tribune-Times (f)	1,424,402	285,096	1,051,330	287,976
Mason City	Globe-Gazette & Times (f)	1,413,207	302,148	1,111,059	89,856
Astoria, Ore.	Budget (f)	1,396,598	223,146	1,041,334	132,118
Marshall (Mich.)	Chronicle (f)	1,394,790	227,136	1,121,710	45,844
San Luis Obispo	Telegram (f)	1,386,826	160,790	938,952	111,130
Fullerton	Tribune (f)	1,384,642	210,140	957,110	217,392
Quincy (Mass.)	Patriot-Ledger (f)	1,361,710	1,063,790		297,920
Warsaw (Ind.)	Times (f)	1,360,579	616,520	719,599	24,460
LaSalle	Tribune (f)	1,356,998	218,694	1,067,024	71,280
El Dorado (Kan.)	Times (f)	1,356,832	189,364	1,121,850	45,618
Rome (N. Y.)	Sentinel (f)	1,349,591	290,726	821,167	237,698
Little Falls (N. Y.)	Times (f)	1,344,910	264,446	834,638	245,826
Sunbury (Pa.)	Item (f)	1,344,700	396,186	867,048	81,466
Harrisonburg	News Record (b)	1,341,410	282,200	979,034	78,176
Alpena (Mich.)	News (f)	1,340,192	216,776	1,123,416	.....
Sunbury	Sunbury Daily (f)	1,337,182	319,998	934,990	82,194
Huntington (Ind.)	Herald (f)	1,329,094	211,498	1,033,162	84,434
Wooster (Ohio)	Record (f)	1,328,348	244,187	1,104,161	.....
Ottawa (Ill.)	Republican-Times (f)	1,320,659	325,528	876,652	118,479
Athens (Ga.)	Banner-Herald (f)	905,450	249,144	496,902	159,404
	Sunday ed. (i)	411,894	62,846	301,644	47,404
	Total (k)	1,317,344	311,990	798,546	206,808
Centerville (Ia.)	Iowegian & Citizen (f)	1,317,162	294,028	927,528	95,606
Fairmont (Minn.)	Sentinel (f)	1,315,768	198,352	963,536	152,880
Stevens Point	Journal (f)	1,300,317	320,367	961,750	18,000
Morristown	Jerseyman (f)	1,295,280	66,843	1,122,135	106,302
Fostoria (Ohio)	Times (f)	1,291,220	123,060	1,117,200	50,960
Streator (Ill.)	Free Press (f)	1,282,400	330,456	919,604	32,340
Marysville (Cal.)	Democrat (f)	1,275,638	.....	.....	.....
Independence (Mo.)	Examiner (f)	1,273,104	106,470	940,912	225,708
Decatur (Ill.)	Democrat (f)	1,267,714	146,006	1,095,500	26,208
Coffeyville (Kan.)	Journal (f)	1,260,476	277,620	873,656	109,200
Hoquiam	Washingtonian (b)	1,257,734	265,258	875,996	116,480
La Porte	Herald (f)	1,247,886	274,528	902,842	70,516
New York	Commercial (b)	1,247,788	.....	.....	.....
Xenia (Ohio)	Republican & Gazette (g)	1,246,562	250,194	909,188	87,180
Port Jervis	Union (f)	1,234,520	.....	.....	.....
Clinton (Ind.)	Clintonian (f)	1,226,596	172,843	945,253	108,500
Hudson	Star (b)	1,224,902	166,306	918,078	140,518
Conneaut (Ohio)	News-Herald (f)	1,222,176	216,198	897,300	108,678
Claremont	Record (f)	1,219,496	130,718	1,088,778	.....
Norfolk (Neb.)	News (f)	1,212,680	280,546	685,496	136,402
Newton (Ia.)	News (f)	1,210,160	147,000	1,021,160	42,000
Seattle	Journal of Commerce (b)	1,206,500	60,000	1,146,500	.....
Lewistown (Mont.)	Democrat (a)	1,205,470	433,438	685,200	86,832
Keokuk (Ia.)	Gate City (f)	1,202,842	355,320	855,862	51,660
Rock Hill (S. C.)	Herald (b)	1,196,188	.....	.....	.....
Pawhuska (Okla.)	Capital (f)	1,195,040	.....	.....	.....
Provo (Utah)	Herald (f)	1,031,678	140,400	785,678	105,600
	Sunday ed. (i)	156,800	41,200	104,160	11,400
	Total (k)	1,188,478	181,600	889,838	117,000
Belvidere (Ill.)	Republican (f)	1,187,746	157,528	967,750	62,468
Nelson (B. C.)	News (b)	1,187,172	467,124	582,876	137,172
Marinette	Eagle-Star (f)	1,183,760	286,333	863,221	34,206
Greenwood (S.C.)	Index-Journal (b)	1,182,006	217,560	840,446	84,000
Laurel (Miss.)	Leader (f)	1,176,000	184,000	920,000	72,000
McAlester (Okla.)	News-Capital (f)	1,174,616	272,742	774,468	127,406
Sterling	Advocate (f)	1,170,310	122,010	997,900	50,400
El Centro (Cal.)	Press (f)	1,167,216	267,000	800,000	100,216
Canton (Ill.)	Ledger (f)	1,163,736	238,574	850,808	74,354
Fremont (Neb.)	Tribune (f)	1,156,008	226,940	805,420	123,648
Cadillac	News (f)	1,139,763	225,006	849,657	65,100
Trenton (Mo.)	Republican (f)	1,137,010	23,464	1,102,612	10,934
Crawfordsville (Ind.)	Journal (f)	1,133,790	.....	.....	.....
Cape Girardeau (S. E.)	Missourian (f)	1,123,454	215,054	709,086	209,314
Bemidji	Pioneer (f)	1,120,518	158,634	825,860	36,024
Washington C. H.	Ohio Journal (g)	1,116,150	.....	.....	.....
Biddeford	Journal (f)	1,107,344	346,528	658,406	102,410
Brawley (Cal.)	News (b)	1,105,566	.....	.....	.....
Boone (Ia.)	News-Republican (f)	1,096,438	233,842	826,420	38,176
Gettysburg	Times (f)	1,088,738	315,734	667,396	105,608
Staunton (Va.)	News & Leader (g)	1,076,696	267,790	624,764	184,142
San Luis Obispo	Herald (d)	1,074,934	63,994	764,316	76,258
Biloxi (Miss.)	Herald (f)	1,073,048	210,994	744,212	107,842

(*Continued on page* 22)

Morning Papers The *Get Action Same Day*

Leadership !

IN the first seven months of 1924 The Cincinnati Enquirer carried 409,788 lines of passenger car display advertising.

This is more than all the other three papers in Cincinnati combined and is by 46,460 lines *more than twice* as much as the second best paper.

In May, June and July, The Enquirer carried 74,168 lines more than all the other three papers combined, showing a neat gain over the same period of 1923, while the second best paper established a loss of 18,326 lines.

For many years The Enquirer has led all Cincinnati papers in automobile advertising. Remember this on your fall schedules: The Enquirer alone will serve the Cincinnati territory for you.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

The Best People, Including H. R. H. the Prince of Wales, Read the NEW YORK TELEGRAM-MAIL



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Average Net Paid Circulation [SIX MONTHS JAN. 26-JULY 26] 220,249

Western Representative:
J. E. LUTZ
Tower Building, Chicago, Ill.

Publication Office:
73 DEY STREET

Eastern Representative:
DAN A. CARROLL
110 East 42nd St., New York, N. Y.

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(*Continued from page 20*)

City	Newspaper	Total	Display National	Display Local	Classified
Marion (Ill.)	Republican-Leader ..... (f)	1,070,024	251,650	758,142	60,232
Fullerton	News ..... (f)	1,067,869	301,589	678,012	88,268
Albion (Mich.)	Recorder ..... (f)	1,065,190	150,766	914,424	21,840
Lowell (Mass.)	Telegram ..... (i)	1,061,508	55,664	978,544	27,300
Manistee	News-Advocate ... (f)	1,057,948	218,995	819,122	19,831
Sheridan (Wyo.)	Post-Enterprise .. (f)	743,638	183,302	560,336	.....
	Sunday ed..... (i)	305,172	47,516	257,656	.....
	Total ..... (m)	1,048,810	230,818	818,092	.....
St. Cloud (Minn.)	Times ..... (f)	1,047,970	240,128	613,788	107,240
Harrisburg (Ill.)	Register ..... (f)	1,047,162	.....	.....	.....
Brazil	Times ..... (f)	1,040,000	210,000	630,000	200,000
Miami (Okla.)	News-Record. (k)	1,036,512	268,898	703,598	64,016
Monroe (La.)	Times ..... (f)	1,016,396	175,952	817,274	23,170
Chillicothe (Mo.)	Constitution .. (f)	1,011,159	109,200	862,647	39,312
Perth Amboy	News ..... (f)	1,000,790	312,326	618,776	69,688
Manchester (N. H.)	Mirror ..... (f)	1,000,000	140,000	800,000	60,000
Ludington (Mich.)	News ..... (f)	693,854	174,090	519,764	.....
	Sunday ed..... (i)	281,946	36,834	245,112	.....
	Total ..... (k)	975,800	210,924	764,776	.....
Canandaigua	Messenger .... (b)	971,278	171,472	671,090	128,716
The Dalles (Ore.)	Chronicle ..... (f)	967,498	168,154	633,864	165,480
Ionia (Mich.)	Sentinel-Standard ... (f)	954,884	169,820	752,514	32,550
Henderson (N. C.)	Dispatch ..... (f)	947,016	132,440	763,196	51,380
Clarksville	Leaf-Chronicle (f)	939,991	178,716	726,338	34,937
Maryville (Mo.)	Democrat-Forum ..... (f)	938,224	152,180	716,240	69,804
Norwich (N. Y.)	Sun ..... (f)	932,736	201,796	707,449	23,491
Lincoln (Ill.)	Star ..... (f)	931,000	84,000	784,000	63,000
Hillsdale (Mich.)	News ..... (f)	927,297	249,627	625,261	52,409
Abilene	Reflector ..... (f)	910,588	240,240	637,728	36,620
Greenville	Reflector ..... (f)	909,986	124,516	745,836	39,634
Michigan City (Ind.)	Dispatch ..... (f)	909,240	103,874	765,240	40,126
Ames (Ia.)	Tribune ..... (f)	873,040	135,044	690,018	47,978
Tiffin	Advertiser .... (f)	864,000	250,124	613,956	.....
Bend (Ore.)	Bulletin ..... (f)	850,666	151,590	658,378	40,698
Kinston (N. C.)	Morning News (c)	840,000	70,000	728,000	42,000
Dowagiac (Mich.)	News ..... (f)	831,678	175,328	615,216	41,134
Oelwein	Register ..... (f)	827,690	263,884	527,352	36,454
Lawrenceville	Record ..... (f)	806,490	123,016	619,494	63,980
Oregon City	Enterprise ... (a)	805,084	127,242	557,550	120,302
Iola, Kan.	Register ..... (f)	797,090	195,930	601,160	.....
Kendallville (Ind.)	News-Sun .... (f)	793,240	161,042	563,962	68,236
Atlantic (Ia.)	News-Telegraph .. (f)	785,534	125,314	615,860	45,360
Junction City	Union ..... (f)	755,000	80,000	630,000	45,000
Petoskey	News ..... (f)	750,424	174,764	506,900	68,760
Mexico (Mo.)	Ledger ..... (f)	743,526	135,800	600,226	7,500
Albuquerque (N. M.)	State Tribune. (f)	726,186	87,318	481,284	157,584
Merced (Cal.)	Star ..... (b)	725,584	92,106	545,614	87,864
Columbus (Ind.)	Ledger ..... (f)	514,080	168,000	336,000	10,080
	Sunday ed..... (i)	208,320	50,400	151,200	6,720
	Total ..... (k)	722,400	218,400	487,200	16,800
LaSalle	Post ..... (f)	710,000	400,000	300,000	10,000
Dodge City	Globe ..... (f)	688,079	151,522	480,683	55,874
Madisonville	Messenger .... (f)	661,500	210,000	367,500	84,000
Dinuba (Cal.)	Sentinel ..... (f)	656,880	100,800	403,200	152,880
Middlesboro	Daily News... (f)	650,121½	89,015½	527,961	33,145
Litchfield (Ill.)	News-Herald . (f)	643,466	189,341	435,127	18,998
Clifton Forge	Review ..... (f)	637,588	102,892	480,970	47,726
Perry (Ia.)	Chief ..... (f)	632,674	42,630	543,550	46,494
Erie	Times ..... (f)	631,104	129,905	417,434	83,765
Hinton	News ..... (f)	626,875	250,748	313,437	62,687
Waukesha (Wis.)	Freeman ..... (f)	624,974	131,866	493,108	.....
Mandan (N. D.)	Pioneer ..... (f)	620,455	113,774	466,656	40,025
Portland (Ind.)	Commercial-Review ..... (g)	619,329	192,446	384,883	42,000
Savanna (Ill.)	Times-Journal (f)	612,880	6,200	604,800	2,880
Omaha	Drovers Journal Stockman ... (f)	611,478	163,446	343,886	104,146
Warsaw (Ind.)	Union ..... (f)	607,390	118,440	456,400	32,550
Mt. Vernon (Wash.)	Herald ..... (f)	599,784	139,598	401,176	59,010
Redwood City (Cal.)	Tribune ..... (f)	574,863	14,912	529,459	30,492
Shenandoah (Ia.)	World ..... (f)	560,686	85,134	457,576	17,976
Chambersburg	Franklin Repository .. (f)	558,000	183,592	367,184	37,224
Plymouth (Ind.)	Pilot ..... (f)	556,856	211,000	345,856	.....
Covington	Virginian .... (f)	520,000	167,184	306,000	46,816
Cordele (Ga.)	Dispatch ..... (f)	488,800	145,600	291,200	42,000
Southbridge	News ..... (f)	470,134	103,429	366,705	55,560
Bremerton	News-Searchlight ..... (f)	465,920	116,480	302,848	46,592
Chicago (Ill.)	Drovers Journal .... (f)	459,561	201,814	209,143	48,604
Corning (Cal.)	Observer ..... (f)	457,816	36,512	370,120	51,184
Greencastle	Banner ..... (f)	455,000	200,000	255,000	.....
Brenham (Tex.)	Banner-Press . (f)	452,396	.....	.....	.....
Edenton	News ..... (f)	413,576	121,396	283,260	8,920
Rochester (Ind.)	Sentinel ..... (f)	400,648	84,323	283,425	32,900
Hastings	Tribune ..... (f)	389,296	103,488	252,488	33,320
South St. Paul	Reporter ..... (f)	375,028	35,378	320,456	19,194
Newark	Sunday Call... (i)	282,800	.....	.....	.....
Pasadena	Post ..... (f)	233,192	42,398	143,778	47,016

RECORD OF CANADIAN LINEAGE

City	Newspaper	Total	Display National	Display Local	Classified
Toronto (Ont.)	Telegram ..... (f)	7,244,114	1,019,790	3,906,058	2,318,266
Montreal (Que.)	Star ..... (f)	6,647,550	1,836,480	3,618,155	1,192,915
Vancouver (B. C.)	Province ..... (f)	6,361,012	1,622,670	3,474,842	1,263,500
Winnipeg (Man.)	Free Press ... (g)	5,561,524	1,705,730	2,465,031	1,390,763
Montreal (Que.)	La Presse .... (f)	5,365,203	4,286,318		1,078,785
Windsor (Ont.)	Border Cities Star ..... (f)	4,544,216	1,255,070	2,643,854	645,392
Calgary (Alta.)	Herald ..... (f)	4,277,944*	1,153,748	2,324,017	721,444
		(*Total includes Office, 78,735 Lines.)			
Vancouver (B. C.)	Sun ..... (g)	3,041,766*	610,302	1,968,078	412,356
	Sunday ed..... (i)	1,221,374*	328,314	744,450	144,998
	Total ..... (h)	4,263,140	938,616	2,712,528	557,354
		(Total includes Legal Daily editions, 51,030 Lines; Sunday edition, 3,612 Lines.)			
London (Ont.)	Free Press.... (f)	4,171,195	1,803,600	1,868,775	498,820
Edmonton (Alta.)	Journal ..... (f)	4,152,342	1,185,748	2,345,288	621,306
Ottawa (Ont.)	Journal ..... (g)	3,742,698	1,182,405	2,268,514	291,780
Montreal (Que.)	Gazette ..... (b)	3,605,028	1,544,298	1,851,471	209,259
Victoria (B. C.)	Colonist ..... (a)	3,536,106	902,342	1,965,446	668,318
Saskatoon (Sask.)	Star-Phoenix (g)	3,351,703	1,091,106	1,706,346	557,251
Regina (Sask.)	Leader (b) & Post ..... (f)	3,174,158	1,100,092	1,470,450	603,616
Toronto (Ont.)	Globe ..... (b)	3,028,330	1,639,862	824,650	563,818
Quebec (P. Q.)	L'Evenement... (b)	2,652,653	789,077	1,503,571	360,005
Victoria (B. C.)	Times ..... (f)	2,645,748	665,700	1,693,678	286,370
St. Catharines (Ont.)	Standard ..... (f)	2,515,015	786,113	1,564,468	182,434

(*Continued on page 24*)

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. **John T. Flynn's Daily Business Reviews** deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director

U. P. C. NEWS SERVICE, INC.

243 West 39th Street, N. Y. C.

Time to think about—

"CURRENT RADIO"

The latest radio developments from the best minds, six days a week with mat illustrations.

FORTY-THREE

of the nation's leading dailies are regular subscribers.

A radio feature upon which you can stake your paper's *reputation* for *accuracy*.

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American Radio Relay League, Inc.

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first IN CENTRAL OHIO Columbus **IN CIRCULATION & ADVERTISING**

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH . . . 13,659,283 lines
SEC. PAPER . . 6,634,578 lines
THIRD PAPER. 4,762,473 lines

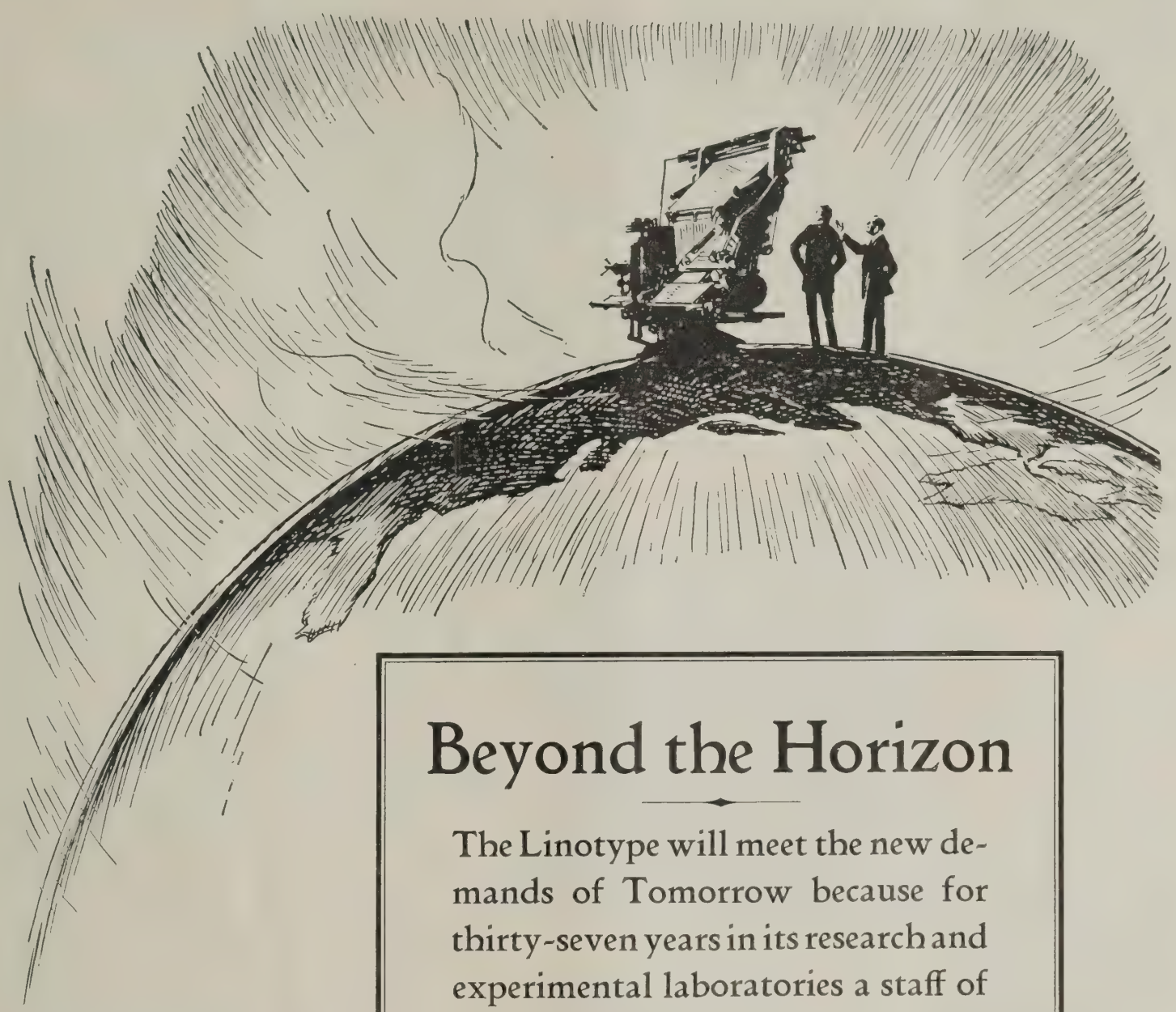
204 exclusive national advertisers first 6 mo. 1924

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MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY



There are certain fundamental beliefs upon which we have built this business

Beyond the Horizon

The Linotype will meet the new demands of Tomorrow because for thirty-seven years in its research and experimental laboratories a staff of experts, practical printers as well as engineers, have been solving problems that the printer will have to face Tomorrow.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

526-24.5-F

Composed entirely on the LINOTYPE

EDITOR & PUBLISHER NEWSPAPER LINEAGE RECORD

(*Continued from page 22*)

City	Newspaper		Total	Display National	Display Local	Display Classified
Kitchener (Ont.)	Record	(f)	2,507,120	729,148	1,512,476	265,496
Kingston	Freeman	(f)	2,336,189	393,702	1,689,983	196,526
			(54,978 Lines	Legal Adv.	Included	in Total)
Kingston (Ont.)	Standard	(f)	2,149,040	529,213	1,619,827	.....
Guelph (Ont.)	Mercury	(f)	2,045,613	618,058	1,287,049	140,506
St. Thomas (Ont.)	Times-Journal	(f)	2,021,601	724,382	1,124,780	172,439
Woodstock (Ont.)	Sentinel-Review	(f)	1,905,036	701,554	1,146,362	57,120
Chatham (Ont.)	News	(f)	1,889,958	660,240	1,107,890	121,828
Sault Ste Marie (Ont.)	Star	(f)	1,844,136	570,556	1,189,580	84,000
Lethbridge (Alta.)	Herald	(f)	1,767,168	652,817	980,037	134,314
Port Arthur (Ont.)	News Chronicle	(f)	1,705,414	597,771	911,267	196,376
Niagara Falls (Ont.)	Review	(f)	1,639,631	414,925	1,096,186	128,520
Moose Jaw (Sask.)	Times	(f)	1,597,939	645,897	769,664	182,378
Owen Sound (Ont.)	Sun-Times	(f)	1,506,532	628,396	830,592	47,544
Sherbrooke (Que.)	Record	(f)	1,500,000	700,000	800,000	.....
Truro (N. S.)	News	(f)	1,310,092	326,984	880,516	102,592
Prince Albert (Sask.)	Herald	(f)	1,070,761	418,200	536,042	116,519
Sault Ste. Marie	News	(f)	1,056,202	228,921	771,603	55,678
Quebec (P. Q.)	Chronicle	(b)	994,100	430,560	516,740	46,800
Ottawa (Ont.)	Le Droit	(f)	993,403	357,413	589,084	46,906
Brockville (Ont.)	Recorder-Times	(f)	954,113	483,084	448,150	22,879
Charlottetown (P. E. I.)	Guardian	(b)	548,778	393,210	155,568	.....

COVERING GLOBE-CIRCLERS IN NORTHLAND

(*Continued from page 5*)

now our correspondent at Reykjavik.

The Hotel Island (Island being what the untutored Icelanders call their country) was the center of Reykjavik's social life. We really got to know the aviators there. Being Americans together, far from home, the fliers and correspondents dined regularly ensemble at a huge table loaded with raw salmon, pickled herring, blood soup with fried eggs floating in it, steak and onions and Danish pastries. Bad weather in Greenland caused interminable delays. Finally we were at sea again.

The Richmond was stationed off Angmagsalik. A three-day gale raged. The port wireless carried away. The ship rolled 40 degrees to port and 20 to starboard. The mess boys could not set tables. We heard no news, and could not have sent it had there been any. When a week later we finally put into Reykjavik, weak and wan, a message from New York waited me:

"Can't understand your silence."

I tell the story because I can also tell the story of another correspondent. During the Locatelli show we had got nothing off for some 18 hours except about 130 words apiece. Every correspondent was in frenzy over the impossibility of sending anything. At last there was a clear wire. But we could not use it. There were incoming messages that must be received. One of these was to a correspondent.

"File fully, sending everything two ways," was the burden if not the text of the home office orders.

With the Locatelli crash came three days of searching, and then the rescue. We were 100 miles off Cape Farewell, Greenland. It was 11:45 P. M. I stood in the radio shack, arguing transmission. The chief engineering officer came in the door.

"You're missing something," he said. "There's a light on the bow."

We rushed to the windy foc'sal, peered into the black night. Ahead a green rocket shot up slowly, wearily, exploded, and sank again. Again a thrilling sea drama was unrolled before our eyes, rescue by searchlights, interview, the burning of the 'plane.

By 3:00 a. m. everyone had written 1,000 words. At about 3:30 a. m. a 30-word bulletin had moved. Late the next day everyone moved another 100 words. Early the morning of the second day everyone moved 400 words more. The night of the second day after the rescue the last 500 words were moved—always in 100 word driblets, for we had now agreed to limit takes to 100 words instead of 200 so that every man would stand a better chance of moving something.

Again we steamed westward. One morning we awoke to find ourselves in a drab grey harbor, spotted with granite islands. It was Ice Tickle, Hamilton Inlet, Labrador. From the shore chugged a two masted fishing boat, manned by Labradoreans. In the bow stood a gigantic figure, a man with tanned face, blue shirt and salt whitened tweeds. It was Joseph Pierson of the *Chicago Tribune*.

The destroyer Lawrence, which had been lying in a nearby cove, hoisted anchor and steamed near us. We boarded her, climbing a slippery sea ladder. A burley over-coated figure stood on the deck. He was Bob Dorman of the N. E. A. and the United Press. Behind him loomed a viking type, slicker and sou'wester hiding the immaculate Forrest Davis of the *New York Herald-Tribune*. Below in cramped quarters of a destroyer were the rest of the "Farthest North Press Club." Veterans of this bitter coast included Francis J. Tietsort of the International News Service, Malcolm Ross of the *New York World*, Lemuel F. Parton of the North American Newspaper Alliance, Harold Littledale of the *New York Times*, William Myers of the Associated Press, Howell Cullinan of the *Boston Globe*, Lewis Dansee of Kinograms, Joseph Marsland of the International Newsreel, Karl Fasold of Pathe News and Ralph Morgan of Pacific and Atlantic Photos.

We began talking transmission.

They had had their own problems. Whenever news did break in Indian harbor there was next to no way of getting it out. The radios of the destroyers on duty there were far less dependable than the large sets of the Richmond. A string of coastal radio stations runs down the Labrador coast, the stations some hundred miles apart, but when one filed over this system the copy banked up at each jump.

Now they, and we with them, faced the great moment—the arrival of the airmen on the North American continent. There were about 16 men, representing almost as many organizations. Each organization expected at least a 1500 word smashing story. Had we engineered a foot race to the wire, had every man filed independently, someone would have got out a few hundred words and the others would have seen their stories dribble out for days.

The Indian Harbor correspondents had already evolved a plan. Each man was to file "B copy," or background stuff ad lib until the day the fliers arrived. On that day one story was to be written and sent simultaneously to every newspaper.

The plan worked perfectly. W. E. Playfair of the Associated Press was elected chairman of the combined groups of correspondents. Lemuel Parton of the North American Newspaper Alliance arranged the transmission angle. The joint story—1,200 words long—was written by Mr. Playfair and Don Skene of the *Chicago Tribune*. The one copy was filed to the N. A. N. A. offices in New York, where copies were relayed to each of the services having correspondents on the Richmond and at Indian harbor.

Every one of us had built up his background in advance. One man sent 2,200 words of this background stuff, minutely detailing just what the fliers would do on arrival. His story was perfect—had the fliers carried out their schedule. But the fliers carried out their schedule.

Indian Harbor dropped behind us. We headed south through the Straits of Belle Island. All the Indian harbor group, with the exception of Malcolm Ross of the World, had taken the destroyer Lawrence to Halifax, thence jumping to Pictou for the story there. Ross stayed on the Richmond, which put in to the Bay of Islands, Labrador, to refuel. While there we flashed the story of the Ice Tickle-Hawkes Bay jump, obtaining the news from official radios sent to the Richmond by the station ships along the route.

The Hawkes Bay-Pictou jump was similarly covered from the Richmond, which took position off Cape George, Nova Scotia, during this leg of the flight. But we had serious competition at last. Yankee newspapermen, with leased wires, were waiting at Pictou. They got the story first.

A two-day run down Nova Scotia and across the Gulf of Maine brought the explorers to Boston.

But our job was not done. Most of us rushed out to the Boston Airport to welcome the fliers there. The Indian Harbor men, who had dashed ahead by train from Pictou, were on hand. There were touching reunions. We waited, scanned the skies, and got word that the fliers had landed at Mere Point. In a flash the airport was deserted, and the newspaper men were dashing to long distance telephones to rouse local correspondents in Harpswell, Bath, Brunswick and Portland, mobilizing a veritable army at sleepy Mere Point.

The next day the fliers actually came to Boston; and again the wires thundered with the news. We wrote up to the moment the last train left for New York, and then dashed south again, by rail.

The old Richmond crowd was separated now. But when newspapermen gathered before the reviewing stand at Mitchel Field, Mineola, to await the fliers there, veterans appeared. Camera men last seen at Ice Tickle planted their tripods before the Prince of Wales. Members of the "Farthest North Press Club" were there, smooth shaven, clad in city clothes.

Out of the sky roared the three huge 'planes. Once more they circled down before us. Once more we dashed for Lieut. Lowell Smith. Once more mid the cheers of the crowd we filed our stories.

The fliers roar on, bound for Washington. The survivors of Reykjavik, the veterans of the Farthest North Press Club, are scattered. Yet somewhere, westward, three great 'planes go hurtling through the sky. Other newspapermen gather beside distant flying fields, scanning the sky whence three black dots will soon appear.

PUBLIC LEDGER MAGAZINE PAGES

The Ultimate in Art Layout and Subject Selection

New Front Cover in four colors; Complete Story Page; Eight Feature Pages; Edith Burtis' Fashion Page; Humorous Art Page in pen and ink "Vignettes of Life" by Frank Godwin.

For Samples and Terms Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

CLEVELAND A. A. A. MEMBERS FETE MAGAZINE REPRESENTATIVES

More Than 100 Participate in 3rd Annual Field Day and Dinner Meet September 5 and 6—Tennis, Golf, Baseball, on Program

MORE than 100 representatives of America's leading magazines and newspapers were entertained Friday and Saturday, Sep. 5 and 6, by the Cleveland Chapter of the American Association of Advertising Agencies on the occasion of the association's third annual field day and dinner-meet, at Cleveland. Eighty-five delegates staged a golf tournament at the Canterbury Country Club, while those who were not versed in the art held a program of athletic sports at the Cedarhurst Country Club. Tennis, swimming, horseshoes, box polo, volley ball and baseball made up the events at Cedarhurst.

Friday night, the dinner was staged with a special program of entertainment rounding out the affair. It was held in Hotel Statler with W. A. P. Johns acting as toastmaster. George Belsey directed the golf tournament while Harry L. Adams had charge of the program at Cedarhurst. The general committee in charge of the entire program consisted of Charles L. Eshelman, Harry L. Adams, Richard Ziesing and Walker Evans, Jr.

Cleveland Chapter of the association is comprised of these advertising agencies: H. K. McCann Company, Fuller & Smith, Dunlap & Ward, Griswold & Eshelman and the Cleveland office of the Machen & Dowd Company of Toledo, as well as the Cleveland office of the Nelson Chesman Company of St. Louis.

Representatives present from out of town and the publications they represented were as follows:

W. C. Agry, *Peoples Home Journal;* Roy Buell, Buell Syndicate of newspapers; Theodore Lee Brantley, *Collier's Weekly;* Ed S. Babcox, *India Rubber Review;* William H. Bennett, *Farmer's Wife;* B. C. Blocker, Cusack Company; Miller Cross, *Woman's Home Companion;* Arthur F. Collins, *Farm and Fireside;* Edgar T. Coombs, Nast Publications; W. S. Cushions, H. R. C. Smith Publishing Company; G. S. Crockett and J. D. Chappell, Cusack Company.

R. W. Clark, *Liberty Magazine;* J. H. Draper, *Good Housekeeping;* W. B. Davis, *Literary Digest;* Charles C. Fisher, *Farm and Fireside;* H. M. Faust, *Country Gentleman;* F. L. B. Foote, *Life;* John B. Gaughen, Capper Publications; John M. Gilmer, *Literary Digest;* Jack Henderson, *The Household Magazine;* James B. Hershey, *Today's Housewife;* J. Stuart, Jamieson, *Peoples Popular Monthly:* W. F. Kentnor, Benjamin Kentnor Company.

Howard M. Keefe, *Woman's Home Companion;* C. A. G. Kuipers, Knill-Burke, Inc.; Charles R. Kimball, *Farm Journal;* J. H. Lynch, *Atlantic Monthly;* A. E. Lindquist, *Advertising & Selling Fortnightly;* E. L. Moore, *Retail Ledger;* F. J. Maxted, *Collier's Weekly;* B. P. Mast, *Industrial Managament;* Ray G. Maxwell, *Butterick Quarterly;* E. G. K. Meister, International Trade Press, Inc.; Malcolm MacHarg, *Red Book Magazine;* F. H. Nance, *Ohio Farmer.*

Guy S. Orborn, Newspaper representative; Frank Orchard, *Delineator* and *Designer;* Happer Payne, *System Magazine;* R. L. Putnam, *Factory;* John R. Reilly, *Modes and Manners;* Ira A. Russ, Butterick Publishing Company; C. H. Rompel, *System Magazine;* Charles R. Rhodes, *Farm and Home;* E. B. Stapleford, Corn Belt Farm Dailies; Frank F. Soule, *Vogue* and *Vanity Fair;* C. R. Sammis, *Good Housekeeping;* Harold G. Schryver, Lorenzen & Thompson, Inc.; B. F. Sawin, *Farm and Home.*

Harry C. Shoemaker, John M. Branham Company; Kenneth Sponsel, *Ladies Home Journal;* W. R. Skiff, Cusack Company; F. Sitta, Paul Block, Inc.; William Miles Taylor, *Farm Life;* Frank S. Whitman, *Christian Herald;* Charles Collier, *Pictorial Review;* W. S. McFadden, J. P. Newman, A. N. Graham, McGraw-Hill, Inc.; W. M. Springer, *Farm Life;* John B. Pease, *Iron Trade Review.*

R. W. Phelps, *Accessory & Garage Journal;* W. C. Clapp, *National Petroleum News;* D. L. Prouty, *Ford Owner & Dealer;* M. C. Rogers, Kelly Smith Company; William Rogers, *Pacific Radiator;* Frank Showers, Standard Farm Papers, Inc.; Delbert W. Smith, *American Builder;* Robert P. Smith, *Michigan Business Farmer;* John Younger, *Automotive Abstract.*

O. K. Shimansky, *Cleveland Times;* Fred R. Levings, *New York American;* Walter Miller, *New York American;* Harry Brown, *Chicago American;* George Townsend, *Scientific American;* Morgan Fenley, *Scientific American;* A. M. Ballantyne, *Jobber Topics;* Frank H. Bell, Associated Farm Papers; Donald Boyden, *American Magazine.*

William E. Brewster, *Christian Science Monitor;* C. V. Buchannan, Capper Farm Press; Edwin T. Burke, *Automobile Topics;* Richard Chapek, *McCalls Magazine;* Jack Clarke, Associated Farm Papers; Robert E. Clift, *Cosmopolitan Magazine;* Frank E. Cordner, *Red Book Magazine;* Edward Corrigan, *Country Gentleman;* Daniel G. Dooty, Prudden, King & Prudden; James Fletcher, Pierce Publications; W. J. Feddery, *Hardware Age.*

Charles L. French, *Saturday Evening Post;* Frank X. Gaughen, Capper Publications; J. L. Hayes, *Saturday Evening Post;* Harry H. Hoffman, Allied Newspapers, Inc.; A. L. Klingerman, Penton Publishing Company; Harry B. Lascher, *Motor Magazine;* H. R. Mankin, Capper Publications; G. E. Marshall, Butterick Quarterlies; James M. McGhee, *Harper's Bazaar;* W. C. McLaughlin, *India Rubber Review.*

"DRESS UP" CAMPAIGN WINS

Retail Clothiers Satisfied with Results of Newspaper Drive

The "Dress Well and Succeed" advertising campaign has been successful.

So declare delegates to the National Association of Retail Clothiers and Furnishers in convention in New York this week.

The members of the association launched a co-operative drive using newspapers some months ago. They reported excellent results in their respective communities.

Speakers urged "keeping everlastingly at it."

Baltimore Ad Agency Moves

Jerome P. Fleishman, vice-president of the Advertising Club of Baltimore, has moved his advertising agency from 848 Equitable Building to 512 Garrett Building, Baltimore. The business in future will be known as the Jerome P. Fleishman Personalized Advertising Service.



Do Twins Look Alike?

The Des Moines Sunday Register recently published pictures of sixty-four Iowa children, thirty-two pairs of twins, in its rotogravure section.

"Can you match the twins?" was asked of the 130,000 subscribers of The Sunday Register.

Eighteen thousand three hundred and twenty readers thought they could. Their replies filled over 200 mail sacks.

One out of every seven Sunday Register subscribers competed.

How's that for responsive circulation?

The Des Moines Sunday Register

Is Iowa's One Big Metropolitan Sunday Newspaper

Classified Advertising

"A Good Sign to Go By" —in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

SONGS OF THE CRAFT

(Copyright, 1924, by Editor & Publisher)

By Henry Edward Warner

THE POWER

I

There is a thing called Power of the Press—
A swift intangible Force, a thing that throbs
Its influence to the recluse and the mobs,
To crowded cities, to the Wilderness.
It belts the universe, it spans the stars,
Is felt in peace and doubly felt in wars.

II

Born yesternight, a soul's revolt it stood
Growing still stronger with the light of day;
Crowding the weakling, from its tortuous way,
It blazed its Trail from evil into good.
Ever and ever stronger grown, it stands
Symbol of freedom in a thousand lands.

III

And he who wields the Power . . . who stands alone
Pressing the button, sending on its way
A force to bless or curse, to lift or slay,
To make an empire, overthrow a throne . . .
Let him beware! This Power is not a tool
To work the purpose of a Knave or Fool!

MIDWEST CIRCULATORS MEET IN LINCOLN

President Blake and All Officers Reelected—Insistence on Daily Sensation Harmful, Convention Told

(*By Telegraph to* Editor & Publisher)

Lincoln, Neb., Sept. 10.—Mid-west Circulation Managers Association, comprising the states of Nebraska, Colorado, Kansas, Missouri and Oklahoma, closed a successful two-day convention here Wednesday evening after re-electing the present officers for another year and voting to hold the next meeting in Colorado Springs, Colo., June 8, preceding the session of the International Association.

Officers are:—President, H. S. Blake, Capper Publications, Topeka, Kan.; vice-president, Walt B. Reynolds, *Freemont* (Neb.) *Tribune;* secretary-treasurer, Will A. Butler, *Colorado Springs Gazette-Telegraph.* The directors are: C. D. McCauley, *Wichita Beacon;* Roy Bailey, *Salina* (Kan.) *Journal;* Hugh Brown, *Kearney* (Neb.) *Hub;* M. W. Halmbacher, *Oklahoma City Oklahoman Times;* Sidney D. Long, *Wichita Eagle;* John Levand, *Denver Post;* and R. J. Seeman, *St. Louis Globe-Democrat.*

Only two prepared papers were read: "How to Get the Co-operation of the Mothers of Carriers," by Sallie Lea Davis of the *Sterling* (Col.) *Advocate,* and "How Competitive Circulation Managers in the Same City May Work Together to Mutual Advantage," by Ralph J. Seeman, of the *St. Louis Globe-Democat.*

The greater part of the convention was devoted to round-table discussions. City circulation problems were taken up Thursday while Wednesday was devoted to county circulation questions. In the general group topics touched on the sort of articles necessary to make the paper sell, economy, and ways of enlarging circulation.

In his address of welcome Will Owen Jones, editor of the *Nebraska State Journal,* told the circulation men that the old time leadership of the editor is gone. The editor goes wrong, he said, in trying to spin ideas without moving from his office to find what the buyers of the paper want. The circulation manager goes wrong, he pointed out, when he insists on big headlines, something sensational every day. Such a practice, he said hurts the long-standing prestige of a newspaper. Constructive editorial and news policies were championed by Mr. Long.

The association's banquet was held Tuesday night tendered by the *Lincoln Star* and *State Journal.* Following the luncheon Wednesday noon at the Chamber of Commerce, the visitors inspected the new plant of the *Lincoln Star.*

The question of admitting circulation managers of the State of Arkansas into the Mid-West Association was deferred until the next semi-annual convention.

The convention went on record as working toward better service to the publisher, better service to the public and mutual co-operation between competitive circulation managers.

LE SOLEIL LOSES LIBEL CASE

Judge Rules Comments Made in Legislature Not Privileged

A libel action just decided in the Superior Court of Quebec possesses some unusual features which will be of interest to editors. *Le Soleil* of Quebec published editorial comments about a certain A. L. Gareau based on declarations made in the Quebec Legislature a number of years ago by the Minister of Agriculture.

Action was brought against Le Soleil by Mr. Gareau on the grounds that the comments were libellous. It was argued in defence by the newspaper that statements made in the Legislature were privileged. Judge Letellier, however, decided in favor of the plaintiff and awarded him nominal damages of $100.

In his judgment he stated that it was not the spirit of the law to give a privileged character to all that had been said in Parliaments in the past. If a newspaper used libellous comments, these became its own comments and it was responsible for them. Further, the comments in this case affected the plaintiff's private life and could not be construed as being published in the public interest.

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

WOOD AGAIN HEADS N. Y. STATE AD MEN

Advertising Managers of 66 Dailies Outside New York City Meet at Corning—Pearson and Fisk Among Speakers

(*By Telegraph to* Editor & Publisher)

Corning, N. Y., Sept. 9.—One of the most successful conventions of the advertising managers of New York State daily newspapers, outside of New York City, was concluded in Corning today with the re-election of the old officers.

They are: president, Frank A. Wood, *Rochester Times Union;* vice-president, L. S. Chubbuck, *Binghamton Press;* secretary, Russell C. Harris, *Utica Daily Press;* trustees, William J. Cannon, *Tarrytown News,* James J. Barrett, *Corning Evening Leader;* Fred C. Hussey, *Rochester Democrat and Chronicle.*

Thomas H. Moore of New York, associate director of the American Newspaper Publishers' Association addressed the annual banquet at Corning Country Club urging honesty in advertising. Pointing out the necessity of telling the truth in merchandising goods.

James W. Fisk, merchandising counsel of the *Milwaukee Journal,* gave a rapid fire discourse on advertising methods, depicting how retailers can make more money by truthful and continued advertising properly followed up by window displays.

"Newspapers," he said "have the responsibility of selling the community, and they should never sell space unless an advertiser can derive some benefit from it."

Other speakers were Fred C. Cameron, manager of the marine and railroad selling division of the Corning Glass Works, on "Selling Tales"; and Earle Pearson, educational director, A. A. C. W., on "Truth in Advertising." E. S. Underhill, publisher of the *Corning Evening Leader,* welcomed the delegates on behalf of the New York State Publishers Association.

The first official act of the meeting was the passing of a resolution on the death of W. Howard Burrill, business manager of the *Syracuse Journal.*

This association represents 66 New York State dailies and the organization meets three times a year to discuss and listen to lectures on advertising service and advertising problems.

Included in the out of town newspaper men attending the sessions are the following:

William Ingalls and F. E. Tripp of the *Elmira Star Gazette;* Arthur C. Saunders, *Port Chester Daily Item;* Fred E. Hussey, *Rochester Democrat and Chronicle;* R. C. Harris, *Utica Daily Press;* F. A. Woods, *Rochester Times Union,* G. B. Williams, *Geneva Times;* A. W. Hoffman, *Kingston Freeman;* W. W. Baker, *Ithaca Journal News;* L. S. Chubbuck, *Binghamton Press;* Arthur F. Kellbach, *Utica Observer Dispatch;* W. G. Cannon, *Tarrytown Daily News;* Jack R. Paul *Gloversville Leader Republican;* Charles S. Walsh, *Oswego Times;* F. E. Peabody, *New Rochelle Standard Star,* A. A. Speidell, *Mt. Vernon Daily Argus*

2 Economy OF LUDLOW

THE up-keep of the Ludlow over a period of years is almost nothing. Enthusiastic letters from many plants throughout the world attest to this fact. In addition there is no depreciation in your type supply because you set matrices—not type—and consequently the cost of type replacement is eliminated.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO World Bldg. New York
LUDLOW QUALITY COMPOSITION

RADIO AS NEWS BEARER

M. E. Stone, A. P. Counselor, Predicts Great Development

Melville E. Stone, general counselor of the Associated Press this week predicted a great development for radio in the news field, when he addressed a dinner given by the De Forest Radio Telephone and Telegraph Company at the Lotos Club, New York.

Stone pointed out that the "intimate, almost instantaneous knowledge of the progress of the world flyers through isolated Greenland seas was the latest achievement of electricity's newest offspring—the radio."

"During the World War," he said, "radio was of inestimable value in news dispatch."

Speer Jonis Advertising Agency

Stanley C. Speer, Jr., for the past three and one-half years manager of national advertising for the Times Record Company, publishers of the *Fort Smith* (Ark.) *Times-Record and Southwest American,* has resigned to become director of sales for the Brown-Connery Advertising Agency, of Oklahoma City Okla.

Daily and Weekly Merged

The *Council Grove* (Kan.) *Daily Guard* and the *Council Grove Weekly Republican* have been consolidated and are now being issued as the *Daily Republican.* Judge Jack Lawrence of Lyons, Kan., owner of the Weekly Republican, is editor of the paper.

The Cathedral Towns of England

YORK

York is almost without a rival for the great variety of historical monuments it possesses. The city is amazingly picturesque and is so rich in great events of English History that almost every inch is haunted, hallowed ground. The old city walls are exceptionally well preserved, and historic Bars and Gates abound, but the greatest glory of the city naturally centres round the Minster, famous throughout Europe for its general grandeur and wonderful stained glass windows.

The Cathedral stands on the site of a little wooden Church built by the Saxon King Edwin in 627. The present building was commenced early in the thirteenth century and was completed about 1472.

Mid-way on the London & North Eastern Railway's famous East Coast Route between London and Edinburgh.

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN
H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY
311 Fifth Avenue (at Thirty-Second St.), New York

WHEN you ask a press builder to quote you upon a press and stereotyping equipment insist that he include in his proposal a PONY AUTOPLATE MACHINE.

You should do this because the hand worked stereotyping apparatus that press builders supply with their presses is no longer suitable to the needs of the day. It wastes time, labor, and space, and causes delays in the pressroom from broken sheets in the press.

As the AUTOPLATE way is the only modern way of making printing plates — no metropolitan newspaper makes them in any other way—you should not adopt a practice that has long been discarded by progressive newspapers everywhere throughout the world.

To follow this suggestion will save you endless trouble and expense.

EDITORIAL



GIANT AWAKENING

A REMARKABLE journalistic phenomenon has occurred in China since the Chinese Revolution of 1911. Never, until now, have the common people enjoyed a competent free press, although China gave to civilization what was unquestionably the first newspaper.

More than 2,300 years before Christ, China had a "spoken" newspaper, the news being composed in verse and chanted in the streets by the authors. Tsai Lun, a native of South China, invented manufactured paper in A. D. 75. The first paper mill in Europe was established more than 1,000 years later. China also invented the printing art in A. D. 175, when the classics were carved in relief on stone tablets which were posted in front of the imperial palaces so that scholars might rub impressions from them. This was nearly ten centuries before Gutenberg. China was doing block printing, as applied to books, in the first century, and in A. D. 1045, one Pi Shung made the first movable type in clay which he baked. Movable metal types were in extensive use in China in the Ming Dynasty, A. D. 1488-1566.

In the latter part of the first century, certain hangers-on of the Imperial Court made a practice of parading the streets bearing placards whereon they had inscribed "the august doings of the Son of Heaven and the latest news of his court." These mountebanks passed the hat as they went along. The Son of Heaven mildly disapproved, but did not squelch the business, and this is believed to be the world's first organized news service. This practice soon gave way to the actual publishing of newspapers and the sale of copies. Such is the origin of the *Peking Gazette*, established in the seventh century and generally read by the educated and privileged people, and similar official newspapers published in the first period of Chinese journalism.

For the four decades following 1850 China had a flourishing foreign press, made up of native and foreign languages, but initiated and promoted by foreign interests. From 1870 to 1911, a feeble native press began to rise. Since the Chinese revolution, according to Y. P. Wang of the Shun Pao, Shanghai, in a remarkably interesting booklet outlining the history of the Chinese press, more than 1,000 dailies, weeklies and monthlies have sprung up in the principal cities of China—a competent free press, in the language of the people and according to the spirit of the Chinese renaissance movement. Almost every class of people is today represented by a newspaper, there being even an organ for beggars and another one for "sing-song" girls.

The new Chinese press is well printed and some newspapers have gained large circulation. The audited circulation of the *Shun Pao* of Shanghai is 1,397,725.

Mr. Wang makes the interesting observation that there has never been a legal barrier to a free press in China, for the earliest unwritten tradition from the dawn of history has been favorable to freedom of speech. The written constitution of the Chinese Republic clearly and definitely guarantees liberty of the press.

However, it was only when monarchy had been overthrown and when the common people got a taste of intellectual liberty that the popular newspaper gripped China. An evidence of the birth of freedom of popular thought is cited in the fact that the newspapers now freely criticize Confucian doctrines, question such ancient customs as filial piety and demand positive statements of fact regarding conditions of life, rather than fairy stories.

Advertising, a new force in Chinese economic life, is the basis of the new press industry, but a lamentable feature is that at present the bulk of display newspaper advertising is for patent medicine concerns. Patent medicine vending is one of the chief businesses in China and newspaper readers take these cures seriously. The readers seem satisfied and this class of advertising is the chief source of income of publishers. However, there is a determined movement to find substitutes.

Great is the penalty for that type of editorial irresponsibility which exploits crime in the terms of heroism and paints seductive images of underworld characters, for the average reader is of normal temperament and discriminating.

ECCLESIASTES

Chapter III—22

Wherefore I perceive that there is nothing better, than that a man should rejoice in his own works; for that is his portion: for who shall bring him to see what shall be after him?

FOREIGN LANGUAGE PRESS

NORDISK TIDENDE, published by the Finnish Newspaper Co., of New York, editorially protests against the statement of Stanley Clague, Managing Director of the Audit Bureau of Circulations, in a recent issue of EDITOR & PUBLISHER, wherein he warned against the foreign language press as a menace to the nation.

Mr. Clague said there were 1,200 papers printed in some 30 foreign languages which, if the American people could read them, would make their blood run cold for destructive policies and doctrines advocated. He said there exists a small but growing element among foreign language newspapers which advocate true American principles.

The editor of the Nordisk Tidende, saying that his newspaper belongs to the latter group, protests that statistics, fixed by the Inter-Racial Council five years ago, numbered the foreign language newspapers as 1,232, exclusive of German. Of that number 1,051 are non-radical, while only 64 are socialist and 16 I. W. W. and communist. He says that the non-radical foreign language press has 8,000,000 circulation, against the 631,000 circulation of the radical papers. Of 62 Norse-Danish papers, only 3 are set down as socialist. Of the 320 radical publications in the United States, the editor claims, 240 are published in the English language and have a circulation of ten millions, and Mr. Clague is asked if these English papers do not constitute as much of a danger as the 631,000 circulation of foreign language radical papers.

It is the contention of the Nordisk Tidende that the foreign language papers as a whole are as loyal and patriotic as any other group of newspapers in the country.

Oh, joy—to dash off a yarn and next morning find it posted on the bulletin board and the "gang" singing your praise as a genius.

September 13, 1924 Volume 57, No. 16

EDITOR & PUBLISHER
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Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

HIGHER SALARIES

DR. ERNEST GRUENING, former managing editor of *Boston Traveler*, later managing editor of *New York Tribune*, now publicity representative of the Third Party, presents in the current issue of Century an essay based on the question: "Can Journalism Be a Profession." It is a highly interesting article, but does not answer the question.

The writer deplores the scale of salaries paid to editorial men. He asserts that no copy-reader should receive less than $150 per week for work on a metropolitan paper. He does not give a scale for other departments, but thinks that the "rank and file are wretchedly underpaid." He says that a newspaper editor should be rated and paid as high as a bank or railroad president; managing editors as high as vice-presidents of such commercial institutions.

Dr. Gruening says: "Journalism is important because in the evolution of our complex problems of democracy, public opinion is the vital factor. In the formation of this opinion the essential element is the press." He argues that good and able men should be held in daily editorial service by adequate salaries and stable employment.

Not every newspaper man will agree with all that Dr. Gruening says in criticism of the press, but his article impresses us as the most intelligent discussion of the many that have appeared in the magazines since the New York Herald sale.

Show him how to sell his wares—that's advertising!

A SCRAMBLED INTERVIEW

WITH the facts now cleared up, it is easier to account for the scrambled interview between His Royal Highness the Prince of Wales and American newspaper men, and the subsequent hide-and-seek game at Syosset, L. I.

It seems the royal visitor at first definitely declined to meet the news men. A wireless from Cunard officials, however, informed him of the large number of press representatives who were making ready to come down the Bay and get copy from him, and he decided to make a "big thing" of the interview.

The Prince, we learn, had the royal suite on the liner cleared; a table was loaded with refreshments and smokes; a chair placed at one end from which he intended to answer individual press questions and deliver an impromptu speech.

The Prince appeared and a mob scene ensued with him in the center. Only four men of 105 could get near enough to hear what was said. And, probably because of the rush, many of the questions were really pointless. The well planned Princely interview in the luxury of the royal suite was entirely spoiled. The Prince simply made his escape as soon as possible.

His Royal Highness, as every one knows, likes pleasant publicity—the sort that would make interesting stories—but he prefers to handle an interview in his own way, a privilege that rightfully belongs to him.

Old-fashioned reporters, sent out for one story, brought in half a dozen.

FLEXIBILITY

NOTICE in this issue of EDITOR & PUBLISHER the experience of the California citrus growers this year when Dame Nature suddenly ordered a run of small sizes in oranges, precipitating changed trade conditions. It became the huge responsibility of the growers to educate 120,000,000 prospective users of this fruit that the small sizes possessed virtues. Naturally, the daily newspaper became the medium. Flexibility is one of the strong features of the newspaper as an advertising medium. The advertiser realizes this most keenly when he has a news announcement to get before the reading public, but wonderfully successful is he who, in ordinary as in extraordinary times, senses news values in advertising and plays the newspaper in that idiom. It gets the business.

PERSONAL

FRANK A. MUNSEY, publisher of the *New York Sun* and the *New York Telegram-Evening Mail,* was an overnight guest of President Coolidge at the White House last Monday.

Mrs. William Randolph Hearst sailed for abroad Sept. 10, on the Mauretania. In her party were Joseph Moore, treasurer of the Hearst newspapers, and Mrs. Moore.

Col. George Harvey, executive editor of the *Washington Post,* and Mrs. Harvey lunched recently with the Prince of Wales at the James A. Burden estate, Syosset, L. I.

Col. R. R. McCormick, publisher of the *Chicago Tribune,* has gone to New York to witness the international polo matches.

A. B. Schropp, president and editor of the *Lebanon* (Pa.) *Daily News* is seriously ill and is under the care of specialists in Philadelphia.

Victor A. Watson, assistant publisher of the *New York American,* sailed on the *S. S. Paris* for a six weeks' visit abroad Sept. 10.

David E. Smiley, editor-in-chief of the *Philadelphia Public Ledger* and the *New York Evening Post,* and Mrs. Smiley, returned to New York on the S. S. Suffern, Sept. 6, from a month's vacation spent touring the Continent.

Andrew J. Warner, associate editor of the *Rochester* (N. Y.) *Times-Union,* has returned from a trip abroad.

T. Theodore Ellis, president of the *Worcester Telegram,* sailed from New York Sept. 6, on the Majestic for a trip abroad.

Clyde M. Reed, owner of the *Parsons* (Kan.) *Daily Sun,* has returned to Parsons to assume editorial control of the paper. Recently he was candidate for governor on the Republican ticket.

E. W. Fairchild, president of the Fairchild Publications, returned from abroad on the Olympic Sept. 9.

Dean Walter Williams, of the University of Missouri School of Journalism, Columbia, Mo., is reported to have completely recovered from his recent illness and expects to resume work at the school within a few days.

Herbety Fryback, owner of the *Colby* (Kan.) *Tribune,* has been made postmaster of Colby.

Frank R. Heartz, who has just received the appointment of lieutenant-governor of Prince Edward Island, is president of the *Charlottetown* (P. E. I.) *Patriot.*

Rev. Arthur H. Moore, editor of the *St. Johns* (Que.) *Weekly News,* has been appointed president of King's College, at Windsor, N. S. Rev. Mr. Moore is a director of the Canadian Weekly Newspaper Association and chairman of the editorial committee of that organization.

IN THE BUSINESS OFFICE

HOWARD DAVIS, business manager, *New York Herald Tribune* is taking a 3 weeks' rest at Lake Placid, N. Y.

John Othen, advertising manager of the *Jacksonville* (Fla.) *Journal,* visited New York on business this week. He reports a Ford assembling plant is being built in Jacksonville, and general business conditions are good.

James Barrett, advertising manager of the *Corning* (N. Y.) *Evening Leader,* is one of the organizers of a new advertising club about to be established in Corning.

Lloyd Utter, formerly of the advertising staff of the *Jackson* (Mich.) *Citizen Patriot,* has launched a weekly, the *Michigan Center* (Mich.) *Times.*

Walter Kuraner of the *San Antonio Express* national advertising department, and Mrs. Kuraner, are parents of a daughter.

A. R. Magee, national advertising manager, *Louisville Courier-Journal and Times* has returned to work following a serious illness.

F. H. Vandegrift, former advertising manager of the *Pittsburg* (Kan.) *Daily Sun* and later with the *Oklahoma City Oklahoman and Times* has resigned to become business manager of the *Pittsburg* (Kan.) *Sun.*

R. H. Puterbaugh, credit manager of the *Cleveland Times and Commercial,* resumed his duties Monday, Sept. 8, after a week's vacation.

Harold Manzer, of the advertising staff of the *Providence* (R. I.) *Journal,* has been spending his vacation at his old home, Jackson, Mich.

A. W. Barnes, business manager of the *Monmouth* (Ill.) *Review-Atlas,* will take charge of the classes in journalism at Monmouth College this fall. He is an alumnus of the college, class of 1904.

Willis E. Weld, for 3 years in charge of the ad writing department of the *Davenport* (Ia.) *Times,* has resigned to establish an agency at 401 Security building, Davenport. Mr. Weld was formerly of the staff of the J. Walter Thompson Company, Chicago.

John E. Blackson, advertising manager of the *Wilmington* (Del.) *Every Evening,* is spending his vacation at Wildwood, N. J.

Oscar E. Nelson, of the advertising staff of the *Lynn* (Mass.) *Telegram-News,* has resumed his duties after a two weeks' tour of duty with the Massachusetts National Guard Air Corps at Mitchell Field, Long Island, N. Y.

Miss Romaine Norton, in charge of classified advertising, *Lynn* (Mass.) *Telegram-News,* has returned from a two weeks' motor trip through New York state and Canada.

Carl Raider, general manager of the *Cleveland Waechter and Anzeiger,* has gone on a trip through the east, which will last two weeks.

Lawrence H. Selz, formerly of the Associated Press and the *Chicago Tribune,* has joined the Kent Press Service of Chicago as business manager.

M. W. Burlingame, 1147 Little Building, Boston, Mass., has been appointed New England representative of *Mid-Week Pictorial,* published by the New York Times Company.

Edwin J. Blanchard, formerly classified advertising manager of the *Utica* (N. Y.) *Daily Press* is now with the *Lawrence* (Mass.) *Telegram* in the same capacity.

IN THE EDITORIAL ROOMS

EDWARD SCOTT BECK, managing editor of the *Chicago Tribune,* arrived in New York Sept. 6, on the S. S. Paris, from a month's vacation spent motoring through England and traveling on the Continent.

Russell T. Herrick has been made telegraph editor of the *Cleveland Plain Dealer,* succeeding Charles W. Larsh, resigned.

Frederick K. Reybold, managing editor of the *Wilmington* (Del.) *Every Evening,* is enjoying a two weeks' vacation hunting on the Chesapeake Bay and in lower Delaware.

Osman W. Brown, Lynn, Mass., representative for the *Boston Herald* and *New York World,* is spending a vacation at his former home in Norway, Me.

Jacob Finkle, sports writer on the *Lynn* (Mass.) *Telegram-News,* is spending a two weeks' vacation in New Hampshire and Connecticut.

George J. Martin, formerly a reporter on the staff of the *Dallas* (Tex.) *News,* later in publicity work, has returned to the News as reporter.

Frank Baldwin, former associate editor of the *Waco* (Tex.) *Morning News,* is now managing editor of the *Wichito Falls* (Tex.) *Record-News.*

Robert Akers has resigned from the *San Antonio Evening News* staff to return to Topeka, Kan., where he will attend college and work half-time on the *Topeka State Journal.*

Miss Mary Farmer, of Bloomington, Ind., has joined the staff of the *Shelbyville* (Ind.) *Republican.*

J. C. Cantwell, reporter on the *Dallas* (Tex.) *News,* has resigned.

Leonard Vannelli has resigned from the *San Antonio Express* copy desk to go to Tucson, Ariz.

Edward Newberry has joined the staff of the *Dallas Journal* as reporter.

Frank Sommer, business manager of the *Cleveland Waechter and Anzeiger,* German newspaper, left Monday for a two weeks' motor trip through the northwest

C. Harold Levy, city editor of the *Trenton* (N. J.) *Times,* has just returned from a stay at Sea Girt, N. J.

Miss Ruth E. Pine, social editor of the *Trenton* (N. J.) *Times,* recently made a six-day motor trip through Pennsylvania state.

Mrs. Helen Duff Chalfant, of the staff of the *Ashland* (O.) *Daily Times-Gazette,* of which her father, William A. Duff, is editor, has gone to Wheeling, W. Va., to join her husband, James M. Chalfant, who is teaching there.

Vance Griffith has returned to the *San Antonio Evening News* staff from the *Culver City* (Cal.) *Star.*

Miss Lillian M. McClain, society reporter for the *Trenton* (N. J.) *Times,* has resigned to enter the novitiate of Sisters of St. Joseph at Chestnut Hill, Pa.

"Ben" Baines has resigned as army reporter, *San Antonio Evening News,* to become a traveling salesman.

Edward Kilian, sports editor of the *Jackson* (Mich.) *Citizen Patriot,* has resigned to enter college. His place has been taken by Beverly Brown, of the city staff.

J. E. Duvall, son of E. M. Duvall, editor of the *Norton* (Kan.) *Courier,* has been made publisher and manager of the *Colby Tribune* by Herbert Fryback, who has been appointed postmaster of Colby.

Miss Sue McNamara, newspaper and magazine writer who has been spending the summer in the Pacific Northwest, covered the opening of Longview, the new lumber town in Washington, for the *Seattle Post-Intelligencer.*

Joe Hugh Reese, formerly of the *Savannah* (Ga.) *Morning News,* has been writing a series of authoritative articles on the history of Florida for the *Tampa Times* and other state papers.

Ethel Hayes, feature cartoonist of the *Cleveland Press,* who recently went to Montana, sending back cartoons of her trip to the paper, is back at her desk.

Harold P. Smith, formerly on the editorial staff of the *Milwaukee Journal,* has become a member of the advertising department of Heywood-Wakefield Company, Boston, Mass., manufacturers of furniture.

Leonard Daly has joined the local staff of the *Wilmington* (Del.) *Every Evening,* filling the vacancy caused by the resignation of J. Clark Samuel.

Miss Edith J. Eastman, of Skaneateles, a graduate of the Department of Journalism at Syracuse University, has joined

FOLKS WORTH KNOWING

"WHAT Price Glory?" the title given a play of his written with Maxwell Anderson of the *New York World,* which opened on Broadway this week is the attitude Laurence Stallings, conductor of "The First Reader," and book reviewer for the World, takes towards life. He would tosh the fact that he is successful.



LAURENCE STALLINGS

Yet he is gifted with a power of expression in writing which promises him a golden future.

Only 29 years old, this young Southerner is also already author of a novel "Plumes" and is collecting a number of sketches of his soon to be published in book form.

Stallings was born in Atlanta, Ga. There he had his first newspaper experience, joining the staff of the *Journal* as reporter and holding many positions in the editorial department.

Before the United States entered the World War, Stallings enlisted in the Marine Corps for 5 years as a private. By passing tests he was designated for a commission even before war was declared and soon afterwards was made a 2nd Lieutenant. He was severely wounded at Belleau Wood, necessitating the amputation of his right leg.

After the armistice, he went to Washington where he obtained a position on the *Washington Times.* On this newspaper he served as financial editor, city editor and Sunday editor. His novel "Plumes" is a story with a Washington setting.

In April, 1922, he came to New York on the copy desk of the *New York World.* He began contributing short paragraphs and poems for the Conning Tower under the pen name of Long John Silver. Herbert Bayard Swope shortly recognized his writing ability and made him dramatic editor of the World. From this desk he became an editorial writer under the late Frank I. Cobb, finally taking his present position.

Any newspaper in the United States that uses give-away premiums for securing new subscriptions should write for terms on the famous book, "The American Government." Address
Frederic J. Haskin,
Washington, D. C.

the reportorial staff of the *Stamford* (N. Y.) *Mirror-Recorder.*

Miss Audrey Merrick, society editor of the *Coffeyville* (Kan.) *Morning Dawn,* has joined the advertising staff of that paper. She is succeeded by Miss Violet Ashby.

Emmett Ward, former city editor of the *Columbus* (Kan.) *Daily Advocate,* has joined the staff of the *Pittsburg* (Kan.) *Morning Sun.*

W. T. Smalley, telegraph editor of the *Iola* (Kan.) *Register,* is on his annual vacation.

John M. Pile, for the past two years secretary of the Wellington (Kan.) Chamber of Commerce and former city editor of the *Wellington News,* has resigned to become reporter and advertising solicitor of the *Wellington Monitor-Press.*

Willard C. Howe has been appointed editor of the *Exhibitors' Trade Review,* motion-picture organ.

Eugene A. Plumb, feature writer and art editor of the *Cleveland Times and Commercial,* leaves next week for a two weeks' vacation in the east.

Richard Henry Little, "Line o' Type" conductor for the *Chicago Tribune,* left this week on a trip through the East and South.

Walter Sears Henning, political expert and Washington correspondent for the *Chicago Tribune,* is home again after several weeks in Europe.

HOLDING NEW POSTS

CHADBOURNE SHUTE, from *Boston American* to rewrite desk, *Boston Telegram.*

C. D. Price, from *Little Rock Gazette,* to advertising department, *San Antonio Express.*

John Blume, from staff, *Elyria* (O.) *Chronicle-Telegram,* sport staff, *Cleveland Times and Commercial.*

Joseph Clark, from pressman, *Ogdensburg* (N. Y.) *Republican-Journal,* to a similar position with the *Morgantown* (W. Va.) *Evening Post.*

Miss Edna Weyles, from society editor, *Steubenville* (O.) *Herald,* to *Weirton* (W. Va.) *Leader-News.*

C. D. Burge, from city desk, *Peoria* (Ill.) *Transcript,* to staff *San Antonio News.*

WITH THE SPECIALS

WILLIAM G. MATTHEWS, manager of the Chicago office of the William J. Morton Company, newspaper representatives, and previously the manager of the *Kansas City Star* office, is making an extensive trip on the Pacific Coast calling on advertisers and agencies in the interests of the papers.

Cone, Hunton & Woodman, Inc., has been apointed to represent the *Lexington* (Ky.) *Herald.*

MARRIED

EDWIN (TED) VORPE, oldest son of William G. Vorpe, Sunday and feature editor of the *Cleveland Plain Dealer,* to Miss Phyllis Margaret Frisbie, of Cleveland Heights, Sept. 5. Mr. Vorpe is an artist employed in the rotogravure section of the Plain Dealer.

Robert Bruce, correspondent for the Associated Press at Havana, Cuba, to Miss Myla E. Thielmann, of Washington, Pa., Aug. 19.

W. Fred Ellsworth, alumni secretary of the University of Kansas and former advertising manager of the *Pratt* (Kan.) *Daily Tribune,* to Miss Lucile Rarig last week.

Arthur Frederic Otis, of the Stevens-Davis Company Chicago advertising firm, to Miss Margaret Isabelle Montillon in Cedar Rapids, Ia., Aug. 30.

PRESS ASSOCIATION NOTES

EDWARD McKERNON, superintendent of the eastern division of the Associated Press, will return from his vacation next Monday, Sept. 15.

M. A. White, night editor of the Associated Press, New York office, has returned from a vacation spent in Chicago.

A. J. Lynch, of the Indianapolis office of the International News Service, has been transferred to Cleveland, as assistant manager of the bureau.

Armistead L. Bradford has joined the Paris staff of the United Press.

Jackson S. Elliott and Kent Cooper, assistant general managers of the Associated Press, gave a luncheon recently for George M. Payne, telegraph and literary editor of the *Cincinnati* (O.) *Times-Star,* who was visiting in New York.

E. T. Cutter, superintendent of the Associated Press Chicago office, spent this week in New York on business.

S. V. Styles, Havana correspondent for the Associated Press, is spending his vacation in New York.

Charles B. Carnall, of the Cleveland office of Central News of America, returned Monday, Sept. 8, from a week's vacation spent on a motor tour of the east.

Arthur S. Thompson, secretary to the general manager of the Associated Press, is vacationing in Washington, D. C.

Wayne Weishaar of the New York night rewrite staff of the Associated Press has resigned to return to the *Des Moines* (Ia.) *Evening Tribune.*

IN THE AGENCY FIELD

THURLOW ADVERTISING SERVICE, Inc., of Boston last week incorporated under the laws of Massachusetts to do an advertising business. The firm has been known previously as the Thurlow Advertising Agency. It is incorporated with a capital of $25,000, by the following: Harold A. Thurlow of Somerville, Sands C. Chipman of Newtonville and Roy A. Corey of Watertown.

Ernest H. Abernethy has joined the staff of the Chas. W. Hoyt Company, Inc., New York, advertising agency. For nearly two years he was with the *Philadelphia North American,* as a member of the display advertising staff.

Joseph C. Bowman, formerly advertising manager of the Packard Electric Company, Warren, O., who is establishing an industrial advertising agency in Cleveland, has temporary offices at 1021 B. of L. E. Bldg., Cleveland.

Major W. J. Baxter, director of McConnell & Fergusson Limited, advertising agency, succeeds the late M. M. Fergusson as manager of the company's Toronto office.

Conover-Mooney Company, advertisers, with offices at 111 W. Monroe street, Chicago, has been recently incorporated in Illinois with a capital of $50,000. The incorporators are Robert J. Mooney, George W. Hinman, and M. G. Kennedy.

Hazard Advertising Corporation, New York, has announced the organization of a foreign department, under the direction of C. M. Schiesari and L. C. Paladini de Marais.

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—
7 or 8 Columns—20″ or 21″
THE WORLD COLOR PTG. CO.
R. S. Grable, Pres.
Est. 1906 St. Louis, Mo.

CHANGES OF OWNERSHIP

SAM W. CRABTREE, Washington, Ill., owner of the Washington Printing Company, *Tazewell County Reporter* and *Roanoke Post,* has purchased the W. W. Goddard interests in the *East Peoria* (Ill.) *Post.* The Post will hereafter be the *Mississippi Valley Herald.*

J. W. Walker, who revived the *Prairie City* (Ill.) *Times* last May has relinquished the publication to the Galesbnrg News Service which publishes a string of Illinois weeklies. He will continue as its local editor.

Myron W. Tarbox, after nearly half a century of newspaper work, has sold the *Jackson* (Mich.) *Saturday Evening Star* and retired. The purchaser is the George W. Welsh Company of Grand Rapids, owner of a string of weekly papers throughout Michigan. Guy C. Core, formerly advertising manager for the Sparks-Withington Company has been engaged as editor of the Star.

M. B. Smith, for seventeen years editor and general manager of the *Decatur* (Tex.) *Wise County Messenger,* has purchased the *Farmersville Times* from J. D. Boynton.

Richard Elam, publisher of the *Pawhuska* (Ok.) *Capital,* has retired as publisher and business manager after having sold one-half interest in the paper to O. H. Lachenmeyer of Dover, O.

C. M. Marston, former editor of the *Lawson* (Mo.) *Review* has purchased the *Maitland* (Mo.) *Herald* from L. E. Abersold.

C. M. Richards, editor of the *Toledo* (Ia.) *Chronicle* has purchased the *Tama County Journal,* and will consolidate the papers as the *Toledo Chronicle-Democrat,* published by the Toledo Printing Company in which Mr. Richards and W. N. Townsend of Garwin will be principal stockholders. Mr. Townsend and C. E. Walters of Toledo were former owners of the Journal.

Irl K. Marshall, publisher and general manager of the Affiliated Newspaper System, has purchased the *Prairie City* (Ill.) *Times* from J. W. Walter. This increases the Affiliated chain to 21 newspapers in Illinois.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

Prepare for Rally Day

Rally Day is observed in September by nearly every denomination. The local churches then make a special effort to get all attendants started eagerly on the autumn program.

Show your local churches that display advertising will help them.

We have the copy. If it takes too long to see all the pastors, go along Main street and sell space for five or ten weeks to a group of merchants and professional men interested in church growth.

The copy will cost you 3 cents per thousand circulation per week. Ask for Series 6, just issued, and send your letter promptly.

Address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

The Eleventh Convention of the A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle Chicago

October 16th & 17th

NINETEEN · TWENTY · FOUR

The DINNER

NIGHT OF OCTOBER 17th

WILL BE HELD AT

The DRAKE

MAKE RESERVATIONS EARLY

WHAT'S WHAT IN THE FEATURE FIELD

WILLIAM J. LA VARRE, the first white man to bring diamonds out of the British Guiana jungle, has written a series of 5 articles on his experiences for the Metropolitan Newspaper Service, New York.



WM. J. LA VARRE

Drawn into the interior by rumors of gold, La Varre tells how he and his companion literally stumbled upon diamonds. They found a tribe of Indians using them for grating vegetables. By the aid of a map drawn with a stick in the sand by a squaw, they made their way to what they were to call "The Creek of Diamonds."

The adventure was halted at one time by the desperate illness of La Varre, who was brought out to the coast so far gone with jungle fever that a physician refused to accept him at a hospital in Georgetown until the hospital had received a burial fee. He claims to have brought home with him $700,000 of gems in a ginger ale bottle.

La Varre, himself a Harvard man, was accompanied on the expedition by Dudley Lewis, of Yale.

Peter B. Kyne, who writes a weekly "Cappy Ricks" article for United Feature Syndicate, New York, and Mrs. Kyne, apparently had a close call from bullets in the Chinese War, according to cable dispatches from Shanghai, reaching this country this week.

Mr. Kyne and his party arrived in Shanghai about Sept. 4, on a trip around the world. Not knowing there was a war in the village of Liuho, they took a motor trip and landed in the midst of a serious fight for possession of the village by troops of Chekiang and Kiangsu.

The Americans were under fire half an hour but escaped unhurt after abandoning their car and running across country, when they were picked up and brought back to Shanghai.

Theodore A. Huntley has written a 40,000 word biography of John W. Davis for the *Pittsburg Post and Sun* and the New York World Syndicate. Huntley is the Post's Washington correspondent, is a personal friend of Mr. Davis and the biography has the authorization of the Democratic Candidate for President. A. E. Braun, publisher of the Post and Sun, delegated Huntley to write the biography. It is to be published in book form by Duffield & Co., New York, next month. It is illustrated with new pictures of the candidate and his ancestors.

Ring Lardner, humorist, accompanied by Mrs. Lardner, sailed from New York Sept. 10 on the Paris for a 2 months' visit in France, England, Spain and Germany. Lardner contemplates several stories on Spain's national sport.

Joseph Brainin is organizing the Seven-Arts Feature Syndicate in New York to start operating early next month.

NEW PLANTS AND EQUIPMENT

CLEVELAND CITIZEN, a weekly labor newspaper, is now located in the new building of the *Waechter und Anzeiger*, Cleveland. The entire top floor of this building has been taken by the *Cleveland Shopping News* which will hereafter be printed on the presses of the German language newspaper.

Lowell (Mass.) *L'Etoile* has installed an Intertype standard equipment C.

Metamora (Ill.) *Herald* has added an Intertype to its composing room equipment.

Lawrence (Kan.) *University Daily Kansan* has installed a new Duplex press.

Fort Wayne (Ind.) *Journal-Gazette*, is installing a new press, a Goss 64-page octuple. It will be in operation by Oct. 1. The old press, a 36 page color press, will be retained for emergency use and color work on Sunday magazine supplement.

ASSOCIATIONS

BOSTON ADVERTISING CLUB members to the number of 60, many of whom attended the recent international advertising convention in London, held a dinner dance at the Hotel Brunswick, Boston, Wednesday, Sept. 3, at which officers of the Cunard liner Samaria which carried the Boston ad men across, were guests. The dance was tendered the officers in return for the many courtesies shown members of the club aboard the Samaria. The committee in charge included Herbert Stephens, chairman; Harry L. Harding and Cyrus Kaufman.

Advertising Club of New Haven held its annual dinner Sept. 10. Frank J. Limbacher, of the H. M. Bullard Company, recently elected president, presided. The New Haven club claims it sent the largest delegation to the London A. A. C. W. convention in proportion to its size than any other club in the United States.

Direct Mail Advertising Association will hold its annual convention in Pittsburgh, Oct. 29, 30, 31.

Associated Business Papers, Inc., announces the admission to membership of *Class*, Chicago, Ill.

Financial Advertisers' Association will hold its annual meeting at Richmond, Va., Oct. 13-16. Because of the relatively small number of financial advertising men and women who attended the convention of the A. A. C. W. held in London, this separate meeting is considered necessary.

Seventh District United Typothetæ of America, comprising Ohio, Indiana, Kentucky and West Virginia, will convene at the Sinton Hotel Sept. 16 and 17. Allen Collier, district chairman, will preside.

SCHOOLS

WILLIAM L. McGILL, supervising business manager of the Texas Students Publications, Inc., of the University of Texas, reports that these periodicals handled a total volume of business for the fiscal year closing Sept. 1, approximating $63,000. This is an increase of $12,000 as compared with last year's proceeds. The Texas Students Publications issues four periodicals devoted to the interests of the students of the University, the *Daily Texan*, *The Texas Ranger*, the *Longhorn Magazine*, and *Cactus*, the school annual.

Mr. Publisher
or
Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

Labor Situation
Ideal in Altoona, Pa.

Federal Department Reports Show Factories All Operating and Great Activity In All Lines

Altoona Sector "Ideal"

THE condition in the Altoona sector of Pennsylvania's great workshop is asserted by federal officials to be as nearly "ideal" as it is possible to have it. The labor supply is said to be just about equal to the demand, with very little unemployment existing anywhere. "Notwithstanding a setback that was expected, current reports reaching Washington from Altoona indicate there will be a pronounced improvement generally there in the near future," says Secretary of Labor James J. Davis.

He points out that building continues "very active," with several office buildings and dwellings under way.

The supply of skilled and unskilled outdoor labor is fully employed and will continue to be engaged during the remainder of the summer, if federal investigators have correctly sized up the situation.

The Altoona Mirror is the leading newspaper in Altoona. In fact many merchants use its columns exclusively. If interested in central Pennsylvania, and you have a message for this thickly populated territory, send your copy to Altoona.

A.B.C. Statement for year ending JUNE 30, 1924
26,549

The ALTOONA MIRROR

MIRROR PRINTING CO., Publishers
BUSINESS DIRECT

Invaluable to you— Mr. Publisher!

WOOD DRY MATS are not the only dry mats available. There are others—two or three kinds at least. But we claim ours are the best, and, by reason of what we supply with them gratis, they are worth decidedly more to the newspaper than any others.

We refer to the *Wood Service.* The free advice of skilled technical experts—expert in all mechanical departments—is an important part of the installation of the *Wood Dry Mat* process and goes with it at no cost to the newspaper. And it continues indefinitely, year in and year out, so that when anything goes wrong, no matter in which department, *Wood Service* is always available to straighten things out. And things do go wrong.

Photo-engravings, typesetting machines, slugs, case type, mat rollers, molding blankets, stereo metal, mats, autoplates, handboxes, presses, press blankets and rollers,—all covering four distinct departments, and as many trades, must be right and pull together to produce a clean, well printed paper.

If any one or two go wrong, the result is poor printing, and the publisher cannot hope to find and remedy the trouble.

Our experts know all these things intimately, and from long practical experience; they are not theorists.

This service we give you with your adoption of *Wood Dry Mats.* If it could be obtained elsewhere it would cost many thousands of dollars.

One publisher friend had all this in mind when he wrote us:

> "I cannot understand why any publisher should regard a difference of a penny or two in the cost of the mat as an objection to using Wood Flongs when he considers the great value of the service given gratis by your experts—not only to the stereotype room but to all mechanical departments. Your people have accomplished wonders in improving the printing of my paper and I would not consider making any changes in the plant without their intelligent co-operation. I for one appreciate what you are doing to help newspapers, in comparison to which the price of your mats is insignificant."

The WOOD DRY MAT has eliminated the last remaining primitive process in the manufacture of newspapers, and, because of quality and what goes with it, it is cheaper to use than any other dry mat.

At your service.

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK CITY

CANADIAN PRESS OPERATORS STRIKE AS ARBITRATION OFFER FAILS

Men's Demand for Wage Increase Met With Decrease Proposal—About 100 Operators Out—Livesay Requests Conciliation Board

DISREGARDING a demand for arbitration, all telegraphers employed by the Canadian Press went out on strike at 2 o'clock Thursday afternoon.

The press association late Thursday afternoon admitted the strike was affecting 106 newspapers.

The New York and Toronto offices were manned by non-union telegraphers keeping this circuit open for news dispatches. Long distance telephone was used to maintain connection between New York and Montreal.

Arrangements were made whereby Associated Press dispatches to Detroit were delivered to Windsor, Ont., by messenger.

One Montreal newspaper, according to a dispatch received in the Canadian Press office in New York, declared 5,000 commercial telegraphers and 6,000 railroad telegraphers might be drawn into the strike.

At the time EDITOR & PUBLISHER went to press tests were being made by the Canadian Press to see whether or not commercial telegraphers would handle press dispatches sent overhead but were unable to state the results.

The action of the operators followed a demand for an increase in wages which was met by proposal for a decrease by directors of the organization. The men are all members of the Commercial Telegraphers Union of America and were led by Paul Schnur, international vice-president.

J. F. B. Livesay, general manager of the Canadian Press, immediately requested the Dominion Deputy Minister of Labor to appoint a Board of Conciliation and Investigation.

He was notified that the union committee would ignore formation of the board and would decline to await an investigation.

Mr. Livesay telegraphed on Sept. 10, to Roscoe Johnson, International president of the union, asking him to exercise his authority to avert the strike and make arbitration possible.

Thursday morning in a statement sent over the press association wires, Livesay declared he had received no reply from Johnson, and laid the blame for the strike on Schnur, whom he characterized as "an American recently domiciled in Canada, whose methods are Prussian."

Livesay also sent a telegram to all operators warning them the strike would push the wage dispute into the background and precipitate the issue of a breach of agreement.

"By going out on strike you break the agreement between the Canadian Press and the Commercial Telegraphers Union of America entirely and we cannot thereafter negotiate further with that union," he declared.

Negotiations had continued since notice was first served on the company by the men's general chairman July 10, of amendments to the wage scale which demanded increases from the present minimum of $45 to $60 a week and from the present maximum of $51 to $72.50 a week. In reply, on Aug. 8, the company submitted proposals for wage decreases of $3 a week, for cities of over 50,000 population and of $7 a week for cities under that figure, together with certain other amendments to working conditions.

The company based its claim for reduction on the fact that the present agreement was negotiated just 4 years ago at the time when the index figures of high cost of living as shown in the official figures of the Department of Labor at Ottawa had reached its peak. From Sept. 1, 1920, when the present agreement went into effect, there was an immediate rapid decline in this index figure until today it stands but little higher than it did in 1917, the company claimed.

The Canadian Press offered to arbitrate the entire dispute, the men's proposals as well as its own, under the arbitration clause in the contract. This the union committee refused. The company then proposed to submit the whole dispute to a board of conciliation under the Department of Labor. Mr. Schnur the International vice-president, declined to go before a board of conciliation. He offered arbitration if the issue was confined to present wage scale and the men's demands for an increased scale, leaving out entirely the company's submission of a decrease. On the company refusing that proposal the strike vote was taken.

NEWSPAPERS WELCOME SCIENTIFIC PROBE

Association Presidents Believe Good Will Result from Proposed Investigation if Impartially and Fairly Conducted

The proposed scientific probe of newspapers and news gathering organizations, backed by the Laura Spellman Rockefeller Memorial Foundation, disclosed in last week's EDITOR & PUBLISHER, was welcomed by many prominent newspaper editors in telegrams addressed to this paper.

Their telegrams follow:

Casper S. Yost, president, American Society of Newspaper Editors and editor of the *St. Louis Globe-Democrat:*

"I think it safe to say that the press of this country will welcome a systematic survey of American journalism if it is conducted scientifically, fairly, without prejudice, and with a sincere desire to ascertain the truth. It has nothing to fear and much to gain from an investigation so conducted, but before expressing a definite opinion as to this particular inquiry I would like to have more information about its plans and purposes.

"The article of Dr. Ellis is very interesting, and arouses a degree of hope that here is an enterprise that will reveal facts and conditions of benefit to the press and to the public, but whether that hope is to become assurance depends upon the attitude of mind of the investigators, upon the scope of the inquiry, upon the methods of ascertaining the truth, and upon the use made of the information obtained.

"The field is as complex as it is vast, and it involves many aspects of psychology as well as material fact, there is room there and need for a genuinely scientific survey, one that is approached without bias, and with no other purpose than to find the truth and to state it."

George D. Lindsay, president Inland Daily Press Association:

"The proposed investigation of news sources and methods is admirable in scope and purpose. Newspapers should have nothing to lose and much to gain through it. Publication of false or misleading news is more of a crime than the dissemination of deadly disease germs.

"If there is anything wrong or vicious about either the gathering or publishing of news it should be rectified at once. The proposed investigation deserves and will receive the hearty approval of the press of the country if the work is thoroughly and impartially carried forward. The proposition is in every way commendable."

A. G. Newmyer, president Southern Newspaper Publishers Association:

"Under especial license through constitutional provision provising for freedom of the press, our newspapers handle the most important merchandise sold the public. During the war the nation accepted substitutes and adulterations in food, clothing, and other essentials, including the substitution of propaganda for cold, unbiased, uncolored news.

"The newspapers owe a duty of working unceasingly to maintain pure news sources and to welcome any and all serious examinations and investigations of both method and motive. The Rockefeller Institute proposal will be welcomed by all honest newspapers. The editorial affairs of this association stands ready to co-operate to the limit."

Karl A. Bickel, president of the United Press Associations:

"The United Press Associations is thoroughly in favor of the proposed probe, and is, in fact, always glad to have its news gathering and business methods examined by anyone interested."

L. B. Palmer, manager of the American Newspaper Publishers Association, said:

"It is gratifying to learn from your issue of September 6th that scientific associations of such high standing with ample funds for the work are to make a comprehensive investigation of the sources of propaganda and of news and its gathering.

"Surely the American Press will welcome such a study and will offer every co-operation, because it will lay at rest for all time statements by the uninformed of control of the newspapers and their news-gathering instrumentalities by financial, religious or other influences, and will at the same time aid in the further exposure, and, let it be hoped, the elimination of the press agent and his kind.

"The results of such a study will go far to discourage the critics of the American newspaper and its newsgathering organization."

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

To Hold Church Publicity Meet

The fifth annual conference on church publicity, under the auspices of the Chicago Church Federation, will be held on Oct. 27, at the Morrison Hotel, Walter Mee, federation secretary, has announced. The Chicago Association of Commerce advertising council is interested in the meeting.

NEW PRESSMEN'S UNION WON'T BE RASH

International Retains Control Over Officers, Members and Funds—Flyboys in a Junior Union

Organization of a new local union of New York web pressmen was ordered by the recent convention of the International Printing Pressmen's & Assistants' Union under regulations designed to prevent the union politics which caused the newspaper strike of last December. Flyboys and carriers, whose votes sent the old union on strike, will be organized in an auxiliary union, with three delegates at meetings of the senior union.

Temporary officers, to be chosen by the International board of directors will serve for 90 days while a constitution and laws are drawn to meet the international board's approval. Nominations for local officers must also obtain the board's O. K., and the directors are ordered to disapprove nominees responsible in any way for the 1923 strike.

Because of the heavy indebtedness of New York pressmen to the International the latter's directors will appoint and control the local secretary-treasurer until the finances are adjusted. The new union has been assessed the full cost of the strike, to be refunded to the International monthly, in addition to arrears.

The directors will have authority to remove any officer who violates the agreement with the publishers, or any international or local law.

Members of the old union expelled for instigating the strike cannot regain membership except by approval of the international board, which will review all applications until the 1926 convention.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

DICKEY'S DOGS
Would Make a Dog Laugh.
3-col. cartoon—once a week.
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.C.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

CIRCULATION BRINGERS
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., N. Y. C.

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures—Home Features—Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Serial

"MURDER ON THE LIMITED"
By Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSO
The Standard Religious Feature of Americ
Newspaperdom. Twenty-five years of continuo
publication. Non-Controversial, Readable, Timel
The Ellis Service, Swarthmore, Pa.

Women's Features

FOR FALL AND WINTER HOME MONTHS
"YOUR HOME AND YOU"
Superior Woman's Features by Helen Kenda
Metropolitan Newsp. Serv., 150 Nassau St., N.Y.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHI
DREN'S Pages—also House Plans, Handicraft
the Home, Radio and Motor features.
The International Syndicate, BALTIMORE

INDUSTRIAL DEVELOPMENT ADDS TO BUYING POWER IN The SOUTH

WHILE the South's great buying power is due, very largely, to the rapid strides in agricultural production, the turn to diversified manufacturing has played a great part in the opening of Southern markets for practically every class of merchandise.

The South is particularly blessed in the elements of success. This territory produces abundant raw materials, which together with cheap mechanical power make for success in manufacturing.

The farms produce the cotton which has stimulated Southern manufacturing more than any other product in the last thirty years; the farms furnish hides for leather in the shoe factories; they furnish wool for the making of clothing, and sugar from Louisiana fields for the refineries which have been built in the last decade.

In view of all this it is not surprising that the geographic center of cotton manufacturing has shifted from New England to the South. Southern mills are now consuming nearly 60 per cent of all cotton used in American plants.

The swift development of the cotton spinning industry is typical of what has been taking place in other lines of manufacture. The metals, petroleum, coal and timber produced in the South are in an increasing degree being worked up at home.

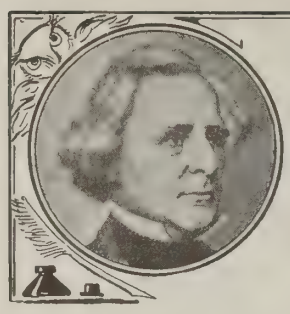
Those who regard the South as being chiefly a farming territory will be surprised to learn that the value of the South's manufactures is somewhat larger than the value of the territory's agricultural products, as given by the U. S. census.

The possibilities for industrial development have scarcely been touched and are bound to increase, to a greater degree, the purchasing power, of not only the South, but of the entire nation.

A national business cannot do better than start an advertising campaign in the newspapers and cities given on this page, irrespective of any other operations elsewhere.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
FLORIDA			
***Daytona Daily News (ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville.. (M&S)	39,226	.09(.10S)	.09(.10S)
***Miami Herald (M)	19,492	.06	.06
***Miami Herald (S)	23,404	.07	.07
***Orlando Sentinel (M&S)	5,965	.035	.035
***Pensacola News (E)	5,372	.03	.03
†††St. Petersburg Independent (E)	7,236	.04	.04
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.08S)	.06(.07S)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,678	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M) 19,882.. (S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY			
***Lexington Leader (E)	18,432	.06	.06
***Lexington Leader (S)	18,538	.06	.06
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
***Asheville Times (E)	7,096	.04	.04
***Asheville Citizen (M)	10,277	.055	.055
***Asheville Citizen (S)	11,009	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
***Raleigh News and Observer (M)	27,984	.06	.06
***Raleigh News and Observer (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,218	.06	.06
SOUTH CAROLINA			
***Columbia Record (E)	15,695	.05	.05
***Columbia Record (S)	15,366	.05	.05
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
***Greenville News (M)	18,214	.065	.06
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald (M) 6,014 (S)	8,023		
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
†††Nashville Banner (E)	58,892	.10	.10
†††Nashville Banner (S)	56,989	.11	.11
VIRGINIA			
Alexandria Gazette	3,900	.025	.025
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660	.05	.05
***Newport News Daily Press (S&M)	5,725		
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
***Staunton News-Leader (M), Leader (E)	6,558	.035	.035

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

The Herald and the Slavery Problem

By 1855 the question of the continuance of Negro slavery in the Southern States had become a great, burning issue, and the abolitionists in New England, headed by Garrison, were pursuing a policy which Mr. Bennett warningly denounced as "highly dangerous"! His course on the question has been considered wise and patriotic, as tending to prevent bloodshed and the disruption of the Union, and he again and again deplored the "fanaticism" of the abolitionist leaders. In January, 1855, he drew inferences as to the unpopularity of the movement in the North, from the fact that its journalistic advocates were being forced to reduce their expenses, due to a falling off in circulation and advertising patronage. Under the heading of "Curtailment of the Anti-Slavery Newspaper Press," he said:

"Abolitionism in the North is in a state of decay—rapid decay. The present hard times have put it to the test, and it is sinking under the pressure. This fact has been strikingly illustrated within the last few months, in the curtailment of the daily anti-slavery journals of this city. The last and most striking example among them being the cutting down of the *Journal of Commerce,* to the extent of about one-third from its late ambitious but ruinous dimensions.

"In the matter of curtailment the *Tribune* led the way, in a marked reduction of its size, and in the substitution of a cheap and inferior quality of paper in place of a comparatively expensive article. Next, our junior Seward organ—the *Times,* adopted the same expedient of 'making both ends meet.' Next the *Sun* in the reduction of its sheet, at a single blow diminished its annual bill for white paper to the extent of ten or twelve thousand dollars. Lastly, the *Journal of Commerce,* the founder of the whole school of our modern anti-slavery journals, has from the same cause been driven to the same extremity. It opens the New Year very considerably shorn of its fair proportions. Another such downward step, including its limited and rather private circulation, will bring it fairly within reach of that 'Robert Macaire' of Wall Street, the *New York Express.*

"Our hard-up contemporaries of the *Journal of Commerce,* with their issue of the first day of the New Year, say that, 'With the compliments of the season we present our sheet in a somewhat reduced form, though still large enough for convenience.' No doubt of it; especially for the 'convenience' of the publishers. * * * Here then are the facts: the *Journal of Commerce,* like the *Tribune, Times* and *Sun,* succumbs to the pressure of the existing hard times. Why is this? It is because they are all identified with abolitionism.

"The *Journal of Commerce* was the pioneer of the daily abolition newspapers of the North. It was started some 30 years ago by Arthur Tappan, the great leader of the modern abolitionists, as an out-and-out flaming firebrand of immediate emancipation. Tappan put into this dashing enterprise an investment of $30,000. The object was to 'carry the war into Africa'—that is, into the South, and first Maxwell and then a Boston man named Hale, fresh from the very hotbed of abolitionism, edited it.

"Since that day the *Journal of Commerce* has fallen from grace—the glory or infamy, whichever it may be, of having been the pioneer of the modern Garrison school of abolitionists belongs to it. * * *

"Latterly the editorial control has fallen into the hands of a saintly moralist of the name of Butler, but not in the highest estimation for sanctity among his Wall Street neighbors. While pretending to advocate the rights of the South under the Constitution, he allows his paper to receive contributions for the purchase of the freedom of 'the slave, Harry,' or, 'the slave, Pompey!' * * * Thus a single number of the *Journal of Commerce,* falling into the hands of a slave who can read, may infect the negroes of a half dozen plantations with its insidious poison, and we doubt not that this is more the real intent of Master Butler than the liberty of 'Harry' or 'Pompey.'"

The editorial wound up with a bitter denunciation of the "insidious hypocrisy" of the Journal of Commerce.

In 1855, Mr. Robert Crean, the brother-in-law of Mr. Bennett, and who had been a member of the staff in the Counting Room for some time, was given entire charge of the Financial Department, and was cashier for many years thereafter.

(*Continued next week*)

PRESS FLASHES

The head of many a house is less than 10 years old.—*Columbia* (S. C.) *Record.*

When a cynic sees a man helping a lady across the street, he wonders where her husband is.—*Miami* (Okla.) *News-Record.*

A man on top is just standing on his friend's shoulders.—*Columbia* (S. C.) *Record.*

Everybody envies the man higher up except in a Pullman.—*Baltimore Sun.*

Cheer up! When all the neighbors buy autos you can get a seat on a street car.—*Lake County Times.*

With Chang bombarding Shanghai, Chang-chow and Ching Ling, and threatening Pekin, the situation in China is getting to be a regular bang-wang.—*Boston Transcript.*

Politicians make the most capable pedestrians; they can dodge anything.—*Columbia* (S. C.) *Record.*

Few campaigns have developed so much industrious prominence on the part of vice presidential candidates.—*Washington Star.*

John W. Davis appears to have riddled the Sphinx of the White House.—*Columbia* (S. C.) *Record.*

"Never say die," is a good motto for the life insurance companies.—*Buffalo Courier.*

We have liberal parties in this country. Look at the expense accounts turned in by traveling men.—*New York Telegram & Evening Mail.*

FORESHADOWED EVENTS

Sept. 18-19-20—Tri-State Editorial Assn., annual convention, Sioux City, Iowa.

Sept. 21-24—Tenth District, A. A. C. W., annual convention, Galveston, Tex.

Sept. 22-25—Advertising Specialty Assn., annual convention, Chicago, Ill.

Sept. 27-30—Massachusetts Press Assn., annual outing, Mountain View Hotel, Whitefield, N. H.

Oct. 4-9—Pennsylvania Press Associations, joint annual outings, Delaware Water Gap and Poconos, headquarters at Stroudsburg, Pa.

Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.

Oct. 12—Financial Advertisers Assn., fall convention, Richmond, Va.

New Haven Register

is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency

Boston—New York—Detroit—Chicago

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.

Chicago Office—Mallers Bldg.

Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Radio Season is Here!

You Will Need the Weekly

WASHINGTON RADIO NEWS SERVICE

Used 2 years by Boston Globe, St. Louis Post-Dispatch, Springfield Republican, Washington Star and others.

Popular Features by

CARL H. BUTMAN

Room 201 1422 F Street

Washington, D. C.

To build quality, whether it be into a house or a newspaper or a pair of shoes, is to guarantee the highest ultimate reward for effort expended.

The Dallas Morning News

Supreme in Texas

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,768

Edward H. Butler, Editor and Publisher

Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

THE TACOMA NEWS TRIBUNE

TACOMA

Population—112,000 people

355 Factories producing $125,000,000 worth of goods annually; manufacturers' payroll, $23,000,000 per year; 12,700 employees.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co.

San Francisco and Los Angeles, Cal

TENTH DISTRICT CLUBS MEET SEPT. 21-24

Program for Galveston Convention Completed — With Salesmanship and Merchandising Topics —Holland to Attend

The tenth district advertising convention scheduled to meet in Galveston, Tex., Sept. 21-24, will be one of interest and pleasure for the delegates, according to plans perfected by G. B. Clarke and Harry E. Davidson of the Galveston Ad Club in conference with Dale Rogers, president of the tenth district of advertising clubs, and H. C. Howard, secretary of the association.

Mr. Davidson announces that the custom of opening the convention on Sunday will be adhered to and pastors of the various churches of the city will be asked to speak on "Truth" during the morning service. A mass meeting is planned for Sunday night, Sept. 21, when "Truth in Advertising" will be the topic for discussion by some national speaker.

On Monday night an elaborate historical pageant will be presented at the city auditorium.

Tuesday night there will be a "treasure hunt" on the beach, when prizes will be hidden in the sands and the delegates will be the hunters. The convention will end on Wednesday night with a final ball at a hotel.

The Chamber of Commerce will entertain the delegates with a boat ride during the convention. Free bathing tickets and golf privileges will be available for the advertising men. A window display contest and a merchants' salesmanship contest will be among the features of the convention.

The business sessions will be devoted to salesmanship and general merchandising as well as advertising. All sales people of Galveston have been invited to attend the business sessions.

The men of national prominence who are scheduled to speak at the convention are Lou E. Holland, president of the Associated Advertising Clubs of the World; Carl Hunt, general manager of the association; James W. Brown, editor of EDITOR & PUBLISHER; Carl T. G. Meyer, president of the St. Louis Ad Club; Earle Pearson of New York, educational director of the association.

New Church Copy Series

The Church Advertising Department of the A. A. C. W. has issued Series No. 6, of church advertisements for use by newspapers, containing 52 pieces of copy prepared by Herbert H. Smith, chairman of the copy committee. The service is offered to one newspaper in a city at suggested price of three cents per 1000 circulation to cover the cost of preparation.

A. A. C. W. to Open Year Sept. 15

Activities for the coming year will be discussed when the first meeting of the executive committee of the A. A. C. W. for the fiscal year meets in New York, Sept. 15, at the Advertising Club of New York.

Advertising Commission to Meet

National Advertising Commission, A. A. C. W., will hold its next meeting at the Union League Club, Chicago, Oct. 14. In addition to the usual business which would come before the commission, this will be the annual business meeting, and officers will be elected. Officers were not elected in London, because a quorum was not present.

Second District Electing President

Second District, A. A. C. W., is holding an election by mail for the appointment of a new chairman. H. C. Squires of Scranton is in charge. Paul V. Barrett, present chairman, has indicated he cannot serve again. The district has made excellent progress under Barrett's chairmanship.

KLOEBER TOKYO A. P. CHIEF

Press Association Veteran, Formerly at Vienna, Off for New Post

Charles E. Kloeber left New York this week for Japan to become Tokyo correspondent for the Associated Press. He will relieve Glenn Babb, who has been acting temporarily as correspondent. Babb plans to return to the United States.



CHARLES E. KLOEBER

Kloeber has been with the Associated Press for many years, having just returned to this country from Vienna where he served as A. P. correspondent.

He started his career as a reporter on Washington dailies, becoming city editor of the *Washington News*, and later editor of the *Washington Times*. He joined the Washington staff of the Associated Press in 1897.

Transferred to New York in 1899, he served as local editor and cable editor. The following year, he was sent to China.

Recalled from the Orient in 1901, he was made day manager of the New York A. P. office. Two years later he resigned from the A. P. to become managing editor of the *Tacoma* (Wash.) *News*, which position he held about 9 months and then returned to the press association, as general news editor, remaining with the A. P. 8 years then resigning to become assistant publisher of the *Los Angeles Tribune* and the *Los Angeles Express*.

In 1912 he again re-entered A. P. service as chief of the news department. He went to Europe in 1918 in charge of the A. P. service from the American military front. After the Paris Peace Conference, he was transferred to Vienna, where he remained until about 6 months ago.

SPEAKERS ANNOUNCED FOR INLAND MEET

Stuart Perry, Jason Rogers, Frank Carroll, Prof. W. G. Bleyer Will Speak at Chicago Meet October 16-17

Speakers for the October meeting of the Inland Daily Press Association have been announced by Wil V. Tufford, secretary and treasurer. Sessions are scheduled for Oct. 16-17 at the LaSalle Hotel, Chicago.

The growing misuse of the power delegated to judges, of all degrees, by the use of "Contempt of Court" procedure—a nation-wide subject will be discussed by Stuart H. Perry, of the *Adrian Telegram* from both the standpoint of the newspaper, as an upholder of the courts, and the misuse of it by judges.

"Ancient newspapers, and Aging Newspaper Publishers," is the general topic assigned to George W. Purcell, of the *Vincennes Sun*.

The threats by some national advertisers in their efforts to secure free advertising, and especially recent interviews with representatives of the Ford Company along this line will probably be assigned to Linwood I. Noyes, of Ironwood.

Hon. Frank O. Lowden will be guest of honor at the luncheon Wednesday, Oct. 15, and speak on "The Relation of the Newspaper to the New Farm Era."

Others on the program and their subjects are:

Jason Rogers on "How Newspapers Can Double the Volume of National Advertising in Their Columns"; Ralph Shannon, of the Washington (Iowa) Journal on "Getting the Personal Touch in Advertising"; H. L. Williams, secretary of the Illinois State Press Association, Springfield, on "State Press Associations, Their Organization and Function"; Frank T. Carroll, president of the Newspaper Advertising Executive Association, on "Newspaper Advertising"; Professor Wm. G. Bleyer, of the University of Wisconsin, "Is Journalism a Profession?" Mrs. E. O. Susong, publisher of the Greenville (Tenn.) Democrat Sun, "A Woman's Experience as a Newspaper Publisher."

A report of President Lindsay on his visit to the annual meeting of the Southern association and the prospects of a joint session with this association at West Baden next summer, will be made.

Southern Daily Improving Plant

The *Spartanburg* (S. C.) *Sun* celebrated the sixth month of its existence this week with the placing of an order for a Goss 24-page rotary press. In addition to the new press, contract has been let for enlarging The Sun's present three-story building to give it virtually double its present floor space. A. M. Carpenter is president and editor of the Sun; J. T. Fain is publisher and business manager, and E. G. Denham, formerly of the *Atlanta Georgian*, is managing editor.

"ONLY GENUINE NEWSPAPER"

From "The Continent," Aug. 28, 1924.

The news in a newspaper is its reason for existence. All sorts of "features" are added to attract and hold the interest of this group and that * * * but if the news were omitted it wouldn't be a newspaper.

Which expression leads up to the remark that it is about time somebody tried the experiment elsewhere than in New York of producing a newspaper. The only genuine newspaper in all the large cities of America is The New York Times.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

"FIRST IN PUBLIC SERVICE"

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

The Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

first!

—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

The Washington Herald

Largest Sunday Circulation Any Washington Paper.

The Washington Herald

morning
and

The Washington Times

evening

Largest Daily Circulation at attractive combination rate. Concentrate in These Papers

G. Logan Payne
Publisher and Gen. Mgr.

AUTO PAGES

A regular feature of the Wednesday and Sunday issues.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York
Lytton Bldg. Chicago

The Deseret News

SALT LAKE CITY, UTAH

74 years of absolute dependability leads the Evening Field in circulation and national advertising.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



LOCAL industries! How long is it since you looked over large local manufacturing institutions for display and classified possibilities?

What message has the general manager of a local factory for the readers of your newspaper?

Drop in on him and talk over his problems and show him how your newspaper may co-operate in solving them.

Newspaper executives often think only of local manufacturers in terms of special editions or of classified lineage, the latter usually being handed in, but it is surely worth the effort to investigate the prospect of an occasional display page to serve some special cause of a local manufacturer, even if he does not expect to find the market for his product in your city.

An eastern Canada advertising manager increased the revenue of a daily newspaper by arranging a special page of advertising to be run thrice weekly during the hunting season—September, October and November. Dealers in rifles, ammunition, bird decoys, hunting apparel, tents, camping supplies, etc., were solicited and little difficulty was encountered in filling the page. By way of reader interest, a half column of information for hunters was injected amidships in the page, this material changing once weekly.—W. McNulty, St. John, Can.

A Southern city hit on a fine idea when they laid out a page in the form of a calendar for the month, and designated a space representing one day to each of thirty advertisers. The page was made more attractive by the use of red and black ink.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

A group of private school and college ads comprising a complete section was recently secured by the *Washington* (D. C.) *Times-Herald,* and used with reading material furnished by some of the leading local educators.—C. M. Litteljohn, Washington, D. C.

What stores in your city carry special shoes and special equipment for the use of people who suffer with fallen arches and other foot troubles? It would be a good idea to get up a group page of ads of such concerns with an appropriate heading over the page.—Frank H. Williams, Fort Wayne, Ind.

The real estate editor can be of inestimable assistance to the business advertising department by apprising the department of the completion of new building projects of quasi-public interest. Contractors and architects figuring in construction will many times want to boost their completed job with ads. By keeping in touch with the merchants and other advertisers, asking their opinions on business conditions and printing trade items having news value, the business editor builds good will and the ad solicitor finds a warmer greeting awaiting him. It is a good point if the business editor in his interviews refrains absolutely from discussing advertising.—R. L. Walsh, *Bridgeport* (Conn.) *Telegram.*

One progressive newspaper hit the nail on the head when they published a page 4 days in advance under the caption, "School Begins September 2." In the center of the page was a 3 column picture of the High School of that city, a list of the faculty, courses and subjects as well as regulations of the school followed. On each side of this column merchants of the city advertised their services in connection with the opening of the school.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal.*

Wire expense—telephone and telegraph—has been materially reduced by having all proposed messages submitted to department heads before they are put through. It has been found that frequently, mail will serve the purpose just as well and at much lower cost.—B. A. T.

As a result of persistent rumors throughout the country that Long Beach and Southern California was having an industrial and business depression the Long Beach Press issued a special "Truth About Long Beach Edition" which besides its usual circulation was mailed out of the city to over 20,000 people. The edition was twice its usual size being 56 pages. Many business men, that ordinarily do not use newspaper space swelled the advertising revenue. The news columns were given over to building permit statistics, population growth, harbor and industrial activities and other specially written matter to refute the rumors about the city. Such an edition could be brought out in many large cities.—H. J. A. Long Beach, Cal.

Bickel Host to Tsurumi

Karl A. Bickel, president of the United Press Associations was host to a luncheon Sept. 11, given at the Lotos Club New York, for Dr. Yusuke Tsurumi, who until recently has been in charge of the Japanese Imperial Railways.

WHOLE CLASSIFIED PAGE FOR STORE

Unique Stunt in Decatur Review to Put Over Department Store Sale —Advertise 339 Separate Items in Usual "Liner" Form

Something bright and new—a full page of classified advertisements, in the form of the usual classified page, published by a department store!

The page was a feature of the *Decatur Review,* Decatur, Ill., of the issue for Friday, Sept. 5. It contained 339 separate items offered by Linn & Scruggs, a leading department store. An 8-column banner line topped the page, merely labeling it and announcing a "removal sale," with the time of opening and closing of the store.

Goods were advertised in from 3 to 6 lines, classified as "Army Goods," "Auto Supplies," etc., throughout 35 departments. A sample liner, picked at random and classified under "Wash Goods," was as follows: "Printed Voiles—40 inches wide. Pretty styles and colorings. Removal sale price 29c per yard. Main floor."

The page looked exactly like the regular classified pages of Decatur Review.

EDITOR & PUBLISHER learns that the advertisement was suggested, the copy written, ads made up by the Review's classified advertising service department and that it ran at the regular classified rate.

Excellent results obtained by the store from the use of the regular classified columns encouraged the use of a full page to put over the removal sale.

This is believed to be an absolutely unique advertising stunt.

Riordon Properties Sold

The Riordon pulp and paper properties were sold at auction in Montreal, Sept. 8, representing a deal of about $11,000,000.

FAST TIME ON EXTRA

Chicago Herald Examiner Out with Caverly Decision in 1 Minute

Within one minute after Judge John R. Caverly had pronounced the sentence of life imprisonment upon the Chicago murderers, Nathan Leopold Jr. and Richard Loeb, the *Chicago Herald and Examiner* was distributing the news in extras released simultaneously in every part of the city.

The sentence was read at 9:35 o'clock the morning of Sept. 10. At 9:36 A. M. residents miles away from the Criminal Courts Building had copies of the Herald and Examiner extra in their hands and knew that the slayers had escaped the noose long before the radio or telephone could flash the sentence.

This news beat is without parallel in the history of Chicago journalism, the Herald and Examiner declares.

rich society man — or king of a savage isle?

A strange choice. Kit Newell tried both under highly romantic circumstances. An absorbing story of adventure.

I, THE KING

By Wayland Wells Williams

This is the kind of serial which readers recommend to their friends—which keeps everybody breathless until the next copy of the paper comes along.

Don't miss it—Wire for copy

Readers' Syndicate, Inc.

799 Broadway New York City

FRUITS Canned—Fresh Dried—Nuts

An expert knowledge of the sources, preparation and distribution of food products of which few men can boast is given to newspaper readers in the signed dispatches of

Rand W. Sutherland

He tries to convey to readers of his reports the inside stories of the developments gathered in the growing, canning and market centres of the world.

His surveys of crop conditions are based upon authentic information secured from confidential sources.

Ready 7 p. m. daily except Saturday, f. o. b. night press toll wire, New York, Los Angeles or San Francisco.

INTERSTATE COMMERCIAL NEWS SERVICE

38 Park Row New York

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.

Times Building, New York

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET

New York City

NEA NEA

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

Over

ONE-THIRD

added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S

CIRCULATION ORGANIZATION

717-718 Commercial Exchange Bldg.

LOS ANGELES, CAL.

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service

Home Life Bldg., Washington, D. C.



Our Own World of Letters

By JAMES MELVIN LEE

TO Richard Hooker it must have been a work of love to have compiled "The Story of An Independent Newspaper" (MacMillan Company). Samuel Bowles founded the *Springfield Republican* in 1824. It has since been conducted by a son and a grandson of the same name. Mr. Hooker, the author of the volume, is a grandson of the second Bowles and has been connected with the *Republican* for something like a quarter of a century.

Obviously, Mr. Hooker writes his pages with a sympathetic pen. To the reader he frankly confesses:

> A history of an institution written, as this has been, by one of its members, cannot hope to be regarded as impartial, however close the adherence to recorded fact and publicly expressed opinion. But is may hope to interpret some things of which there can be no formal record and the significance of which no disinterested historian could understand.

In two ways the influence of the *Springfield Republican* has extended beyond its natural boundaries. Its editorial page has always commanded the respect of the larger dailies throughout the country. Its editorials have had a wide distribution through reprints in exchanges. Often these same editorials slightly changed in sentence structure have found their way into country weeklies without credit to the Republican. But I have no desire to be too hard on the overworked rural editor who had a hard enough time to get out his job work without trying to think up something original for his editorial page.

The second way in which the Republican has wielded a tremendous influence is described in detail in a chapter entitled "The Republican as a School of Journalism." Samuel Bowles II, unable to pay the salaries demand by competent editorial writers, met the situation through developing new men upon whom he impressed his own ideas of journalism. As these men gradually left the Republican for papers in other cities the vacancies were filled by men similarly trained by Bowles. William Seaver Wood, the present editor of the *Literary Digest*, once told me that for a short time Bowles actually charged tuition for his instruction. I wish Mr. Hooker had said something on this phase of the subject.

The story of how the Republican changed from a paper with an outside view to one with a closer scrutiny of local affairs is picturesquely told. A pivotal point was when the daily was established. The announcement contained the following:

> To the end that we may succeed in our undertaking, we shall endeavor, by all the means in our power, to make an interesting sheet. It will not be particularly devoted to politics, but we mean to make it also a news paper, and especially a local one—as well as a medium for the discussion of matter of local interest!

Recent consolidations prove the truth of this quotation:

> With more prophetic insight than he sometimes had when in the midst of battles against prejudice, Mr. Bowles forecast in 1876 that the future of American journalism was to be marked "by fewer newspapers." This prediction was made in an editorial analyzing the newspaper situation in New York as it stood in October of that year.

The political and economic side of newspaper making naturally demand most of the chapters but at the same time the ethical phase is not overlooked. Of special interest to the business office is the chapter on "The Newspaper and the Advertiser."

The volume is not without touches of humor. On May 13, 1837, for example, there appeared in the formal marriage notices of the Republican the following:

> In Cooperstown, N. Y., Mr. Abel Price, age 22, to Mrs. Euphronia Rugg, age 69—
>
> Their marriage sure is snug,
> They joined them in a trice,
> And now 'tis clear that one old Rugg
> Has fetched a handsome Price.

To me the volume has unusual interest because my first newspaper job, as I think I have once mentioned in this department, was on the *Springfield Union*. I never could understand why the *Republican* positively refused to be drawn into any controversy with *The Union*. Mr. Hooker clears up this matter when he says:

> When in 1872 certain of his (Bowles) associates obtained control of the Springfield Union, the Republican made note of the new management and spoke of it in cordial terms. After that the Republican followed its now invariable custom, which he established, of making no editorial reference to local newspaper rivals. It refused in this way to be drawn into those personal newspaper controversies by which so many communities are edified, exasperated, bored or disgusted.

One attractive feature found in the volume should not be overlooked. I refer to those glimpses found here and there of other famous editors and publishers who were the comtemporaries of Bowles, his son or grandson. Such features make the volume interesting to those living outside of New England.

* * *

MENTION may be made of two volumes of interest to the working press—even though printed for private distribution. The New York Press Association has compiled "Newspaper Law for New York." The volume has been distributed only to active members of the Association who are pledged to return the book upon withdrawing from the organization.

The second volume, "Promises of Journalism," contains the proceedings at the last convention of The American Society of Newspaper Editors.

Duplex Company Enlarges Offices

Duplex Printing Press Company, Battle Creek, Mich., is adding a third story to its main office and engineering building. Floor space will be increased 50 per cent by the addition, M. M. Farley, secretary, states.

Dominate!

Concentrate in the paper which covers 46% of New York's evening field.

NEW YORK EVENING JOURNAL

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes New Rochelle

ASSETS OF WEST VIRGINIA

Population	1,463,701
Manufactures	
Capital	$339,190,000
Products	$471,971,000
Mines, Quarries and Wells	
Capital	$533,138,835
Products	$295,606,620
Lumber Cut, feet	554,270,000
Coal Mined, tons	100,100,000
Petroleum, barrels	6,402,000
Farm Crops, value	$80,400,000
Mineral Products, value (1922)	$358,772,000
Grain Products	
Corn, bushels	20,128,000
Wheat, bushels	2,964,000
Oats, bushels	4,704,000
Live Stock	
Cattle	585,000
Sheep	504,000
Swine	316,000
Railroad Mileage	4,044
Bank Deposits	
National	$145,347,000
All Others	$192,707,000
Common School Expenditures	$18,362,000
Assessed Value Property	$2,109,813,000

One of the smallest in size, West Virginia is one of the greatest states in wealth.

Spend a little money with these papers and become a BIG advertiser in West Virginia.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
Telegraph	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Fairmont			
**Times	(M)	7,675	.03
Huntington			
***Advertiser	(E)	11,176	.035
***Herald-Dispatch	(M)	13,750	.035
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Morgantown Post		4,200	.025
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03

***A. B. C. Statement, April 1, 1924.
**A. B. C. Statement, March 31, 1923.

CULLEN OF HEARST'S BALTIMORE STAFF COMES TO NEW YORK



John E. Cullen, publisher of the Baltimore American, this week was appointed a member of the general management staff, which supervises all the Hearst newspapers. He will hereafter make his headquarters in New York. Cullen has finished the reorganization of Hearst's Baltimore newspapers, which he began in April, 1923. A. D. Marks, business manager of the Washington Post, succeeds Cullen as the American's publisher.

W. H. BURRILL, SYRACUSE JOURNAL, DIES

Business Manager and Secretary of Publishing Company Succumbs to Pneumonia Attack Sept. 5—Brother of Publisher

SYRACUSE, N.Y., Sept. 8.—W. Howard Burrill, business manager of the *Syracuse Journal,* died at Crouse-Irving Hospital here last Friday after less than a week's illness. Death was due to bronchial pneumonia. He was taken ill early in the week and was confined to his home. His condition did not appear serious, but it grew worse and he was taken to the hospital. Friday morning he suffered a relapse, but recovered, only to be stricken with a second which proved fatal. He was only 38.

As a boy Mr. Burrill peddled papers for the Journal, and he entered the employ of that paper as a cub reporter at the age of 17. Following a few years in the editorial department he was promoted to assistant advertising manager, and later advertising manager. He held this position for 15 years.

Two years ago he was made business manager and secretary of the Syracuse Journal Company. He was also made a director of the company.

ALBERT A. WORTHAM

Half Owner, Corsicana Daily Sun, Dies at 63

Albert Ashcraft Wortham, 63, well-known Texas editor and publisher, died at his home in Corsicana, Tex., on the night of Sept. 5. At the time of his death Mr. Wortham was editor and half-owner of the *Corsicana Daily Sun,* a position he had held for a number of years. He had been engaged in the newspaper business all his life.

He learned the printer's trade in the office of the *Sulphur Springs Gazette,* owned by his father, Col. William A. Wortham, now deceased. Mr. Wortham later on became half owner with his father of the Gazette.

From Sulphur Springs he moved to Gainesville, where he became editor of the *Gainesville Register.* He moved from Gainesville to Corsicana in 1902, becoming reporter and editor on the Daily Sun.

Mr. Wortham was assistant secretary of the State Senate under Gov. James Stephen Hogg's first administration.

Mr. Wortham is survived by his wife and one son, Lynne A. Wortham, of Corsicana; three brothers, W. B. Wortham, Austin; Louis J. Wortham, of the *Fort Worth* (Tex.) *Star Telegram,* and Dennis Wortham, Reno, Nev.

Obituary

GEORGE F. DARROW, 70, editor and owner of the *Ogdensburg* (N. Y.) *Advance* and the *St. Lawrence Democrat,* died this week at his home in Ogdensburg.

W. T. HALL, publisher of the *Dotham* (Ala.) *Eagle,* died Sept. 2, as the result of injuries received in an automobile accident.

W. R. JENKS, 62, at one time editor of the *Newcastle* (Cal.) *News,* died Aug. 31, after a long illness.

THEOPHILE COLVILLE, 64, perhaps the oldest reporter in Los Angeles, died Aug. 31. For many years he covered the court house for the *Los Angeles Examiner.*

CHARLES W. HERCHENBACH, 52, veteran printer and secretary of the Burlington, Ia. local of the typographical union, a member of the composing room staff of the *Burlington Hawk-eye* 25 years, died Sept. 2.

W. K. STANLEY, 67, one time assistant editor of the *Cincinnati Enquirer,* but for the greater part of his life on the mechanical staffs died Aug. 31 in Champaign, Ill.

COL. SAMUEL MERRILL, 93, one of the founders of the Brown-Merrill Company, book publishers, now the Bobbs-Merrill Company, died Sept. 3, at his home in Long Beach, Cal.

FRED H. HILL, former foreman on Mount City, Osawatomie and Parker, Kan., newspapers, and later in the publicity department of the Empire Oil companies at Bartlesville, Okla., died recently in Rochester, N. Y., from injuries received in an automobile accident.

JOHN C. ROOT, 90, pioneer Kansas printer who came to Kansas in the 60's and who was employed on the old *Atchison* (Kan.) *Champion* when Former Governor Joan A. Martin published the paper, died recently in Parsons, Kan.

WILLIAM R. BREWER, 64, president of the Otis Lithograph Company of Cleveland, died Sept. 2, in Cleveland. He was a pioneer in the art of lithographing and many improvements and inventions were credited to him.

EDGAR J. RUTZER, newspaper man formerly on the staffs of the *Brooklyn Times, Brooklyn Standard Union* and *New York Evening Journal,* died Sept. 5.

OSCAR A. TOLLE, 60, an old-time San Francisco newspaper man died Sept. 4 after a long illness. Tolle for the last 25 years, had been in the city assessor's office.

GEORGE W. MOFFATT, 68, former publisher and editor of the *Anthony* (Kan.) *Bulletin,* died at his home in Lawrence recently.

THEODORE LE BAUME TOMPKINS, 62, a New York newspaper man for 35 years, died recently at his home in Brooklyn. He was a writer on sports and worked at various times for the *Evening Journal, Evening World, Herald, Telegram and Evening Mail.* During the war he was on the staff of the *Army and Navy Journal.*

BUFFALO VETERAN DIES

A. E. Richmond Was City Editor, Buffalo Commercial, for 20 Years

A. E. Richmond, for more than 20 years city editor of the *Buffalo Commercial* and prior to that associated with the *Buffalo News and Express,* died at his home in Buffalo, Sept. 6, after a three weeks' illness at the age of 66 years. He retired from active newspaper work several years ago.

Mr. Richmond devised a system of tabulating election returns which enabled Buffalo newspapers to give complete results on every major candidate within two hours after polling places closed and an accurate forecast of probable results within an hour after the last ballot had been deposited. His system has been widely copied in the United States.

Get a man or get a job in EDITOR & PUBLISHER classified.

THE
PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

In New Orleans it's **THE ITEM**

TRY IT YOURSELF
The Manhattan office of the BROOKLYN STANDARD UNION in the Woolworth Tower is the highest advertising office in the world.
We get some queerly addressed letters up here, but the star of them all came a few days ago. It read:
To the Tallest Man
In the Tallest B'ldg,
45 Seconds from B'way, City.
It arrived here without any delay.
Put an order in an envelope, and write a puzzle on the outside. We seem to be getting everything which ought to come our way.
Poor Bob's Almanak

Every month, *every* year, The Cleveland PLAIN DEALER carries MORE National Advertising than *both* Cleveland evening newspapers COMBINED.
The Plain Dealer
ONE *Medium* – ONE *Cost* ALONE *Will sell it*
WOODWARD & KELLY
350 N. Michigan Ave., Chicago
Fine Arts Bldg., Detroit
J. B. WOODWARD
110 E. 42nd St.,
New York

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis —Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

ALL IN THE DAY'S WORK

Drawn for Editor & Publisher

By ROYSTON CRANE

One of the Youngest Comic Strip Artists in the Game



ROYSTON C. Crane is probably the youngest comic strip artist in the country, which means nothing. The fact that he has managed to cram several more seasons of experience into his allotted score and two years than most people do, means far more.



Royston C. Crane

His diary reads like a Greek translation of "I Wonder What It's All About." Life is largely that way with youth, Roy believes; blind, eager, restless youth with its misplaced ambitions, cocksureness, heartaches, ever striving blindly upward. That's what he tries to interpret in his comic strip, "Washington Tubbs II." It's a part of himself.

1901. Was born near the intersection of two west Texas cow trails.

1906. Drew picture of horse and was considered cute.

1908. Drew picture of teacher and was considered smart aleck.

1913. First job was selling papers at a dollar a week; wasn't worth that.

1915. etc. Devoted to alley baseball, stealing watermelons, and mumps.

1916-1917. Began noticing life, and trying out various jobs when not in school. Served for short periods as soda jerker, farmer, amateur cow puncher, bill collector, and inspector of putrid potatoes at a wholesale grocery. Not good at any, the bosses frankly admitted.

1918. Attended college for awhile, then drove stakes with the Chautauqua; later got his first job as a cartoonist with the *Fort Worth Record*, but was fired upon asking for raise at end of first week; roustabout in oil fields, tramp, and expressman.

1919. Tried the University of Texas; persistent but dumb, so changed to Chicago Academy of Fine Arts. Thought he was becoming too good there, so returned to college, where he miraculously lasted a full session.

1921-1922. Worked way through school as a reporter on the *Austin American*, but was soon bounced from school because he couldn't pass a course in English composition. Hoboed over southwest, then caught a tramp steamer for foreign climes; beachcombed in Antwerp, and was later on ship that nearly sank during storm, but managed to weather the gale only to explode and burn. Gave up the sea while able, and accepted handsome offer from the *New York World*.

1923. Salary raised a dollar. Free lanced.

1924. Went to NEA Service in Cleveland, where he originated the character of Wash Tubbs.

GROSSMAN JOINS N. Y. GRAPHIC

New York Sunday World Artist to Draw for Macfadden

Elias M. Grossman, well known for his extraordinary portraits and city-life scenes, made through the medium of the etched copper plate, has joined the staff of *New York Graphic*, to do outdoor sketching with the etcher's needle.

Until recently Mr. Grossman was on the art staff of *New York Sunday World*. His work has recently been exhibited at the National Academy of Art and the Pennsylvania Academy of Fine Arts. His portraits of types from the East Side and sketches of crowded streets or romantic by-ways of the metropolis have won fame for him. The artist was born in Russia. He started life as a cap-maker and is self-educated.

NEW MANSFIELD (O.) DAILY

The Journal Scheduled to Appear Saturday, September 13

The *Mansfield* (O.) *Daily Journal*, an Independent-Democratic newspaper was scheduled to appear this Saturday, Sept. 13. Circulation and advertising support sufficient to support the paper for a year, has been obtained, according to the announcement.

H. L. Freking is general manager and John L. Coontz is editor.

Seven new Lintoype machines, a Ludlow, a Monotype slug caster and the latest model Duplex Tubular press are included in the equipment.

When you want a prosperous, industrious and progressive market for nationally advertised goods

Say to yourself—"Illinois"

When you plan the copy which must reach all classes or a select clientele

Think of the people in—"Illinois"

When you seek retailers who will push your products, if you advertise the goods

List the retailers in—"Illinois"

When you desire the greatest return on an advertising investment

Choose the dailies in—"Illinois"

When you prefer to use newspapers where co-operation with your sales department assures success

Select this list in—"Illinois"

These listed dailies are the intimate home papers and will prove themselves splendidly worth the attention you give them.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

AD-TIPS

Alexander Advertising Agency, 327 S. La Salle street, Chicago. Copy on the Mantle Lamp Company, Chicago, being distributed generally.

Earle S. Barber Company, Chicago. Small newspapers throughout Indiana are being tried out on the advertising of the Potato Dog, a product of the Potato Dog Corporation, Chicago. Contracts are still being issued to a general list of papers on the Pepsin Syrup Company, Monticello, Ill.

Burnett-Kuhn Company, 605 N. Michigan avenue, Chicago. Copy on the **Chicago Tribune** is being distributed generally.

Critchfield & Co., 223 W. Jackson boulevard, Chicago. Small newspapers in the middle west are receiving schedules to run from Sept. to August, 1925, on the John Puhl Products Company, Chicago. The account of the Allaire-Woodward Company, Peoria, Ill., has been secured and advertising will be placed after Nov. 1.

Erwin-Wasey Company, 844 Rush street, Chicago. Copy on the Haley M.O. Company, Indianapolis, is being sent out to a regular list of papers.

Finley H. Greene Advertising Agency, Buffalo, N. Y. Directing advertising of the Fisher Knitting Company, Buffalo, manufacturers of Everwear neckwear.

Guenther Bradford Company, 7 S. Dearborn street, Chicago. Copy on Dr. Newman being sent out generally.

Green, Fulton & Cunningham, 28 E. Jackson boulevard, Chicago. Preparing announcements of the new car of Nash Motor Company, Kenosha, Wis.

Gundlach Advertising Company, 400 N. Michigan avenue, Chicago. Preparing to issue advertising on the Chase Candy Company, St. Joseph, Mo.

H. W. Kastor & Sons Company, Inc., 14 E. Jackson boulevard, Chicago. Orders to newspapers in the middle western territory are being sent out on Williamson Candy Company, Chicago.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Several towns are being used on small schedules of advertising on the Friedman Manufacturing Company, Chicago. (Oak Grove and Cream of Nut Butterine.)

Byron G. Moon Company, Inc., Proctor building, Troy, N. Y. Placing the account of Hartwell & Co., 218 River street, Troy, N. Y., manufacturers of men's shirts, collars and athletic underwear.

Morse Advertising Company, Chicago. Distributing copy to a general list of papers on the Herpicide Company, Detroit, Mich.

Myers - Beeson - Golden Company, Toledo. Handling the account of the Parker Pen Company, Toledo. Schedules to start immediately have been issued to a general list of papers. Another schedule of four insertions will be run around the Christmas holidays.

Nelson Chesman & Co., 500 N. Dearborn street, Chicago. Contracts going out to a general list of newspapers on the Marmola Company, Detroit.

Potts-Turnbull Company, 6 N. Michigan avenue, Chicago. Newspapers generally are receiving two-time orders on the Portland Cement Association, Chicago.

Rogers & Smith, 326 W. Madison street, Chicago. Small papers generally are receiving orders on the Arzon Laboratories, Clinton, Ia.

F. R. Steel Company, 201 E. Ontario street, Chicago. Orders on the Western Specialty Company, Sioux Falls, S. D., are being distributed generally.

Sweeney & James, Cleveland, O. Handling advertising campaigns for the Peerless Motor Car Company.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing the advertising of the Richardson Company, Lockland, O., manufacturers of roofing.

Tuttle, Greensboro, N. C. Appointed to handle account of the Fixture Sales Company, Charlotte, N. C. Placing orders for the advertising of N & W overalls, made in Lynchburg.

William & Cunnyngham, 6 N. Michigan avenue, Chicago. Contracts on the Cornell Wood Products Company, Chicago, are being sent out to papers in North Carolina.

Plain Dealer Adopts 12 Em Column

The *Cleveland Plain Dealer,* Sept. 5, changed its column width from 12½ ems to 12 ems, thereby cutting off 4 ems in the width of the pages. The *Cleveland Press* adopted the 12-em column width measure a good while ago. The saving in print paper by the change in width, it is understood, will affect an annual economy of several thousand dollars.

Four Dailies Get A. P. Memberships

Four daily newspapers have recently been added to the Associated Press membership. They are: the *Mooresville* (N.C.) *Sentinel; Mexico City El Dia Espagnol; Olympia* (Wash.) *Morning Olympian; Mattoon* (Ill.) *Bulletin;* and the *West Palm Beach* (Fla.) *Times.*

THE MARKET PLACE OF THE NEWSPAPER

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Used Newspaper Presses

Scott 24-page press,
prints 4 to 12 pages 24000 and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press
with two tapeless folders, now printing Chattanooga Times, length page 22¾ inches, 8 columns to page.

Available for Early Delivery
Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

Don't "Pig" Metal
It Wastes Money.
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis . Minn.

GOSS
STEREOTYPING MACHINERY
The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



EQUIPMENT FOR SALE

Bargains.
Letter Proof Press, Stevenson furniture mold, 6, 7, 12 pt. two letter linotype mats, all good condition. Ship immediately. Daily Home News, New Brunswick, N. J.

For Sale
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

For Sale.
Four-color rotary gravure press, taking webs up to 36 inches wide. Been used for printing fancy designs on paper for box covers and similar purposes. There are ten engraved cylinders with various designs including the holly pattern. Bought at sheriff's sale and will be sold at a low figure. Baker Sales Co., 200 Fifth Ave., New York.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
LA JORNADO,
Spain
We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — QUALITY, NAME, SERVICE, FAME — CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

Used Presses at Attractive Prices

GOSS Straight-Line Sextuple Press, Page length 21.60".
GOSS Straight-Line Sextuple Press, Page length 23-9/16".
DUPLEX 8-page Angle-Bar Flat-Bed Press. Single Drive, Page length 22½".
WOOD Octuple Press, Page length 22¾".
WOOD Sextuple Press, Page length 23-9/16".
WOOD Sextuple Press, Page length 23-9/16".

R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

HELP WANTED

Advertising Man
who can write and sell real copy and educate town of 4,000. No "freak" copy. Protestant university grad preferred. Weekly aims to be Wisconsin's best. Chance plus fair pay. Box B-814, Editor & Publisher.

Advertising Manager
wanted for new illustrated society-sport weekly in one of the fastest growing cities in Florida. Must be an experienced advertising man, reliable, energetic, good mixer, and efficient. Give details regarding experience, etc. J. Clifford Macdonald, P. O. Box 2032, Tampa, Fla.

Classified Solicitor.
Have opening for young man with at least two years' experience in selling classified display advertising. Will handle best accounts and reasonable starting salary with opportunity to take charge of department in seven-day morning paper. Address Manager Gazette, St. Joseph, Mo.

Contest Manager
or assistant wanted. Best references required. State age, experience, etc. The Bird Syndicate, Madison, Wis.

Correspondents.
Business and Industrial news service organization requires news men in cities of over 20,000 population to write specific business and industrial news dispatches. Must be available to cover us at all times in their locality on receipt of telegraphic assignment of important business or industrial news queries. Write in confidence to Box B-747, Editor & Publisher, stating fully present and past connections, together with home and business telephone number and address, including also rate expected, references and other details of interest.

Experienced Circulation Managers.
Several desirable openings as managers of local branch offices have recently been created through a further expansion of our large national circulation organization, offering excellent opportunities to experienced, ambitious newspaper circulation managers seeking to go forward. We can place several men who have had experience at hiring and training canvassers. Must be over 30 years of age and have had at least five years' experience either as circulation manager or assistant circulation manager in charge of a daily newspaper canvassing organization. A large number of former newspaper circulation managers who found themselves in a rut with no future have been placed in the past five years and made good. Earning possibilities range from $2,600 to $5,000 and over per year. In answering please give full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

Wanted.
Young man or woman for newspaper work, office and reportorial. Semi-weekly. Fine city, suburban to New York. Give training, experience, salary by letter only. Editor, Summit Herald, Summit, N. J.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

FEATURES WANTED

Daily and Sunday Features.
Wanted—Please submit samples and prices to Joseph J. Fiske, publisher The Press, Newark, N. J.

THE MARKET PLACE OF THE NEWSPAPER

BUSINESS OPPORTUNITIES

For Quick Sale—A Bargain.

Only daily newspaper in Eastern city in 40,000 community. Fully equipped plant. Can be made to earn $20,000 a year. Address D. J., Room 823, 100 Boylston St., Boston.

Lineage Building Features.

Send for full page proofs of following advertising feature pages which have just been released: Presidential Feature, two pages, two insertions; Wrecked Car, full page, two runs; Builders Page, full page, 17 runs; Thrifty Housewife, full page, one run; Bobbed Hair page, full page, one run; Star Business Men's page, full page, several runs; Sunny Monday page, full page, several runs. A new advertising feature page every week. Get your name upon our list and receive proof of our features regularly. Publishers' Service Bureau, 2118 Jule St., St. Joseph, Mo.

Official City and County Weekly

paper, located in one of the fastest growing towns in South Florida, is for sale to competent newspaper man with twenty thousand cash. No competition. Earned nearly thirty per cent net last year and is showing increase this year. For full particulars send financial references to "Owner," Box B-817, Editor & Publisher.

Ten Thousand First Payment.

Evening daily, preferably middle Western town 4,000 to 15,000, by experienced editor-manager. B-798, Editor & Publisher.

SITUATIONS WANTED

Advertising Manager.

17 years' experience on leading dailies and Sunday newspapers. Thoroughly experienced building and promoting general retail advertising, national field and special work. Capable executive, convincing salesman. Age 36, married. Address B-809, Editor & Publisher.

Advertising Manager.

A man who has made good on three well known newspapers by having increased their advertising earnings by 100%.
A diplomatic executive particularly capable in building an advertising staff and keeping it keyed up to maximum efficiency.
A man with vision and full knowledge of the responsibilities and opportunities confronting the man in charge of the advertising department of a daily newspaper published in city of 50,000 to 500,000 population, is seeking the advertising management of a daily newspaper where his past accomplishments on morning, evening and Sunday papers, will aid materially in increasing the earnings and upbuilding the advertising department of the newspaper whose management will engage his services. Full particulars by return mail. Address Box B-792, Editor & Publisher.

Advertising Producer.

The kind of a job I want is in a town of seventy-five to two hundred thousand. It will be with a Daily and Sunday Paper that needs constructive, creative advertising effort. I desire an opportunity to edit and build up a real weekly automobile section, together with miscellaneous accounts where original layouts and forceful copy will produce results. Such a position should pay seventy-five to one hundred dollars weekly with the assurance that I will get into the harness and enthusiastically pull my full share of the load. I have the experience, knowledge and ability, with the willingness to put all three into effect. This statement is backed by a clean record of consistent production. Married, possessed of energy, executive ability, health, personality and integrity. Highest references with satisfactory reasons for wishing to change present position. The newspaper Publisher that gives me "the kind of a job I want" will get the kind of a man he wants. B-825, Editor & Publisher.

Advertising Salesman.

22 years old, College Graduate. Versatile, good mixer. Can write copy. Two years' experience. National advertising experience. Excellent references. Now employed. Good reasons for changing. Address B-813, care Editor & Publisher.

Cartoonist Plus.

Cartoonist experienced in retouching, layouts, advertising art, desires change, where there's a future if he works for it. B-797, Editor & Publisher.

List Your Features in the Editor & Publisher Directory—See page 34

Situations Wanted

All Round Newspaper Man.

He worked himself out of a job! Then organized new paper and with competitor having all wire services he ran his circulation from nothing to 4,300 in five months. Now papers all consolidated under one head as should have been and he is ready for other fields. Age thirty, married, former Major in Army, A. B. degree from college, twelve years' practical newspaper experience. Reporter, feature writer, want ads, business office, advertising solicitor, assistant advertising manager. First change in position to General Manager afternoon daily. Instrumental in causing papers to get together. People wanted another and he kept old force and organized and ran in face of two others in town of 17,000. With no wire service he ran circulation from nothing to over four thousand in five months. For best interests of all consolidation of all three papers made everything under one head. For obvious reasons he is looking for other work and wants big opportunity. Will absolutely rest until October 1st regardless of what is offered. Then is ready to tackle the biggest thing you have to offer. Prefers managing editor, publicity or promotion. Will go anywhere. What is this man worth to you? Best references and combined letter from complete board of directors; also every employer. What have you to offer? Address B-815, Editor & Publisher.

Business Manager.

Do you want a live, efficient business manager or advertising and circulation director? The applicant, who has made the business and mechanical ends of the publishing business a life study, is now open to offers from dailies, preferably in cities of 30,000 to 100,000 population, knows the business building from its technical standpoint, has solved the most difficult financial and production problems. Has built up several lowest ranking dailies to the topnotchers in their fields. Knows good men and how to get their cooperation for your plant. Puts efficiency in your business, but not overdone. Is now employed on one of the nation's largest journals, succeeding where dozens of others have failed. Nothing considered under less than one year's guarantee, as the applicant is not a fly-by-night, nor a grafter and does not promise to wave a miracle hand, changing a condition overnight that has been brought about thru years of drifting. First a thorough study of your problems, then a slow and steady change, building for you a permanent and substantial business. Prefers a salary and percentage on increased business or profits arrangement. What have you to offer? State your proposition thoroughly in your first letter. I can give you sufficient gilt edge references if desired. Address Box B-826, care Editor & Publisher.

Circulation and Advertising.

I will be at liberty Oct. 1 to personally conduct a circulation campaign for some publisher of a daily in a city of 10,000 to 20,000. Wire or write at once. Toney E. Black, Indiana Circulation and Advertising Co., Shelbyville, Ind.

Circulation and Promotion Manager.

Economical, progressive executive who will fit himself to your department. Maximum production at a minimum cost. Preference to New England, but will go anywhere. B-828, Editor & Publisher.

Circulation Manager.

Willing worker, capable successful record, desires opportunity where conscientious application secures results. Box B-818, Editor & Publisher.

Circulation Manager.

Fifteen years' experience on Morning, Evening, Sunday and combination papers; at liberty now; go anywhere. Address Box B-770, care Editor & Publisher.

Circulation Man

with over ten years' experience in circulation work, all lines, live wire, capable of filling any position therein, wishes to connect with publisher where good work is appreciated in an executive capacity. Address reply to: B-819, Editor & Publisher.

Circulation Manager.

Due to merger I am expecting to change positions. Have a record of past achievements that is hard to equal. For past seven years have been with company owning several newspapers ranging in circulation from 5,000 to 30,000, and have more than doubled the circulation on three of these newspapers. Have been especially successful in installing the Independent boy plan of delivery. Age 40, married, no children. Will go anywhere on a good proposition where results will be appreciated, but prefer the Pacific coast. Best of references. Box B-808, Editor & Publisher.

Situations Wanted

Circulation Manager

wants connection at once. Past two years with chain organization. Handled two of their papers, Austin, Texas, American and Wichita Falls Record, during which time increased the subscription price plus largest percent of circulation gain in the state. Thoroughly experienced in large and small field. Want permanent connection as have family. Age thirty. Address W. P. Allen, 251 Fifteenth St., Milwaukee, Wis.

Classified Advertising Manager.

I want a job as classified manager for a publisher who realizes the real value of want-ads. I am thoroughly experienced in every phase of a classified department, including organization, management, promotion and solicitation. Past performance shows perfect record, with marvelous results produced. I have out-grown my present connection and desire an opportunity to put some publisher's classified on a permanent growing basis and give him a department of which he may always be proud. Address Box B-832, Editor & Publisher.

Classified Manager.

Want to build up your classified ads? Now is the time. The writer has had over 20 years' experience in this work. Can double what you have in two or three months. All classifications, and at a profit, come to your paper. Suggest methods, train your help to be 100 per cent. Have done it for others and have letters to prove it. No system. Just know the game from experience. Make stated charge per week as long as you want my services. If interested send local papers. W. H. Yale, 59 Derby Ave., New Haven, Conn.

Credit Manager.

Age 35, married, 13 years' experience in accounting office of Middle West newspaper of over 100,000 circulation. In charge of credits and collections for past 5 years. Familiar with all phases of display and classified complaint work. Good correspondent. Want position where ability, hard work and loyalty will be rewarded. B-827, Editor & Publisher.

Copy Editor.

Five years' experience on New York and Chicago dailies. Before that, editor of small daily. Young, forceful, original. University graduate. Now employed. B-823, Editor & Publisher.

Desk Man Available;

speedy and accurate; university graduate; ten years' experience; now on desk staff of leading Philadelphia daily. Box B-807, Editor & Publisher.

Desk Man or Executive.

Seeks connection which offers field tomorrow as well as today; present employed and will consider nothing but sound proposition that can prove profitable both parties. Could invest in small daily, New York, Pa. or N. J. B-829, Editor & Publisher.

Dramatic Editor

and reviewer. Experienced New York City daily. Understand all branches of theatricals, including motion pictures. Capable of handling both desks. Best of references. Want to leave New York. Available on short notice. Address B-812. Editor & Publisher.

Dramatic and Literary Editor.

Young man ten years of newspaper and magazine experience, five in New York, wishes combined post as dramatic and literary editor in medium or large sized city. Has thorough knowledge of his subjects, and writes in a manner to interest the man in the street. Will make his departments vital parts of the newsppaer, with features to attract and hold readers. Samples of published writings and references. Box B-796, Editor & Publisher.

Editorial Man.

What desk have you open? Thoroughly trained editorial department man; experienced on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered A1 "make up" editor. Thirty-four, married and temperate. Employed, but available on reasonable notice. B-518, Editor & Publisher.

Editorial Writer

who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

General Manager or Business Manager.

Business Manager at present engaged is available for daily of 5,000 to 10,000 circulation; age 36, married, strong personality, thorough practical training to assume complete authority and responsibility if desired. Have unusually large knowledge of methods for increasing revenue and standing of paper in its community. Sound experience to successfully operate mechanical departments on reduced costs and smaller investments. Varied successful training; manager of daily, agency connection; sales manager nationally known manufacturer, whose advertising I supervised. Box B-782, Editor & Publisher.

Linotype Machinist-Operator,

15 years' experience, news ads or job. East preferred. Married. H. B. Palmer, 315 Reily St., Harrisburg, Pa.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Situations Wanted

Managing Editor,

with experience and training, would consider similar position on middle west or eastern metropolitan daily. Now employed. Age 35. Family. Thirty days' notice. $5,000 to $6,000. References. Write B-820, care Editor & Publisher.

Manuscripts Typed.

Young man, at present unable to return to office work, will do manuscript work and typing at home. Neat work guaranteed. For particulars write C. R. Swanson, Box 260, Sturgis, S. D.

Newspaper Man.

Experienced, seeks position, afternoon paper preferred. Desire desk but will consider reporting. Several years' experience covering politics. C. C. Leach, 1328 Benton Ave., Springfield, Missouri.

Newspaper Woman,

Experienced, desires position Sunday editor or special writer where ability to originate features and write them in entertaining style will be appreciated. B-822, Editor & Publisher.

Salesman Selling to Newspapers.

Either equipment, services, or syndicated features. I will give you a 100% representation and maximum volume of sales. Commission only. Address "Worker," Box B-824, Editor & Publisher.

Sports Editor,

12 years same New York City newspaper. Familiar all branches of sport. Good desk man. 32, married, temperate. Highest references. Reasonable salary. Will go anywhere. Address Box B-811, Editor & Publisher.

Syndicate Salesman.

High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Telegraph Editor

Wanted—Position as telegraph editor, city editor or combination. Can take telephone report and make up attractive page. Age 27, single. $45. Box B-816, Editor & Publisher.

Wanted to Find:

Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"THE Other Fellow's Job" proved one of the most popular series any Cleveland newspaper ever used. It appeared for several consecutive weeks in the Cleveland Times, an article appearing each day on some "fellow's job." The idea is based on the popular fancy that the "other fellow" has the best job. Different reporters were given assignments of interviewing persons in various lines of work and getting information on hours, wages, conditions, treatment, etc. Some of the many jobs covered were hotel bell hop, manicurist, telephone girl, waitress, judge, banker, lawyer, architect, street car employe, railroad engineer, dress-maker's model, barber, politician, physician, etc. The information is easy to get, the series is entertaining and it is highly informative..—M. R. Hall, *Cleveland Times.*

How far does food travel to the dinner tables in your town? Many local foodstuffs are doubtless furnished, but consider coffee from Brazil and sugar from Cuba, which are daily articles of nearly every menu. These will make interesting a story which should include the delicacies from other countries, as well as the domestic products which, no matter where you live, are hauled from distant as well as neighboring states.—C. M. Littlejohn, Washington, D. C.

Are there factories in your district which sell their products to the chance buyer who would ordinarily buy in a retail store? Do they sell their workers or outsiders their products at reduced prices? Are "good" seconds sold at prices which the retailer cannot compete? The leading retailers of any town or city can generally answer these questions if the mills won't. The retailer objects to such practices. Build a story on interviews obtained.—R. L. Walsh, *Bridgeport* (Conn.) *Telegram.*

Scores of names of Iowa towns which appear on early maps of the state have been changed or the towns themselves have entirely disappeared. A map of 1868 noted a town in Davis county, named "Uncle Abe," evidently after Abraham Lincoln. Today the maps show no record of it, although a few old settlers of that part of the state recall that there was such a community at one time.. There are many maps available which will make an interesting story.—L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

The country doctor often is one of those quietly heroic figures who do so much with so little acclaim. The Boston Globe sent a man to accompany the country doctor on his rounds and find out why, dispite the killing pace, he usually lives to be old and healthy. It made a live story.—James M. Mosely, Boston.

Is there a taxidermist in your town? An interview with an Omaha taxidermist developed much interesting information on the subject of freaks and rare animals of this vicinity. He had mounted 100 two-headed calves, every one of whose owners thought he had the only one.—Bess Furman, *Omaha* (Neb.) *News.*

What is the "flivver hobo" doing to your town? How does he treat the free tourist camp nearby? How light does he travel and in what nondescript machines? How far does he travel, and how much kick does he get out of it? Some interesting stories may be collected from and about the "flivver hobo" around the tourist camp or open spaces near the various towns.—C. M. Littlejohn, Washington, D. C.

An amusing story can be obtained by assigning a reporter to investigate the knowledge, ignorance, or otherwise, of the public respecting Latin and other inscriptions on public buildings, statues, etc., in your city. Denver has a very impressive arch in front of the Union Depot at the foot of 17th street. Above the arch the newcomer reads "Welcome." The departing visitor, approaching the station, reads, "Mizpah" above the arch. A great many people leave Denver wondering just what, "Mizpah" means. A stranger who asked the writer declared it was his eighth attempt to get an exact definition. —John T. Bartlett, R. R. No. 2, Box 279, Boulder, Colo.

Most people now-a-days miss the thrill of a truly big fire because modern fire-fighting methods are so efficient as to make conflagrations such as featured the days of old almost impossible today. Get your fire chief to give you a list of the biggest fires your city ever had, together with the dates they occurred; then go to the public library and refer to the old newspaper files for accounts of the historic blazes. Assemble this data and run a series of articles on old time fires, reproducing all the thrill and kick that was noted in the days of wooden buildings, horse-drawn apparatus and inadequate fire-fighting equipment.—M. R. Hall, *Cleveland Times.*

Many of the big tower clocks of a city have stories connected with them capable of being worked up into a feature which will be sure to prove popular. Frequently the care-takers will prove to be quaint characters whose greatest pride is the big clock. A description of the methods of caring for the mechanism, when and how it is regulated, etc. should be included.—Cyril E. Lamb, 309 Ballard St., Ypsilanti, Mich.

Here's a new angle on the old "What Do You Think?" and "The Inquiring Reporter" series. Why not have the readers of your newspapers not only submit questions to be answered but have your readers ask this question of five of his friends, prepare the answers and send them to your paper? Offer weekly or monthly prizes for the best questions and the best complete series. Interest in this series would be renewed by this arrangement.—G. Smedal, *Sioux City* (Ia.) *Tribune.*

Many public buildings, particularly state capitols, contain large groups of paintings and pictures of men who have had careers within the walls of the structure. By studying these pictures, and studying the history of the work done in the building, a series of good feature articles, illustrated with photographs of the paintings, may be developed.—Ray E. Lee, 2310 Guadalupe, Austin, Tex.

MOORE OUTLINES POLICIES

Hearst's Texas Publisher Gives Luncheon for Business Men

Newspaper policies of William Randolph Hearst were recently outlined at a luncheon given San Antonio business men and officials, with D. D. Moore, publisher of the *San Antonio Light* and *Fort Worth Record,* as host. Speakers included 5 Hearst representatives: Mr. Moore; E. R. Collins, managing editor *Los Angeles Herald* and editorial director of Hearst's Pacific coast and Texas publications; William J. Harrison, director of circulation for the same territory; James G. Doyle, representative of the general management of Hearst papers in the West, and W. M. McIntosh, business manager of the *Fort Worth Record.*

Frank G. Huntress, president and general manager of the *San Antonio Express,* was a guest and made a short talk.

Florida Daily Remodels Plant

The *Deland* (Fla.) *Daily News* has completely remodeled its plant. Clayton C. Codrington is editor.

"NOT ME," SAYS FOSTER

Newspaper Man, Not a Politician, Is Publisher of Houston Chronicle

Marcellus E. Foster, publisher and editor of *Houston Chronicle,* Houston, Tex., this week declined the proffer of Democratic national committeemen. In his newspaper he said: "I have never yet sought any political appointment, and after some 30 years of active newspaper work I am not inclined to change my views. I do not think that the head of a newspaper, especially one who directs its editorial policies, should enter into politics from a personal standpoint. I have never been anything but a newspaper man, do not know anything else, nor do I crave a higher honor."

He expressed full appreciation of the "kind thoughts," but said in conclusion: "I expect nothing, want nothing and will accept nothing."

SNOWBALLS

Getting readers, holding them. Getting more readers. Holding them. Continuing this process. The Metropolitan Weekly Short Fiction Service is a snowball feature.

Proof? Its record in a lot of A-1 papers (for nearly five years now with the earliest subscribers). Most of them subscribed on our say-so.

But how many would have kept this Fiction if it didn't pull—and pull?

No, the celebrated snowball in h... has more chance of staying put than a feature that doesn't succeed.

Metropolitan Weekly Short Fiction will succeed in your paper.

Evidence and samples on request.

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Manager,
150 Nassau Street, New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

Give your Radio Readers "Listening in on the United States" by Robert D. Heinl Washington D.C.
REG. U.S. PAT. OFFICE

"Candlelight"
is the title of
The Latest
Ruby M. Ayres Serial
The Story of a
Woman's Heart
by the
Most Popular of All Serial Writers
Immediate Release
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Million Dollar Hearst Features
The World's Greatest Circulation Builders
International Feature Service, Inc.
New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

You Can Win Distribution and Sales In

New York State

NEW YORK STATE Daily Newspapers excel in producing business for advertisers, because of the exceptional service established for a state-wide distribution.

New York State has 8390 miles of steam railways, over which are run hundreds of freight trains every twenty-four hours.

There is also a network of trolley lines which covers the State's centers of population. Communication and transportation have here been developed to a higher point of perfection than in any other state in the nation.

New York has 800 miles of navigable ocean, lake and river waterways, the State being penetrated by the State Barge Canal, which has a capacity for the passage of 20,000,000 tons of freight annually.

In addition to these systems of facilitating distribution, New York State has 203,846 trucks and commercial cars.

No state in the Union has better facilities for speedy transportation of every conceivable thing, from the smallest parcel to trainloads or shiploads of heaviest and bulkiest products produced.

In any advertising campaign New York State should top the list. These dailies are important, progressive influential newspapers. They are "result-getters."

	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08
***Albany Knickerbocker Press (M)	30,537	.10	.10
***Albany Knickerbocker Press (S)	52,354	.13	.13
†††Auburn Citizen (E)	6,429	.04	.035
***Batavia Daily News (E)	8,728	.04	.04
***Brooklyn Daily Eagle (E)	66,079	.22	.22
***Brooklyn Daily Eagle (S)	76,284	.22	.22
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
***Buffalo Courier (S)	118,603	.25	.22
***Buffalo Evening News (E)	123,852	.25	.25
***Buffalo Evening Times (E)	100,236	.18	.18
***Buffalo Sunday Times (S)	100,005	.18	.18
***Buffalo Express (M)	48,019	.14	.12
***Buffalo Express (S)	55,407	.18	.14
†††Corning Evening Leader (E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11
**Geneva Daily Times (E)	5,537	.04	.04
***Glens Falls Post-Star (M)	9,065	.035	.035
***Gloversville Leader Republican (E)	6,877	.035	.035
***Gloversville Morning Herald (M)	5,927	.03	.03
***Ithaca Journal-News (E)	7,308	.04	.04
***Jamestown Morning Post (M)	10,515	.04	.035
***Middletown Times-Press (E)	6,434	.03	.03
***Mount Vernon Daily Argus (E)	9,490	.05	.05
†††Newburgh Daily News (E)	11,564	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
†††The Sun, New York (E)	260,026	.60	.54
†††New York Times (M)	345,149	.70	.686
†††New York Times (S)	576,321	.85	.833
New York Herald-Tribune (M)	276,340	.594	.576
New York Herald-Tribune (S)	332,921	.6435	.624
†††New York World (M)	360,968	.595	.58
†††New York World (S)	575,672	.595	.58
†††New York Evening World (E)	271,114	.595	.58
†††Niagara Falls Gazette (E)	17,582	.055	.055
***Port Chester Item (E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Rochester Times-Union (E)	66,574	.20	.18
†††Syracuse Journal (E)	42,103	.14	.14
***Troy Record (M&E)	23,568	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

THE DOMINANT AFTERNOON NEWSPAPER
in Portland, Oregon

THE important part played by the Consolidated Press Association every day in the making of The Oregon Journal at Portland proves conclusively that the C.P.A. is a national service suitable alike for the needs of enterprising newspapers from the Atlantic to the Pacific.

"For three and one-half years," writes Donald Sterling, Managing Editor of The Oregon Journal, "we have taken the Consolidated Press Association daily report. The Journal regards the Consolidated Press report as a most valuable source of material for the publication of a thorough newspaper.

"Consolidated Press financial reports and statistical tables enable The Journal to print complete and accurate business news, and to print it first. The feature news stories of the Consolidated Press, through a variety of subject matter and location, are of compelling interest."

The foregoing was written by one of the most discriminating managing editors in America. The columns of The Oregon Journal are noted for their completeness and thoroughness and it is this which has achieved for The Journal the dominance of the afternoon field in Portland, both in circulation and advertising.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—IVY LEE DISCLAIMS ROCKEFELLER PRESS PROBE SUPPORT.

JOURNALISM LIBRARY

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 17 NEW YORK, SEPTEMBER 20, 1924 By Mail in Advance $4. U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

"Chicago's streets are paved with gold—bricks"

Yeah—that's what they all say when they try to get something for nothing and get nothing for something. Honest people don't buy gold bricks—nor sell them.

But there *is* gold in abundance in Chicago—*real* gold, for those who dig for it. Fortunes are being piled up here continually by hustling diggers. Merchants, manufacturers, workers of all kinds fare well in Chicago if they are progressive and industrious. Chicago almost makes its own prosperity. It produces less than it consumes of many commodities; more than it consumes of others. Thus it is in an ideal position to "trade." Trade makes prosperity.

The people of Chicago are prosperous, and generous buyers—though they "shop" carefully and have well defined buying habits.

Their outstanding habit, as experienced advertisers know, is to look for advertising news in The Chicago Daily News.

The Daily News is a part of the family life in the great majority of financially competent households of Chicago, where English is read. And advertisers in its pages share the confidence and esteem in which its readers hold it. That is why, year after year, The Daily News carries a greater volume of advertising than any other daily paper in Chicago.

The Chicago Daily News

First in Chicago



The Cleveland PLAIN DEALER HAS THE BUYERS!

Every week—every month—The Cleveland PLAIN DEALER publishes MORE National advertising than BOTH Cleveland evening newspapers COMBINED!

J. B. WOODWARD
110 E. 42nd St.
New York
WOODWARD & KELLEY
350 N. Mich. Ave., Chicago
Fine Arts Building, Detroit
R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.
742 Market St.
San Francisco, Cal.

The Plain Dealer

The Plain Dealer **ALONE** *Will Sell It*

Thriftiest Section of Entire Country Are

New England States

THE percentage of Savings Bank Depositors is greatest in New England.

Massachusetts, with a population of 3,852,356, has 2,593,287 savings bank depositors, or 67 per cent of the population. New Hampshire ranks next with 58 per cent, followed by Connecticut with 54 per cent, Vermont 33 per cent, Maine 31 per cent and Rhode Island 27 per cent respectively.

Forty per cent of America's savings is concentrated in New England, which contains only seven per cent of America's population.

The number of telephones in use, in proportion to the population, gives a very good idea of the class of people living within a state or territory. In this respect, New England makes a remarkable showing, over 15 per cent of its population being telephone subscribers.

These newspapers in these cities have no equal as a group, anywhere in the United States. The cities are leaders in prosperity in these New England States and the papers are leaders in service.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
***Attleboro Sun .....(E)	5,414	.0275	.0175
***Boston Globe .....(M&E)	278,616	.50	.50
***Boston Globe .....(S)	332,083	.55	.55
***Boston Post .....(M)	362,520	.60	.60
***Boston Post .....(S)	367,600	.55	.55
***Fall River Herald.....(E)	15,271	.05	.05
***Fitchburg Sentinel .....(E)	11,410	.055	.045
***Haverhill Gazette .....(E)	16,003	.055	.04
†††Lynn Item .....(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader ....(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury (M&E)	32,565	.10	.10
***New Bedford Sunday Standard (S)	27,334	.10	.10
***North Adams Transcript...(E)	9,604	.04	.035
†††Pittsfield Eagle .....(E)	17,073	.04	.035
***Salem News .....(E)	21,154	.09	.07
***Taunton Gazette .....(E)	8,551	.04	.03
***Worcester Telegram-Gazette (M&E)	86,049	.24	.21
***Worcester Sunday Telegram (S)	49,849	.18	.15

MAINE—Population, 768,014

	Circulation	2,500 lines	10,000 lines
***Bangor Daily Commercial..(E)	14,525	.05	.04
***Portland Press Herald..(M&S)	31,115(A)	.08	.06
***Portland Express .....(E)	28,400	.10	.07
***Portland Telegram .....(S) (Sunday Edition Express)	28,734	.10	.07
†††Waterville Sentinel .....(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot ..(E)	5,328	.0375	.025
†††Keene Sentinel .....(E)	3,518	.03	.034
***Manchester Union Leader.(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News.....(E)	6,134	.0336	.0296
†††Pawtucket Times .....(E)	25,711	.07	.07
†††Providence Bulletin .....(E)	64,075	.17	(B).23
***Providence Journal .....(M)	33,534	.10	(B).23
***Providence Journal .....(S)	61,142	.15	.15
***Providence News .....(E)	26,605	.07	.07
†††Providence Tribune .....(E)	23,681	.10	.09
***Westerly Sun .....(E&S)	4,499	.025	.025
***Woonsocket Call .....(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
***Barre Times .....(E)	6,885	.03	.025
†††Bennington Banner .....(E)	3,059	.0125	.0125
***Burlington Free Press.....(M)	12,693	.05	.05
***Rutland Herald .....(M)	10,543	.04	.04
***St. Johnsbury Caledonian-Record (E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram (E&M)	46,117	.15	.15
***Bridgeport Post .....(S)	20,565	.10	.10
***Hartford Courant .....(M)	31,940	.08	.08
***Hartford Courant .....(S)	50,247	.11	.11
†††Hartford Times .....(E)	46,997	.12	.12
***Meriden Record .....(M)	7,212	.045	.03
†††Middletown Press .....(E)	7,988	.0325	.025
†††New Haven Register....(E&S)	40,106	.12	.11
***New London Day .....(E)	11,341	.06	.045
†††Norwich Bulletin .....(M)	12,494	.07	.05
***Norwalk Hour .....(E)	5,624	.03	.03
†††South Norwalk Sentinel....(E)	3,771	.025	.025
***Stamford Advocate .....(E)	8,994	.0375	.03
***Waterbury Republican American (M&E)	21,951	.08	.07
***Waterbury Republican ....(S)	15,181	.06	.06

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

Increasing your sales in

Philadelphia

A neglected field grows nothing but weeds and a farmer who permits this does not make much progress.

The same thought can be applied to merchandising.

What does it profit a manufacturer to get his goods on the dealer's shelves if he does not continually create public demand to move them?

A line of goods that is not constantly moving is a triple loss. The manufacturer fails to get re-orders, the dealer is "stuck" with the goods, and the consumer if not apprised of the opportunity to buy loses the chance to get an article that may have real merit.

If you have distribution in Philadelphia, consistent advertising in Philadelphia's leading newspaper—The Bulletin—will help increase your sales.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. and Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, SEPTEMBER 20, 1924 | No. 17

Business Bureaus Concentrate Attack on Radio and Movie Ad Frauds

Probe Being Aimed Directly at Deceptions in Radio Equipment Copy and Cinema Stock Selling Schemes—Course Outlined at Los Angeles B. B. B. Meet—Barnard Reelected President

By PHILIP SCHUYLER

THE greatest advertising frauds in the United States today exist in the radio and moving picture industries.

So declared Kenneth Barnard, reelected president of the National Better Business Bureaus Inc., who returned to New York this week from the fifth annual conference of the corporation held in Los Angeles, September 2 to 5.

Reports at the Los Angeles meeting disclosed the rotteness existing in the two industries named, Barnard said. The conference also reported that the oil frauds had been effectively cleaned up in Fort Worth and Los Angeles and were much less conspicuous today than a year ago.

Wheels were set in motion to combat new advertising evils. To this end the policy of the corporation has been changed to provide means of more specialized and concerted action, Barnard announced.

"Radio pirates are substituting counterfeit parts for genuine and are making wild, unfounded claims for reception and elimination of static in their advertising copy," Bernard stated.

To meet this situation a radio expert has been retained by the Better Business Bureaus. To him all advertised radio products under suspicion are being sent for scientific tests for genuineness.

Stock selling frauds, rampant in the moving picture industry, were exposed at the conference and steps immediately taken to stamp out this evil. Co-operation of the leaders in the cinema field both moral and financial has been obtained by the Better Business Bureaus to carry on this fight.

"Joseph Schenke, official representative for Will Hays, president of the Motion Picture Producers and Distributors of America, Inc., met with the Better Business Bureau delegates in Los Angeles and promised them full support in all their investigations in the moving picture field.

"Wild-catters have picked out certain small cities and are promoting stock selling schemes, promising to make them second Hollywoods," Barnard informed EDITOR & PUBLISHER.

"We now have under investigation a certain group operating along these lines on a large scale in a Southern state. This group has even established its own newspaper. Older and respectable dailies turned down their copy as fraudulent and deceptive.

"Other advertising frauds in the moving picture field which we are now smoking out are those alleged schools for moving picture actors and actresses and scenario writers.

"Many of these so-called schools claim connection with large moving picture concerns which is absolutely unfounded. Their advertising will be effectively stopped.

"Our new policy of co-operative investigation will greatly strengthen the machinery of the Better Business Bureaus," Barnard said.

The new plan of specialized investigation was formally adopted by the conference because of the marked success of the Better Business Bureau Commission's drive this year against fraudulent furniture advertising, Barnard said.

The organization will as separate bureaus continue handling local and small cases of deceptive advertising as before, but co-operation will be demanded on at least one particular investigation yearly. The full scope of the 1925 drive is to be determined later.

Letters have been dispatched to heads of the various member bureaus under Barnard's signature, seeking suggestions as to what one field of advertising the movement may be best directed, in addition to radio and the moving pictures.

The suggestions received will be tabulated and that field for which the strongest preference is shown will be chosen for unified operation and investigation.

Meanwhile, the commission's effort against furniture abuses will be continued together with drives, now underway.

Barnard was extremely optimistic over the present advertising situation and the "Truth in Advertising" movement despite the evils disclosed at Los Angeles.

"Advertising is becoming cleaner and more worthy of belief each year," he declared.

"This is particularly true in the retail field and in the advertisements of fabrics. There is a decided diminution in the number of camouflaged trade names.

"The conference showed that between $600,000 and $700,000 was spent this last year by Better Business Bureaus to keep advertising free from fraud and misrepresentations.

"Our campaign against fraud in the furniture field was particularly successful. The leading furniture manufacturers and a certain number of furniture dealers have co-operated with us and we are making real progress.

"We have filed a large number of complaints with the Federal Trade Commission against disreputable furniture firms.

"We have evolved proper furniture standards and have had our rule accepted, which requires that all the woods used in furniture be named. That is, if a piece is birch with mahogany finish, both woods must be used in advertisements printed describing it."

As a comprehensive summary of the present Better Business Bureau status, Mr. Barnard called attention to the report of Herbert S. Houston, chairman of the board of trustees of the National Vigilance Committee. This report follows in part:

"The oil frauds so effectively cleaned up in Forth Worth and Los Angeles are much less conspicuous than a year ago. It is the plan of the National Vigilance Committee shortly to enter into the field of cases involving substitution of oil and gasoline on the part of companies advertising standard products but selling the substitute article.

"We are happy to report that with a fairly adequate staff to handle the tremendous volume of work we are conducting our investigations. Thirty-eight Bureaus are now in operation, the two most recent additions being Scranton, Pa., and Springfield, Mass.

"These Bureaus were organized by the National Vigilance Committee in co-operation with local interests and the policy has been adopted to prescribing certain conditions which must be adopted in order to obtain recognition in the National chain. This policy has resulted in bringing into being Bureaus which are healthy at the outset and which therefore have not only the chance, but the logical possibility of growing to be real powers in their respective communities."

Other officers elected at the conference besides Barnard were Edward L. Green of Boston, vice president, and William P. Green of New York, secretary-treasurer. In addition to these officials other members of the corporation's board of governors are now F. M. Willson, Toledo; George S. Kahin, Seattle; Harry W. Riehl, St. Louis, and G. F. Olwin, Indianapolis.

THE ADVERTISING SITUATION TODAY AS DISCLOSED BY BETTER BUSINESS BUREAUS

ADVERTISING is becoming cleaner and more worthy of belief each year.

Fraudulent advertising of the radio and moving picture industries are now being attacked.



KENNETH BARNARD

A radio expert has been retained by the Better Business Bureaus to test all advertised radio products for genuineness.

Stock selling frauds in the moving picture field and so-called schools for actors and actresses and scenario writers are under investigation.

A new plan of specialized investigation has been formulated to meet existing deceptive advertising evils.

Between $600,000 and $700,000 was spent last year by Better Business Bureaus to keep advertising free from fraud and misrepresentation.

A successful campaign has been waged against fraud in furniture advertising.

The retail field has been cleaned up and there is a decided diminution in the number of camouflaged trade names in the advertisements of fabrics.

Fraudulent oil advertising in Fort Worth and Los Angeles has been effectively eliminated.

Thirty-eight Better Business Bureaus are now in operation, the two most recent additions being Scranton, Pa., and Springfield, Mass.

Act Against Fake Ad Solicitors

Retail merchants of Palestine, Tex., have taken action to protect themselves from the operations of fake and worthless solicitors for advertising matter. A secret vigilance committee of three men from the Palestine Business League and the Palestine Retail Merchants' Association has been appointed to examine and pass upon every project for solicitation of advertising matter or funds in Palestine. Every solicitor who seeks to operate in Palestine must have a permit from this committee.

Press Agent Joins N. Y. Bus Co.

William Welton Harris, formerly managing editor of the *New York Sun*, and for 14 years an executive on the *New York Herald*, has left publicity work with Ivy L. Lee to become vice-president of the Fifth Avenue Coach Company, New York.

MILLION LINES OR MORE A MONTH IN EACH OF 71 NEWSPAPERS

Twenty-six Morning Newspapers and 45 Evening Newspapers, 25 Without Sunday Editions, Carried More Than 6,000,000 Lines of Advertising Between Jan. 1 and June 30, 1924

DAILY and Sunday newspapers which carried a million lines or more per month of the first six months of this year are 72 in number, according to the tabulation of newspaper lineage printed in EDITOR & PUBLISHER last week. In the following schedule, which includes those newspapers whose totals exceeded 6,000,000 lines, are 25 morning and Sunday newspapers and one six-day morning newspaper; 21 evening newspapers with Sunday editions, and 24 six-day evening newspapers, with nine six-day totals of newspapers listed in the evening and Sunday column. The tables follow, with newspapers ranked in order of volume in their respective classifications:

Morning and Sunday

	Total Lines
Los Angeles Times	14,904,470
Chicago Tribune	14,628,081
New York Times	13,293,132
Los Angeles Examiner	12,225,783
Philadelphia Inquirer	10,103,400
Cleveland Plain Dealer	9,531,550
San Francisco Examiner	9,163,323
Miami Herald	8,705,207
New York World	8,600,114
New Orleans Times-Picayune	8,003,645
New York American	7,808,098
Rochester Democrat & Chronicle	7,799,657
Detroit Free Press	7,544,572
Memphis Commercial Appeal	7,454,622
Baltimore Sun	7,372,911
Wilkes-Barre Record*	7,332,997
Kansas Ctiy Star	7,309,011
Boston Globe	7,308,882
Portland Oregonian	7,192,934
Minneapolis Tribune	7,142,663
St. Louis Globe-Democrat	6,868,668
Indianapolis Star	6,600,930
New York Herald Tribune	6,206,288
Dallas News	6,167,255
San Diego Union	6,841,660
St. Petersburg Times	6,820,422

Evening and Sunday

	Lines
Detroit News	15,568,672
Washington Star	12,630,291
Pittsburgh Press	12,341,056
St. Louis Post-Dispatch	11,733,400
Columbus Dispatch	10,776,342
Milwaukee Journal	9,082,859
Brooklyn Eagle	8,804,036
Oakland Tribune	8,784,888
Dayton News	8,230,576
Birmingham News	8,005,340
Dallas Times-Herald	7,451,876
Canton Repository	7,408,408
Minneapolis Journal	7,286,266
Atlanta Journal	7,139,482
Seattle Times	7,065,926
Denver Post	6,944,112
Cleveland News & Leader	6,842,286
Houston Chronicle	6,669,222
Trenton Times	6,595,343
Long Beach Press	6,589,577
Utica Observer-Dispatch	6,021,484

Evening (Six-Day)

	Lines
Detroit News	11,548,642
Chicago News	10,274,341
Philadelphia Bulletin	9,935,787
Washington Star	9,396,831
Newark News	9,366,489
Los Angeles Herald	9,312,898
Baltimore Evening Sun	9,281,108
Indianapolis News	9,038,574
Pittsburgh Press	8,562,792
Columbus Dispatch	7,765,988
Toledo Blade	7,632,953
Scranton Times	7,547,904
New York Journal	7,394,870
Buffalo News	7,390,139
Cleveland Press	7,384,160
Grand Rapids Press	7,372,176
St. Louis Post-Dispatch	7,327,040
Flint Journal	7,228,410
Cincinnati Times-Star	7,143,479
New York Sun	6,815,856
Hartford Times	6,771,048
Providence Bulletin	6,666,547
Long Beach Telegram	6,687,478
Milwaukee Journal	6,529,105
Pasadena Star-News	6,342,840
Pittsburgh Chronicle-Telegraph	6,277,138
Dayton News	6,268,626
Wilkes-Barre Times-Leader	6,253,378
Los Angeles Express	6,215,454
St. Petersburg Independent	6,125,574
Richmond News-Leader	6,105,904
Rochester Times-Union	6,072,248
Philadelphia Evening Public Ledger	6,046,032

*No Sunday Edition.

NEWSPRINT CUT PROBABLE

President Timmins of St. Lawrence Mills Discusses Situation

The probability of a reduction in the price of newsprint was discussed by N. A. Timmins, president of the St. Lawrence Paper Mills at the annual general meeting held in Montreal, Tuesday. Even with newsprint reduced a few dollars a ton, he was satisfied "there would be quite enough in it for us to carry on and make a good showing."

From a Canadian standpoint an embargo on the export of pulpwood would be a good and desirable thing, Timmins declared in the course of an informal discussion. By embargo he did not mean absolute prohibition, but an import of a few dollars a cord which would be gradually increased until the profit from this important source of wealth came into the hands of those who should benefit from it. A tax imposed for a few years would give American pulp mills time to adjust themselves to new conditions.

Mr. Timmins plea for some action in solving this pulpwood problem was seconded by Ernest Rossiter, general manager of the company, who urged that newsprint manufacturers meet and formulate a policy, presenting a unitd front on the question. He strongly criticized the work of the Pulpwood Commission, saying that what it had done could have been accomplished by a few business men consulting records.

A. A. C. W. EMBARKS ON NEW FISCAL YEAR

Executive Committee Votes Budget of $295,411 at New York Meet—Hunt Renamed Manager—Committees Appointed

Business of the Associated Advertising Clubs of the World for the fiscal year was set in motion this week when the executive committee held sessions at the Advertising Club of New York. Lou Holland, A. A. C. W. president, presided.



CARL HUNT

Budgets totaling $295,411 were voted; Carl Hunt was reappointed general manager; date of the Houston 1925 convention was changed from May 17 to May 10-14; and various committees were appointed to carry on the year's work.

The budget for the general fund, operating, educational, club organization, and similar activities, called for the expenditure of $136,261, while that for the vigilance fund, pertaining to the work of the National Vigilance Committee, and its co-operation with the local Better Business Bureaus and volunteer Vigilance Committees of the country, was for $159,150.

Hunt showed that these budgets were based upon a conservative estimate of income, in view of the experience of the last fiscal year, ending June 1.

Hunt also showed that the Association had ended the last fiscal year (May 31) in better condition than ever before in its history, with $37,427 cash in hand as against $9,730 last year, and with total assets of $143,914 as against $85,144 the year before, and with a surplus of $83,261 as compared with $41,742 the year before.

The biggest increase in the budget for vigilance work relates to the investigation department. New men are to be added in that field.

The Committee voted an additional $2,000 for the budget of the National Educational Committee, to be employed for the promotion of church advertising.

President Holland was authorized to appoint a National Program Committee to have charge of the program at Houston, an On-to-Houston Committee to promote attendance, and a Committee on Constitution and By-Laws.

John H. Logeman, of Chicago, was appointed chairman of the National Exhibit Committee, to have charge of the advertising exhibit at the Houston Convention.

Herbert S. Houston, of New York, was reappointed chairman of the Association's Publications Committee; Paul T. Cherington, chairman of the National Educational Committee; George W. Hopkins, chairman of the Speakers Bureau; and Frederick M. Feiker, chairman of the Committee on *Associated Advertising*, the organ of the Associated Advertising Clubs.

James Wright Brown, publisher of EDITOR & PUBLISHER, was appointed chairman of a special committee to cooperate with the National Golden Rule Committee of Near East Relief, in connection with the co-operation of Advertising Clubs and other advertising organizations in helping to promote International Golden Rule Sunday, Dec. 7, 1924.

Reuben H. Donnelley, of Chicago, Samuel C. Dobbs, Atlanta, Rowe Stewart, Philadelphia, W. C. D'Arcy, St. Louis, and E. D. Gibbs, Dayton, were appointed as a President's Advisory Committee.

The Executive Committee adopted a strong resolution endorsing the work which the Motion Picture Producers and Distributors of America, Incorporated, had been doing toward raising the standards of advertising the motion picture industry.

The Committee voted the Window Display Advertising Association and the National Publishers Association into membership as departments of the National Advertising Commission, affiliated with the A. A. C. W.

"On-to-Houston" Committee Named

The "On-to-Houston Committee" of the Advertising Club of New York was announced this week as follows: Herman Halsted, of Paul Block, Inc., chairman; Earle Pearson, educational director, A. A. C. W.; P. B. Alexander, Crowell Publishing Company; Fred P. Motz, John E. Branham & Co.; and David Lee of Lee & Williamson.

Hearst Approves Memorial Plans

William Randolph Hearst has approved the plans for the Hearst Hall, University of California to be dedicated in memory of his mother, Phoebe Apperson Hearst. The building, which is donated by the publisher, will be equipped on a much larger scale than the original hall destroyed by fire two and a half years ago. Surveys for a site will begin immediately.

Brooklyn Eagle Opens Job Plant

The *Brooklyn Eagle* officially opened its enlarged commercial printing department Sept. 18. Invitations were issued to inspect the machinery in the new 7-story building. Buffet luncheon was served between 12:30 and 5 o'clock in the afternoon.

SUPPLEMENTARY LINEAGE RECORD

Herewith are presented the 6-months' lineage figures of newspapers which either failed to supply their records in time for publication in EDITOR & PUBLISHER of Sept. 13, or who have since supplied revised statistics.

City	Newspaper		Total	Display National	Display Local	Display Classified
St. Louis	Post-Dispatch	(f)	7,327,040	1,271,760	4,843,440	1,211,840
	Sunday ed.	(i)	4,406,360	833,000	2,252,320	1,321,040
	Total	(k)	11,733,400	2,104,760	7,095,760	2,532,880
New York	World	(b)	4,772,826	711,858	1,441,884	2,619,084
	Sunday ed.	(i)	3,827,288	835,920	1,940,656	1,050,712
	Total	(a)	8,600,114	1,547,778	3,382,540	3,669,796
Birmingham	News	(k)	8,005,340	1,433,376	5,682,656	889,308
Fort Wayne	News-Sentinel	(f)	5,224,320	970,508	3,309,026	826,546
Louisville	Courier-Journal	(b)	2,840,550	886,900	1,058,307	895,343
	Sunday ed.	(i)	2,884,411	421,419	2,084,830	378,162
	Total Morn.	(a)	5,724,961	1,308,319	3,143,137	1,273,505
	Times	(f)	5,205,394	942,238	3,358,851	904,305
Seattle	Post-Intelligencer	(b)	2,927,680	675,094	1,607,200	645,386
	Sunday ed.	(i)	1,877,190	742,490	799,694	335,006
	Total	(a)	4,805,870	1,417,584	2,406,894	970,392
Erie	Times	(f)	4,324,016	838,292	2,906,456	579,068
Lima, Ohio	News & Times-Democrat	(f)	3,745,798	551,852	2,517,886	676,060
Honolulu	Advertiser	(a)	2,953,720	297,906	1,214,058	441,756
Honolulu	Star-Bulletin	(f)	2,750,888	483,329	1,886,108	305,074
Brooklyn	Times	(f)	1,972,526	238,818	1,227,156	506,522
	Sunday ed.	(i)	417,362	41,090	349,564	26,708
	Total	(k)	2,389,888	279,938	1,576,720	533,230
New Bern	New Bernian	(b)	1,593,221	205,282	1,374,976	12,963
	Sun-Journal	(f)	1,532,651	204,414	1,316,759	11,478
Stroudsburg, Pa.	Record & Times-Democrat	(f)	1,269,453	249,270	943,723	76,460
Hastings, Neb.	Tribune	(f)	1,083,264	290,122	688,576	104,566

Editor's Note:—Readers are requested to attach these supplementary and revised figures to reports published in these columns last week.

LEGEND

a—Every morning.
b—Every morning except Sunday.
f—Every evening except Sunday.
i—Sunday morning.
k—Every evening and Sunday morning.

NEW TABLOIDS IN NEW YORK AND MONTREAL

Morning Sun Shines Over Canadian City, While Macfadden's Graphic, Under "Truth" Banner, Gives New York First Person Tales of Love, Beauty and Sudden Death

THE tabloid invasion sweeps on. During the week, the metropolis saw the birth of a third "half-fold" daily, *New York Evening Graphic,* six-day, published by Bernarr Macfadden, famous apostle of physical culture and successful magazine publisher.

News came from Montreal that a sixteen-page picture and tabloid newspaper, under the name of the *Morning Sun,* had been established by the Montreal Sun Publishing Company. John H. Roberts, publisher of *The Axe* and the *Sunday Sun,* is president. Frank R. Clarke, a former editor of the *Montreal Witness,* is managing editor and Leslie H. Roberts, son of John H. Roberts, is business manager.

Announcement was made that the first issue of the *Newark Press,* Newark, N. J., J. J. Fiske publisher, scheduled for September 15, had been delayed owing to difficulties in press installation.

The United States now has a total of eight tabloid dailies, established since June 26, 1919, when Col. R. R. McCormick and Capt. J. M. Patterson, co-editors and publishers of *Chicago-Tribune,* founded *New York Daily News* which today enjoys the largest circulation of any daily newspaper in America, the last official three-months' audit showing an average sale of 720,862 copies for the six-day morning paper and 662,142 for the Sunday morning issue.

Following is a list of the daily tabloid papers of the country:

New York—*Daily News; Daily Mirror,* published by the Hearst Organization; *Graphic.*

Boston—*Advertiser,* Hearst publication.

Baltimore—*Post,* Scripps-Howard publication.

Washington—*News,* Scripps-Howard publication.

Los Angeles—*News,* Cornelius Vanderbilt, Jr., publication.

San Francisco—*Herald,* Cornelius Vanderbilt publication.

Five tabloid newspapers have been started and suspended through lack of public support, as follows: *Baltimore Times, Detroit Ledger, St. Louis American, Boston Record, Chicago Day-Book.* Two standard-form dailies, *Des Moines News* and *Seattle Union-Record,* for a short time tried tabloid form, returning to the standard size.

News, pictures, opinion and entertainment proportions of all the tabloids vary, but all are an adaptation of the huge circulating tabloid picture dailies of London, of which there are three: *Daily Graphic, Daily Mirror* and *Daily Sketch.* All have as a basic element brevity in news recital.

Cornelius Vanderbilt, Jr., has announced he will start a "string" of tabloid dailies, perhaps eight, and that he would invade Detroit next. Tabloids have been discussed for many cities, and following the success of New York Daily News the small forms threatened to break out in first class cities of the country like mushrooms in a pasture after a spring storm. As the subject was studied, however, it was discovered that there is a very special technique in tabloid editing, as well as advertising and circulation methods, and the tabloid enthusiasts came to the conclusion that such enterprises are not without speculative elements.

Bernarr Macfadden entered the New York field with a fanfare of advertising in other newspapers, which, like his first announcement in EDITOR & PUBLISHER, promised a newspaper novelty nothing short of startling. Many established newspaper practices were discountenanced or repudiated in these promises. Particularly, the Graphic was to be a wholesome and entirely constructive journal, fit for the home. It would not exploit "crime" news nor heroize the lowest elements of society.

The first issue, coming on Monday from the former *New York Evening Mail* plant, near City Hall park, which Mr. Macfadden purchased from Frank A. Munsey, is said to have represented a total run in excess of 300,000.

First page typography was interesting, but not perfectly organized, and the news treatment was remarkable. "Nothing But the Truth" was the slogan. The displayed banner line read: "Hero Saves Pals In Blast," and the story was told in six lines of eight-point italics, followed by two-thirds of a column labeled "By Foreman Philip Brady, as told to a Graphic reporter." The news concerned the act of the foreman in rescuing three workmen from an excavation where an explosion had occurred. The story was routine news in other offices.

In the late edition of the Graphic of Monday there was a three-column wedding picture of a New York artist and an English baronet and a story, the like of which has not been seen in New York, at least in a lead position. It was "By Mrs. Clifford, Who has known the bride for a long time and has been housekeeper at the studio apartment in 34 East 51st street." It was all about whether a woman can marry and still hold to her career in art, and if it was written, as represented, by Mrs. Clifford, a house-keeper, she has cultivated the newspaper idiom to a nicety.

As the pages of the Graphic unfolded it became manifest that the first person singular was the approved news form. "I know the Man Who Killed My Brother," was a five-column banner in 72 point, and the story was "By Mrs. Minnie Nunamacher, of Jersey City. "Friends Dragged me in Gutter," "I know Man Who Killed My Girl," "We Faced Death Together in Flames," "Must I Die Because I am a Poor Boy?" "I am Now the Mother of My Sister's Son," "I am Old, Poor, But Keep Your Charity," were other first person singular head-lines displayed in the issues of Monday and Tuesday, each proclaiming a "by-line" story, ostensibly written by a principal or some authority, however obscure. In instances the first person singular was used over a news despatch without any quotation for a base, as in the case of the line "I am Now the Mother of My Sister's Son," written over a despatch reciting such circumstances, but with no interview to support it. It made a rattling good headline, but the story was disappointing.

In the second number of the Graphic a notice appeared on page one, saying: "The Graphic is not interested in presenting the grim details of the murder (a New Jersey case) as such. It is interested in the speedy solution of crimes of this nature in order to bring criminals to justice."

On the same page all the pictures, six in number, concerned persons, victims or principals, in murder cases, including one of Leopold and Loeb in court, the lead stories on both sides of the page were crime stories, and four of the seven remaining stories, in minor display, on page one were conventional crime stories. In space, on page one of that issue, only three inches did not relate to either murder or rum running. In fact, except for the "by-line" treatment of the news, wherein the intelligence of house-keepers, foremen and any person in the street who might be a witness in a case, was substituted for the discriminating writing of a trained reporter, the initial numbers of the Graphic indicated no remarkable innovation as regards either the selection of news or its treatment. It was a sensational newspaper.

The early numbers of the new tabloid exhibited some fair to ordinary illustrations, a considerable number of half-column portraits, a double-truck of news pictures, many of which seemed to us as unfortunate selections for the premier numbers of a newspaper so heavily devoted to pictures. The job did not appear to be expertly handled, and doubtless will improve.

There was an unique and sensational top-page half-tone strip labelled "The Graphic's Daily Photo Drama From Life." Some story from real-life is selected and four or five photographs are made to illustrate it. These photographs evidently are the work of movie actors responding to some director who has a stock of properties in a studio. "She killed for Love: Will the Law Forgive Her?" is one title, and the excellent photographs tell the story, aided by ample cut-lines, of a Polish writer who ordered his wife to murder him, thus to escape a lingering illness. She is shown shooting him as he lies in bed. "Murderess," said the law, and the final picture shows her kneeling in the shadow of the guillotine.

Other features are a page of sport pictures, several comic strips, radio program, stock market discussion without quotations, a daily sermon, how to play a ukulele, a full page of editorials with some good, plain-language writing, Broadway gossip by Walter Winchell, reviews of plays by selected persons not of the theatre instead of by a critic, movie news, physical culture by Mr. Macfadden, and others, a love diary, bedtime story, cute kid sayings, sporting cartoon by Thornton Fisher, human interest cartoons by Ryan Walker, back page editorial by Mr. Macfadden, a woman's feature by Mrs. Macfadden and a run of illustrated news-features.

Two or more pages are given to peppery fiction. For a newspaper that has stressed its moral qualifications, the fiction story called "The Romance of an Artist's Model" naturally draws comment.

In plain language the heroine, at 16, is depicted as forming a "great and *splendid* love" for the son of the town's richest man. "He lifted her out of the rut of her life," the story goes, "and in return she gave herself to him." It is discovered that they "must be married at once." The young man *"honorably* volunteers" to take her to another town and wed her. His high-powered car is wrecked, he is killed, she is shocked and the doctor attending her announces: "You needn't worry, kid. You are not going to have a baby. The accident—" The girl is made to say: "The mere fact that my poor dead Rob and I *violated* the moral code of Mapleton did not, in the least, mean that we did not *respect* it."

A picture of a girl in bathing costume was shown large on the back page of the first number. Readers were told that this personable young woman, in street costume, would travel about in the subway looking for courteous men who would yield their seats. "If you can pick her out on a subway train she will see that the Graphic rewards you." When she sees a courteous gentleman she gives him a card, inviting him to call at the office and get a premium.

Many years ago in New York a variation of this stunt was stopped by the police because impudent youths were using the license to speak to women car

(*Continued on page* 23)



Our Subway Girl Will Pay Cash for Politeness on Trains SEE PAGE 4

NOTHING BUT THE TRUTH

NEW YORK EVENING

GRAPHIC

AFTERNOON EDITION

Vol. 1. No. 4. Copyright 1924, by the Macfadden Newspaper Publishing Corporation NEW YORK, SEPTEMBER 18, 1924 Application for entry as second-class matter is pending at Post Office, New York, N. Y. 2 Cents IN CITY LIMITS | 1 CENTS Elsewhere

Two Foil Death Chair

Convicts Cling to Mothers as They Await Fate

Out From the SHADOW OF DEATH

FRANCIS MARION

JUSTICE

LIFE IMPRISONMENT

Bell

"I'm Guilty," Said Marion. "Only God and Me Can Understand." Perhaps Now He'll Make the World, Too, Understand

I Cried for Joy at News From Sing Sing

By Mrs. Cecile Scheuer

Who labored for months to obtain money for Jernatowski. (Picture on Page 16.)

As soon as I heard that Michael's life had been spared I just sat down and cried for joy. The commutation is the culmination of efforts initiated last June to save a man who was largely the victim of circumstances, whose environment never allowed him a chance. And I am happy, oh, very happy, to have been instrumental in saving the life of an innocent man. That is the greatest thing any one can do—save a life.

One of the most effective instrumentalities in the effort to procure commutation was a picture of Michael working as a painter and decorator. He was working under the name of Schwartz for a master painter in Buffalo. But his employer came forward and identified him, and so proved that Michael was in no way connected with the mail strike in which the crime had its genesis.

Michael's family always was poor. He was one of a family that comprised three sons and three daughters. At the outset I felt that Michael had possibilities for good in the world possibilities that were never altered to materialize by the circumstances of his life. He simply never had a chance.

"Iron Mike" Jernatowski. "I'd Be Different," He Declared, "If I Had a Chance to Live."

Would Have Kicked Off With Grin

Resigned after many heavy-hearted months in the gloom of Sing Sing's death house to forfeit their lives in the electric chair tonight, two youths convicted of murder were snatched back from the brink of eternity by a Governor's mercy today.

The death sentences of "Iron Mike" Jernatowski and Francis Marion were commuted to life imprisonment by Gov. Alfred E. Smith on what the two doomed men thought would be their last day on earth.

In a vivid, dramatic human interview the two condemned men, a few minutes before the glad news of the commutation was brought to them told a visitor the sordid stories of their lives.

This visitor, a social worker, consented to tell her story to a GRAPHIC reporter.

Pine Caskets Ready

With two pine caskets in a corner of the death room not 100 feet away, awaiting their bodies, the youthful man, convicted of first-degree murder poured forth to her their pitiful tale of human lives wrecked and twisted by fate.

Iron Mike was sentenced to death as a result of the killing of Mrs. Katherine Hanover of Buffalo, slain by a stray bullet during a pistol duel in that city during a railroad strike. Jernatowski has consistently maintained his innocence.

"I'd be different if I had a chance to live," he told the visitor, shortly after both men had received the last rites from the chaplain, who so soon was to bring them the word for which they had long since given up all hope. "I was trying to make up for my past when I was framed.

His wife still filled with the emotion caused by saying goodby to her mother, who had come for what she believed the last time she would see him.

Mental Hell in Death House

Marion told of the "mental hell" he said he had undergone while in the death house. He had admitted killing his wife in her New York home in the heat of anger.

"If the men who say men must die for crimes had to go through it waiting day after day to have your life taken," he said, "they would not be so hasty with their verdicts."

Kick Off With a Grin

But in his try to kick off with a grin" were among the last words

(Continued on Page 16)

Startling front page art characterizes the Graphic, which has also shown a liking for news of criminals eluding capital punishment. A typical "first person" story appears at the bottom of the page—illustrated.

NO MORE DEALINGS WITH WIRE UNION CANADIAN NEWSPAPERS SAY

Morkrum Machines Will Replace Canadian Press Operators Who Struck After Refusing Arbitration—News Only Slightly Curtailed

THE act of the union press telegraphers of Canada in repudiating an arbitration clause in their contract with the Canadian Press and declaring a strike intended to tie up telegraph communication among 106 newspapers, occurring on September 11, has been met by the management of the press service and its newspaper clients by a refusal to consider further negotiations with the union. It is declared as the future policy of the organization that employes shall be dealt with as individuals only.

The strike did not tie up communications, it is announced by J. F. B. Livesay, general manager of the Canadian Press, who made the further declaration that his organization had entered into a contract with the Morkrum Company, of Chicago, for a complete installation of automatic telegraph printers. By these means the news will be delivered to clients, and also exchanged through sending and receiving instruments on the circuits maintained by the association. This system, which is in use on various circuits of the press services of the United States, dispenses with the Morse operator, but employs, for sending purposes, a so-called "puncher," who is in reality a typist, requiring no greater degree of skill than that of the ordinary stenographer. The "punchers" have been organized in the United States by the telegraphers' union in shops recognizing the union, but as little skill is required they are easily replaced.

According to news reaching EDITOR & PUBLISHER the strike has meant to the Canadian dailies merely a slight tightening of the volume of news, condensation of reports, without any instance of the omission of an important happening. Three methods have been employed by the Canadian Press to supply the newspapers without the use of the Morse keys.

As a basis, telegraphic service itself between C. P. offices in New York, Toronto, Winnipeg and Vancouver has been maintained uninterruptedly by the company's superintendent. Supplementing this the telephone has been utilized to excellent advantage, a regular service between C. P. and member officers being operated day and night. A third medium has been the radio. Members owning broadcasting stations have placed them at the disposal of the C. P. and news has been transmitted to the smaller dailies in the surrounding country at stated intervals.

In a statement to EDITOR & PUBLISHER, Mr. Livesay said that this organization was well satisfied with the situation and particularly pleased with the number of messages received from members throughout the Dominion congratulating the management on its stand.

"This is not a wage dispute" explained Mr. Livesay. "The wage issue faded in to the background when the Commercial Telegraphers' Union of America deliberately broke its agreement with this company and called a strike at 24 hours' notice. The rock on which union agreements are founded is the sanctity of the contract.

"Four years ago the Canadian Press entered into an agreement with the Commercial Telegraphers' Union of America which was designed to be of a permanent character and an arbitration clause was deliberately included to take care of such a dispute as the new wage scale. That is the company's contention. When the men's committee denied this, the company offered to arbitrate the interpretation of that same arbitration clause, to which they had a clear right. This also the men refused, as they also refused to avail themselves of the Conciliation Board appointed by the Department of Labor at Ottawa. The Canadian Press therefore can make no further agreement with an international union that does not respect its contract.

"We are doing very nicely" continued Mr. Livesay. "Since the men quit work last Thursday we have carried on our news services uninterruptedly and day by day they are increasing in volume and efficiency. We are engaged now in converting the Canadian Press from a man or Morse operated news service to a machine operated news service and for this purpose have concluded contracts with Morkrum Company of Chicago. This plant is in process of being installed at all strategic points."

The following announcement appeared in some Canadian newspapers: "The Canadian Press has arranged to use the *Toronto Daily Star's* broadcasting plant, CFCA, at stated intervals during the day for delivering a news service to such Canadian Press members as its range may reach, including specially the territory west from Belleville to London. These periods will be Eastern standard time as follows: 10:30 a. m.; 12 noon, and 1:30 p.m. Copy will be prepared and filed by Canadian Press editors and despatched by the Star radio operator.

"J. F. B. LIVESAY, General Manager."

Pattison Leaving Scranton Republican

W. J. Pattison, general manager and part owner of the *Scranton* (Pa.) *Republican* has sold his interest in that paper to Col. L. A. Watres, and will sever connections with the daily December 1, to become affiliated with another publishing enterprise. Conditions surrounding the new enterprise do not permit of a detailed statement at this time, he declared. L. B. Tyler now assistant general manager will succeed Pattison. The retiring general manager has been connected with the Republican almost 10 years. He was for many years publisher and treasurer of the *New York Evening Post.*

Printing Firm and Daily Merged

A syndicate headed by Claude E. Towner has purchased the *Monangahela* (Pa.) *Republican* and the Zimmer Printery and will merge the two concerns. Work has been started on a new building. The new owners, who have obtained a Pennsylvania charter with a capital of $100,000, will assume charge of the plant Oct. 1. Mr. Towner will be general manager and editorial director while Harry T. Zimmerman will be business manager.

SONGS OF THE CRAFT

(Copyright, 1924, by EDITOR & PUBLISHER)

By Henry Edward Warner

THE ANSWERS EDITOR

She sits all day with pencil poised,
She thinks and thinks, and racks her brain
To find some way to soften love
And ease a wretched victim's pain.
Upon her desk are stacked the woes
Of loved and unloved, crossed and crazed—
A mass of problems rising till
No wonder even she is dazed!

Who knows the stabs of Cupid's darts
As she who diagnoses grief?
Who knows as she that thorny way
Of agonies beyond belief?
Into her sanctum pours the stream
Unending, from the loved and lost—
A fevered pile of fervid stuff,
Of broken hearts by fortune tossed!

And so she sits, and sits and sits,
And so she thinks, and thinks and dreams;
And so she reads and reads and reads
Till tears of pity run in streams!
And so all day, with pencil poised,
She racks her brain, she strains her eyes,
She who must hear love's moaning voice
And find some way to sympathize!

Outside the hurly-burly world
Goes on its way with headlong rush,
Nor heeds the sacred silences
Where broken-hearted lovelorn gush!
And she who sits and thinks and dreams
From day to day, from day to day—
By gosh, if anybody does,
She earns her pay, she earns her pay!

A. P. ADDS TO BERLIN STAFF

Louis Lochner Sails Sept. 20 to Report German News

Louis P. Lochner sails Saturday this week on the S. S. Cleveland to become a regular member of the Berlin staff of the Associated Press. He has been in this country since August 10, having come here from Berlin, where he was temporarily assisting in the A. P. office.

A graduate of the University of Wisconsin, Class of 1909, Lochner was the first Fellow in Journalism at that institution, studying international relations under the late United States Minister to China Wallace Reinsch. For five years he was international secretary of the International Federation of Students, and in consequence editor of the association's organ, *Cosmopolitan Student.* He has spent considerable time in Europe studying European conditions.

At various times he has been connected with the *Milwaukee Free-Press,* the *Madison* (Wis.) *Capital Times,* and the *Madison* (Wis.) *State Journal.*

While in Berlin before he acted as secretary of the Foreign Press Correspondents Association.

BARGAIN DAY FAVORED BY CIRCULATORS

But Pacific Northwest Managers Frown On Premium Lures at Spokane Meet—Eugene, Ore., Chosen for 1925

"Bargain days" for newspapers as a means of boosting circulations were advocated at the annual convention of the Pacific Northwest Circulation Managers' Association held September 11 and 12 in Spokane, Wash. The subject was discussed by David H. Smith of the Portland, Oregon Journal, and met with general approval.

Mr. Smith declared the bargain day idea one of the best circulation getters when properly handled. He advocated using advertising, circular letters and other publicity methods to get the idea before the people. Mr. Smith insisted that newspapers should be sold on their merits rather than on a premium basis. A majority of those attending the convention concurred in the statement that too many prizes and premiums were being offered.

The association chose Eugene, Ore., as the next meeting place, sometime in March or April, the date to be set coincident with the convention of the Oregon Press Association. No election of officers was held.

High class carriers are not as difficult to obtain as in the past and there has been much improvement in this respect, C. H. Breed, of the *Spokane Spokesman-Review* declared.

The California code of reference for those applying for positions was adopted upon motion of E. P. Hopwood of the *Portland Oregonian.*

Short papers were also read by the following: Howard Parish, *Seattle Star*; J. M. Dunning, *Pendleton East Oregonian;* J. E. Turnbull, Eugene, Ore.; Ellis B. Hall, *Centralia Chronicle*; C. H. Breed, *Spokesman-Review*; Frank Garrison, *Seattle Post-Intelligencer*; W. R. Woodward, *Everett Herald*; Osgood Packard, *Seattle Times*; E. P. Hopwood, *Portland Oregonian*; H. L. McDuffie, *Spokane Chronicle*; S. S. Smith, *Medford Mail Tribune and Sun*; P. P. Foelkner, Aberdeen.

Present officers of the association are: C. H. Breed, *Spokane Spokesman-Review,* president; David H. Smith, *Portland Oregon Journal,* vice-president; E. P. Hopwood, *Portland Oregonia,* secretary-treasurer; J. C. Adams, *Boise Statesman,* and W. D. Lynes, *Tacoma News-Tribune,* directors.

NEW TENNESSEE DAILY

Kingsport Times Will Appear Oct. 1 —Now Semi-Weekly

The *Kingsport* (Tenn.) *Times* will begin the publication of a daily and Sunday morning newspaper on Oct. 1. The Times, which was established as a weekly in 1917 and which has been published as a semi-weekly since 1920, is owned by the Kingsport Publishing Company, Inc., of which Thomas H. Pratt is president and Howard Long, secretary.

Associated Press service will be used in addition to features from the Central Press Association and the Chicago Tribune Newspapers Syndicate. A four page colored comic supplied by the World Color Corporation will be run each Sunday.

McIntosh Joins San Antonio Light

William E. McIntosh, formerly business manager of the *Fort Worth Record,* has assumed his new duties in the same capacity with Hearst's *San Antonio Light.* Before joining the Record McIntosh was for 3 years with the *Fort Worth Press.* He was with different Scripps papers for 15 years previously.

To Plan Pan-American Meet

The executive committee of the First Pan-American Conference of Journalists is scheduled to meet in Washington, Sept. 29, to discuss conference plans.

PUBLIC DEMANDING INTERPRETATIVE NEWS

Huge Sums Now Being Spent to Cover Events in Remote Places of the World, Karl Bickel, United Press Chief Declares—Speed Must Increase to Compete With Radio

By WARREN BASSETT

THE nation was mildly amused when the newspapers printed news of the world fliers under the date line—'Ice Tickle, Labrador."

"Sounds like a new soft drink," was the comment, and that was all.

But to newspaper men it had a deeper signifigance.

It symbolized the amazing thoroughness with which press associations and individual newspapers are covering the news today—a thoroughness which has come to be accepted by the public as a matter of course, but which was undreamed of 20 or 25 years ago.

Wherever news breaks today it is covered. The newspapers demand it—the press associations comply. It does not matter that the scene of the story is a tiny fishing village in Iceland, or a remote section of China virtually cut off from commounication with the outside world—the newspapers must have the news.

Spot news is the demand, and the demand is increasing. Expense is disregarded. Feats of news gathering which would have been greeted with astonishment 15 years ago tread on each other's heels today and are accepted with scarcely a comment.

Karl A. Bickel, president of the United Press Associations and keen student of news trends and methods, was asked to discuss the present situation for EDITOR & PUBLISHER. He brought out the fact that the increasing demand for spot news is not merely the result of better transmission facilities, but a widened interest on the part of newspaper publishers and the public in world events.

"The world war is chiefly responsible for the present tremendous interest in world affairs," he declared. "The war pushed back news horizons infinite distances.

"We realize today that a happening at some far off point may directly affect us. When Chang Tso Lin declared war in China recently all the newspapers wanted the news. Not only a brief item that fighting had started, but an interpretative story explaining the meaning of the conflict, the motives and issues behind it, laid down on the telegraph desks day by day. To give this we sent a man to Mukden last week.

"World news is being covered more thoroughly today than at any previous time. Not only the big stories of the day but the events of lesser importance. For instance, the women's tennis matches at Wimbledon, which were merely preliminary to the Olympic contests. They were not highly important, but it cost the press associations approximately $100 a day in cable tolls to furnish the story of the matches to the newspapers of the country.

"And the Olympic games. Each event, regardless of whether American athletes were prominent, was covered as fully as though it took place in Newark. Cable tolls mounted to nearly $1,000 a day. But the meet was covered completely and accurately. And the public ate it up.

"The trips of Firpo from South America to the United States have proven a meal ticket to the All-America cables. Long daily stories were filed not only by the press associations but special correspondents to supply the demand for news.

"The Democratic convention in New York was covered probably more completely than any previous poltical gathering, and at an expense to the press associations of approximately $30,000.

"When the Titanic sank in 1913 a newspaper spent $10,000 to cover the story. This was broadcast as an astonishingly expensive news feat. That was a tremendous story—but it is common today to spend from $3,000 to $5,000 to cover events not one-tenth as important.

"Covering the world fliers across Iceland and Greenland was a difficult and expensive task. The cost has not yet been estimated but I understand the radio rate will total 21 cents a word. And seldom was the world flight the dominating news story of the day."

Where is the increasing demand for spot news coming from—newspaper publishers or newspaper readers? President Bickel was asked.

"Where is the demand for balloon tires coming from?" was his answer.

But he did not leave the question hanging.



KARL A. BICKEL

"The war pushed back news horizons infinite distances."

"World news is being covered more thoroughly today than at any previous time. Not only the big stories, but events of lesser importance."

"We must be more than mere collectors of news—we must weigh and interpret its significance."

"Inch by inch radio is edging into the business of news distribution, but I do not believe newspapers have much to fear."

"I would say the newspaper publishers are demanding more news in order to make better newspapers," he went on. "Newspaper readers in the United States are the most exacting in the world, and for that reason we have the best newspapers in the world. Show me an outstanding newspaper in England, France or any other country, and I will show you an American paper which is better."

Bickel does not foresee a time when a more leisurely spirit will permeate the business of news gathering. Speed and more speed will always be the demand of the American press. But he sees a change in the treatment of news stories.

"There is an increasing demand for interpretative news," he stated. "The fact alone is not sufficient. The events leading up to the fact and the events which it may precipitate must be told. We must be more than mere collectors of news. We must weigh and interpret its significance—for that is what the public is demanding. The simple news of a riot in the streets of Berlin in which people are killed no longer makes an impression. Unless the reasons behind it and the possible consequences are told it is virtually meaningless.

"The newspapers and press associations of the United States are already the fastest news collectors in the world. But that speed will have to be increased to compete with radio.

"Inch by inch radio is edging into the business of news distribution. This was never so graphically illustrated as in connection with the Democratic National Convention. Extra editions rushed from New York to suburban towns carrying the 71st ballot would reach the newsstands just as the complete report of the 80th ballot was coming over the loud speaker. The editions were old before they arrived.

"The results of big sports contests are now known instantaneously via radio. However, in spite of these instances, I do not believe the newspapers have much to fear. The publication of extras, of course, is even now affected. But radio can never give the complete news report of the day as the newspapers can give it.

"Radio is an imperative thing. Like the newspaper it cannot be laid aside and picked up in a moment of leisure. You miss the event if you are not at the loud speaker as it is being broadcast. And even then you get only the fact. The newspapers are read for color and interpretation. With big news being flashed by radio, newspaper publishers will no longer have the obligation of going extra to give the public the news. More time and effort can be spent on improving details and interpreting the facts.

"Personally I think the American Telephone & Telegraph Company and the Radio Corporation of America are carrying news almost against their own desires in order to gratify the popular demand. Press associations are heavy clients of both companies and I am convinced they do not intend to encroach upon our business. But radio has come to stay and inevitably it will carry news matter."

Will press associations enter the radio field by erecting their own broadcasting stations for the distribution of news?

Not in the immediate future, President Bickel stated. Popular radio telephony is still an infant industry of only three years' growth, in his opinion, and has by no means exhausted the possibilities of its development. Changes in apparatus and technique are being made with frequency. Experiment still dominates the industry. It would be silly to set down any limit to radio at present, according to Bickel, but today the telephonic art is not developed or adapted to general practical use for press association news transmission.

Leaving the subject of radio, President Bickel was asked to discuss the interest in American news abroad since the war in comparison with the increased interest in foreign news in the United States.

"There is an even greater *proportionate* interest in American news abroad since the war," he said. "The people of the world are more keenly interested in America today than ever before. America is the repository of the world's credit—and the world is very much interested in money.

"The United Press is serving a world-wide news report to more than 50 large newspapers in Europe, as well as several European press associations, such as the official Russian Telegraphy Agency, the Exchange Telegraph of London, Radio Agency of France, British United Press. In the Far East we serve the Nippon Dempo Tsushin Sha Ltd., the leading news agency of Japan.

"The increase in American news interest in South America is well known. Seventy-five per cent of the largest papers of South America receive United Press dispatches daily. We directly serve more than 30 newspapers in China and the Philippines, as well as 175 in Australia through the Australian Press Association.

"The American world-wide distribution of news is becoming a great industry—as far flung as the international distribution of American oil or harvesters, even exceeding in some respects the distribution of American automobiles. It is constantly growing and developing, and its possibilities are endless."

Now 42, the president of the United Press Association has been a student of news since his high school days in Geneseo, Ill., his home town. During his senior year he acted as news editor of the *Geneseo Daily Arena*. But it was on the *Davenport* (Ia.) *Times*, where he put in 16 hours a day reporting for the salary of $9 a week that he received his most valuable experience, he declared.

"Personally, I believe work on a small daily in a town of twelve or fifteen thousand, is the best training in newspaper work a man can get," he said. "You get the full picture. You do all types of work. You are reporter, feature writer, and copy reader rolled in one. On the Davenport Times the staff was small. After the day's copy was in every man had to write a feature for use in the next day's paper.

"I believe in journalism schools, but I don't think I would advise a young man to take a strict journalism course. The general liberal arts course, with writing and literature featured, combined with electives in journalism is more valuable, its seems to me. Top this with a year's training on a small town daily and add natural talent, and you have the basis for a brilliant newspaper career."

After leaving the *Davenport Times*, Bickel went to California where he entered Leland Stanford University. He made his way through by doing special correspondence for newspapers.

When the United Press was organized he became first a district manager, then sales manager. His work was so effective he was made general manager, and more recently president of the organization.

Bangor (Me.) Commercial Sold

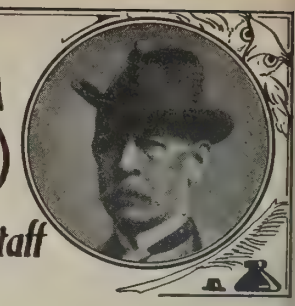
Dr. Frank H. Gordon of Bangor has purchased the *Bangor* (Me.) *Daily Commercial*, from the estate of J. P. Bass. The Commercial was established in 1871 and was Bangor's only afternoon newspaper. It was purchased by J. P. Bass in 1878, who was its publisher until his death in 1919, when his interest passed to his nephew, A. E. Bass of Randolph, Me.

H. R. H. Visits New York Ad Club

H. R. H. the Prince of Wales was a guest at the Advertising Club of New York on Sept. 18. Arriving at the club house on Park Ave., at 5.45 in the afternoon, he was met by officers and directors, headed by Jesse H. Neal, executive secretary of the Associated Business Papers, Inc. Frank Harwood, advertising manager of the American Tobacco Company, and club vice-president escorted the Prince on an inspection tour of the club building. The Prince shook hands with about 50 club members. The day before the Prince inspected the plants of the *New York Times* and the *New York Herald Tribune* as guests of Louis Wiley, Times business manager and Ogden Reid, Herald Tribune Publisher.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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(*Continued from last issue*)

CHAPTER NINETEEN

Mr. Bennett Threatened With Assassination—Again Castigates the Tribune and Ridicules the Journal of Commerce

ON November 21, 1856, the Herald printed the following letter from Charleston, S. C.:

"Charleston, S. C., November 17, 1856.

"To the Editor of the *New York Herald,*

"Dear Sir:

"I write merely to inform you of something of the utmost importance to you; which is simply this: that you and Horace Greeley will most assuredly be assassinated if you visit Washington during the meeting of Congress. I give you the above advice. If you see fit to profit by it, so well, so good."

At the writer's request, his name was withheld from publication, and Mr. Bennett treated the warning in a jocular vein as follows:

"This is dreadful, indeed. To be assassinated, no doubt with a gutta percha cane that will not break. The prospect is enough to make a man recommend his soul to God forthwith, and sign his will. We have no information as to Mr. Horace Greeley's intentions, nor can we say whether under such circumstances, he will venture to visit Washington. For ourselves, should business take us there, we fear we shall not gratify our assassins as fully as they might wish. It is our intention to make arrangements with the State of Rhode Island and Providence Plantations to keep the South Carolinians quiet, and as we know they are able to do so, we shall pursue our course with comparative composure."

While the Herald had advocated the protection of existing slave ownership under the terms of the Constitution, yet it strongly opposed the rash policy of the South Carolina "fire-eaters," who favored the reopening of the foreign slave trade and the obtaining of more raw labor from the shores of Africa for their vast plantations. It was his vehement opposition to this astounding scheme in defiance of the laws of God and man, that brought down upon him the wrath of many of the Southern planters.

J. C. Fremont's defeat for the Presidency was a great blow to the abolitionists, and Mr. Bennett held up their leaders to ridicule. He also criticised prominent clergymen for having entered the campaign and preaching "slanderous political sermons." After a severe slap at Rev. Henry Ward Beecher, of Plymouth Church, for his perversion of the truth as to Buchanan and the South, he referred to Rev. Dudley Tyng, who, having been "kicked out of his church for preaching a political sermon," had set up "an opposition conventicle. This is regular pious pluck and Beelzebub, with all other sinners, should immediately show their admiration for the parson, by becoming members of his new church. He's exactly in their line."

He blamed Greeley and the Tribune for Fremont's defeat.

The result of the Presidential election was a notable increase of hatred between the abolitionists and the defenders of the Southern slave owners. As Bennett bluntly put it, "Fremont's defeat has caused another furious flare-up over the niggers!" Referring to the Tribune as a supposedly innocent "sucking dove," but in reality an unscrupulous agitator for the destruction of the constitutional rights of the slave owners, he in a long article held up the abolitionists to scorn as "traitors" openly working for the ruin of the Union. This was but the beginning of a long and ferocious editorial conflict, in which both sides called each other hard names. The Tribune referred to Bennett and the Herald as "nigger drivers," and Bennett retorted that Greeley was a "nigger worshipper!"

Mr. Bennett kept himself well informed as to the condition of the Herald's contemporaries, and concerning the decline of the Weekly Tribune in circulation, said in September, 1857, "It represents no business want; it is the organ of no great interest, social, religious or political. People can breakfast, dine and sup with the most perfect equanimity without having perused the Weekly Tribune, though whether they can sleep without its aid is not quite so certain."

The elder Bennett, like his son did later, had a habit of omitting names of men who had incurred his displeasure, from stories in which they were the leading features, and on Oct. 5, 1857, the Tribune drew attention to a case of this kind as follows:

"The *Herald* boasts a good deal of its power, but it is a very weak and timid affair after all. It seems that it is now in such a narrow pass, that it can't safely print the name of the Hon. Daniel E. Sickles, even in its advertising columns. A political advertisement containing this formidable name was paid for at the *Herald* office the other evening, but when printed next morning, the name of Sickles had been struck out! The reason is that Sickles has prosecuted the editor of the *Herald* for libel. Now this is a poor and petty business, which no newspaper with a little serviceable brains in its editor's skull would be guilty of.

"There have been several signs lately that the *Herald* is falling into decrepitude, but this would seem to leave no doubt on the subject."

The Dred Scott Case

The decision by the U. S. Supreme Court in the famous Dred Scott case (1857), did much toward bringing on the Civil War, now dimly foreshadowed by Mr. Bennett. In brief the Court held that negroes were not citizens of the United States, and that a slave was not made free by being taken to a Free State and there maintained by his master.

The decision was spoken of in the Herald as "a bombshell, which will at once reopen the slavery agitation in all its length and breadth; henceforth slavery in the Territories is an issue which must be decided by the laws of climate, products, races, the natural growth of our population and immigration, for henceforth Congress can have nothing to do with the subject."

Greeley in the Tribune said: "While there is much to give us pain and to excite our apprehensions in the Dred Scott decision, we confess that no part of it more thoroughly stirs our indignation than that which at one stroke disfranchises all persons of color in the United States." Chief Justice Taney was compared to Jonah, and the decision was denounced as "not only a piece of detestable hyprocrisy and falsehood, but it is mean and skulking cowardice."

A day or two later, Bennett prophetically declared, in a long editorial, that "the black Republicans are preparing their platform for the great and terrible fight which is sure to come in 1860, and plunge us into a fearful conflict between the nigger worshippers and the nigger drivers, North and South."

CHAPTER TWENTY

THE embittered controversy between the Herald and the Tribune continued unceasingly and should be highly diverting to present day readers, divested of the rankling hatred generated by the serious problems then confronting the nation. Apparently Bennett had a little the best of it in his satirical attacks on Greeley, as, for instance, in 1859, when the latter started on his anti-slavery lecture tour, Bennett said:

"Greeley is running about the country delivering lectures at fifty dollars each. Dana and Ripley, managers and associates of the *Tribune,* are writing articles at $2 a page for Appleton's 'Cyclopædia.' These facts show that nigger worship is nearly at its close; that anti-slavery agitation is going down, and that whenever it becomes defunct, the *Tribune's* nigger circulation will collapse."

He also repeatedly warned his readers as to what he feared might happen if the coming Federal election should be won by the Republicans, referring, under the head of a "Foretaste of a Nigger Worshipping Administration," to a Republican soiree in Washington, where two colored guests had been the lions of the fete, and saying:

"Pompey and Sambo may now lift up their heads and exult; the good time is coming; the oppressed shall not only go free, but they shall eat boned turkey, drink champagne, flirt in quiet corners, participate in the 'German' and, like the boatman on *la belle riviere,* dance all night till broad daylight, and go home with the (white) gals in the morning!"

In a later editorial on the critical situation, the Herald said:

"The nigger worshippers of the North are working for the severance of the Union, and the nigger drivers and fire eaters of the South are laboring to accomplish the same result. They are all alike traitors to the Constitution and the Union, and doing their best to destroy this fair political fabric, raised by the wisdom and cemented by the blood of our forefathers."

It was also in 1859 that the proprietor of the Herald made his famous alliterative reference to "Buchanan, Bonaparte and Bennett," as the three great controlling forces.

Bennett and Greeley Compared

In a review of American journalism published in the *New York Leader* in 1859, the two great editors were compared as follows:

"The two most commanding editors are undoubtedly James Gordon Bennett and Horace Greeley, and without drawing comparisons to the advantage or detriment of either, it is enough to say that in each of them there is an idiosyncrasy which gives them such prominently distinctive traits as to attract and fix them in the public mind. It is difficult to conceive of two persons more unlike in thought and action. * * * It is impossible to express any idea more ludicrous than that of Bennett and Greeley under the same yoke.

"To Bennett the public owes its warmest thanks for taking the lead in the improvement of the American press; in energy, activity and every quality that gives interest to a daily paper."

(*To be continued next week*)

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed.
WINNIE WINKLE
By Branner
SMITTY
By Berndt
TEENIE WEENIES
By W. M. Donahey
MOON MULLINS
ONE ROUND TEDDY
By Willard
By Sals Bostwick

GOOP ETIQUETTE
By Gelett Burgess

W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half page by Sals Bostwick.

CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BURNS MANTLE
Weekly New York Theatre letter

WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly

DR. EVANS
The first and best of newspaper Medical Writers.

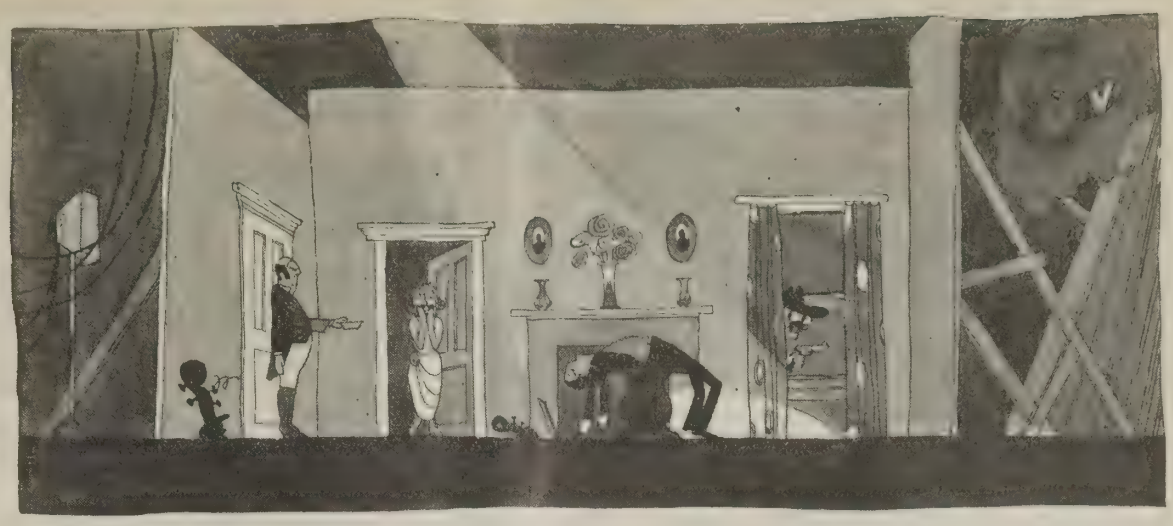
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough

SENTENCE SERMONS
Roy L. Smith
Daily and Sunday

Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden. Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom. Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

LEASED WIRE Service
Foreign—National—Local

PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York



Broadway—*translated into language we understand*

MANY dramatic critics in writing of the theater, lead the floundering reader into intricate paths of hyperbole, adjectives and invective English. We admit they are good and they make us inclined to believe they admit it themselves. But no matter how clever the reviewer, that sort of review leaves us without any definite impression of the play. We couldn't say whether we are for it or against it.

Burns Mantle is *The Chicago Tribune's* theater critic in New York. When he writes about a play, you know what he means. You know what the play is like. You can talk intelligently about it to your friend who has just come back from Broadway. You have a sane idea of the show, written in plain, though faultless, style, with a fine touch of natural humor sprinkled over the spots where humor is not out of place.



Burns Mantle's weekly letter from New York makes an ideal review for any newspaper. It has been coming to *The Tribune* for nearly 15 years and because of its exceptional worth is syndicated.

Mr. Mantle has long been one of the country's leading dramatic critics and his selection of the year's best plays, published annually, is recognized as the American authority on the subject.

No critic, we believe, can be more generally satisfactory than Burns Mantle. Why not pick him as your own dramatic critic on Broadway for the season that is just opening? A letter or wire will bring to you proofs and rates.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square, Chicago
Buy ---------- *Leadership*

ROCKEFELLERS DISCLAIM PRESS PROBE—LEE

Publicity Agent Says Foundation Did Not Promise $170,000—Did Appropriate $2,500—Curious Controversy, But There Will Be No Funds From Oil Man

IVY L. LEE, publicity representative of the Rockefeller interests, with offices at 61 Broadway, New York, this week "authoritatively" announced that the Laura Spelman Rockefeller Memorial Foundation would not finance a movement by scientists, headed by Dr. H. A. Miller, of the University of Ohio, to investigate news and its sources.

The scientists' plans for this investigation, as exclusively revealed by Dr. William T. Ellis, in EDITOR & PUBLISHER two weeks ago, have obviously been upset by premature publicity or they were too sanguine of their funds, for Lee issued a statement calculated to repudiate the story and obliterate the suggestion that Rockefeller money had been, or would be, devoted to a movement which had as its purpose a press investigation.

Mr. Lee does not deny, but confirms, the published statement that Rockefeller money defrayed the expenses of the first meeting of the scientists in Washington in May, whereat Walter S. Rogers, of Washington, was chosen as organizing chairman and Dr. Miller as head investigator.

Just where the scientists expected to raise $170,000 to meet requirements of a budget they had prepared at their meeting, if not from the Rockefeller Memorial fund which had put up the money to bring them together, is not clear, but Lee is definite in his statement that the would-be investigators were not promised this money by John D. Rockefeller, Jr., or John D. Rockefeller, Sr., or any of the Rockefeller foundations, and he is positive beyond all doubt that if they expected Rockefeller money to the extent of $170,000 or any amount they will be disappointed as it will not be forthcoming.

Lee put the best energies of his press agency into operation this week to detach the name of Rockefeller from the project. He called Walter Rogers to his office for a conference. He prepared statements for every newspaper editor in the country. He declared Dr. Ellis' story in EDITOR & PUBLISHER was incorrect.

On the other, hand, EDITOR & PUBLISHER received from Dr. Miller, the man in working charge of the investigation, a voluntary letter in appreciation of Dr. Ellis' story as it appeared in the columns of this paper and asked for additional copies of the paper to send to friends. If EDITOR & PUBLISHER's report was incorrect or misleading, Dr. Miller did not notice it, but on the contrary commented favorably upon the story. His letter read:

"The copy of the title page of EDITOR & PUBLISHER for Sept. 6 interests me very much. It seems to me that Dr. Ellis' desire to launch the project favorably was carried out in this article. I have already received letters from people in various parts of the country, indicating that the article was widely quoted from."

Dr. William T. Ellis was equally positive that his story was correct and declared in a letter received on Thursday: "Every line of my story is substantiated by the written statements of Dr. H. A. Miller."

When EDITOR & PUBLISHER sought to get information from the fountain head, the Laura Spelman Rockefeller Foundation, it ran into difficulties that reporters of this generation have become familiar with. Dr. Beardsley Ruml, the official of the foundation appealed to, said he could not talk for publication, and referred the reporter to Ivy L. Lee, 61 Broadway.

Mr. Lee prepared a statement, later in the day, which he signed. It reduced the chief element in dispute to the question whether Dr. Miller and his associates had had any ground to expect financial support, in addition to the $2,500 which the Rockefeller institution admittedly granted to cover the expenses of the first steps of the investigation. Lee says there was no commitment. He tries to convey the impression that the $2,500 admitted Rockefeller grant to start the operation had no significance on the question whether Rockefeller money was backing the project. That was only for car-fare and clerk hire, but it organized the movement. Dr. Ellis is authority for the statement that he had been informed by Dr. Miller that a budget of $170,000 had been prepared at the May meeting and that the money would be "forthcoming as the work proceeds." Lee says there was no ground for expecting this to come from the Rockefeller institution.

Dr. Ellis wrote in EDITOR & PUBLISHER that a grant of $25,000 had already been made, in addition to the $2,500. Lee says this was not Rockefeller money, and quotes Rogers as having said that it was only tentatively promised by some foundation other than a Rockefeller institution. Dr. Miller was authority for the statement that the investigators had received a grant of $25,000 from "one foundation." The inference plainly was that this was Rockefeller money, but apparently that was a mistake. If not Rockefeller, what "foundation" did Dr. Miller refer to? That is unknown.

Lee declared that Dr. Ellis' story was misleading in that it indicated an investigation of the press as well as news sources, whereas the intention was, he said, only to investigate foreign news sources. But just how a "world-wide investigation" of the "gathering and dissemination of current news and opinion of international concern", as the formal plan adopted in May admittedly promised, could be conducted without reference to the newspapers of the United States, is left as a mystery.

It is not known what course, if any course, the proposed investigation will now take. Efforts to locate Walter Rogers have been unavailing. One report was that he had said there would be an investigation of "international wire communication service," assisted by schools of journalism pupils.

Whatever the merits of the present dispute, there isn't going to be any Rockefeller-financed scientific news or newspaper "probe". Some other benevolent agency may finance it, but not John D. Rockefeller, or his son, or any of his foundations.

Ivy L. Lee's statement follows:

"The article by Dr. William T. Ellis in EDITOR & PUBLISHER for September 6 entitled 'Rockefeller Money Backs Scientific Probe of News Methods and Sources' gives an inaccurate impression. The inaccuracy of the impression is intensified by the heading, on the cover page of this number, entitled 'Rockefeller Fortune Backs Investigation of Newspapers.'

"The facts in the matter are given below. The meaning of those facts is definitely that 'Rockefeller money' is not backing a 'probe' of news methods and sources, and the 'Rockefeller fortune' is not backing 'an investigation of newspapers'.

"No plan could be more remote from the purposes of either Mr. John D. Rockefeller, Senior, or Junior, or any of the foundations established by Mr. Rockefeller.

"Nevertheless, the article by Dr. Ellis states that a 'comprehensive survey . . . of the entire news aspect of the American newspapers is now in the early stages of its operation.' It is added that two years will be consumed in the investigation, that a budget has been fixed at $170,000, and that aside from the preliminary expense fund of $2,500 the work has already had a grant of $25,000. The clear implication of the article is that all these funds have been supplied or pledged by Rockefeller agencies and that 'the balance of the budget will be forthcoming as the work proceeds'.

"The facts in this matter are as follows:

"For some time past the American Sociological Society has considered the problem as to whether or not a scientific inquiry could be made into the sources and methods of distribution of international news, the primary purpose being to seek to determine just how the United States gets its information concerning what is going on in foreign countries. The subject was urged and promoted by Mr. Walter S. Rogers, well known as a student of foreign affairs and as an expert in matters of international cable and other communications.

"Prof. Jerome Davis, then of Dartmouth and now of Yale University, brought the matter to the attention of the Laura Spelman Memorial (established by Mr. John D. Rockefeller) about a year ago. There were a number of conferences between officers of the Memorial and Prof. Davis, as well as with Prof. H. A. Miller of Oberlin College, (sic) who is also active in the Sociological Society.

"It was later decided by the American Sociological Society to refer the whole subject to the Social Science Research Council, which is representative of the American Economic Association, the American Political Science Association, the American Statistical Association, and the American Sociological Society.

"The Social Science Research Council, after considering the proposal in a general way, decided that the project was an important one, and that a conference or several conferences should be held. First, to determine the possible scope of such a project, and, secondly, whether it might be possible to organize such an inquiry on a scientific basis.

"Prof. Charles Merriam of Chicago University, chairman of the Social Science Research Council, thereupon joined Prof. Davis and Prof. Miller in a request to the Laura Spelman Memorial to finance these preliminary conferences.

"The council requested an appropriation from the Memorial of an amount not to exceed $2,500 for the expenses of such conferences. These expenses were to cover the travelling expenses of those who were to attend the conferences, as well as the clerical expenses incidental to the conferences. The subject of the conferences, in the words of the Social Science Research Council to the Laura Spelman Memorial, was to canvass the possibility of a 'thorough and objective investigation of the instrumentalities involved in the world-wide gathering and dissemination of current news and opinion of international concern, and of the underlying related problems of the formation, expression, and significance of attitudes on international affairs.'

"On March 6 the Memorial voted the $2,500 requested, but it was expressly indicated to the Social Science Research Council that the appropriation did not involve any commitment to finance any aspect of the proposed investigation.

"The first conference was held at Washington on May 2d. Those present were:

"Dr. Edward F. Gay, Director with Professor Mitchell of the Bureau of Economic Research, Prof. H. A. Miller of Oberlin College; Prof. Jerome Davis of Dartmouth; Prof. Harold G. Moulton, of the Institute of Economics; Dr. Walter Williams, Dean of the School of Journalism, University of Missouri; Prof. Willard G. Bleyer, of the School of Journalism, University of Wisconsin; Dr. R. M. Yerkes, Washington; Mr. Bruce Bliven, of the New Republic; Dr. E. E. Slosson, of Washington and Mr. Walter S. Rogers, Chairman.

"The conference at Washington agreed that the subject matter was of great public interest and importance; it was agreed that the matter should be considered further by the different members of the conference with a view to bringing their later conclusions to a subsequent conference. The conference adjourned without other definite conclusion than that Mr. Walter Rogers should remain as chairman and that subsequent meetings should be held at his call.

"In the progress of the conference at Washington on May 2nd, there was some discussion of what it would cost to conduct a fruitful inquiry along the lines indicated, and some of those present, indicated their opinion that much could be accomplished in an inquiry reaching over a couple of years and involving an expenditure of around $175,000. That, however, was entirely an informal guess by certain individuals present and was not

(*Continued on page 33*)

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

The Average Daily Circulation—

net paid—of The Baltimore Sun (morning and evening) for the month of August, 1924, was:

241,570

For the Four Sundays in August the average net paid circulation of THE SUNDAY SUN was 176,873.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

First in the South

During the first six months of 1924 The Birmingham News led the entire South in total advertising lineage. This is a fitting tribute to the reader confidence, prestige and pulling power of

The South's Greatest Newspaper

Following are the leading newspapers of the South and the lineage carried in the first half of this year:

THE BIRMINGHAM NEWS 8,005,340

New Orleans Times-Picayune - - - 8,003,645
Memphis Commercial-Appeal - - - 7,454,622
Atlanta Journal - - - - - - 7,139,482
Dallas News - - - - - - - 6,167,255
*Richmond News-Leader - - - - 6,105,904

*Six-day afternoon paper.

NET PAID CIRCULATION

Daily 75,000

Only Gravure Section in Alabama

Sunday 85,000

The Birmingham News

The South's Greatest Newspaper

National Representatives

Kelly-Smith Co. New York

J. C. Harris, Jr. Atlanta

Kelly-Smith Co. Chicago

UTILITIES DISCOVER POWER OF ADVERTISING

1924 Budget Will Reach $11,000,000, an Increase of $3,000,000 Over 1923, But Industries Still Under-Advertised—Many Successful Campaigns

EDITOR & PUBLISHER *herewith presents the first of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.*

IT is estimated that in the United States alone $17,400,000,000 is invested in public utility industries.

In 1923 these enterprises spent about $8,000,000 for advertising. It is said that $11,000,000 will be spent for the same purpose in 1924.

Public utility advertising has been shown to be profitable—to return definite results in sales and confidence based upon public understanding.

The industries in question have been slow to grasp the fact that they were "under advertised"—as the figures covering advertising appropriations quoted above will indicate.

But the gradual increase in sums spent for the "salesman in print" shows a definite realization of undeveloped opportunities and a recognition of advertising as the implement of cultivation.

Barron's National Financial Weekly of July 29, 1924, notices a distinct improvement in the public utilities situation and makes this significant comment:

"There is another factor contributing to the prosperity of our public utility companies, the significance of which has been little stressed. This factor is improved public relations. How has this improvement been brought about? Not by slush funds or devious lobbying, but by public education largely through intelligent advertising.

"As public confidence grows, public utilities should congratulate themselves on their wisdom in devoting so much sensible effort to improve public relations."

The table below, which was compiled by the Public Utilities Advertising Association, shows in detail the advertising expenditures by groups of public utilities in 1923 and the estimated appropriations for 1924:

	1923	1924	Increase	Per cent of Increase
Light and power	$3,000,000	$4,500,000	$1,500,000	50
Elec. railways	2,000,000	2,500,000	500,000	25
Gas (manufactured)	1,500,000	1,780,000	250,000	16⅔
Gas (natural)	500,000	750,000	250,000	50
Telephone (est.)	1,000,000	1,500,000	500,000	50
Totals	$8,000,000	$11,000,000	$3,000,000	37½%

The gross sales of electricity for 1923 are given as $1,300,000,000. This does not include the sales of appliances. The estimated investment in the industry is $5,800,000,000. But the companies in this group spent only $3,000,000 in advertising to produce sales or to improve their position with their customers who number 13,357,000.

There were 370,000,000,000 cubic feet of gas sold in 1923 which returned about $425,000,000 in revenue. The sales of appliances by the gas companies themselves is reported at $45,000,000. The total investment in this industry, including the production of gas and the manufacture of appliances, is about $4,000,000,000. The gas companies put about $2,000,000 into advertising.

The telephone industry, with an investment of $2,000,000,000 and an annual business volume of about $725,000,000, spent only $1,000,000 in advertising last year. But the results from this advertising are reported as so satisfactory that a 50 per cent increase in appropriation is indicated by expenditures in 1924.

The electric railways with their estimated investment of $5,600,000,000 and reported receipts from operation of $951,000,000, used about $2,000,000 for advertising in 1923.

These huge investment figures and, what is more to the point, the estimates covering the volume of annual business, make the advertising expenditures look insignificant indeed.

Compared with the appropriations of from 1 per cent to 3 per cent of gross receipts which are normally set aside by successful merchants for advertising the term "under advertised" seems well applied to public utilities—particularly in view of what advertising has accomplished in this field.

In the chapters that follow, an effort has been made to give some suggestion of these accomplishments. It is not possible to tell of all successful public utility campaigns. From the many statements submitted by various companies, a few have been selected which show how advertising was employed to reach some definite business objective. The selection was made also with a view of indicating the varied uses to which newspaper advertising has been applied successfully.

The stories include examples of how advertising has stimulated the electric wiring of homes, how merchants have been induced through advertising to improve their window lighting, how the question of proper lighting in the home has been successfully dealt with.

Sales of appliances and the consequent increase in the consumption of current are plainly traceable to advertising.

Other statements show clearly how the public has been informed fully as to the aims, policies, service and problems of the companies, and how it has been interested in "customer ownership." One official reports $6,000 customers of his company becoming stockholders as the result of an advertising campaign.

Under the head of successful methods employed in advertising several companies have outlined their policies as to size and frequency of copy used in campaigns.

The amount of advertising costs in relation to sales is also touched upon in interesting fashion. Thus we are told of a short campaign that sold vacuum cleaners at an advertising tax of about $1.95 each.

For want of space, a number of experiences have been summarized in a single chapter. Virtually all of these might have been woven into lengthy and highly interesting stories. The keynote of them all, however, seems to be that each company has a very definite belief in the power of newspaper advertising to accomplish concrete results in the way of increased and better business.

STOCK SALE BAN LIFTED

Court Rules Pittsburgh Dispatch Company Can Sell Shares in State

A victory was won by the Pittsburgh Daily Dispatch Publishing Company which is fostering a project for a new daily paper in Pittsburgh when the Dauphin County Court at Harrisburg reversed the State Secretary of Banking who ruled that the company could not be registered under the State Securities Act. The Court ordered the Securities Bureau to record the company.

Judge Wickersham, who wrote the opinion, held that allegations of the stock being sold as that of a Ku Klux Klan newspaper had no important bearing on the case. It had previously declared its intention of starting publication during August, but the paper has not yet appeared.

Present plans, according to George P. Grise, president of the company, are to begin publication in November. Foundations for presses are being laid and Grise says machinery installation will be rushed. The Dauphin Court's decision making possible the resumption of the sale of stock boosts the prospects of the company, Grise says.

DAILY BROADCASTS FIRPO FIGHT

La Nacion Subscribers Hear Round by Round in Buenos Aires

An unusual example of newspaper enterprise was displayed by the *Buenos Aires La Nacion* the night of the Wills-Firpo prizefight, when that newspaper radioed a round by round account of the fight through 6,000 miles of ether to Buenos Aires.

The account was broadcast from Station KDKA, Pittsburgh, and despite bad weather conditions was heard virtually in its entirety by the crowd gathered in front of the La Nacion office, W. W. Davies, New York representative declared.

A long distance telephone wire connected the ringside at Boyles' Thirty Acres with the broadcasting station in Pittsburgh. Florent Gibson from the sporting department of the *Pittsburgh Post* was the announcer. In Buenos Aires the round by round was transmitted in English through a loud speaker. At the same time a special announcer translated the account into Spanish.

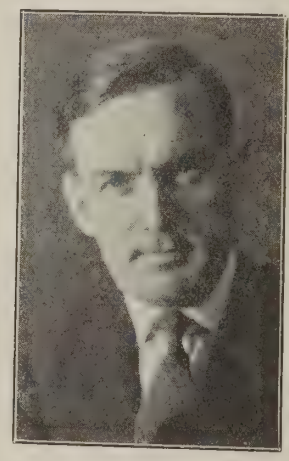
Mr. Davies, who engineered the feat, received congratulations from many newspaper men, including Frank A. Munsey, Frederick Roy Martin, Karl Bickel and Herbert Bayard Swope.

Two Umpires Sue Newspaper

Charging that the Oklahoman Publishing Company publishers of the *Oklahoma City Times* and *Daily Oklahoman*, had damaged their reputation by printing "false and defamatory" articles, attorneys for Umpires Jerrald W. Hayes and Edward P. Gaffney, of the Western League, have instituted suit for $5,000. The suit is believed to be the first of its kind on record. Following a game of July 27, during which a near riot occurred, the newspapers are alleged to have carried stories referring to the umpires as "Harry Starr" Hayes and "Jesse James" Gaffney.

The defect in all wars is that all the people who should get killed are the ones who don't have to fight.—*Columbia* (S. C.) *Record*.

Who's Who in the CONSOLIDATED PRESS



GUY R. CARPENTER

GUY R. CARPENTER, Business Manager of the Consolidated Press Association, received his broad training in newspaper making under executives of some of the leading newspapers throughout the country.

Mr. Carpenter was engaged in the editorial and business departments of such papers as the Waterbury, Conn., Republican, Boston Traveler, Chicago Herald, St. Louis Globe-Democrat, New Orleans Times-Picayune and New York Morning Sun. His experience includes several years as special newspaper foreign advertising representative in New England and Chicago, as well as space buyer for one of the larger advertising agencies in the West.

Mr. Carpenter joined the Consolidated Press as Assistant Superintendent of the Eastern Division, with headquarters in New York, and later went to Chicago as Superintendent of the Western Division. His work as Business Manager keeps him in the closest possible touch with editors and publishers throughout the country.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

First in the United States

THE NEW YORK TIMES prints more national advertising than any other newspaper in the United States.

The Times published in 1923 a total of 5,624,358 agate lines of national advertising, 721,925 lines more than the second newspaper in the United States and 1,511,004 lines more than the third newspaper.

In eight months of 1924, The New York Times published 3,748,844 lines of national advertising, 956,724 lines more than the next New York newspaper.

The New York Times is first in national advertising because of its unrivalled advantages in the greatest market in the world.

More than 800 national advertisers employed the columns of The Times in 1923. Of this number 200 used The Times exclusively among New York morning newspapers.

The circulation of The New York Times, 378,174 average daily and Sunday, represents a buying power not equalled by any other newspaper.

Volume, quality, and responsiveness combine to put this circulation of The New York Times on the highest level of advertising value.

The Sunday edition of The New York Times (in which 2,577,540 lines of national advertising were published in 1923) has a total circulation in excess of 575,000 copies, of which 400,000 are in the area within 150 miles of New York. In the quality and the buying power of this concentrated circulation, and of subscribers in 8,000 cities and towns in the United States, The New York Times is without equal in the newspaper field.

National advertisers find special opportunities in the Rotogravure Magazine Section which is a part of the Sunday edition of The New York Times (having the lowest rotogravure advertising rate per thousand in the United States).

The New York Times submits all advertisements offered for publication to its censorship and declines all false or misleading announcements.

The New York Times

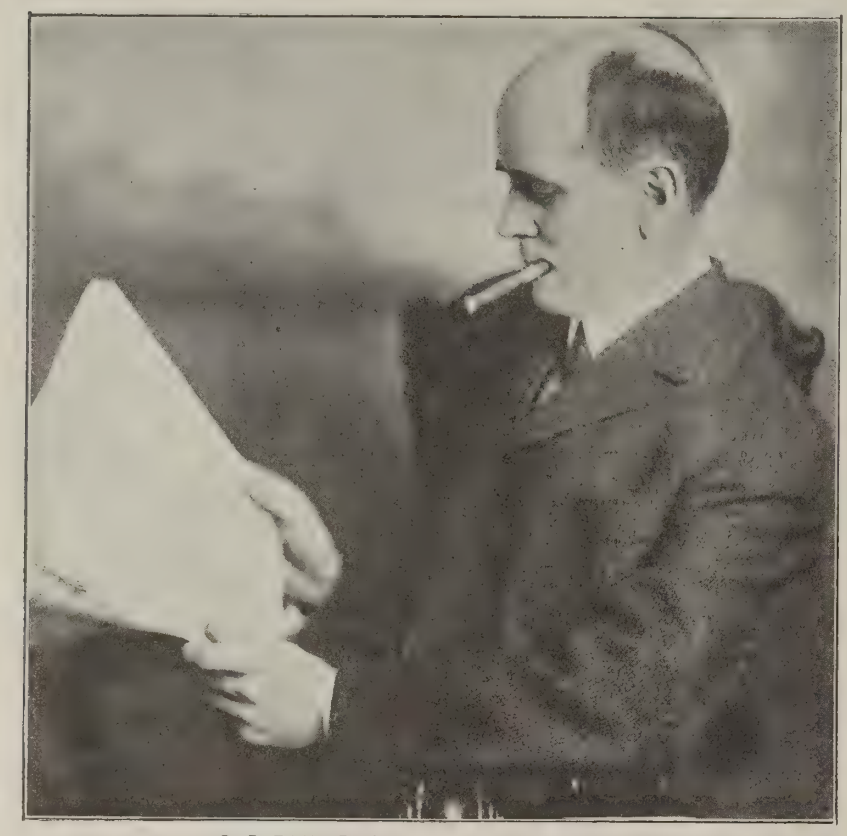
The New York Times is undoubtedly our greatest newspaper. From the news point of view every copy of The Times is a masterpiece of craftsmanship. And it is gratifying to record that it is as much the creation of the profession of journalism as may be found in New York today..... No newspaper in the country is freer from outside control, none more wholly divorced from other business enterprises, none with publishing standards of greater integrity.

From "Can Journalism Be a Profession?" by Ernest Gruening, in the Century Magazine for September, 1924.

The news in a newspaper is its reason for existence. All sorts of "features" are added to attract and hold the interest of this group and that....but if the news were omitted it wouldn't be a newspaper. The only genuine newspaper in all the large cities of America is The New York Times.

From "The Continent" August 28, 1924.

NEWSPAPER MAKERS AT WORK



G. J. PALMER—Confessor to Texas Journalism.

THE editor who considers advertising a by-product or a necessary evil, or the business executive who considers editorial policy and news features simply a means of getting advertising, does not qualify as a real newspaper man, in the opinion of G. J. Palmer, recently engaged as assistant general manager of the *Houston* (Tex.) *Chronicle*. The real newspaper man, Mr. Palmer holds seeks a middle ground perspective through which he recognizes the legitimacy and importance of advertising as a business and at the same time appreciates the value and dignity of newspaper editing as a profession.

After 5 years during which he viewed newspaper operations "from the outside looking in," Mr. Palmer returns to the work in a position to get just the perspective he considers necessary for properly evaluating both the advertising and the news functions of a newspaper.

Mr. Palmer became business manager of the *Houston Post* at the age of 23 years, and retired at the age of 48. His long and close study of economic conditions connected with the business, his policy of co-operation between news and advertising departments, and his successful negotiations in matters arising between publishers and employes, fitted him for making acutely analytical observations during the time he was free from daily routine and could study situations as an observer instead of a participant.

During the 5 years in which he was not actively engaged in newspaper work, Mr. Palmer kept in touch with developments in the newspaper field as special commissioner of the Texas Newspaper Publishers Association. He was also a dollar-a-year man as head of the newspaper division of the War Industries Board, so that his point of view is national in scope, without losing sight of the problems peculiar to each publisher. He returns to participation in the solving of these problems with a clearer ideal of service to the public, an ideal that became more sharply defined while he was unincumbered with the details of the active worker.

Mr. Palmer would be considered a conservative who has kept fully abreast of the modern trend. He knows what is going on in the newspaper world, and he evaluates departures and experiments for what they are worth, but he shows little inclination to follow fads. He is strong on worth-while service to the public as the policy that makes possible great newspapers.

His code of fair dealing, without favor to either employer or employe, has done much to stabilize working conditions in the mechanical departments of Texas newspapers, whose publishers frequently call upon him to assist in adjusting differences or in discussion of matters of policy. He is equally in demand as a counselor to employes.

"The old theory that the business and editorial departments of a newspaper must be practically divorced is my one pet aversion," Mr. Palmer says. "In my opinion, no newspaper can be completely successful unless all departments are in accord on the one basic principle of honest, active, worth-while service to the public.

"Unless the business department conducts its activities so as to give the reader through its advertising columns the news of the business world, it has failed to do its part. Good advertising is news to the buying public and advertising that does not carry a news value is poor advertising.

"In order, therefore, for the newspaper to give a maximum of service to the public, it is necessary for the editor to look upon advertising as the news of the business world, and not as a necessary evil. It is equally important that the business executive understand the importance of strong editorial policy and the value of the news columns as a medium for disseminating information about the world at large. He should look upon news features as an end in themselves, and not merely as a means of getting advertising."

German Editor Honored

Louis G. Lamade, editor and owner of the *Altoona* (Pa.) *Volksfuehrer,* was honor guest recently at a dinner tendered by his office staff and personal friends in honor of his 70th birthday anniversary. During the dinner he was presented with a gold watch and chain. Mr. Lamade was born in Baden, Germany, and came to the United States when 13 years of age. In 1881 he assumed control of the Volksfuehrer.

Chicago Agency Issues Booklet

"Four Square Advertising" is the title of a booklet just issued by the Mitchell-Faust Advertising Company, Chicago.

DETROIT NEWS PLANS 9-COLUMN PAGE

Press Equipment Ready Against Demands for Advertising Space Requiring Too Many Pages of 8-Column Paper

The *Detroit News* is equipping its plant to print a 9-column page, in anticipation of further demands by advertisers for space. No date has been set for the change, as the new multi-unit press plant of the News is adequate for present requirements.

The proposed nine column page columns are two inches wide as are the present columns. Paper rolls will be 78, 58½ and 39 inches wide. Present widths are 70, 52½ and 35 inches.

"We have been concerned for some years during the rapid growth in advertising demands, as to how many pages could be satisfactorily distributed by an afternoon paper in a city of a million people," H. S. Scott, general manager of the News, stated to EDITOR & PUBLISHER this week. "The interests of the carrier, reader and advertiser are all involved, as anything that would disrupt a 100 per cent delivery system would immediately prove dangerous in its far-reaching effect on the advertiser, and it was to forestall this possibility that the News, in purchasing additional presses, decided on the 9-column page, and at the same time to replace all its older presses with equipment of similar capacity. This will soon be accomplished, as the last of the new press units are now being delivered.

"In this manner a maximum 48 (9-column) page paper, carrying the same amount of editorial matter, would accommodate 48 columns of additional advertising without increasing its bulk.

"Changes in composing room and stereotype equipment do not present any serious problems, and all can be taken care of within a reasonable time, which would be required for consumption of paper in storage, and the accumulation of tonnages of the new sizes which would be required for the 9-column page.

"Just what the next year holds in store for the newspapers of the country in the way of advertising, I suppose will depend largely on business conditions, but it is certainly comforting for us to feel that we are equipped to meet any emergency that might arise in the way of further advertising developments."

Reporter Killed Covering Assignment

While covering an assignment for the *Boston American,* George M. Parker, son of General and Mrs. James M. Parker, of Newport, R. I., was killed by a fall at Commonwealth Pier, Boston, Sept. 15. He was a graduate of Middlesex School and Harvard University. During the World War, as first lieutenant in the Fourth Field Artillery, U. S. A., and later as aide-de-camp to Gen. H. P. McCain at Camp Devens, Mass.

Oklahoma City News Cuts Price

The *Oklahoma City* (Okla.) *News* of the Scripps-Howard chain has completed its return to pre-war circulation rates by reducing its carrier price to 6 cents per week. Some weeks ago it cut the street sale price from 2 cents to 1.

No Stunts, No Schemes, But Just Honest Advertising, Honestly Merchandised

More and more, in days of cautious buying, vendors of advertising space adopt the same selling methods as those who have commodity merchandise to sell. There are as many schemes for building circulations as there are for selling kitchen cabinets, as many free deals disguised as "write-ups" and "readers" for filling the advertising columns as there are free deals and special discounts in the grocery or drug trade.

But the newspaper that has the complete confidence of its readers and of its advertisers holds to established policies with scrupulous regard for the quality of its circulation and the value of its advertising space. As with any other standard brand of merchandise the display advertising lineage of a really great newspaper is highest in proportion to the total volume of business when the curve of general business is at its lowest point.

The Cincinnati Times-Star during the depression of 1924 has increased its circulation and broken all past records for display advertising lineage. Absolutely as well as relatively it has forged ahead in its field without resorting to a single stunt or scheme. Sustained quality, complete coverage of its market, reader confidence backed by intelligent merchandising service, these are the only reasons for Times-Star leadership, a leadership that has been unchallenged for more than sixteen years.

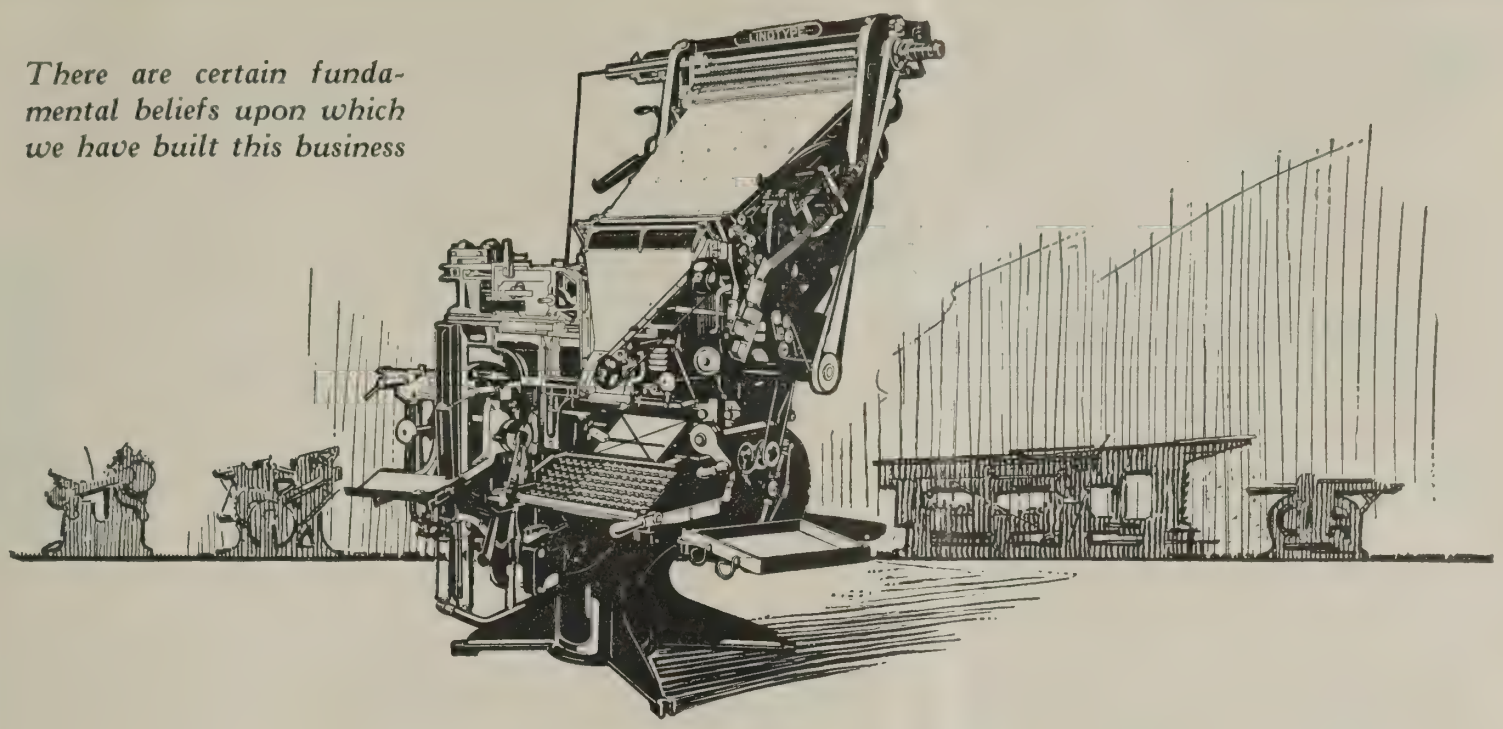
Times-Star display advertising lineage has increased because it has increased the profitable business of its advertisers.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

There are certain fundamental beliefs upon which we have built this business



SERVICE TO THE INDUSTRY

We are an integral part of the Printing Industry, and can prosper only as the Industry prospers. Therefore we devote time, and thought, and effort to making this a better business for every man engaged in it—and for his successors.

The Linotype Company has worked consistently for higher typographic standards, the advancement of trade education, more efficient production methods, and fair prices based on a knowledge of costs.

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

520.24.5-F

Composed entirely on the LINOTYPE *in the Benedictine Series*

BORDEN'S MILK FOUND RICH MARKET THROUGH FOREIGN LANGUAGE PRESS

Company Now Using 200 Newspapers Printed in More Than 20 Tongues—Average Dealer Neglecting This Field, Says G. I. Kram

By HAMMOND EDWARD FRANKLIN

UNTIL about a year ago, Borden's Evaporated Milk was not sold or merchandised to any great extent in Oklahoma. In fact, very little was sold there.

But in a small section of eastern Oklahoma, a few dealers ordered it regularly and one or two jobbers kept handling it. Sales officials of the Borden Company were puzzled as to why this little area in a market largely undeveloped should be so partial to this milk.

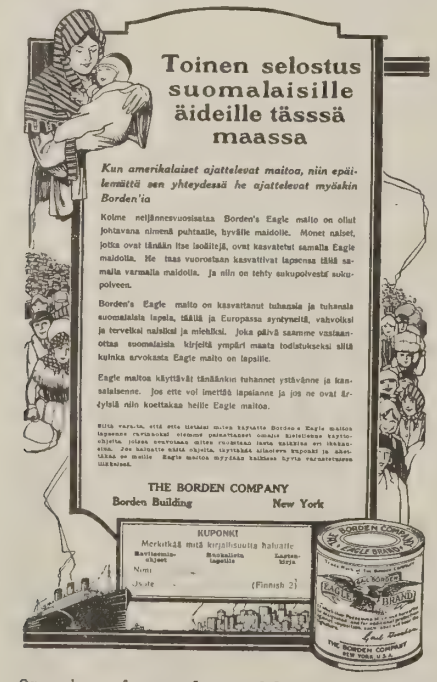
Then it was found that this section had a large Italian population. Although there was no local Italian newspaper, these Italians were receiving the New York Italian newspapers, where they read of Borden's Milk week after week, the only evaporated milk advertising they read. They called for the brand and the dealers supplied it.

This is one sidelight upon the great undeveloped "foreign language market at home," which may be reached through foreign-language newspapers and the importance of which manufacturers are only beginning to appreciate.

Sales of a cigaret jumped in Detroit among the Armenian population. An investigation showed this group was an off-shot of a big Armenian colony in Boston, the paper of which is read by almost all of the Detroit Armenians. The cigaret had been advertised in the Boston Armenian newspaper.

The steamship lines have been among the leaders in developing this immense market through newspaper advertising in native tongues. Next come houses like Colgate & Co. and the Borden Company, which, through many years of keeping at it, have built a commanding leadership in this field.

How the Borden Company extended its condensed milk business points the way to how other advertisers can create



One piece of copy, by careful attention to details, can be adapted to newspapers in various languages. This copy was used in a Finnish paper.

a large volume of sales which up to now may have gone unrecognized as possible.

Twenty years ago, through its agency and Louis Kram, Inc., New York, the Borden Company bought for about $500 a modest campaign in a small list of New York foreign language newspapers. The first Borden advertisement in plain type appeared in the *New York Jewish Morning Journal*. The results warranted continuing the effort. Year by year the company has increased its appropriation until now it regards foreign language newspapers as an all-important publicity factor, along with magazines, car cards, newspapers printed in English, and so on.

Today the company uses some 200 high-class foreign-language newspapers in more than 20 tongues. It uses them steadily. The copy is prepared as carefully as that in English, with keen regard for the niceties of various races



Care is taken to keep human figures in character in foreign language advertising. Above is an example of Borden copy in a Polish paper. The crowd shown in the lower portion is not an American crowd.

(which affect some kinds of illustrations which must be used). Nearly every piece of copy contains a coupon which may be sent to the Borden Company at New York. This brings recipe booklets, feeding charts and directions and in fact there is a complete set of literature in the various languages.

Care is taken to keep human figures shown "in character." For instance, in an advertisement headed "To Polish Mothers in America," the figure of the mother with a baby, although attractive, is decidedly that of a woman of the type who will read the message. The crowd of folks arriving is not an American crowd; it consists of foreign-speaking folk. By attention to these matters, the company is able to adapt a piece of copy to many foreign-speaking groups with little change in form other than translating the words in the correct idiom. The copy is prepared by the H. K. McCann Company, advertising agency, New York, with the co-operation of Louis Kram, Inc., New York, foreign-language representatives, who have been associated in the foreign-language Borden work from its inception.

The time came when the Borden Company wanted to spread out on evaporated milk. Chicago was a weak spot on it. About a year ago the company added lists of papers in the purely foreign sections, the only additional publicity work done beside some car cards and a few outdoor boards in English.

Borden's regular salesmen were properly trained in foreign language selling, supplied with sets of proofs of the foreign language advertising, special data furnished by the foreign language publishers and list of prospective retail accounts in the various language groups, and "went to it." Talking the language did not prove an absolute essential, but being able to lay down a set of proofs and a letter from the publisher in the native tongue helped the salesmen get results. More Borden's evaporated milk has been sold for the first six months of this year in Chicago than all last year.

The Borden Company, through its consistent policy, now is reckoned to enjoy 90 per cent of the condensed milk business in the foreign language market in America.

"When it is born in mind that some 20 per cent of the population of the United States consists of foreign-speaking families of the first or second generation and that in many large eastern cities the percentage runs far above that, it is evident that in this field is a market worth cultivating," pointed out G. I. Kram, vice-president of Louis Kram, Inc.

"It is hard to understand when one delves into the immense foreign-speaking sections of the United States why it is that so many fertile fields for the building of brand demand are left uncultivated, unless it is that the average publisher of a foreign language newspaper in the United States is a poor salesman, unable to get his message to the advertising and sales managers. For one reason or another, the average advertising agent and manager fails to realize the size of these markets and neglects to cultivate their buying power. On the other hand, the past few years have found a number of manufacturers keenly alive to market development, going into these sections and developing real volume to a surprising degree.

"Today in the Polish section of Buffalo, the Hungarian sections in the coal mining districts of Pennsylvania, in the Bohemian factory neighborhoods, etc., Eagle Brand Condensed Milk is one of the best known food products sold in stores. The newly arrived immigrant learns to know Borden brands as among the first English words he hears. It is this opportunity to pre-empt a market that one great value of foreign language newspaper advertising lies. When the immigrant is getting his first impression of America he is most open to brand advertising. Everything being new, the first impressions have the best chance of proving lasting impressions.

"As the immigrant family becomes Americanized, it gradually turns to a broader assortment of publications, but the immigrant, no matter how long in America, seldom overcomes the preference for newspapers in his own language. Advertising in this language has a sentimental as well as a practical appeal to him. His family, born in America, is nevertheless raised to a large extent with the products the parents select. Gradually during the last few years, the best publications in the various languages have come to the front and in many instances have established themselves along with the best printed dailies in English in their respective cities. Rates have become stabilized, circulation has been made more definite and reliable, and the papers have learned how to render a high-class merchandising service."

What about copy for this market? Naturally, it has to harmonize with the various foreign nationals' ideas on merchandise.

Recently in Boston Borden has been runing a car card showing roast beef with a heap of mashed potatoes made creamy with Borden's Milk. If this same advertisement were inserted in a Jewish newspaper, it would start a pogrom on the Borden organization. Nothing more insulting to a Jew than suggesting he combine a meat and milk dish at one meal could be conceived.

A leading cooking oil house had a recipe for southern fried chicken with cream gravy. This appeared in the Jewish papers with a rabbi's signature under it. The advertiser "got in bad" and the poor rabbi was nearly lynched.

The word mayonnaise is excellent French. The present would be as unfavorable a time to advertise mayonnaise in German papers as it would be to advertise sauerkraut in the *Courier des Etats Unis* of New York.

Attempting to advertise Nujol in Italian newspapers would be money thrown away, since the Italians eat a large amount of oil as a regular part of their diets.

An interesting sidelight on advertising in this group of the press is that readers respond to coupons, providing something worthwhile is offered. The reader will respond to coupons much as American readers did ten years ago.

It is as a rule too much to expect an advertiser to print dealer helps in all the many languages, but by adding to the usual helps some inexpensive trims, flimsies, stickers, etc., in the native tongue—in some cases furnished by the newspaper—the advertiser can materially increase the value of his window displays in foreign-language sections.

EDITOR & PUBLISHER believes that the value of the newspaper for developing sales in the huge foreign-speaking market is only now beginning to be realized and that in the years coming a large number of manufacturers, facing more intensive competition year by year, will turn to this field with liberal appropriations.

Classified Advertising

"A Good Sign to Go By" —in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

DENISON'S FLASH GAVE N. Y. WORLD BEAT ON CAVERLY DECISION

Took Tip as Judge Read and Signaled It to Western Union Man—Gained Four Minutes on A. P.—Presses Waited With Prepared Plates

"IN choosing imprisonment instead of death, the court is moved ....."

Thus Judge Caverly tipped off the newsmen on what the Leopold-Loeb verdict would be several long paragraphs before the end of his decision in Chicago. But only one newspaper man took the tip. He was Lindsay Denison, reporter for the *New York Evening World*.



LINDSAY DENISON

That newspaper was the first on New York streets with the news. Denison beat the A. P. flash by 4 minutes.

"Tuesday afternoon John H. Tennant sent me a message saying that he was informed Judge Caverly was going to give out his opinion in advance of pronouncing sentence, and for me to arrange to get it to the office to be released for an extra," Denison explained.

"Judge Caverly said he would read his opinion including the actual sentence before giving it out; but if we were getting out an extra on the verdict in New York, there was only the more need for being prompt in sending the flash.

"Mr. Forbes, commercial manager of the Western Union in Chicago, assigned to me Monday afternoon one of the 14 wires which had been strung to the court house. A few of the instruments—including those of the Associated Press, the United Press, the International News and the *Chicago News* and others were in the court room itself at the elbows of reporters. My wire was in a room across the corridor. The operator was on the job at 8 o'clock sending my advance scene story directly into the Evening World office. When I stopped writing advanced scenery, he held the wire open.

"The Chicago newspaper men were good enough to reserve for me the seat which had been occupied during the hearings by Dudley Nichols of the Curtis newspapers, who had reported back to the *New York Evening Post*. It was cut off from the door after the room was filled.

"With Mr. Forbes I wrote out 4 possible verdicts:

"1. Life imprisonment for both.
"2. Death for both.
"3. Death for Leopold; life for Loeb.
"4. Death for Loeb; life for Leopold.

"The last two look silly; nothing was silly in the atmosphere of rumors 'right from the judge himself' that were loose in that building. I really should have put in more alternatives, including the possibility of a minimum 14-year sentence to cover the Illinois murder law.

"Forbes had a carbon copy of my list, which I kept on the desk in front of me, as a 'safety first' check against getting rattled and having signal aphasia. We agreed that he would send the flash according to the number of fingers I held up; after repeating the finger signal back to me.

"But as the room crowded up Forbes got doubtful. He worked his way to me and suggested that if there were confusion and he could not see me, he get permission to repeat to the *Evening World* the flash of the *Chicago News*, which had an instrument right at the door—returning after sending it to get my verification. That suited me and the News man.

"The first part of Judge Caverly's opinion pointed to a death sentence. John Fay, the veteran who runs the World Bureau in Chicago, leaned over to whisper to me that I might as well write out a death sentence flash. I told him I had already written it. He almost had a fit. He thought I mean I had sent it.

"Just then Judge Caverly reached the sentence: 'In choosing imprisonment instead of death the court is moved——'

"I held up one finger. Forbes saw it and looked down doubtfully at the News instrument. I kept up the one finger. He held up one finger, nodded and made a ring around the figure '1' on my slip and pushed it through the crack of the door, left a bit ajar by policemen outside who were listening in. A messenger took it across the hall and it was in the Evening World office.

"The A. P. man, of course, could not flash until the actual legal sentence was pronounced, two and a half minutes later.

"Getting the jump on the full text of the judge's opinion was another matter. All of the judge's 20 copies were gone when I got to the bench. I saw one of them safely in the hands of the A. P. man and assumed the text was on its way. Mr. Forbes came to me as I was writing my lead and asked 'What about the text?'

"'The A. P. is sending it,' I said. 'Why pay tolls for what they've already started?'

"Forbes looked a little queer. I ran back into the court room and asked the A. P. man if he had sent the text. He said he would send it when he had finished sending the bulletins.

"Back in the telegraph room a number of Chicago reporters were sending the text by telephone and telegraph. We got hold of a half-page already sent and kept on adding other half-pages. The World office had the text all in type when the first A. P. copy arrived.

"Like every other reporter, I am giving to kicking on telegraph service. But I find my kicks always start in the uninformed stupidity of counter clerks in offices where dispatches are received for tube or carrier transmission to an operating room. I've almost never had trouble with an operating man—and of all of them Forbes was the livest wire of them all."

Just as Denison had prepared separate sentences to be sent from Chicago, the Evening World staff strategy board, John H. Tennant, managing editor, Arthur Krock, advisory editor, Miles D. Stettenbenz, news editor and John M. Ramey, city editor, had prepared separate first page plates—one "life," one "death" and one "14 years imprisonment." The first two were put on presses; followed by Dennison's "scenery" story up to 15 minutes of the moment of sentence. When the operator called the flash from the telegraph receiver, an open telephone carried the word to the press room and the presses carrying the "life imprisonment" plates started.

Denison has been with the Evening World since 1908. Graduated from Yale with the Class of 1895, he first was assistant to the editor of *Cosmopolitan Magazine*. At Yale he had been chairman of the *Yale Literary Monthly* and had tried for all the writing prizes and won a few of them.

After a year with Cosmopolitan, Denison resigned to join the staff of the *New York Sun*, remaining with that newspaper until 1906, when he became assistant editor of *Everybody's Magazine*, the position he was holding when he went to the Evening World.

Baltimore American Cuts Price

Announcement was made Wednesday that the *Baltimore American*, morning, would sell in future for 2 cents instead of 3 and that the *Sunday American* would sell for 5 cents instead of 10. This is a return to the price for which the papers sold under the management and ownership of Frank A. Munsey, before their purchase late in March, 1923, by William Randolph Hearst.

Permanent roads are a good investment —not an expense

How the Motor Industry Set the Pace for Highway Building

The "horseless carriage" of yesterday is now being produced as the modern automobile at the rate of 4,000,000 a year. The total number of motor vehicles registered in the United States is over 16,000,000.

And automobiles built today are more than ever capable of economically serving both business and recreation needs.

But there is an obstacle standing in the way of their maximum service to owners.

For while the automobile industry made paved highways an economic necessity, the mileage of such roads is today years behind the requirements of modern traffic.

Happily motorists everywhere are boosting for more and wider paved highways.

And extensive experience has taught them that Concrete Highways are one of the best all-around investments they can make—an investment that pays big dividends.

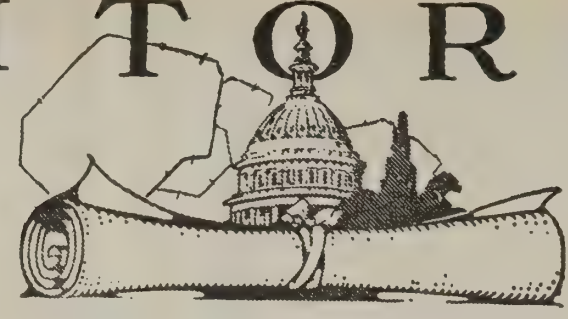
As one of our 16,000,000 motorists you know better than anyone else the need for more and wider Concrete Roads. Start now to help your local officials provide them.

PORTLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

EDITORIAL



PRESS BLINDERS

FIRST we have newspaper men actually advocating blinders for themselves, rules for the limitation of their great function as public observers, restriction of court reporting in deference to a supposedly sacred institution. We hear a few newspaper men soberly discussing the "evil" portent of "trial by newspaper" and such nonsense.

What happens? Why, as night follows day, the legal profession takes up the matter. Naturally the legal profession is for blinders for the press, if not a dog muzzle with a gag in it.

Chief Justice Martin, of the civil courts of Montreal, is outspoken. He would have laws to prevent newspapers from publishing any news concerning a case before trial. The chief justice would not prevent newspapers from publishing news of the trial itself. The logic of his view leads on to complete suppression of news concerning the courts.

In other columns of EDITOR & PUBLISHER this week observe how the courts of England handle newspaper men who take their public service seriously and attempt to force efficient police activity by thorough and enterprising reporting. Fines are imposed upon the newspaper proprietors. They are jerked up as sinister offenders.

Do you want this system imported into our country? Do you want to take the formal announcements of police and court officials and rest upon them for your news? Have you such blind faith in the legal structure? Is it so perfectly developed, free from fault, beyond the criticism of the people who created it and so infallible as to merit a holy and unapproachable status in the scheme of life?

We believe in orderly court proceedure. We want judges and juries to be free to find justice, unrestrained and unhindered. We do not palliate or excuse occasional instances of ignorant, impudent, or ill-advised court reporting and particularly do we condemn interference with the naturally secret operations of Grand Juries.

Nothing has happened which, by any stretch of the imagination, could warrant a sober discussion by newspaper men of laws or rules to limit the free flow of newspaper publicity concerning the everyday operations of the courts, and all of the courts, of the land. Lawyers and judges, from their highly developed sense of professional competency, may seek to discourage and limit press activity; it is an amazing anomaly for newspaper men to fall for it.

EDITOR & PUBLISHER repeats: The social danger is not that there be too much publicity concerning our legal system—the danger is that there be too little. Any man who has actively reported in the courts of the great cities of this country, dealing with lawyers and court attaches, knows that for one instance wherein justice has been menaced from the outside, there have been a thousand instances where it has been menaced from the inside.

Good reporters, stand your ground! Don't let lawyers or faint-hearted newspapermen talk you out of it! The stakes are higher than mock dignity.

Mr. Advertising Manager: How many active local advertising accounts have your solicitors reported on in 30 days—how many inactive accounts have you queried?

WILDCATTING

SEVERAL newspapers across the country, to gain political advantage, recently published news stories concerning certain alleged significant additions made to one of the candidate's speeches after the original text had been given to the press.

Both the original text and the "ads" were marked with the usual confidential release lines. EDITOR & PUBLISHER is asked if it does not consider news stories based on the mechanics of confidential releases as breeches of faith. We certainly do think so and deplore them.

In the interest of a fast and responsible press newspaper men for two or three generations have been working with public men to induce the practise of advance copy under confidential release notices and have gained an almost universal success, in this country. It is a pity to abuse so beneficent a privilege.

PSALMS

Chapter XXXI—18-19

Let the lying lips be put to silence; which speak grievous things proudly and contemptuously against the righteous.

NEWSPAPER-MADE

THE sporting fraternity now call it a "newspaper frameup," that alleged boxing match between the "panther" and the "bull" (impudent libels on the animal kingdom) in Boyle's Thirty Acres. Sure enough, newspapers created it! The promoter needed only to put his feet into the pigeon holes of his desk and await the hour of his success. Some 60,000 gentlemen, lower instincts whetted by weeks of newspaper hammering, with words and pictures, stepped up to the box office and paid five or ten times the price of a theatre ticket for the privilege of seeing a sottish exhibition, not half so interesting or exciting to a normal mind as the act of a strong man laying a bridge I-beam.

The clergyman who so publicly sought to have one of the fighters deported for a violation of law now declares he was put up to that job by an anonymous newspaper man, and it is generally conceded in city slicker circles that the churchman was an easy "come-on" for a press agent in the back-ground. At any rate, it all went to pack the bleachers. All parties pulled harmoniously, no one thought of printing the true story of the plant, and the promoter counted $800,000 receipts. For this staggering sum the "sports" got a chance to "boo" at a couple of third-rate scrappers.

Conceding that an element of society is interested in prize fighting and that newspapers should cover such events, is there any defense for those newspapers, particularly in New York, that lent themselves unreservedly to the promotion and then, when the fight disgusted even the confirmed ringside fanatics, published great gobs of extreme exaggeration, certainly repugnant to the ordinary citizen.

The amount of space given to the panther-bull "frame-up" exceeded all bounds of propriety and the enthusiasm with which it was published lent color to the common criticism that newspapers neglect many sober subjects in zeal to feature quick circulation-getting (but not necessarily circulation-holding) sensations appealing to the lowest tastes.

September 20, 1924 Volume 57, No. 17

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

NOTABLE MOVIE REFORM

EIGHT months ago EDITOR & PUBLISHER brought to the attention of Will Hays, dictator of motion-picture policy, facts revealed by *Detroit News* concerning indecencies and misrepresentations in advertising and publicity copy handed to newspapers. H. S. Scott, general manager of Detroit News, we had learned, had sent written notice to all local picture houses that objectionable matter must be cut from advertising copy intended for that paper. He said in this notice:

"The News will gladly forego the loss of the advertising of Detroit's motion-picture houses rather than publish pictures of women in a state of undress, suggestive poses, cut-lines intended to direct the mind to sex suggestion, or convey an idea of 'rottenness' that we find is never borne out on the screen itself."

Mr. Hays was asked what would be done to safeguard the newspaper press of the country. He did not reply in the concrete at the time, but indicated that the matter would be considered.

EDITOR & PUBLISHER is this week in receipt of a communication from Mr. Hays referring to our editorial stand and happily calling to our notice a set of resolutions which have just been passed by the Association of Motion Picture Producers, Inc., of California. Twenty-one of the great film-producing concerns are members of this organization.

The resolutions fit the situation admirably. They declare that, as a policy, the members of the association "exercise every possible care" to prevent the picturization of the "prevalent type of book and play," that they avoid using titles which are "indicative of a kind of picture which could not be produced, or by their suggestiveness seek to obtain attendance by deception, a thing equally reprehensible; and to prevent misleading, salacious or dishonest advertising."

These clear-cut resolutions were immediately ratified by the Western Association of Motion Picture Advertisers at a special meeting held in Los Angeles, the association including among its members all of the advertising and publicity men of the great studios located in and around Hollywood.

We hope for speedy performance equaling promise, and the earnest newspaper men of this country gratefully will acknowledge this act as an ethical accomplishment of high public value.

"Newspaper publishing is a business, not an up-lift," glibly remarks one cynic on the inside, but if press history teaches anything it is that newspaper publishing gets to be almighty bad business when the spark of public service has flickered out and the public realizes that fact.

WARNING GIRLS

TELL young girls, fresh from schools of journalism, not to come to New York for jobs, unless they have friends here or have plenty of money to support a prolonged situation-seeking campaign!

The other day a young woman from the middle west, who had seen only a few weeks of service on a small town daily, following graduation from a journalism school, called at EDITOR & PUBLISHER office. Her small capital had dwindled to the vanishing point and her pursuit of a job had been met on every hand by surly rejections of office boy protectors of the "gate." She had just managed to get an interview with a Sunday editor who had, in genuine kindness, told her that she was not far enough advanced to write for his publication. She told us about it, and wept, as every school-girl has a right to weep in such circumstances. Do not think her a coward—she had been fighting the impossible job battle for weeks and was earning her meals in a restaurant.

Not long ago the city editors of New York estimated that more men and women were seeking jobs on Park Row than there were jobs existing in this city. A boy may sleep in the park, or even ask for a "hand-out," but New York is not the place for a young and unfortified girl to stand the gaff of breaking into newspaper work. Tell them, however talented they may be, to expect a hard battle when they come here!

PERSONALS

JAMES T. WILLIAMS, JR., editor of the *Boston Transcript,* was one of the speakers at the annual convention of the American Legion, St. Paul, Minn., this week.

John Devoy, 82-year-old publisher of the *New York Gaelic American,* returned on the President Harding this week from a trip to Ireland. It was his first trip to Ireland in 45 years. Irish bagpipers met him at the Hoboken pier on his return to the United States.

Arthur H. Boyd, principal owner of the *New Brunswick* (N. J.) *Daily Home News and Sunday Times,* has returned from a 6 weeks holiday in Canada.

E. Lansing Ray, editor of the *St. Louis Globe-Democrat* has returned from a brief trip abroad.

F. G. Bell, president of the *Savannah* (Ga.) *Morning News* concluded his 40th year with that newspaper Sept. 9.

Philip L. Jackson, associate publisher of the *Portland* (Ore.) *Oregon Journal,* has been appointed a regent of the University of Oregon.

E. John Long of *McKeesport* (Pa.) *Daily News* has returned from a three months' trip abroad.

Pleasant A. Stovall, editor and owner of the *Savannah* (Ga.) *Press* is preparing to sail for London to be present at the christening of his grandson.

Eugene C. Pulliam, editor and publisher of the *Lebanon* (Ind.) *Reporter,* accompanied by Mrs. Pulliam, is on a two weeks' tour of eastern cities.

Frank C. Wallace, one of the owners of the *Chester* (Pa.) *Times,* was recently run down by a truck, sustaining a crushed right leg.

John L. Stewart, president of the Observer Publishing Company, Washington, Pa., publishers of the *Observer and Reporter,* returned recently from a three months' tour of Europe. He was accompanied by Mrs. Stewart and their daughter, Miss Lucy D. Stewart.

Hans Hackel, president and editor of the *St. Louis Westliche Post,* and Mrs. Hackel, celebrated their silver wedding anniversary, Sept. 14.

IN THE BUSINESS OFFICE

C. GLENN WINGER, former circulation manager of the *Battle Creek* (Mich.) *Moon-Journal* and more recently with the *Detroit News,* is now home circulation manager of the *Baltimore Post.*

Wade Finn, business manager of the *Scranton* (Pa.) *Scrantonian,* recently entertained all employes of that newspaper at his summer home at Crystal Lake, Pa.

Raymond Fuson, formerly connected with the advertising department of the *Portland Oregonian,* is now advertising manager of the *Ashtabula* (O.) *Star-Beacon,* succeeding C. G. Abbey, resigned.

Joseph G. Bray, formerly editor of the *California Journal of Development,* has joined the advertising staff of the San Francisco and Los Angeles *Argonaut.*

F. R. Margeson, at one time with the *Philadelphia Public Ledger,* is now advertising manager of the *Portland Oregon Journal.*

L. J. Frankel, who resigned as classified advertising manager of the *San Antonio Express,* to take a similar position on the *Atlanta Georgian,* has been succeeded by Miss Mabel Wilkin, formerly of the *Indianapolis News.*

Sam B. Dunbar has joined the *Baton Rouge* (La.) *News* as advertising and business manager.

Charles A. Tucker, formerly assistant classified manager, *Rochester Times-Union,* is now assistant advertising manager of the Shur-On Optical Company of Rochester, N. Y.

Raymond Hannah has left *Bemidji* (Minn.) *Pioneer* to become advertising manager of the *Wyandotte* (Mich.) *Record.*

Edwin Berfield, who was connected with the *American Press* some years ago, has been appointed Eastern advertising manager of that publication.

IN THE EDITORIAL ROOMS

H. B. RATHBONE, assistant make-up editor of the *New York Sun,* has resigned to join the staff of New York University as Professor. He is succeeded by Herrick Brown.

Dudley Nichols of the *New York Evening Post* has written a biography of Gen. John J. Pershing which is being run in 8 installments by the Post and the *Philadelphia Public Ledger.*

Edward Day, formerly city editor, *Denver Rocky Mountain News and Times,* is now news editor. William Beardshear succeeded him on the city desk.

Charles S. Hand, political reporter, has resigned from the staff of the *New York World,* and is now with the *New York American.* He had been on the World about 15 years.

Arthur Joyce, managing editor of the *Bayonne* (N. J.) *Times* has resigned to enter publicity work in Philadelphia.

Herbert Reed, known as "Right Wing," has left the sports department of the *New York Evening Post* to do publicity work for the United States Polo Association.

William Hershey, assistant sports editor, *New York Evening Post* has resigned to become sports editor of the *New York Evening Graphic.* Oland D. Russell of the Post copy desk has succeeded Herschey.

Milt Saul, formerly news editor of the *Houston* (Tex.) *Dispatch,* has resigned from the consolidated staff of the *Houston Post-Dispatch.*

Carlyle Burrows, assistant art critic of the *New York Herald Tribune,* returned to New York last week from a trip abroad.

Russell Bangs, son of John Kendrick Bangs, famous humorist, has joined the staff of the *New York Evening Post* on the copy desk.

Magner White, who won the Pulitzer prize of $1,000 for the best news story published last year, has become editor of the *San Diego* (Cal.) *Independent,* a new weekly published by Franklin O. Schroeder.

Harry E. McCamic, former managing editor of the *Washington News* and also connected with the *Wheeling* (Pa.) *Intelligencer* has been appointed managing editor of the *Brownsville* (Pa.) *Telegraph.*

Lawrence Sheppard, sporting editor of the *Houston Dispatch* before its consolition with the *Post,* has joined the *San Antonio Evening News* street staff.

L. C. Bateman, agricultural editor of the *Lewiston* (Me.) *Journal,* who recently underwent an operation at his home in Auburn, Me., is improving.

Warren Lowe, editor-in-chief of the *Junior News* of the *Denver Rocky Mountain News and Times,* has resigned. Florence McKee, formerly assistant editor succeeds him.

Jesse L. C. Sunday, editor of the *Frederick* (Md.) *Post,* is seriously ill at Johns Hopkins Hospital, Baltimore, where he recently underwent an operation.

Earl Williams, reporter for the *Cleveland Times and Commercial,* has resigned and gone to his home in Connersville, Ind., to resume fiction writing. He is author of a novel, "The Court of Belshazzar."

John W. Love, industrial editor of the *Cleveland Plain Dealer,* who with his bride has been vacationing in Montreal, will return to his desk Monday, Sept. 22.

Charles B. McGhee, sporting editor on the *Lynn* (Mass.) *Daily Item,* is spending a two weeks' vacation at Kennebunk, Me.

James Shephard, state editor of the *Cleveland Press,* will return Sept. 22 from a two weeks' vacation.

FOLKS WORTH KNOWING

STUART OLIVIER this week came to New York from Baltimore to become associated with Frank Munsey in an advisory capacity in the management of the Munsey magazine and newspaper properties. Mr. Olivier was Mr. Munsey's personal representative in Baltimore for 15 years.



STUART OLIVIER

Born in Staunton, Va., Olivier was educated at the University of Virginia and soon after graduation in 1899 began his newspaper work as a reporter on the *Baltimore News.*

For 25 years he was associated with the News, for 15 years being its directing head. On March 1, 1923, he announced his retirement stating 25 years was quite long enough in newspaper work. Several years previously he had purchased the News from Mr. Munsey under a mortgage held by him and subsequently returned it to the owner.

"I feel I have in a sense earned my right to a measure of freedom from the rather exacting cares of newspaper management," Olivier declared in 1923 in regard to his retirement.

In 1917, while general manager of the News, Olivier was granted a year's leave of absence by Mr. Munsey and went to France as a volunteer worker for the Red Cross.

He is author of one book, "Essays in Passing" and a play called "The Sport of Law." The play, written under the pen name of Stuart Fox was presented in Baltimore in September 1916. Olivier was at that time owner and publisher of the News.

Eric H. Palmer, former Brooklyn newspaperman, has been appointed promotion manager of the Hotel St. George, Brooklyn.

A. E. M. Bergener, for 10 years city editor of the *Cleveland News* and *Sunday News Leader,* has gone to Canada for a two weeks' vacation. During his absence Alan Slayton, chief re-write man, is sitting in on the city desk.

William Boland of the *Scranton* (Pa.) *Times* staff spent his annual vacation in Canada and northern New York.

Herbert Empke, for the last year an office boy with the *Cleveland Times and Commercial,* has been promoted to a reporter on the sports staff.

Miss Betty Martin Snyder police court reporter for the *Hagerstown* (Md.) *Daily Mail* has returned to work after an illness of 7 weeks.

A. J. O'Malley, city editor of the *Scranton* (Pa.) *Times* is spending his vacation in New York.

Wallis Reef, staff member *Denver Rocky Mountain News and Times,* is spending his vacation in California.

George D. Armistead has resigned from the Texas State Highway Commission, to become a staff correspondent for the *San Antonio* (Tex.) *Express.*

R. B. Larkin, reporter for the *Cleveland Press* is off duty indefinitely because of illness.

Henry M. Weidenthal, assistant news editor of the *Cleveland News* and *Sunday News Leader,* is spending a two-weeks' vacation in the east.

PRESS ASSOCIATION NOTES

L. G. FISHER, manager of the Cleveland office of Central News of America, the *Wall Street News* and the New York News Bureau, will return this week from New York and Columbus, where he spent several days on business.

Otis Swift, cable editor, United Press is the author of "From Belgrad to Bagdad," a travel story in the current number of *World Traveler* magazine. Swift visited the Balkan Peninsula in covering the Greek revolution in 1923.

MARRIED

MAJOR LESLIE G. NIBLACK, Oklahoma publisher and oil promoter, to Miss Orlene Cope, of Corpus Christi, Tex., recently. The couple spent their honeymoon in the Bermudas. Major Niblack, is president of the *Guthrie Daily Ledger* and identified with several publishing and other industries in the southwest.

William J. Peck, editor and owner of the *Pittston* (Pa.) *Gazette* to Mrs. Lottie Protheroe. The bride has been employed at the Gazette for several years.

Robert J. Rankin, city editor of the *Halifax* (N. S.) *Herald,* to Miss Marguerite Buckler, Annapolis Royal, N. S., Sept. 10.

Miss Mary Carter, feature writer on the *San Antonio Evening News,* to Ralph H. Durkee, until recently publicity secretary of the San Antonio Chamber of Commerce.

Edward A. Roth, editorial staff of the *New York World,* to Miss Isabel Kelly, Sept. 15. Mr. and Mrs. Roth left on an automobile tour of New England and Canada.

Richard Little, son of Mrs. Jean Little, vice-president of the *Scranton* (Pa.)

The Haskin Service
unquestionably provides the most economical distribution of beneficial information and helpful literature that has been devised in all the many efforts to improve living conditions in the United States.

Scrantonian, to Miss Lois Thomas of Glenburn, Pa., recently.

Miss Emily Higgs, copywriter with the L. S. Gillham Company, advertising agency, Salt Lake City, to Harold Bennett of Salt Lake City.

Frank Colley, sports editor of the *Hagerstown* (Md.) *Herald,* to Miss Mabel Dorothea Hale, of Martinsburg, W. Va., in Martinsburg, Sept. 10.

Myron Reed Huff, of the editorial department, *Altoona* (Pa.) *Tribune* to Miss Minnie B. Nelson of Gallitzin, Pa., Sept. 10.

Earl W. Thornton, advertising staff of the Lafayette (Ind.) *Journal-Courier,* to Miss Gertrude Tinsman, Sept. 4.

Miss Winifred Viola Bailey, until recently employed as an artist by the *Worcester* (Mass.) *Telegram-Gazette* to John Humphrey Williams of Providence Sept. 12, in Worcester.

Henry C. Fulcher, city hall reporter, *Austin* (Tex.) *American,* to Miss N. Elma Gunn, classified manager of that paper. The marriage took place Nov. 11, and has just been announced.

George E. Bolduc, a compositor on the *Worcester* (Mass.) *Gazette* to Miss Delia F. Phenix, of Worcester, Sept. 1.

WITH THE SPECIALS

STORY, BROOKS & FINLEY, INC., publishers' representatives, have been appointed to represent the *Toledo Times.*

C. L. Houser Company, publishers' representative, has been appointed to represent the *Flushing* (N. Y.) *Daily Times.*

WITH THE ADVERTISERS

MISS MINNA HALL SIMMONS has joined the sales staff of Powers Reproduction Corporation, makers of photo-engravings. Miss Simmons was formerly on the advertising staffs of the *New York Globe* and the *Evening Telegram.*

IN THE AGENCY FIELD

KURTZ WILSON, for many years the foreign representative of the *Philadelphia North American* and later associated with John B. Woodward, Inc., will join the sales staff of Walter C. McMillan, Inc., on Oct. 1.

Harry M. Lynch, Inc., advertising agency, is now Lynch & Wilson, Inc. There are no changes in the personnel or management of the organization.

James H. Lanyon, for 10 years a member of the *Cleveland Plain Dealer* editorial staff, and Miss Georgia M. Bowen, executive secretary of the University School, have formed a partnership under the name of the Lanyon-Bowen Service to do advertising, publicity and promotion work, with offices in the Discount Building, Cleveland.

Cotter Advertising Agency has moved to new offices on the eleventh floor of the Harvey Building, 52 Chauncy street, Boston.

Fawcett Advertising Agency and Hathaway Advertising Service, of Colorado Springs, Col., have been combined and will continue business as Hathaway Advertising Service, using the former offices of the Fawcett Agency. G. E. Hathaway will be active head. H. H. Fawcett, president of the former Fawcett agency, has left for California where he will enter business.

L. W. Ramsey Company, Putnam building, Davenport, Ia., has been incorporated with $20,000 capital, to handle advertising services, catalogues, window displays and similar work. L. W. Ramsey is president, R. R. Root, vice-president and E. G. Naeckel, secretary.

Triple A Agency, 105 North Market street, Urbana, Ill., has been incorporated to engage in a general advertising business by Thomas Docker, Floyd D. Speedie and Edward C. Acuff.

ASSOCIATIONS

LEAGUE OF ADVERTISING WOMEN, New York, opened the fiscal year's sessions with a dinner, Sept. 16. Speakers were L. E. McGivens on "The Significance of Sweeny" and Kenneth Barnard, director of the National Vigilance Committee, A. A. C. W.

The Magazine Club is the new name chosen by the Representatives Club, New York, at a recent meeting. The constitution has been changed to read: "The object of this organization shall be to promote the interests, influence, and extension of magazine advertising, and to co-operate with other clubs and organizations in the development of better advertising." Gilbert T. Hodges of Munsey's Magazine is president.

Inner Circle, an organization of New York political reporters, elected Charles S. Hand, of the *New York American,* president, Sept. 15. Other officers chosen are: James L. Durkin, *New York Telegram and Mail,* vice-president, and Clarence C. Worden, *Brooklyn Standard Union,* secretary-treasurer.

New York Newspaper Women's Club raised about $3,000 for its new club house at a concert by Paul Whiteman and his jazz orchestra given at the Earl Carroll Theater, New York, Sept. 14.

Denver Woman's Press Club recently purchased the George Elbert Burr studio, Denver, for permanent club headquarters.

International Benjamin Franklin Society took note of "Constitution Day," Sept. 17, by laying a wreath at the base of the statue of Benjamin Franklin in Printing House Square, New York. John Clyde Oswald, president, presided at the ceremony.

Minnesota Associated Press Editorial Association members will hold their fall meeting in St. Cloud, Oct. 4, as guests of Fred Schilplin, publisher of the *St. Cloud Daily Times.* Frank A. Day, publisher of the *Fairmont Sentinel,* is president of the association. Edgar T. Cutter, superintendent of the Central Division, Chicago, and other officials of the Associated Press will attend.

Ohio Newspaper Women's Association of which Mrs. J. W. Freeland, of Marion and Cleveland, is honorary president, is conducting a prize contest, the winner to be announced at the annual convention of the association, in Marion, Nov. 14-16. Prizes are $100 for the best news story by any member of the association published in any daily paper and $50 for the best story presented by a member appearing in a weekly, semi-weekly or non-daily periodical. Charles P. Taft, publisher of the *Cincinnati Times-Star,* is donor of the prizes.

Window Display Advertising Association will review the year's best accomplishments in window display advertising at the first annual convention of the association at the Hotel Statler, Cleveland, Sept. 29-Oct. 1.

Scranton (Pa.) Advertising Club resumed winter meetings recently when delegates to the London A. A. C. W. convention submitted reports.

Oklahoma City Ad Club is planning a reorganization under the name of the Advertising and Salesmanship Club, with eligibility rules widened.

Georgia Press Association has appointed W. G. Sutlive, of the *Savannah Press,* chairman of the committee which is to raise an endowment fund in the name of the association, to be used in paying the college expenses of deserving men and women who wish to get an education.

Screen Advertisers Association will hold its annual convention at the Hotel Statler, St. Louis, Oct. 2 and 3.

Advertising Club of St. Louis educational program which begins Oct. 13, will include classes in principles and practices of advertising production, problems in advertising and dealers' service. The instructors will be A. E. Schanuel of Roeder & Schanuel, Advertising; Edward T. Hall, secretary and publicity manager for Ralston-Purina Company; Joseph P. Licklider, D'Arcy Advertising Company; A. W. Hobler, vice-president, Gardner Advertising Company, and John H. DeWild, manager merchants' service department, Ely & Walker Dry Goods Company.

ASSOCIATION CHIEFS

AT 10 years of age, O. H. Woody, publisher of the *Okanogan* (Wash.) *Independent,* and recently elected president of the Washington Press Association started to learn the printing trade at Palmer, Kan., a knowledge, which has served him ever since in various ways.



O. H. Woody

When his parents, for instance, moved with him to Lynden, Wash., he was able immediately to obtain work on the local newspapers, which helped him pay his way through high school and the University of Washington.

Woody started newspaper work on the editorial side as reporter and later city editor of the *Bellingham* (Wash.) *Herald.* Not long after, he became owner and publisher of the *Ballard* (Wash.) *News,* and editor of the *Conconully Record.*

In 1904, Woody established the *Okanogan Independent* at Molson, Wash., and in 1907 moved the paper to Okanogan. He has made his bi-weekly one of the best paying country papers in the state.

Woody has been a member of the Washington Press Association 17 years.

CHANGES OF OWNERSHIP

W. C. WASS, formerly editor of the *Dell Rapids* (S. D.) *Times-Tribune,* has bought the *New Richland* (Minn.) *Star.*

H. M. Calkins, formerly on the *Fort Bragg* (Cal.) *Advocate,* has purchased an interest in the *Richmond* (Cal.) *Record-Herald.* Will act as night foreman on the Record-Herald.

Don and William J. McGiffin have purchased the *Shenandoah* (Ia.) *Sentinel-Post* and will take possession Nov. 1.

Harrison W. Mason, former publisher of the *Seattle* (Wash.) *Ranier Valley Times,* has purchased the *East San Diego* (Cal.) *News.*

Childress (Tex.) *Post,* published for 16 years by J. C. Thomas, has been sold to Sam M. Braswell and Fred Storey of Clarendon. Braswell is a former president of the Texas Press Association.

Lee S. Cole, Perrysville, Ind., has bought the *Cayuga* (Ind.) *Herald* from A. Carter Hutchinson.

T. Paul Barron, mayor of Midland, Tex., has purchased the *Midland Reporter.*

L. R. Johnson, formerly in the banking business in Easton, Minn., has bought a half interest in the *Puyallup* (Wash.) *Herald* and *Tacoma* (Wash.) *Sun.*

ON THE MECHANICAL SIDE

JOHN ANDERSON, for 35 years employed in the mechanical department of Spokane newspapers and now with the *Spokesman Review,* is a candidate for the legislature for the seventh term, his legislative career having begun in 1908.

Theodore Hays of the composing room of the *Cleveland Plain Dealer,* has retired on a pension by the management after 33 years of continuous service with the paper.

William Lycett, after 42 years' service, will retire Sept. 24 as foreman of the composing room in the printing offices of the Methodist Book Concern, 150 Fifth avenue, New York.

Joseph M. Hosie, foreman of the composing room at the *Scranton* (Pa.) *Republican,* spent his vacation in New York.

CLIMBING

JACK MASTERS has been promoted from assistant city editor of the *New York Daily News* to editor of the "Pink" edition of that newspaper. Philip A. Payne, managing editor, of the News, has made this new edition, which appears on the streets late afternoons a distinct newspaper in itself, and Masters' new position is one of considerable importance.



Jack Masters

Masters started his newspaper career in 1914 as secretary to Garet Garrett, who was then managing editor of the *New York Tribune.* He left this work to enlist in the army, serving in France during the World War.

Returning to the United States, he again joined the Tribune's staff, this time as a reporter, later being transferred to the copy desk. On the same newspaper, he eventually was placed in the sporting department, and he was writing sports in August 1923, when he joined the staff of the Daily News.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....118,000
Sunday Circulation...175,000

Member A. B. C.

first IN CENTRAL OHIO
COLUMBUS
IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH ...13,659,283 lines
SEC. PAPER .. 6,634,578 lines
THIRD PAPER. 4,762,473 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Rotogravure Screen Greatly Enlarged

Showing more clearly than words the reason for the beautiful soft effects in rotogravure. The rotogravure 150-line screen is almost invisible in the finished result because the action of acid in the etching process is so controlled as to permit the lines to be partly etched away so that the ink from one cell all but touches the ink in adjacent cells.

This enlargement was made from the clipping shown at left, taken from the regular run of a New York newspaper's rotogravure section, and though greatly enlarged the screen refuses to open.

Half-Tone Screen Greatly Enlarged

This enlargement is from a coated paper proof of a newspaper screen half-tone—the actual copy size shown at right.

The camera, in enlarging the small copy, has opened up the screen, making plain that the effects in half-tone printing depend upon clearly defined dots and spaces.

Note that in this half-tone enlargement the tone values are lost, while in the rotogravure example shown above the shading is retained.



Above examples taken from our recently published book, Rotogravure—How and When to Use It." Advertisers and advertising agencies will find many additional things of interest in this book, which is sent free on request.—Address Kimberly-Clark Company, Neenah, Wis

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

"AS YOU WOULD SEE IT IF YOU WERE THERE"

This advertisement, of which the preceding page is a part, is published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

CITY	PAPER	CITY	PAPER
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
Boston, Mass.	Herald	New York, N. Y.	Evening Post
Boston, Mass.	Traveler	New York, N. Y.	Forward
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald-Tribune
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Morning Telegraph
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	World
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
Denver, Colo.	Rocky Mountain News	Providence, R. I.	Journal
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press-Dispatch
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Calif.	Chronicle
Havana, Cuba	Diario De La Marina	Seattle, Wash.	Times
Houston, Texas	Chronicle	South Bend, Ind.	News-Times
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald
Los Angeles, Calif.	Times	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, rotogravure and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

Kimberly-Clark Company

ESTABLISHED 1872

Neenah, Wis.

NEW YORK, 51 Chambers St. CHICAGO, 208 S. La Salle St. LOS ANGELES, 510 W. Sixth St.

ROTOGRAVURE

Prints *Perfect* Pictures - the Universal Language

"STICK TO YOUR HOME TOWN" IS GIRL REPORTER'S ADVICE TO HER SEX

Genevieve Calkins Spent Hungry Days on Park Row Before She Became "Jean Vernon" of the N. Y. Daily News Staff. Now Enjoys Her Work

By GRANT L. DAVIS

"YOUNG women, go back to your home town, marry some nice young man and settle down!"

I had asked Jean Vernon, of the *New York Daily News*, just what advice she would give ambitious newspaper women anxious to take a fling at metropolitan journalism. The answer, quoted above, was a surprise.

Jean Vernon, whose real name by the way is Genevieve Calkins, recently caused a sizable ripple in New York's journalistic pond. Although she is only about 25 years old, and has done regular newspaper work in New York only since last December, she is already the only woman reporter who has spent a cold, spray-dashed night on a revenue cutter hunting rum runners off the Long Island coast. She has also hunted sharks with coast guard men.

When I talked with her in the News editorial room, she had just returned from a short vacation spent airplaning between New York and Dixville Knotch, N. H.

Jean wouldn't be content with an ordinary vacation. She exists on thrill.

Yet she is pleasantly feminine. Dressed simply in fall navy blue serge, with light blue linen waist, and hat with feather at a rakish angle, she does not attempt the mannish pose. And she is not in the least conceited. She would discount many of her exploits, which have won her praise from editorial room superiors.

"I wouldn't go back to the home town myself for anything," she admitted. "I wouldn't take my own advice—not for worlds. I just adore my work.

"But I do think its the best thing for many girls. There's far too many hard knocks in newspaper work."

Airplane hops, chasing rum runners, and sharks, these are adventures of only the last few weeks for Miss Calkins, as Jean Vernon, newspaper woman. Behind her are 3 years of hard fighting.

Graduated from Syracuse University, Class of 1921, she "narrowly escaped school teaching" to accept a position on the *Syracuse Herald*, where she spent a long, and possibly dull, year.

Then she went to the *Yonkers* (N. Y.) *Statesman*, and more interesting work, because she was put in charge of her own column. It was with this newspaper, on the advice of Earl Deland, publisher, that she took the name Jean Vernon.

Her next jump was to the *Worcester* (Mass.) *Telegram-Gazette*, where she conducted a weekly shopping page.

"Now comes a terrible chapter in my life," Jean declared, becoming autobiographical.



Jean Vernon, of the New York Daily News, takes the wheel of the U. S. Revenue Cutter Shark, the only woman reporter ever assigned to cover a rum runner chase off Long Island.

"I gave up work in Worcester to go on the craziest hunt. I wanted to run my own newspaper. Well, with some others, we started a newspaper in a little New England town, I wouldn't tell you its name for worlds. Our opposition was owned by 2 old spinsters, who had 19 cats.

"To make it short, I was just a little business fool. We didn't make our own salaries. And I found myself absolutely broke."

This was the plight she was in when Jean Vernon decided to make New York her newspaper mecca. She had enough money to pay her way to the world's largest city and that, with her ability to write was all. No assistance was forthcoming from her home. Of course she speedily came to know New York newspaper office boys well.

"I hate bread, but I made a point of eating all I could with the soup, which was all I could afford to order at restaurants," she recalled.

One day she wrote a letter to Philip A. Payne, managing editor of the News, which must have been a classic. In it, she told all her misfortunes, commencing with the work in that little New England town.

"You must have a sense of humor," Mr. Payne's secretary wrote back, arranging for an appointment for her to meet the managing editor.

She got a job with the News last December.

"How my knees quavered those first few days," Jean Vernon remembered. "The city desk seemed miles and miles away. My hands were like lead, and I could hardly make my typewriter go."

Now she has every right to call herself a newspaper woman.

"And one of the best," adds her city editor.

LOS ANGELES
EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation. Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

NEW TABLOIDS IN NEW YORK AND MONTREAL

(*Continued from page* 5)

riders. It was also for the same reason stopped in New Haven.

The Graphic offers "$10,000 awards for ideal Marriages" in another feature, which is believed to be unique in newspaper stunting. It invites ten American Apollos and ten Dianas, eligible for marriage, each in perfect physical condition, to enter a contest. When the 20 are located they will be invited to a dinner. If such acquaintance ripens into love and marriage the Graphic will pay $1,000 to each couple, and an added $100 for each child born within five years. Five prominent clergymen endorsed the stunt in signed appended stories.

In the first number the Graphic presented its "platform." There were 17 planks, among which were: Elimination of all intolerance,, abolishment of governmental censorship, abolishment of graft in politics and business, repeal of legislation preventing ownership of firearms, annulment of "all prohibitory laws infringing constitutional rights," non-medical investigation of healing methods, registration of all citizens to detect crooks, compulsory suffrage, with fines for non-voters annulment of all inactive laws, open-minded attitude toward all progressive legislation, etc.

"I am entering the newspaper field as a crusader. And I expect to make a few million dollars for myself and associates, "was Mr. Macfadden's salutation. He said that money meant nothing to him, save power to serve, and he would not "give three whoops in Hades for all the social honors in the universe." He tells the story of his active and interesting career and says his newspaper motive is to reveal life's truth. "The Truth Shall Make You Free," is quoted throughout the paper.

The mechanical processes of the newspaper were not comparable to other New York tabloid effects, a difficulty to be ironed out. The type appearance, in general, was sprightly and the head-line treatment was novel, the lines being set flush to the right-hand column rule, giving the effect of a half inverted pyramid.

A substantial run of advertising was shown in the first number, including some medical which some newspapers have ruled out. The advertising policy was summed up in a box on page one, of the second number as follows:

The new paper was widely distributed and, whatever its technical faults or initial confusion as regards the publisher's pre-publication announcements of policy, nevertheless it "made 'em talk."

As the staff got its stride later in the week the selection of pictures improved and there was a marked improvement in press work and proof-reading. But the Thursday issue, first edition, has rarely been out-done for yellowness. An hysterical capital punishment picture and story, fit to create panic in the hearts of quiet home folk, was displayed. The artist left nothing to the imagination as regards the terrors of the death chair. The paper has a strong editorial policy against capital punishment and agreed with the sentence to life of Loeb and Leopold.

Two cents was the price of the daily, except Saturday when 5 cents was quoted for a paper to include a 16-page feature story section and an eight-page gravure section.

"PREMIER"

Reg. Pat. Off. U. S. A.

DRY MATS

The BEST DRY MAT on the Market

Because the Premier

Gives Results.
Requires Little Packing.
Saves Time and Labor.
Has Smooth Glass Finish on Face.
Brings Out All Detail in Half Tones.
Does Not Have to Be Steamed Out.
Will Take as Many Casts as You Require.

The Progressive Publisher wants the best. The Premier will sell itself to you if you will send your trial order today, which we will bill at the case price.

Write us if you are using a tubular or one of the standard makes of Casting Boxes.

Samples are Free

Premier Flong Company

KARL HAGENBACHER
P. O. Box 671, New York, N. Y., City Hall Station
Sales Office: 258 Broadway

TELLING FULL STORY BRINGS SALES IN USED CAR CLASSIFIED

Lack of Detailed Description and Use of Hackneyed Selling Phrases Hampers Effectiveness of Medium—Complete Ad Formula Suggested

By RALPH W. ELDEN and CHARLES O. CHATTERTON

HOW many Dodge touring cars are advertised today in the "Automobiles for Sale" sections of the papers of your city? Make it Buicks, Chevrolets, Studebakers, or Fords, if you like, but Dodges will do as well for our purpose.

Enough to make competition interesting? Enough to give any buyer a choice? Enough to make it safe to say no one buyer will see them all?

Very well! Here is a buyer:

He has studied his car problem and his mind is made up. He has a price limit. He knows he can buy a 1922 Dodge within his figure. There are 3 cars that have his approval, but he has centered on one—a Dodge. The money is in his pocket. He can pay $250 down and carry the rest in monthly payments. It remains only to find the car.

Time is worth something. Our buyer follows the course of thousands. He resorts to the want ads for his first clues.

The classified section! Here they are: "Automobiles for Sale."

You know what happens now! Pencil and scissors, and in a half hour our buyer—your buyer, perhaps—has clipped for personal investigation 5 ads among 20.

What determined his choice?

Price was not a controlling factor. It may be later, but not yet. Age was not a consideration. These cars all are 1922 models. Condition did not determine the choice for no one of these cars has been seen.

"COPY."

There in one word is the answer.

A free agent, without prejudice or favor, this buyer has chosen to see 5 cars, and is indifferent to 15. Why? Because 5 ads impressed him and 15 did not.

And mark this! Among the 5 there are still other choices to be made. One dealer shall see this buyer before another, and it is likely that copy again will control each successive choice.

The uninteresting physical form of the want ad has dulled our imagination.

We have not sensed possibilities or relative values.

Rapid movement of the used cars is the crux of every car dealer's problem. Depreciation continues while the cars stand unsold. Sales mean more sales from unexpected and unsought sources. Every element in the situation points to the necessity of rapid action. It can be had by writing want ad copy that:

1. Satisfies the buyer's desire for information.
2. Impresses him by its strong yet reasonable statements.
3. Attracts him by its readable and intersting form.
4. Appeals to his imagination by suggesting the emotional by-products its possession will give.
5. Fixes itself in his mind by an unusual phrase or statement of whenever possible.
6. And makes easy the personal contact that must be made before a sale can be consummated.

Rules cannot be laid down for the writing of successful copy. Principles can be set forth.

Phrases cannot be suggested—universal use promptly would make them worthless.

Here are a group of used car ads clipped at random from a half-dozen papers. The dealers' names and addresses have been changed, otherwise the ads are shown as they appeared.

1920 OLDSMOBILE 6, just overhauled and refinished a beautiful maroon; this is a snappy light six and looks and runs beautifully; must sell today. 732 Grove Street.

FORD chassis, 1924 license, $30 cash, balance monthly. 106 4th St.

1920 FORD roadster, starter, '24 license, car has inclosed box on rear for carrying samples; will sell on easy terms. 106-24th St.

1923 HAYNES 5 PASS.
Sport; bargain
SUNSET MOTOR CO., INC.
Ransom at 24th West 5600
Distributors
Marmon Haynes

These four ads all fail to recognize the importance of detailed description. No price is given in any instance.

The first 3 put upon the buyer the necessity of traveling to the address given and there hunting down "the man who has a car for sale."

"Easy terms," "bargain," "runs beautifully" carry little conviction when there are no supporting facts and the advertiser is unwilling to name his price. These ads in competition with others describing the same models in detail and naming the price, must inevitably be second, third or fourth choices.

Mechanics are likely buyers for older cars, and many times the ad may be pointed straight at a mechanic.

If any of these cars justify such a statement, the words "A lot of satisfactory service in this car yet" would be reassuring to a prospective buyer.

OUTLINE FOR USED CAR ADS:

1. **Make**
2. **Year, model**
3. **Body style**
4. **Color and finish**
5. **If repainted, give details**
6. **Top—kind and condition**
7. **Wheels—disc, wire, artillery**
8. **Tires—kind and condition — mileage**
9. **Motor — condition, recent inspection, shop work or overhaul recently done**
10. **How far has car been driven**
11. **Regular servicing**
12. **City or country use**
13. **Lights—spot, tonneau reflectors**
14. **Mirrors**
15. **Bumpers—style and number**
16. **Speedometer and clock**
17. **Wind deflectors**
18. **Trunk**
19. **Other accessories**
20. **Tool equipment**
21. **Battery**
22. **Price and terms in detail**
23. **Guarantee, if any (for how long)**
24. **License**
25. **Free service, if any**
26. **Names, address, phone number**
27. **Whom to ask for**

1922 CHEVROLET
Finish like new, license, good tires and in good running order.
$125 Down
PACIFIC AUTOMOBILE COMPANY
Woodward and Sansom
Cass Ave. and East 14th St.

Touring or roadster? Price? Mileage? Accessories? Repainted? Overhauled? Guaranteed? Telephone number?

TODAY'S SPECIAL

1922 Hupmobile touring fully equipped, painted a beautiful grey, '24 license, 90-day guarantee:

$850

HANSOM AUTO CO.
431 Jefferson East 1720
Open Evenings and Sundays

White space is good, but why squander it? Here is a car that would have justified warm enthusiasm and full details.

"Your wife would appreciate it."
"Hup character and dependability."
"Compels admiration."
"No shop or tire bills for months."
"Striking beauty."
"Modest refinement."

These are phrases that would have added appeal to the description. White space tells no story. It may effectively frame the picture but no more.

A display ad with too much of the circus barker tone. Business, like dignity, is always convincing—hot-dog talk repels.

SALE! SALE! SALE!
HURRY! HURRY!
Price That Will Please You
DODGES! DODGES! DODGES!
Bought to sell at present low market prices. Small payment down, balance by month on our easy payment plan; to include your license and insurance, etc. Those who come first will get best selections.
Other Standard Makes
DODGE BROS.' DEALERS
Woodward Avenue

Shun statements that are vague, superlatives that are meaningless, "come-ons" that are puerile; words worn threadbare in the snapper of the ad man's whip.

Here are 3 ads written by outline:

1920—FORD TOURING—$185
Motor is good. No work needed. New pistons and general overhauling last May.
Fabric tires (Goodrich) driven 3,000 miles. Top in sound condition. Good curtains.
Spot light, 2 bumpers, seat covers, new spare tire, all regular tools and many special.
Satisfactory service in this car. No immediate expense. Owner moving East.
MR. JENKS
739 Broadway Atwater 0440

A long ad! Yes; but show me a Ford buyer who has fixed his limit at $200 and who will not respond to it. Its length carries conviction. Here is a car that is worth advertising.

If quick results are no object, here is the ad:

FORD TOURING 1920—Owner must sell. Price reasonable. Good tires. Fully equipped. Atwater 0440.

Now a 1922 Hupmobile touring. No white space wasted here.

1922—HUPMOBILE TOURING—$850
Appearance compels Admiration!
Performance inspires Pride!
Careful use, regular servicing, and an overhaul in our shops that reached every item, make this car as silent and powerful as a new Hup.
Repainted last month, $60 job, dark grey; Goodyear cords, 3,000 miles, fine spare.
Bumpers, spot, trunk, motometer, tirelock, tonneau lights, spring boots.
1924 license and OUR 90-day guarantee. Years of pride and satisfaction in THIS car.
ELMORE MOTOR CO.
729 Clay St. Ma. 2142
Mr. Burns

Now a Cadillac phaeton.

1922 CADILLAC PHAETON $1,800
POWER! BEAUTY! COMFORT!
Repainted by Burnett, maroon. You never saw a more beautiful car.
Valves ground 2 months ago by Cadillac Service Co. No other work necessary. Ask them—Mr. Gray.
Driven 18,000 miles. Two spares, one brand new.
Bumpers, 2 spots, stop signal and other valuable accessories. New Willard battery. Should run 10,000 miles without shop or tire expense. Ready to start across continent today!
Will give immediate demonstration on phone call, if not sold.
Responsible party can buy with $700 cash.
REEDY MOTOR CO.
Bdy. 7703 441 Clay St.
Ask for Mr. Blaine

These are long ads, but they are intended to sell these cars.



Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443

Think of Placing Your Message Before the Eyes of Over 5,000,000 People in

Pennsylvania

AND consider their tremendous purchasing power. Over 58% of the total population is located in 170 cities of over 5,000 population. Your proposition placed before these people, through daily newspapers of the state, will meet with a ready response.

What a market awaits you!

The cooperation, distribution and sales promotion you desire, can be "tied up" successfully through advertising in this list of progressive dailies—and only through such means.

Pierce this market quickly—grasp the opportunity for sales where you have distribution—use the local newspapers in this giant state.

No advertiser has a right to expect maximum results from this territory unless he does use all the progressive newspapers and particularly the leaders that are so listed.

Concentration in newspaper space will produce results—that is the only way in which to sell your product.

	Circulation	2,500 lines	10,000 lines
***Allentown Call .....(M)	30,627	.09	.09
***Allentown Call .....(S)	19,595	.09	.09
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†††Bloomsburg Press .....(M)	7,130	.029	.029
†††Carbondale Leader .....(E)	5,682	.025	.025
***Chester Times .....(E)	15,547	.055	.055
††Coatesville Record .....(E)	6,097	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
***Easton Express .....(E)	20,815	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
***Erie Times .....(E)	26,820	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
***Pottsville Republican and Morning Paper .....(E&M)	15,354	.08	.07
†††Scranton Republican .....(M)	28,492	.12	.10
†††Scranton Times .....(E)	41,544	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
***Sunbury Daily Item .....(E)	4,416	.025	.021
***Warren Times-Mirror .....(E&M)	9,090	.036	.036
***Washington Observer and Reporter .....(M&E)	17,042	.06	.06
†††West Chester Local News ....(E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.....(E)	23,690	.08	.05
***Williamsport Sun .....(E)	19,561	.07	.07
†††York Dispatch .....(E)	18,317	.05	.05
†††York Gazette and Daily .....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

EDITOR WOULD HAVE "VAUDEVILLE STUFF" REPLACED WITH VITAL NEWS

Tom Finty Jr., of Dallas Journal Says Dailies Lisp Baby Talk When They Might Talk Sense—Discusses Newspaper Probe

THE failure of a large section of the American press even to attempt to interest their public in really vital affairs was condemned in no uncertain terms this week by Tom Finty, Jr., editor of the *Dallas Journal* and associate editor of the *Dallas News*.



TOM FINTY, JR.

Finty is no mere muckraking spell-binder. A veteran of the editor's desk, a position he reached after an up and down journey from telegraph bench, to lawyer, to reporter and thence upwards through the news and editorial rooms, he has ideals which he practices.

Of gray hair, he is no graybeard, mumbling of the "good old yesterdays." He looks forward to the time when the press will be rather an educator than mere vaudeville performer.

He is of the sort who does not tear down to leave only unsightly rubbish; he rebuilds on firmer foundations; and his condemnation, contained in conversation with the writer this week was followed by pertinent suggestions of lasting quality.

I had found him in an excellent mood for idealism. He had just come through a hard political campaign in Texas, backing the anti-Klan candidate "Ma" Ferguson. Reward for the task that had been his had taken the form of 3 weeks' vacation. He had had the power of the press graphically illustrated to him by this political campaign. That "grand an' glorious feeling" had been experienced on shipboard on the trip north from New Orleans.

Now as we sat together on easy chairs in New York, Finty, far from that exacting business of culling 600,000 words fit to print daily from a messy 6,000,000, could philosophize at ease.

"Newspapers," he declared, "are lisping 'baby talk' to their readers, when they might talk sense to advantage.

"There is a preponderance of jazz in our newspapers. Too much attention is paid to frivolous subjects, and sense is delivered too frequently in the grotesque form of nonsense.

"Crime news is given exaggerated importance far too often."

I recalled at this point the saying, I think it is William Allen White's, that there are two publics, and in consequence there will be two forms of newspapers.

"Is there no room for both?" was hinted.

But Flinty belongs to the school that believes the public intelligence is grossly underestimated by the newspapers, and that there is less difference between the two publics than is generally accepted.

"Newspapers who cater to the moron class prosper for a while, but in adding circulation in one direction they offend the real stable and lasting element on the subscription lists.

"And really, I believe newspapers ought to publish news with interest to society in mind and not solely in regard to circulation.

"Take crime news as an example. I believe in giving crime space in the news columns, but it is how it is played that counts.

"It is a newspaper's privilege to print the proceedings of courts, because the officers are public servants and should be kept before the eyes of the people

"This privilege is abused, however. Many newspapers are not content with giving fair, true and impartial accounts. Reports are exaggerated.

"Newspapers should quit 'trial by newspapers.' Every man is entitled to his day in court, but no newspaper has a right to prejudice his case by forecasting what the testimony is going to be. It is abuse of the dangerous but necessary freedom of the press.

"The newspapers, I realize, are not alone to blame. Countless prosecutors have formed the habit of telling reporters what they intend to prove. This is hardly fair.

"There was a case in the federal court of Wisconsin which comes to mind. The judge called a newspaper publisher before him and reprimanded him for publishing an interview with the district attorney to the effect that the defendant in a certain case up for trial was guilty. He romped all over the publisher, but the really remarkable thing was that he didn't find fault with this district attorney at all."

After this diatribe of friendly criticism, Finty began constructive suggestions, after his fashion.

"How can the newspapers interest its public in really vital subjects?

"It is only necessary to say one thing! Let newspapers put as much talent to work covering serious matters as they put on their sporting pages.

"There are plenty of worth-while subjects a newspaper can take up and not in the muckraking spirit either, which, if well written, are crammed with reader interest.

"The affairs of government, for instance, are being excellently treated today by such men as David Lawrence, Mark Sullivan, and many other well paid intelligent Washington correspondents.

"But on local problems newspapers are unwisely silent.

"Education is a vital subject, isn't it? Well, there is a tendency for newspapers to boost education in the abstract and to exaggerate formal education without inquiring closely into results.

"What we did in Dallas might well be followed elsewhere. We sent a very high-grade reporter, Chester T. Crowell, who has since become a successful magazine writer, to make a careful survey of the Dallas schools. He did not work in a muckraking spirit, but he worked thoroughly. He attended classes, went through the schools generally, and reported just what the Dallas children were being offered in the way of education. This idea originated with the late Caesar Lombardi.

"Last year we made a similar survey of the rural schools of Texas.

Then there are health matters, which a newspaper can delve into in an interesting as well as constructive manner.

"But in doing this sort of work, one must bear in mind that it cannot be handed to the public in a deadly way. It must first be well written to be read."

Naturally, while on the subject of idealism and the press, conversation turned towards the projected scientific investigation of the press, announced in last week's EDITOR & PUBLISHER.

This survey, Finty believes, is capable of doing both a great deal of harm as well as a great deal of good. It depends upon who puts it to work in his opinion.

"If the investigators believe ahead of time that the press is venal and rotten they are likely to get just that for a verdict," he said.

"If they are open minded, their survey may result in eradicating some evils which do beset the publishing business.

"These evils are largely the result of very intense competition. I believe in healthy competition, but I do not agree to its taking a form manifested chiefly in a statistical marathon.

"The survey might do a great deal of good. An editor welcomes local criticism of his paper, why not, then, a general criticism?"

This philosophical Texas editor began his career as a country newspaper correspondent, reporting newsy gossip of the small towns for the *Louisville* (Ill.) *Ledger*. He was born at Xenia, Ill.

At 16, he left newspaper work and became a railroad telegrapher. In railroading, he was promoted to the position of freight solicitor, but he was thought too young.

Leaving this work, Finty went into the banking business for a while, then he studied law and moved to Texas where he began to practice. When he was 27, he gave up a good law practice to become a reporter on the *Galveston* (Tex.) *Tribune* at $20 a week. This was in 1894. Within 2 months he was made city editor, which position he held for 3 years and then transferred to the same desk on the *Galveston News*. On the News he was made political editor, and continued in this department until the *Dallas Journal* was founded in 1914 and he was made its editor.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

U. S. News Men in Geneva

Among the American correspondents covering the League of Nations assembly at Geneva, Switzerland, recently were Wilbur Forest, *New York Herald Tribune;* Laurence Hills, *New York Herald*, Paris edition; Edwin L. James, *New York Times;* Arno Dosch Fleurot, *New York World;* Hudson R. Hawley, the Associated Press, assisting Joseph E. Sharkey, and Henry Wood, United Press.

Chicago Tribune Writers Wed

Genevieve Forbes and John O'Herrick, both of the staff of the *Chicago Tribune*, were married at St. Luke's Episcopal Church in Evanston, Ill., on Saturday evening, Sept. 6. Robert M. Lee, city editor of the Tribune, was present as an usher.

BABEL REPORTING AT LEAGUE ASSEMBLY

London Daily News Reporter at Geneva Says Work Is No Joke—"Pool" of Shorthand Writers Takes Speeches

HERBERT C. RIDOUT
(*London Editor,* EDITOR & PUBLISHER)

LONDON, Sept. 8.—The sympathies of every newspaper man who has attempted to cover a meeting subjected to cross-talk and interruptions will go out to the men who are trying to tell the world what is happening at the Assembly of the League of Nations at Geneva.

The difficulties under which they labor are told by the *London Daily News* representatives, S. J. Jennings.

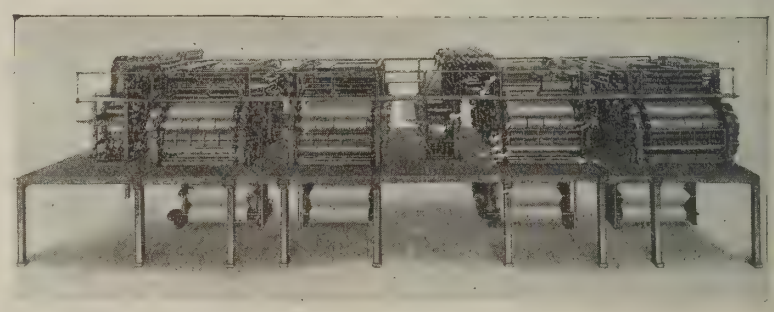
According to Jennings, the official reporting at Geneva is no joke.

The verbatim notes at all the plenary sittings are taken by a "pool" of shorthand writers taking 10 minute turns. A writer may be called upon to report any kind of speech, by an English, or French delegate, or by some delegate who speaks English or French as a foreign language. An Asiatic member often leaves one in doubt at the opening of the speech whether it is in English or French.

The whispered conversations going on both on the floor and in the galleries by people who are not interested or do not happen to understand the language being used increase the reporter's task. Sometimes he has to stand near the speaker and write, notebook in hand.

Taking down the interpretations is even more difficult. The interpreters are all fluent, fluency being one of the qualifications. This might be no drawback, but the majority of the audience, having understood the original, regard the translation as a formality and thus give themselves up to conversation. The reporter therefore finds himself standing beneath the interpreter in a storm of talk, notebook in hand, struggling to take down a speech rattled off at perhaps two hundred words a minute.

At the end of his term the writer dictates direct to a typist cutting a stencil for the copying machine, and he must be able to remove obscurities and correct errors of form as he goes along.



THE BOSTON HERALD, BOSTON, MASSACHUSETTS

Use Two Scott Double Octuple "Multi-Unit" Presses

and are able to meet any condition that may arise, as they can print from four to sixty-four page papers and bring them out at one time, as they use Scott Presses with heavy duty folders.

WE ARE PREPARED

to meet the demand for presses, and Scott "Multi-Unit" and "Straight-Unit" Presses certainly meet all demands made upon them. Extra Units and Folders can be installed at any time, so the days of scrapping presses are over.

SEND US A PLAN

of your building, tell us just what you wish to produce and we will show you the most economical way to obtain it.—DO IT TODAY.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Street

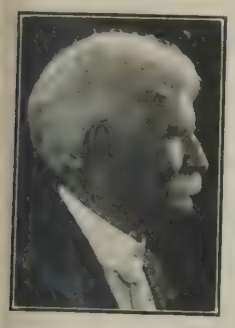
MATTHEW TIGHE, DEAN OF WASHINGTON CORRESPONDENTS, DIES

Government Officials Mourn Passing of Capital Veteran Who Was Friend of Presidents and Cabinet Members —Covered Spanish-American War

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

MATTHEW FITZSIMMONS TIGHE, recognized dean of the Washington newspaper correspondents and at once baiter and friend of all the Presidents, State, War and Navy Secretaries of the last quarter century is dead. Colonel Tighe, as he was affectionately known when addressed in the proper title of his rank as officer on the staff of Governor "Ben Tillman of South Carolina, passed away at his Washington home Wednesday after an illness due to cerebral hemmorrage suffered early last March. The rally he made from the first attack led his friends to hope for recovery but a second shock several weeks ago brought him rapidly to his death. Mr. Tighe was 67 years old.



M. F. TIGHE

Until his last illness there had been only one short hiatus in Colonel Tighe's eventful career as a newspaper man,—that when he came to Washington from Charleston as secretary to Senator Tillman. The humdrum life of senatorial secretary soon palled and Tighe went back to the newspapers, taking a job on the old *Washington Times,* beginning his long, brilliant, and picturesque Washington service.

Born in Charleston, Sept. 29, 1857, young Tighe received his early education in a private school. He was graduated from the College of Charleston and carried a real scholarly training into the office of the *Charleston News and Courier* when he became a feature writer on the staff of that paper. The Greek, Latin and French and the knowledge of literature he absorbed in college remained with him. He added to that knowledge throughout his career as active newspaper reporter, and while he became as proficient as the next in the touch and go of the old newspaper methods of the twentieth century he remained essentially a product of old school journalism. His tilts with Presidents and cabinet officers to say nothing of his discussions with as erudite a person as Newton D. Baker, formerly secretary of war, already have taken their places among Washington newspaper legends.

One story includes a question he directed at the austere Elihu Root, when Mr. Root was secretary of state.

"Do you think Mr. Secretary there is any truth in the story I wrote this morning?" Colonel Tighe once asked of the solemn Mr. Root as he stood waiting before a group of rather tongue-tied reporters.

Philander Chase Knox, who followed Mr. Root as custodian of the State portfolio, was exceptionally fond of Colonel Tighe but had his own views of some of the stories the Colonel wrote for the Hearst papers about foreign affairs. Mr. Knox thought some of them highly indiscreet to say the least.

Once Secretary Knox was discussing one of the stories with a group of newspaper men—remonstrating with them about it.

"But, Mr. Secretary," said one correspondent rushing to Colonel Tighe's defense, "he is the Nestor of the Washington corps."

"True enough," acknowledged Mr. Knox grimly, "one might almost say the mare's nestor."

Colonel Tighe's first big story was the Charleston earthquake and he wrote it sitting in Battery Park in the old Southern town, hoping that in some way the organization of the *Charleston News and Courier* might be reassembled to print it.

After a turn on the old *Washington Times,* he went to the *New York Journal* bureau in Washington in 1898, and was the first man assigned by Mr. Hearst to the opening phases of the Spanish-American war. He was rushed to Havana upon the sinking of the Maine and wrote some of the first stories of the report on the sinking of the vessel. He returned to Washington before the actual declaration of hostilities and played an important part in covering the news at the capital during the conflict.

He is credited with a beat on the sinking of Cevera's fleet.

The funeral was held at the Church of the Sacred Heart in Washington Friday and the body taken to Charleston for burial.

"DOC" COHEN IS DEAD

Served 40 Years as New York Newspaper Man

Dr. Esdaile P. Cohen, known to New York newspaper men as "Doc", died in New York, Sept. 18. He was active in New York journalism 40 years, the last 20 being on the *New York World* staff.

Born in Philadelphia, Dr. Cohn was educated in private schools and at the University of Pennsylvania, where he took his A.B. degree in 1875; his A.M. degree in 1878 and his M.D. degree in 1879.

Following his medical education he served as interne in the Jewish Hospital, New York, and then engaged in 2 years of private practice.

He entered New York journalism in 1883 as a reporter on the *New York Herald,* where he eventually became city editor. He was later city editor of the *New York Recorder.* Then he joined the *World* staff, where he has remained ever since.

Obituary

HARRY VICTOR ANDREWS, 56, a member of the news staff of the *New York Times* for the past 10 years, died Sept. 15 at St. Luke's Hospital, New York. Two days before his death he was married to Mrs. Eva Nagel Wolf in his room at the hospital. Mrs. Andrews was the widow of John Wolf, an associate editor of the old *Philadelphia Press.* Mr. Andrews came to New York in 1891 and joined the staff of the *New York Tribune,* where for a time he was Sunday editor. Later he was on the editorial staff of *Leslie's Weekly,* leaving that magazine to join the Times staff.

EMIL OPFFER, 62, editor and publisher of the *New York Nordlyset,* Danish weekly, died in New York Sept. 12. He was the father of Ivan Opffer, newspaper cartoonist.

JOSEPH RAY BUCHANAN, 72, for 10 years labor editor of the *New York Evening Journal,* died at his home in Montclair, N. J., Sept. 13. A printer originally, Buchanan later became a labor leader, editor, and writer of articles on labor.

COL. JAMES W. STUART, 83, veteran editor and publisher of Texarkana, Tex., died at his home in Texarkana last week. Born in Ireland, Mr. Stuart came to America more than 50 years ago. After acting as publisher of the *Forest City* (Ark.) *Times,* he founded in 1889 the *Texarkana Courier,* now the *Four States Press,* of which he was editor and publisher until failing health forced him to retire in 1907.

TORREY E. WARDNER, one of the owners of the *Boston Traveler* in the early '90s, died in New York, Sept. 9. He and four other men purchased the Traveler in 1890 from Roland Worthington and operated it for several years. Later he became connected with the *Boston News* and the *Boston Standard.* Of recent years he had been interested in rotogravure work.

CHARLES F. W. ARCHER, 73, veteran Massachusetts newspaper man, died in Salem hospital Sept. 15, after a long illness. He began his newspaper work on the *Worcester Gazette.* He later was on the *Boston Advertiser, Boston Journal* and *Boston Herald.* In the Spanish-American war he was correspondent for the *Boston Journal.*

FREDERICK GIBSON SPARKS, 45, secretary of the *Brookville* (Pa.) *Republican,* died at his home Sept. 7.

A. E. HART, 71, for 51 years a member of the typographical union in San Antonio, succumbed to a fractured skull after being struck by an automobile.

EDWARD MCCAFFERY, 57, Pittsburgh newspaper man died in St. Francis Hospital, Pittsburgh, after a brief illness.

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DETROIT TIMES

STRENUOUS AMERICAN NEWSPAPER LIFE ASTONISHES FLEET STREET VETERAN

Trevor Wignall of the London Daily Mail Praises Our Facilities for Handling News—Covered Prince's Voyage and Firpo Fight

By NELSON PHILLIPS

FLEET STREET came to New York this week with a London journalist. Trevor C. Wignall, boxing expert of the *London Daily Mail*, fiction writer, and author of a history of the prize ring, hit Manhattan with a Welsh accent and a host of tales about "Dear Old Blighty's" journalistic row.



T. C. WIGNALL

Primarily in the United States to report the Prince of Wales' trip over on the Berengaria and secondarily to cover the Firpo-Wills fight, Wignall can tell a story of his rise from cub reporter in the Provinces to a comfortable position in Fleet street that forms an English edition of "A Book About Myself" by Theodore Dreiser.

Wignall is rather a traveler. He was a private in the Boer War, where he learned about South Africa. Only last January he spent considerable time in Southern France writing a series of articles for the Daily Mail on the sporting situation in that section. More recently he visted Vienna and Prague for the same purpose.

But, now, in America at last he is "more astonished than ever before." He is astonished particularly at American hospitality and American newspaper methods.

New York's newspaper club has had a hand in this astonishment; likewise Irving S. Cobb, Kelcey Allan, dramatic reviewer for the Fairchild Publications; Tom Rice of the *Brooklyn Eagle*, and a host of other individuals.

I met him this week at his room in the Belmont Hotel, New York. It was after noon, but Wignall, in gorgeous bathgown patterned fantastically in a gold silk design was at breakfast, brought him from the hotel restaurant.

"My goodness!" he ejaculated, or words to that effect, between tea sips, "I've never seen anything like it in my life."

This gasp referred collectively to American hopitality and American newspaper methods.

"Here I've tickets to every show in town, all the polo matches, and already a fine night at the New York Newspaper Club to look back to," he continued.

"Nothing like it in London—nothing.

"And as for American newspaper methods, there is no comparison between England and America.

"Here newspapers seem provided with all conceivable facilities for handling news events, while in England it seems as though obstacles were always being put in the way of the press.

"In America the press comes first; in England the press comes last.

"Your telegraph arrangements are better than I have seen in any country in the world. You are furnished facilities by the government, business authorities, amusement promoters, and telegraph companies, while in England we have to make our own arrangements on every story.

"In all towns but six in the Provinces, the telegraph companies even close down after 7 o'clock and a reporter has to telephone his story in by long distance after that hour.

"But one thing I am very thankful for, there is not the hurry-skurry in English newspaper offices that there is in America.

"On the *Mail* the first edition is run off at 10:30 P. M. with other editions following until 2 o'clock. One isn't asked to rush to make an edition. Typewriters are not commonly used, and it is a less toilsome life generally.

"Of course there has been a terrific change since I have been on Fleet street. In 1908 when I had my first job there I was paid only £4 a week. It was the custom then for reporters to have only one assignment a day, whether it took only 5 minutes or several hours to cover. They were not difficult jobs either; a lunch at the Savoy, say, an interview with some prominent man, or something of that sort.

"Newspaper work was horribly ill paid. But, due to Lord Northcliffe, and the National Union of Journalists, the standards of journalism have been raised very high. Now £9 per week is the minimum, with salaries ranging up to as high as £2,500 a year for feature writers."

"What chance has an American newspaper man in London?", was of course the next question.

"Well, qualified Wignall, "the average American newspaper reporter coming to England will probably suffer from the poor reputations of several decidedly second rate Americans who came to London and fell down badly on their jobs.

"But good newspaper men, if they do not patronize the pubs too frequently, can easily find work on some London newspapers, especially if they are specialists in something."

Wignall thinks the game in America is far too strenuous. Nothing would make him give up English newspaper work entirely. He recalls that he was even advised once by no less a person than Lord Northcliffe to give up newspaper work and devote all his time to fiction.

Lord Northcliffe's advice as told by Wignall is interesting.

"One thing a newspaper man ought to learn early," Northcliffe told Wignall, "and that is that it is impossible to do both newspaper work and fiction. Let him either stick to newspaper work completely or leave it.

"And," Northcliffe continued "there is one book every newspaper man should read, and that is 'East Lynne.'"

Wignall was given this advice in 1911. He quit a position of news editor on *Sporting Life* and started to write fiction and nothing else. He has continually drifted back to Fleet street, although he has established himself as a fiction writer, and now persists in doing both.

"The irony of it," he told the writer, "was that for 11 months I never even sold a comma."

He was about to return to Fleet street a failure as a fiction writer, when a magazine editor ordered a boy's story from him. He wrote it in a week and had it accepted. Since then, although he returned to Fleet street eventually, he has had continued success at fiction writing. He has written 16 novels, 500 short stories, and a book called "The Story of Boxing," which has also been published in this country.

Wignall fell into newspaper work by accident. When he was little more than 16 years old, his father became temporarily blind, and he had to leave school to help his family. At first he was an errand boy in a draper's shop, and then in turn, barber's assistant, dock laborer and clerk in a labor union office.

He was 17 when the Boer War broke out and he joined the volunteer regiment in his home town of Swansea, Wales. He sailed for South Africa in January, 1900, the "youngest private soldier in the British Army." He was in the service a year and ten months, and during that time he wrote long letters home from the front. The editor of the Swansea newspaper, the *Cambria Daily Post*, got hold of one of the letters and began printing them in his paper.

When Wignall returned home he was offered a job as a reporter on the Cambria Post and accepted.

"My first assignment," Wignall recalled "was when a huge wall of sand fell and buried 6 men. I didn't know the first thing about newspaper reporting, but I wrote the story as though I were writing a letter, and I have continued this method ever since."

After 4 years, Wignall became quite a success in the Provinces. He was made chief sporting writer on the *South Wales Daily Post*. About this time Charles Watney, then news editor of the late *London Standard* offered him work on his newspaper.

Wignall went to London in "fear and trembling." He made an agreement with Watney that he would work one week for nothing and if he proved a failure in Fleet street, he would return to the Provinces.

His first assignment in London was of the "trial variety." Watney wanted to find out just what sort of a man he had brought in from the Provinces. He ordered Wignall to go out and find the exact number of unemployed men, women, and children in every London borough.

Of course Wignall didn't know London. He left the newspaper office dispondently and spent a very bad day of homesickness in a cafe across the street. It occurred to him that the assignment was in the nature of a test and that everything depended upon the imagination he could bring to play in making an excuse. At 4 o'clock in the afternoon, he made his mind he would quit Fleet street.

On his way to Paddington Station, he met an old friend of his father's who was connected with the Board of Trade Gazette. Then, as Wignall explains it, "one of those things that never happen outside of fiction" occurred. This man had all the statistics that Wignall had been ordered to find. They were all prepared in galley proofs to be printed in about three weeks in the Board of Trade Gazette.

"When I brought in the story," Wignall remembered, "the most astonished person I ever saw was the editor."

Wignall remained with the Standard about 2 years. Then he left with Watney to establish the *London Evening Times*, a newspaper that lived about 12 months. Others in this enterprise were John Cowley, now chairman of the board of directors of the *London Daily Mirror;* Bernard B. Falk, now editor of the *London Weekly Dispatch;* Edgar Wallace, now a novelist; and J. S. Little, retired. After this venture, Wignall became news editor of *Sporting Life*.

When the World War started, Wignall rejoined the army as a private, later receiving a 2nd Lieutenant's commission. Re-entering newspaper work following the armistice, he joined the Daily Mail as boxing expert, and has held this position ever since.

"I don't go out to report a prize fight from an expert's point of view," he explained. "I write boxing for the man in the street, always bearing in mind that letter writing flair of mine, which started me as a newspaper reporter."

Tracy Joins Printing Firm

M. E. Tracy, editor of the *Houston* (Tex.) *Chronicle*, and for 11 years connected with the newspaper, has resigned to become vice-president and editorial director of the Rein Printing Company, Houston.

Tri-State Editors Hold Convention

The Tri-State Editorial Association opened its annual convention at Sioux City, Ia., September 18. Sessions were scheduled to start Thursday morning and continue three days.

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From Washington (D. C.) Post

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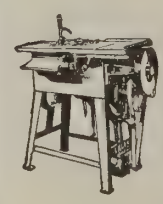
"In December, 1922, the Ludlow System was installed in The Washington Post, supplanting another system in use for ten years.

"Column cost has been shattered since its installation, and I can truthfully state that the Ludlow deserves 75 per cent of the credit for this saving.

"Another good point in favor of the Ludlow is the small amount of floor space it occupies. Our two Ludlows and six cabinets use only 96 square feet of space.

"There never has been a "sink" in the face of any of our Ludlow lines. The appearance of the paper has never been better.

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LUDLOW QUALITY COMPOSITION



Our Own World of Letters

By JAMES MELVIN LEE

CLARENCE W. WAGENER, who is connected with the Promotion and Publicity Department of the *Baltimore Sun*, after a careful study of the different phases of life found in towns of limited population, has made his analysis public through a volume entitled "What the Small Town Needs" (Fischer Printing Company, Baltimore). He is to be congratulated upon the way in which he has steered his survey between the Scylla of carping ciritism and the Charybdis of platitudinous praise.

After a careful perusal of the volume I am somewhat surprised that Mr. Wagener has overlooked the thing most needed—a good community weekly. Several years ago a New York periodical offered a prize for the best essay on "The Best Thing in Our Town." The prize went to a man who described a country weekly in a little town in Missouri. Similar conditions obtain in many other villages. Incidentally, Mr. Wagener lists those things which should have the active editorial support of local papers.

* * *

THE first attempt to answer nationally for the wood-using industry and for the consuming public the question of an adequate permanent future timber supply will be found in "How the United States Can Meet Its Present And Future Pulp-Wood Requirements." Newspaper publishers who have not already received a copy of this government bulletin may obtain one gratis upon application to U. S. Department of Agriculture, Forest Service, Washington.

* * *

THE latest volume in the Journalism Series published by the School of Journalism, University of Missouri has its title "Women and the Newspaper." It contains addresses and discussions originally given at the Fifteenth Annual Journalism Week.

Sara L. Lockwood, Assistant Professor of Journalism, contributes an introduction and admirably indicates the contents when she says:

> The addresses given here make no attempt to cover all the opportunities for women writers. Writing special interviews and features for Sunday magazine sections and periodicals; conducting children's pages or writing for children's magazines; political writing; conducting newspaper columns; organizing and keeping in workable order a newspaper library; writing for or editing trade publications; teaching journalism in high schools or colleges—all of these things were brought out in discussions as offering opportunities for women journalists.

A copy of this pamphlet may be obtained from Walter Williams, Dean of School of Journalism, Columbia, Missouri.

* * *

THE death of H. W. Massingham, editor for many years of the *London Nation*, drew forth many tributes from American newspapers and periodicals. One of the best of these is that found in the *New Republic* for Sept. 10.

* * *

THE International Relations Section of *The Nation* for September 10 outlines somewhat in detail the attempts of Mussolini to gag the press in Italy.

Action may be taken:

> If the newspaper or periodical, by false or misleading news causes any interference in the diplomatic action of the Government in its foreign relations, or hurts the credit of the nation at home or abroad, causing undue alarm among the people, or in any way disturbs the public peace.
>
> If the newspaper or periodical, by editorial articles, notes, titles, illustrations, or inserts, incites to crime or to class hatred or to disobedience of the laws of established order, or upsets the discipline of those engaged in public service, or favors the interests of foreign states, groups, or persons as opposed to Italian interests, or insults the nation, the King, the royal family, the Summo Pontifex, the religion, the institutions, or the authority of the state or of friendly Powers.

Before this issue of *The Nation* is put down one should glance at "Fashions and Newspapers Hoaxes" in which the story of the famous moon hoax of the old *New York Sun* is retold.

* * *

SEVERAL universities, not only in Europe but also in Asia, have selected "Deadlines," that newspaper classic by Henry Justin Smith, formerly news editor of the *Chicago Daily News*, as a text to be read in the classes specializing in modern English. From other sources come equally high praise for the book as one of the finest examples in which there is a charm of style combined with a force of expression. Smith has left the editorial rooms of the *Chicago Daily News* to go to the ivy-clad halls of University of Chicago where, at least on state occasions, he will wear the customary cap and gown.

* * *

THE *Washington Newspaper* for August, 1924, includes in its covers an article by James W. Fisk, Merchandising Counsel, the *Milwaukee Journal*, called "Service in Selling Retail Advertising." The *Washington Newspaper* is the official organ of the School of Journalism connected with the University of Washington at Seattle.

* * *

EDWARD P. MITCHELL continues his chat about Dana and his newspaper in *Scribner's Magazine* for September in an article entitled "Mr. Dana and His People." In it he tells a lot about the men who worked with Dana on the *New York Sun*.. Personally, the chat is too brief about Frank Church, whom I regard as one of the greatest editorial writers in the history of American journalism. But this is only a personal impression.

The chat about Mayo W. Hazeltine, who was literary editor of the *Sun* under Dana, is a fine piece of character drawing. So little has been published about book-reviewing that I have yielded to temptation to quote the following paragraph on how Hazeltine turned the trick:

> M. W. H.'s general manner of reviewing was to bring out the best there was in the book under consideration, bestowing upon it his own resources of knowledge and judgment in a friendly, rather than a hostile spirit. If the thing did not seem worth while, or was bad enough to excite his contempt, he did not say so, but let it alone. No lack of the critical faculty was implied in this generosity of attitude, for the estimates recorded by Hazeltine, particularly in his earlier reviews—some of which were collected and published by the Scribners in 1883, under the title "Chats about Books"—have the subtlety and searching quality of Sainte-Beuve. But Hazeltine's tolerance increased as his reputation became more magisterial. Unexcelled in the art of paraphrase, his longer reviews, occupying a whole page in The Sun every Sunday, became more and more an exposition of the meritorious contents of the volume, without direct citation and interpreted at every point by the reviewer's fruitful, illuminating scholarship.

In another paragraph Mr. Mitchell adds:

> Hazeltine's conviction was firm that the readers' interest was primarily in the book and its author, rather than in the personality of another writer, the reviewer.

I sincerely hope that the current issue of *Scribner's* will have a wide reading among literary editors.

Another one of Dana's people was Thomas Hitchcock, a prominent figure for many years in metropolitan finance and, in a certain sense, the financial editor of the *Sun* (in the ownership of which he came next to the "big boss.") Mr. Mitchell has some interesting things to say about Hitchcock but nothing more startling than:

> It was to Mr. Hitchcock, in the temporary absence of Dana, that Sheriff Jimmy O'Brien submitted the Tweed Ring accounts and incriminating documents in the summer of 1871, when O'Brien decided to strike his blow of vengeance. Mr. Hitchcock was naturally unwilling to assume the responsibility, and the sheriff, unable to reach Dana, carried the Ring figures to George Jones of the *Times*, dumped the bundle and left without sitting down.

As a sort of postscript I want to mention one other individual listed by Mr. Mitchell—Mr. A—an old circus advance agent who found a comfortable chair in later years in the editorial rooms of the *Sun*.



And down in Miami

—that hospitable southern city and resort where thousands of Northerners take refuge from ice and snow in America's most perfect climate, the Miami *Herald* and *News* keep tourist and resident alike supplied with complete local, national and international news.

These two excellent papers like hundreds of others have seen fit to rely on the Imperial Plus Metal Plan to take care of their type metal. Here again is publisher's forethought.

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To build quality, whether it be into a house or a newspaper or a pair of shoes, is to guarantee the highest ultimate reward for effort expended.

The Dallas Morning News
Supreme in Texas

First eight months of 1924
Carried more Women's Wear advertising than any other newspaper in the City.
NEW YORK EVENING JOURNAL

BRITISH DAILIES FINED FOR PRINTING CRIME NEWS BEFORE TRIAL

Held in Contempt by Judge and Warned that Imprisonment Waits Second Offense for Reporting Murder Case American Style

By HUGH J. HARTLEY

FINES approximating $7,000 and a warning that imprisonment had been barely escaped were visited on 3 important British newspapers recently, because they had investigated a murder mystery in approved American newspaper style and had published detailed accounts of the case in advance of the trial.

The judgment given by the Lord Chief Justice of the Divisional Court was by no means extraordinary. It represented the usual practice of the British courts in dealing with newspapers which publish evidence in a criminal case, and are held in contempt of court because it is presumed they have interfered with the police and prejudiced the rights of the prosecution or the defense or both.

Such an attitude seems unbelievable to the average American who reads daily the details of criminal cases and wonders why the newspapers don't ferret out the wrong-doers and expose police bungling or negligence when the perpetrators are not brought to justice promptly.

It may seem less credible still to learn that some leaders of opinion in this country urge that the British censorship system should be placed in effect in the United States for the public welfare. The *Chicago Tribune* recently declared that too much publicity is given by the newspapers to crimes and to persons accused but untried. It urged the enactment of a law limiting the freedom of the press in this respect and forbidding more than a brief mention of crimes until those charged with committing them were brought into court. The general verdict of editors seemed to be for complete freedom. That some newspapers have exceeded the bounds of decency, is admitted. Some have unduly played up cases to make sensations, or have taken sides, viciously, in a case to come before the courts.

Seldom has an American newspaper been accused of obstructing justice or concealing clues to crime. Its efforts usually have been directed to the protection or acquittal of the innocent and the bringing of the guilty to justice.

The public generally has appreciated such service and has placed a sort of awed reliance in the terrible power wielded by the press for the common welfare in the solution of criminal mysteries. Newspapers have gone far, too, in exposing corruption at the very bar of justice and have gotten away with it.

What a shock it would be, therefore, for an American reader to learn that his favorite newspaper had been accused of the heinous crime of "sending to the scene of the crime investigators—newspaper detectives—to make inquiries, house to house search for witnesses, in order to have them make statements of fact for publication."

That was the indictment of the Attorney General in the case of the King against the *Manchester Guardian,* the *London Evening Standard* and the *London Daily Express,* along with a number of other smaller papers which copied the articles printed in those publications on a bungalow murder mystery which became famous in England last spring under the name of the "Crumbles Case."

Patrick Mahon, a young married man of good family and comfortable income, had carried on an illicit affair for some time with a girl named Emily Kaye, beautiful, talented, and with a considerable competence. The couple met frequently, and as Mahon's ardor began to cool, many quarrels ensued. Finally, Mahon rented a bungalow some distance from London, named "The Crumbles." Later, portions of the girl's dismembered and half-burned body were found, and an investigation revealed a revolting murder and the gruesome fact that Mahon had entertained another young woman of his acquaintance at the bungalow almost before the body of his murdered sweetheart was cold.

Here were all the elements of a sensational murder case. Police news on the case evidently was not plentiful or convincing, and so several big newspapers took up the case in American style, and their columns blazed with illustrations and headlines fit to scandalize conservative British tastes.

In due time the courts disposed of Mahon, who was sentenced to death, but meanwhile they also took up the case of contempt against the newspapers. Counsel for the defendant publications included many of the most distinguished counsel in England, but the horror-stricken recitals of the Attorney General of the articles which had been published made all their efforts fruitless. He placed before the court a full-page special article, entitled "The Tragedy of Mrs. Patrick Mahon. Full Story of Her Marriage Romance by a Personal Friend."

The Attorney General said that there was a fundamental principle of justice which was affected by all publications of any relevant matter during the course either of a trial or during the period in which the accused was under remand or arrest. It was impossible for any person to know to what extent the life-story of an accused man, either in relation to his wife, or in relation to any other person, might be even vitally relevant to the trial when it came on. It was not for a newspaper to make inquiries and publish matter of a sensational nature, and it was contempt of court for any newspaper to make such inquiries with a view to publication.

One exhibit was an article, entitled "Another Crumbles Puzzle. Was the Girl Dead When Her Letter Was Posted?" There was published a letter said to have been written by Miss Kaye to a friend in which she referred to being engaged to Mahon. The defense counsel admitted that applying a fair test it might be said that the publication of such a letter might tend to interfere with the trial of Mahon. Yet he said one could not shut one's eyes to developments in the case as they occurred.

The court was severe in its criticism of this article, and the defense counsel pleaded that newspapers could be prosecuted for libel under the law if what they said was incorrect or malicious.

Another complaint concerned Miss Ethel Duncan, the young woman who had been entertained by Mahon after the murder took place. It was alleged that Miss Duncan had been questioned by the police and warned not to make a statement, but that representatives of *Evening Standard* saw her also and obtained information and a promise not to give a statement to anybody but themselves. They were doubtful whether she would remain faithful against the wiles of other newspapers, however, and therefore arranged that she should stay with the wife of one of the sub-editors at a watering place. The defense pleaded that Miss Duncan had not told them that she had been instructed to secrecy by the police.

At that the Attorney General opened with his batteries in earnest. He said he viewed the case with the greatest anxiety. It was essential in the interests of justice on both sides that the police should have the unfettered power of making inquiries into possible evidence, and also that the defense should not be prejudiced by persons publishing statements which might at any time become vital to the defense. Publications like this might do irreparable harm. Counsel for the defendant newspapers had argued that what had happened was not a contempt of court. It was most unfortunate that it should be possible for such an argument to be put forward. The deliberate policy adopted through these publications was to send to the scene of the crime investigators—newspaper detectives—to make inquiries. They made house to house search for witnesses to make statements of fact for publication. The Attorney General added that he hoped it would not be possible in future for any newspaper to come before the court and argue that such publications were not contempt of court. Their inquiries hampered the police and the course of justice, and he asked their Lordships to establish once for all that such a policy should not continue. It would be eminently desirable to find out who was responsible for the policy of sending down these investigators. In the future it might be well to ask the court to allow the cross-examination of editors who said that they did not see a particular article, with the view of finding out who was the person or body of persons responsible for this class of publication.

The *Manchester Guardian* pleaded that publicity of sensational crime was no part of its policy and that it devoted as little space as possible to matter of that kind. The paper did not have investigators who made independent inquiries, but in this case, as the woman was a Manchester girl, they sent down one of their ordinary reporting staff. Even Homer sometimes nodded, the Guardian's counsel said, and the newspaper humbly apologized for this temporary aberration of judgment.

A similar admission was made by counsel for the *Daily Express,* and he explained that the newspaper employed a member of the Bar of 40 years' standing, whose duty it was to go through the proofs, and in the mistaken belief that there was nothing to which exception could be taken, he had passed the matter.

The Lord Chief Justice declared that it was apparent to the court that the matters complained of were likely to interfere with the administration of the criminal law. He did not propose, because he thought it might be prejudicial under the circumstances, to single out particular matters or particular phrases, and show by reference exactly in what way each might be likely to affect the fair trial of the accused person.

It was clear, he said, that some of these newspapers had entered deliberately and systematically on a course which was described by some of them as "criminal investigation." It was urged by one of the defendants that it was part of the duty of a newspaper when a criminal case was pending to elucidate the facts. The court said such a suggestion led to something like this: that while the police of the Criminal Investigation Department were to pursue their investigations in silence and with all reticence and reserve, being careful to say nothing to prejudice the trial of the case, either from the viewpoint of the prosecution or the defense, it has come to be the duty of newspapers to employ a staff of amateur detectives who would bring to an ignorance of the law of evidence a complete disregard of the interests both of the prosecution and the defense.

This was absolutely wrong and against the interests of justice, he said. Therefore, he fined the Evening Standard, which had shown a deliberate effort to conduct its own investigation of the case and publish the results despite the police and the courts, 1,000 pounds and costs. The Manchester Guardian and the Daily Express were fined 300 pounds apiece, and several other defendants were fined 100 pounds apiece. Under certain circumstances, if they had been brought out in the trial, it would have been the duty of the court to employ the penalty of imprisonment, and if the practice were repeated the court would not again be disposed to adopt the merciful alternative of a fine.

Those who would restrict the freedom of the newspapers in dealing with crime cases in this country point to the English law and cite the much lower crime rate, especially of murders, in England as compared with this country. The American Bar admit that criminal procedure in this country is in need of reform—should be speeded up and punishments made more stern and more nearly certain. The general feeling of fear that the innocent will be punished has permitted the admission of evidence which would be considered absurd or dishonest in English courts and simply would not be tolerated.

FORESHADOWED EVENTS

Sept. 21-24—Tenth District A. A. C. W., annual convention, Galveston, Tex.
Sept. 22-25—Advertising Specialty Assn., convention, Chicago, Ill.
Sept. 27-30 — Massachusetts Press Assn., annual outing, Whitefield, N. H.
Oct. 4-6—Pennsylvania State Press Assns., annual joint outing to Delaware Water Gap and Poconos.
Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.
Oct. 12-16—Financial Advertisers' Assn., convention, Richmond, Va.
Oct. 13-14—National Industrial Advertisers' Assn., convention, Chicago, Ill.
Oct. 13-16—Audit Bureau of Circulations, fall convention, Chiaago, Ill.
Oct. 14-15—Inland Daily Press Assn., annual convention, Chicago, Ill.
Oct. 15-18—United Typothetae of America, convention, Chicago,
Oct. 16-18—A. A. A. A., annual convention, Chicago.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., N. Y. C.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

"Broadcasting Broadway." A theatrical column that is REALLY different. Write for sample. Strathmore P. C., 134 West 43rd Street, New York City.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League,
Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Comic Story

PAT & MATT
Lewis Wilson Appleton, Jr.,
1922 East Pacific St., Philadelphia, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By BUD COUNIHAN
He Started on Chalk Plates



"BUD" COUNIHAN, one of the *New York Evening World's* galaxy of cartoonists, describes his career in the following manner:

"My first experience as a newspaper cartoonist, was on the *Norwich* (Conn.) *Bulletin,* carving out sport events on chalk plates. After a year or so of spoiling a flock of perfectly good plates, I received an offer from the *Providence Journal* to do sports—worked a year on the Journal, then took on the *Brooklyn Times* for a year, covering sports, politics and banquets.

"I next broke out on the *Philadelphia Times,* as sport cartoonist doing a baseball strip called—"Luke M'Glook, the Bush League Bear-Cat," while resting.

"The *Washington Post,* was next on the list. While working on the Post, I received my real big chance—the same being an offer from Mr. John T. Tennant, managing editor of the New York Evening World to do a comic strip for the back page—and here I am."

'Twasn't a Cow—R. F. P.

To EDITOR & PUBLISHER: In your issue of Sept. 6, I observed an announcement by Bob Satterfield, artist of the Perry Service, that he was "kicked into art by a cow," which is tough on yours truly, who is no cow and who certainly did more than any mere cow toward putting Bob into newspaper art.

Bob's first assignments, on the *Cleveland Press,* 'way back in 1892 or 1792, resulted in pictures of a horse with a cloven hoof and a dog with leg joints bending the wrong way. It took more than a cow to kick those art ideals into him and I'll make oath that it took an entire editorial staff to kick them out of him. However, in those days, you didn't see many Press cartoons hung up in the salons, and Bob, with his anatomical weaknesses ironed out of his drawings, soon made a great "following" by the action of his product.

I recall that, on one occasion, a snappy political cartoon was in the making. "Fine, Bob, fine!" I said. "Now just put a little yellow dog under that wagon to represent Boss Blank!"

"Sat" bounded in his chair, in enthusiasm over the idea, but suddenly became quite sober and, looking up, quietly remarked, "I don't think I can draw a little yellow dog in black and white."

R. F. PAINE,
Cleveland Press Edition, 40 years back.

Capital Golfers Challenged

Having decisively defeated Paris, at golf, the American newspaper men in London are now making plans to challenge the Washington correspondents, confident they can pick a team to lick the capital's best. The golf stars in London include Joseph W. Grigg of the *New York Sun;* Hal O'Flaherty, *Chicago Daily News;* Frank H. King, Associated Press; Arthur Draper, *New York Herald Tribune;* David M. Church, International News Service; J. P. Collins, *Boston Transcript;* Arthur Mann, *New York World;* and Robert J. Prew, Universal Service.

Blethen Leaves Vanderbilt Organization

Joseph Blethen, who recently gave up his post as business manager of the *San Francisco Illustrated Herald* to become the personal representative of Cornelius Vanderbilt, Jr., in establishing a tabloid in Detroit, resigned from Vanderbilt Newspapers Inc., Saturday, Sept. 13. Neither Mr. Blethen or Mr. Vanderbilt made a statement regarding the resignation.

Babson Incorporates Publishers' Bureau

The Publishers' Financial Bureau, Inc., of Wellesley, Mass., last week received a charter of incorporation from the Massachusetts secretary of state, to carry on a publishing business. The capital is given as 1,000 shares without par value. The incorporators are Roger W. Babson, noted statistician, of Wellesley, Nona M. Dougherty and E. Oakman Hodd, both of Wellesley.

Wheeler Buys Into Kansas Daily

C. W. Wheeler, former commercial superintendent and publicity director of the United Light and Power Company of Abilene, Kan., and a well-known Kansas newspaper man, has purchased an interest in the *Salina* (Kan.) *Daily Union,* and has been made vice-president and general manager.

Daily Teaching New Language

The *Winnipeg Free Press* is printing a course in Ilo, a new international language. When Esperanto was the best existing international language, the same newspaper gave its readers a series of lessons in Esperanto.

A State of Thinkers

IOWA

IOWA is the first state in the Union in the point of literacy with an average of ninety-nine per cent.

Iowa is not only literate; it is intelligent.

Each year Iowa spends in excess of $37,000,000 for educational purposes or $15.53 per capita.

Iowa's 30,000 school teachers develop the ability to think and apply science to all things, even to the selection and purchase of necessities, conveniences and luxuries of life.

Make your advertising appeal characteristic, because science, the foundation of Iowa's farming success, has made thinkers of them all.

Use the daily newspapers and tell the readers what you can do for them by whatever it is you have to sell.

		Circulation	Rate for 5,000 lines
***Burlington Gazette	(E)	10,535	.04
***Cedar Rapids Gazette	(E)	22,671	.07
***Council Bluffs Nonpareil	(E&S)	16,132	.05
***Davenport Democrat & Leader	(E)	14,485	.06
***Davenport Democrat & Leader	(S)	17,416	.06
***Davenport Times	(E)	24,946	.07
***Des Moines Capital	(E)	61,683	.14
***Des Moines Sunday Capital	(S)	27,895	.14
***Iowa City Press-Citizen	(E)	6,230	.035
***Keokuk Gate City	(E)	5,899	.03
†††Mason City Globe Gazette	(E)	13,405	.04
***Muscatine Journal	(E)	7,980	.035
***Ottumwa Courier	(E)	13,375	.05
***Waterloo Evening Courier	(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924

NEW PLANT OF NEW ORLEANS STATES READY FOR OCCUPANCY



WHAT the management claims will be the "largest and most efficient newspaper publishing plant in the South," will be occupied, Oct. 1, by the *New Orleans States.*

Last November the States purchased the 4-story Fairbanks building for $250,000, and necessary changes to meet newspaper needs are now nearly completed. The newspaper has furnished its new home with new octuple press, a new 4-color press, and additional linotypes.

Besides the present main building of the States, the paper leases two floors of the Tudor building and one of the Interstate. One floor alone of the Fairbanks building contains almost as much space as all the area The States now has in these three buildings. The measurements of the Fairbanks building proper are 158 feet 6 inches on St. Joseph street, and 145 feet 6 inches on Camp. Each floor contains 22,000 square feet.

The enormous size of each floor and the big drive way on the two inner sides of the block permit prompt handling of paper stock and the delivery of newspapers.

On each side of the main entrance are the general offices; on the left, the advertising department; on the right, the business office, the bookkeeping department, auditing department, and the cashier. In the rear of the advertising department is the copy service department with artists and copy writers. In the rear of the service department, the circulation department has very large quarters, opening out under the rear shed where newsboys and carriers are served.

To the rear of the business office is the press room, occupying one-quarter of the lower floor. Presses are mounted on concrete foundations in the basement, and extend up nearly to the ceiling of the first floor. Papers are delivered by conveyors directly to the circulation department where the newsboys and carriers are served. Adjoining the press room towards the center of the building is a spacious shower bath for the pressmen.

On the second floor to the front are the editorial offices, with the publisher's office at the corner of Camp and St. Joseph streets. Other editorial executives are placed on the Camp street front, and on the right is the general news room with Associated Press wires.

Back of the executive offices are the reception rooms, library, and file rooms. Then, comes the composing room across the entire building. In the extreme right, back of the composing room, is the stereotype room. To the left of the stereotype room is the photo-engraving department. Marble shower baths are also provided for the workers on the second floor.

On the fourth floor in a private office, segregated from the rest of the plant, are the leased wires for the Universal and International News Service.

Robert Ewing is publisher of the States.

WHAT OUR READERS SAY

The American Plan in Ohio

MANSFIELD, Ohio, September 2, 1924

TO EDITOR & PUBLISHER:—The article in your last issue, entitled, "N. Y. Papers Must Proofread 'Bogus' by New Arbitration Ruling," is interesting and also a source of pity for the publishers of New York who are bound, hands and feet, by the International Typographical Union.

Here in Mansfield, the *Mansfield News* has freed itself from this grasping organization and is operating on the American Plan, a situation that abounds in satisfaction to three parties—the publishers, the advertisers and the printers. We are not now a victim of that wasteful "bogus" law. The men and women of our composing room are not handicapped by the unjust laws of a labor union and the advertisers are not compelled to pay for something that they do not get.

It has been a hard fight, we both admit and take pride. But we are over the hill and are in a position in which we can give honest service, get honest service and also have that peace of mind of knowing that our satisfied co-operators in our mechanical department will be on the job tomorrow ready and willing and anxious to give a full 8 hours' work for their eight hours' pay.

The American Plan with us is not a wage cutting movement. Last year in our composing room our 5 highest paid men each made $660 more than the five highest paid men under the union conditions. We borrow Maurice Ketten's expression—"Can You Beat It?" These men were paid higher wages because they deserved them. The drones have been weeded out. The producer is encouraged and, better than all, the apprentice is given his opportunity to learn the machine without the long period of apprenticeship which the union demands.

New York Magazine publishers are coming to Ohio. Why? They are seeking the Promised Land of Industrial Freedom. It is unfortunate that the newspapers cannot take the same course.

May I add that circulation is going up, that we gained 30 per cent in advertising over last year and two years ago and that our advertising rates are the second lowest in Ohio.

K. H. CRAIG
Editor
Mansfield (O.) *News*

Noll Not With Vanderbilt

TO EDITOR & PUBLISHER:—In your issue of Aug. 30, you quote a news item that "P. N. Noll, who organized the *San Francisco Illustrated Daily Herald* for Cornelius Vanderbilt, Jr.," etc., etc., etc.

Mr. Noll did not organize the Illustrated Daily Herald in San Francisco, nor did he have anything whatsoever to do with that organization. Mr. Noll worked as a stock salesman in the brokerage firm of our fiscal agents and was one of two or three hundred men with similar occupations.

CORNELIUS VANDERBILT, JR.,
President.

Making Radio Sections

TO EDITOR & PUBLISHER:

In a recent issue you ran an article on "making a radio section" by Mr. Bragdon of the *New York Sun.* May I differ with him on some points?

I believe there are three general types of copy necessary in a radio section or column: Current radio news, including programs; features, popular and technical; and correspondence with fans and amateurs on all phases of the art and industry.

Mr. Bragdon says syndicate material is of little value. Perhaps this is true of technical matter, but it cannot be true in the case of news and popular features. No paper can survive without a general news service, which is certainly a syndicate. Radio news services of national or international scope are necessary to the successful radio editor of a daily paper.

The article states that few purchasers of radio syndicates are to be found. The contrary is the fact. The material furnished is neither technical nor theoretical; it is news, covering the activities of government, commercial, amateur, broadcasting, manufacturing and private interests and features on radio developments and its legion of followers. Radio news, like sporting, financial and automobile news, is now written and syndicated by specialists. Such services, covering national and international events in the radio world, as sports, women's affairs and popular science are handled, are of as great interest in New York as in Los Angeles.

There was considerable radio news in the world flight, Defense Day broadcasts, political campaigns, the proposed trips of the Shenandoah and ZR-3, and dozens of other daily occurrences. In the Nation's Capital there is seldom a dearth of special radio news. Each week there are announcements of national and international interest. The handling of such copy requires the service of a radio expert.

There is still considerable interest in technical data and "how-to-make-it" articles, as Mr. Bragdon points out, but only about one in a family of newspaper readers is concerned with theory and practice, which is covered well in radio magazines and text books. The rest of the home readers, the writer believes, care more for items of news which back up the daily programs. After all, the chief object of radio is communication in its several forms. The average reader is curious about the future of broadcasting, new stations, inter-connections making possible national broadcasts, improvements described popularly and briefly, standards in the industry, the artists they hear, and special events scheduled—in other words, the radio news. Mr. Bragdon comes nearest to the actual prime interest of readers, when he mentions the romantic and industrial phases of radio communications, but he has neglected to recognize the vital value of radio news.

Very truly yours,

CARL H. BUTMAN, Mgr.
Washington Radio News Service.

New Home for Oklahoma Daily

Contruction work was started Sept. 2, on the new $50,000 home for the *Blackwell* (Okla.) *Tribune.* The building will be two stories high, of brick and concrete construction, trimmed with stone. The first floor will house the newspaper, the second will be devoted to 8 three-room apartments. C. Robert Bellatti is president and editor of the Tribune.

Keep in touch with newspaper experience in EDITOR & PUBLISHER—$4 a year.

Ask for Series No. 6

A new set of 52 ads to stimulate church attendance in your town has just been issued by the Church Advertising Department. These are non-denominational, addressed to the man outside all churches. They are similar to ads which have been used in all parts of the country.

Proofs sent on request.

To pay the cost of printing and promotion the low price of 3 cents per week per thousand circulation has been fixed.

Study these proofs and see if they can be used in your community.

Address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Clubs of the World
New York City

ROCKEFELLERS DISCLAIM PRESS PROBE

(*Continued from page* 10)

embodied in any affirmative or definite action.

"Subsequent to the conference in May, one of the foundations of the country, not affiliated with the various Rockefeller institutions, tentatively suggested that $25,000 might be available from that source to carry on certain phases of the work, if undertaken. Mr. Walter Rogers advises, however, that even that tentative suggestion could not be considered as morally binding, even if accepted, and it certainly has not been accepted by the committee, and no plans have been perfected for spending that or any other sum of money.

"This statement may be regarded as authoritative in so far as it states the acts and policies of either Messrs. John D. Rockefeller, Senior or Junior. As to what may be done in the further development of the plan referred to, or in subsequent conferences which may be held, the proper source of information is Mr. Walter S. Rogers, the Cosmos Club, Washington, D. C.

(Signed) "Ivy L. Lee."

Informed that Mr. Lee had challenged the accuracy of his article in Editor & Publisher, Dr. William T. Ellis, at Swarthmore, Pa., prepared the following statement:

"This is one of the occasions when careful reporting is openly vindicated. There is nothing to take back or to explain away.

"Every line of my story is substantiated by the written statements of Dr. H. A. Miller, of the Ohio State University, the man in working charge of the investigation, which he courteously made in response to my request for information.

"I send you herewith a copy of Dr. Millers' letter, written on the stationery of the American Sociological Society.

"It will be found to corroborate, in minutest detail, every statement of fact that appeared in Editor & Publisher under my name. By the same mail I had a note from President Henry Churchill King, of Oberlin College, of whom I had also inquired, saying that he had talked with Professor Miller and could add nothing to what the latter had written.

"In case any reader should be interested in the origin of my story, may I say that my attention was first drawn to the subject by an editorial note in The Christian Century, a weekly religous publication which of late has been bitter in its attacks upon the newspapers, expressing the wish that some one of the foundations might investigate the press and its news sources. A few weeks later it carried another short editorial, announcing that a reader had informed the editor that the investigation it coveted was already under way. Dr. Miller's name was given as the responsible executive.

"Thereupon I sought fuller information, not having before heard of the movement. Upon receiving this, it seemed to me, as a newspaper man jealous for the good name of the press, and as a foreign correspondent who had had personal experience abroad of censorship and propaganda, that this investigation should proceed in cooperation with the newspapers, and not in antagonism to them: for the press is more zealous for full, free uncolored news than any body of outsiders could possibly be. This move by the scientists and educators appeared like a rare opportunity for the vindication of the press.

"Therefore I laid the matter before Editor & Publisher, and was urged to write the article that very afternoon. I did so: had I waited, the story would have had fuller corroborative details, but it would not have been one whit more accurate than when it did appear."

AD-TIPS

F. Wallis Armstrong Company, 16th and Locust Sts., Philadelphia. Pa. Placing advertising of Philadelphia Storage Battery Company, Ontario & C Sts., Philadelphia. Pa., manufacturers of "Philco" Batteries.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia. Placing advertising of the Graton & Knight Mfg. Company, Worcester, Mass., tanners, makers of leather belts and other leather products.

N. W. Ayer & Son, 300 Chestnut St., Philadelphia. Placing account of Charles E. Hires Company, 206 South 24th Street, Philadelphia, manufacturers of "Hires," "Hires" Ginger Ale & "Hires" Household Extracts.

George Batten Company, Inc., 383 Madison Ave., New York. Placing advertising of the Elliott-Fisher Company, 342 Madison Ave., New York, manufacturers of accounting machines.

Chambers Agency, New Orleans. Conducting advertising of the William Lumber Company, New Orleans, lumber concern dealing in cypress.

Collins Kirk, Inc., 752 N. Michigan avenue, Chicago. Placing the account of the John F. Jelke Company, Chicago.

Dorrance, Sullivan & Co., 130 West 42nd street, New York. Placing advertising of American Tobacco Company, 111 Fifth avenue, New York, manufacturers of "Herbert Tareyton" Cigarettes.

Erickson Company, Inc., 381 Fourth avenue, New York. Placing account of the Duz Company, Inc., 521 West 23d street, New York, manufacturers "Duz," a washing compound.

Henri, Hurst & McDonald, 58 E. Washington street, Chicago, Ill. Handling account of David Adler & Sons Co., 246 Broadway, Milwaukee, Wis., manufacturers of men's and young men's suits and overcoats.

Honig-Cooper Company, 180 N. Wabash avenue, Chicago. Copy is being distributed to newspapers in the southwestern terrtiory on the D. Ghiradelli Company, San Francisco, Calif.

Jacques Manufacturing Company, Chicago. Placing advertising direct with a general list of newspapers.

If the Armenians want to show proper enterprise in developing Mount Ararat as a pleasure resort, they'll find Noah's ark and put it up there.—*Providence Journal.*

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

THIRTY-ONE YEARS of building friendships, establishing points of contact with men in the advertising business results in frequent orders that depend greatly upon the kind of solicitation made.

Being careful never to oversell either a market or a newspaper has resulted in our word going a long way.

This is one of the features of service that we have to sell.

Always willing to talk representation with the right kind of newspapers.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 W. 45th St. New York — 900 Mallers Bldg. Chicago

401 Van Nuys Bldg. Los Angeles

The Deseret News

SALT LAKE CITY, UTAH

74 years of absolute dependability leads the Evening Field in circulation and national advertising.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York — Chicago — Detroit
Kansas City — St. Louis — Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles — San Francisco

Indiana

IS THE

Heart of the Nation's Population

THE heart of any national campaign determines the strength of results and the life of your advertising effort. To be sure of that "heart" you must first be sure it is in the correct place.

Indiana is right in the heart of things—commercially and geographically. It is the center of the nation's population with over three million people, having the highest percentage of native born whites—92 per cent.

No other state enjoys the peculiar advantages of Indiana. Within the state is also the geographical center of manufacturing. It is in the middle of the great corn belt and is located in the center of a belt of wheat. It lies across the path of great trunk lines and its own steam and electric lines spider web in every direction.

Indiana newspapers—especially those listed in this announcement—are stimulant for this great, responsive "heart" where life is at its height.

When you buy advertising in the dailies mentioned below, you deal in known quality and quantity—they are the undisputed leaders in business getting.

USE THEM TO TELL YOUR MESSAGE TO INDIANA.

		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal....	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier.....	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times.....	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune .....(S) 19,718.....	(E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

WHAT'S WHAT IN THE FEATURE FIELD

AT the suggestion of William Allen White, the Cosmos Newspaper Syndicate, New York, has created what it calls "The World's Greatest Editorial Board," and what it claims is "something different" in syndicate service.

Cosmos is a newcomer in the syndicate field. Herbert S. Houston, publisher of *Our World,* is editor-in-chief and president; Myles F. Lasker, vice-president and general manager; Edwin Muller, treasurer, and Ethel Paine, secretary. It announces "The World's Greatest Editorial Board" as its most important feature.

Twenty-five leaders in American thought and 10 leaders in other countries constitute the Board, of which Mr. White is first member and chairman. Each member is to contribute one signed editorial of 300 words every month. Included on the board are Tagore, representing India; Prince Tokugawa, Japan; Nansen, Scandinavia; Paul Dupuy, of the *Paris Petit Parisien,* France, and Lord Burnham, England.

Other contributors to the new syndicate include Madame Emma Calve, opera singer; Paul Poiret, fashion authority; John Martin, children's features; Georgette LeBlanc (Mme. Maeterlinck); Dr. W. J. A. Bailey and Dr. W. H. Ballou, science series; Winifred Harper Cooley, "Woman's Life and Love"; Louise Davidson, daily cartoons, and Wells Hawks, New York Letter.

Calling attention to an alleged "wild scramble of imitation" in regard to football features for the coming season, the Christy Walsh Syndicate, New York, has issued a friendly warning to newspaper clients claiming it is the only syndicate authorized to offer signed articles by Tad Jones, Yale coach; Knute Rockne, Notre Dame, and Glenn Warner, Stanford.

Four other syndicates, according to Christy Walsh, claim to have these same football coaches under contract. The trio have signed a statement "disclaiming responsibility or authorization for any other articles bearing our signature."

Frieda Wyandt, a young New York girl, has written a series of articles for the New York World News Service, relating her experiences as an American working girl in European cities.

Herbert Corey's series "Real Workers at the National Capital," suspended during the summer, will be resumed shortly by the Associated Newspapers, New York. Corey will also continue his daily "Manhattan Days and Nights" stories about New York life.

Frank Murphy, treasurer of the McNaught Syndicate, Inc., New York, is spending 2 weeks' vacation at Fourth Lake in the Adirondacks.

"Al" Posen, creator of "Jingle Belles" for the United Features Syndicate, New York, has returned to New York from a summer vacation spent at Lake George.

Ed Brown, formerly with the McClure Newspaper Syndicate, is now connected with the Readers Syndicate, New York.

Clarence Gettier, who draws "From Sue to Lou" for the Bell Syndicate, New York, has created a new 2 column comic, which runs under the caption "Girlie Gags."

John Held, who draws "Oh Margy!" for the United Features Syndicate, New York, spent several days recently with the Spark Brothers Circus, collecting ideas for his feature.

"Bill" Roper, head football coach at Princeton University, is writing a twice-a-week football feature for the Bell Syndicate, New York.

Elsie Janis will shortly resume writing her weekly feature "If I Know What I Mean" for the Putnam Syndicate, New York. The feature was discontinued during Miss Janis' summer engagement in Europe.

John H. Millar, president of Associated Editors, Chicago, returned to this country this week from a 6 weeks' business trip abroad.

"Diana's Diary" is a new fashion comic strip announced by the Bell Syndicate, New York. Names of the creators are not disclosed.

A. C. Ring of the Reader Syndicate, Inc., New York, sailed on the Mauretania, Sept. 10, for an 8 weeks' trip abroad. He plans to sign up many new features while in England and on the Continent.

Miss Gladys Banner formerly society editor of the *Jacksonville* (Fla.) *Journal* has written a serial "Sally's Temptations" for the Publishers Autocaster Service, Inc.

Sidney A. Silberman of the National News Service has returned to his Philadelphia office after an extensive business trip throughout Pennsylvania.

Andrew T. Gump, famous statesman brought into prominence by Sidney Smith of the *Chicago Tribune,* formally threw his clay pipe into the ring as a candidate for the presidency when a huge bronze statute of himself was unveiled at the entrance to the Smith estate at Pridehurst, Lake Geneva, Wis., on September 6. The event was under the auspices of the Forty Club of Chicago and Richard Henry Little, "Line conductor for the Tribune, spoke in praise of the 100 per cent for the people candidate." More than 200 persons were present.

Retiring City Editor Honored

Sixteen men from the news room of the *San Antonio Evening News* attended a farewell banquet which they tendered Webb C. Artz, retiring city editor, who has since left to assume his new duties as city editor of the *Houston Press.* Artz had been with the News 4 years.

EDITOR VACATIONS WITH CIRCUS

Fred E. Sterling Returns from Two Weeks Tour with Ringling Brothers

Editors find novels ways of spending such vacations as they are able to snatch away from their desks.

Lieut. Gov. Fred E. Sterling of Illinois, editor of the *Rockville* (Ill.) *Register-Gazette,* joins America's largest circus when he goes vacationing.

Governor Sterling has just returned from a two weeks' tour with the Ringling Brothers-Barnum & Bailey circus as the guest of Mr. and Mrs. Charles Ringling. Joining the "biggest show on earth" in Chicago, he "made" Danville, Indianapolis, Terre Haute, Evansville, Mattoon, spent three days in St. Louis and then wound up at Springfield with the Ringlings.

It was not a new experience for Governor Sterling, however, for in many years past he has spent several weeks each summer touring various parts of the country with the "big tops."

For 25 years or more he has been an intimate friend of John and Charles Ringling, and has been their guest on numerous summer jaunts through the middle west. The Rockford editor made the trip in the Ringlings' private car, and there was plenty of time for an occasional side trip to the links or the bathing beach.

TYPOS HOLD VICTORY DINNER

President Lynch Pays Tribute to Fred Cornell of "Big Six"

The victorious faction of the International Typographical Union celebrated its victory in the union election on May 28 with a testimonial dinner in the Hotel Alamac, New York, Sept. 14, to Fred N. Cornell, member of "Big Six," who managed the campaign which resulted in the election of James M. Lynch of Syracuse as International President, together with the entire Administration ticket.

President-Elect Lynch was toastmaster. He gave Mr. Cornell full credit for "the return to power of those who in the past stood for conservatism and sturdy upbuilding of the organization."

New Los Angeles Agency

Grieg & Roark have established an advertising agency at 740 S. Broadway, Los Angeles, Cal. Carlisle N. Grieg, of this agency, was formerly with George Batten, Lord & Thomas and Grieg & Ward, and Linn O. Roark has had several years of advertising experience in Portland, Los Angeles and Cleveland.

Opposes "Silent Policemen" Ads

The *Buffalo* (N. Y.) *Courier* has started a campaign against a proposed plan to sell advertising space on the "silent-policemen" on traffic monuments on the streets of that city.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News, with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,768

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST - by Merit

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

THE TACOMA NEWS TRIBUNE

TACOMA

Population—112,000 people

355 Factories producing $125,000,000 worth of goods annually; manufacturers' payroll, $23,000,000 per year; 12,700 employees.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co., San Francisco and Los Angeles, Cal

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



"DO your Christmas Shopping Early" posters were issued this week by the New York Retail Merchants Association.

New York has no corner on Christmas shoppers.

Thanksgiving turkey and all the fixings will soon be using newspaper space.

And remember plenty of stores will have Hallow'een novelties on hand to sell shortly.

Furs are being advertised extensively in New York newspapers nowadays.

As the birds fly south, men too, must go down in their cellars to overhaul furnaces.

Cold weather chases out the ice man's copy, but brings in ads for indoor swimming pools, hunting equipment, winter sporting goods, ice skates, etc.

"FIRE PREVENTION WEEK" is not far off. Get busy on a section for this occasion. A good idea would be to sell space to advertisers urging them to devote their space to fire prevention cuts and the copy in connection will express their thanks for the protection received from the local fire department. The edition could be made more attractive by using red ink in printing.—George C. Marcley, *Ogdensburg* (N. Y.) *Republican-Journal*.

Young girls and young ladies and older ones, too, are always interested in ornaments for their hands and arms and necks as well as ornamental things for wearing on dresses. Yet the jewelers don't advertise one half as much as they should! Bracelets, charms, rings, etc., ought to make good subjects for your jeweler to advertise. Take this suggestion around and tell him about it! You are sure to get more than one extra ad! R. John Gibler, 2100 Pine St., St. Louis.

A mileage contest for used cars can easily be made the basis of a spread for used car dealers. In the contest itself, every buyer of a used car is eligible to register the mileage reading of his car at the start of the week following purchase, with a $25 cash award to the driver whose speedometer registers highest at the close of the week, the dealers sharing the amount of the award. Stunt attractive to dealers as showing the worth of the used cars sold by them. —B. A. T.

Shingle roofs, tin roofs, automobile tops, poultry houses and other small buildings are going to have a hard time this Winter if they are not protected against the coming bad weather. Paint them; paint protects. Make sure you won't have leaky roofs this Winter. And that's a subject for the painters in your town. Go after them for some advertising. They will welcome more business. —R. John Gibler, 2100 Pine St., St. Louis.

As many furnaces and heating apparatus did not give entire satisfaction last Winter, this Fall the tinners and heating and plumbing men will want to correct these defects in a great many homes, and provide the families with great comforts. Can't you have them call attention to the fact that they will repair and recondition boilers and furnaces by taking space and thus remind the public of a greatly prevalent delinquency?—C. M. Litteljohn, Washington, D. C.

At this time of the year dairymen are thinking of increasing their milk and butterfat production per cow. To do this it requires better stock in the form of purebread animals. A series of ads may be sold to the banks of a farming section on the value of purebred stock, emphasizing the fact that the bank will back such purchases.—Lincoln R. Lounsbury, Pullman, Wash.

Restaurants in small towns, where there is not much transient trade, should be induced to run their menus for Sunday dinner in Friday's newspaper. By Saturday night most people have their Sunday provisions purchased. Consequently the appeal of the Saturday night restaurant ad comes too late to influence them.—Robert B. Mills, *Marion* (Ind.) *Chronicle*.

There is an ever increasing popularity these days among noon-lunchers of sandwiches. People are showing more and more preference for sandwiches for their noon-time eating. Why not, therefore, get up a page of ads of local eating houses which make a specialty of sandwiches? With an appropriate heading over this page it shouldn't be very difficult to fill the page full of advertisements. --Frank H. Williams, Fort Wayne, Ind.

Combining a general "Trade Extension Sale" with a drive for circulation in suburban cities proved a good stunt for a Michigan newspaper. Dealers were advised that on a certain date, this newspaper would distribute free copies to every house in the various suburban cities, and that those who advertised special "trade extension offers" in those issues would profit accordingly. A special section of 8 pages was obtained for three days under the plan.—B. A. T., Springfield, O.

TRADE COMMISSION ACTS

Three Companies Cited for Misleading Advertising

The Lexington Storage Warehouse Company of New York and the Nugrape Company of America of Birmingham, Ala., have been cited by the Federal Trade Commission for alleged false and misleading advertising in connection with their businesses. The New York company is charged with falsely claiming to be a factory sales agency and the Alabama concern is said to have represented its product as grape juice when its product was chemically producted.

The Commission this week ordered Katz and Davidson of New York to cease and desist from advertising shirts made in America as English broadcloth.

Merger of Four Weeklies Planned

A new company, the Ottawa Printing Company, organized at Port Clinton, O., with $100,000 authorized capital, has obtained options on the purchase of four weekly newspapers in that city. The merging of the newspapers will eliminate three of the publications and the remaining paper may be issued as a semi-weekly. The papers in the deal are the *Ottawa County News Democrat*, the *Ottawa County Republican*, the *Progressive Times* and the *Ottawa County Herald*. The incorporators are Walter H. Cole, Wilmington; Charles Graves, Oak Harbor; A. L. Duff, S. A. MaGruder, S. F. Mitchell, Port Clinton.

A. C. Davenport Retires

A. C. Davenport, for the past 7 years manager of the *Chicago Drovers Journal*, and secretary-treasurer of the Drovers Journal Publishing Company, is retiring on account of continued ill health. He has disposed of his interest in the publication, and will shortly go to Florida to live. He began his newspaper work on the *Omaha Bee*. In the late eighties he became associated with the *Omaha Daily Journal-Stockman*, where, with one brief exception, he served continuously, successively as reporter, editor and manager, until he came to Chicago in 1917 as manager of the Drovers Journal.

Held Joins Muskogee News

Carl W. Held has been named managing editor of the *Muskogee* (Okla.) *Daily News*, an afternoon publication established two months ago by Muskogee business men. For the past 4 years Held has been managing editor of the *Muskogee Times-Democrat*. He began his newspaper career with the *Hamilton* (O.) *Sun* and has also served on the *Hamilton Republican News, Fort Smith* (Ark.) *Southwest American, Fort Smith Times-Record, and the Bisbee* (Ariz.) *Daily Review*.

Keep in Touch with Old Friends—EDITOR & PUBLISHER $4 a year.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.
Times Building, New York

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—
7 or 8 Columns—20" or 21"
THE WORLD COLOR PTG. CO.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

first!
—in circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
11 Spruce St., New York

what about the Japanese?

The question of Japanese-American relations is a vital one just now. Your readers who keep up with the times will be interested in the six important articles by

J. N. PENLINGTON

Mr. Penlington is thoroughly familiar with Japanese conditions. His articles will be regarded by many as semi-official news. A splendid Sunday feature. First release October 5th.

Readers' Syndicate, Inc.
799 Broadway New York City

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Over ONE-THIRD added

to the circulation of The Rochester (N. Y.) Herald by a Hollister plan campaign, just completed,—the gain being all paid-in-advance subscriptions.

New Evidence of the Supremacy of

HOLLISTER'S

CIRCULATION ORGANIZATION
717-718 Commercial Exchange Bldg.
LOS ANGELES, CAL.

OCT. 10 DEADLINE FOR HARVARD AWARD COPY

Winners of Bok Advertising Competitions to Be Named Soon After that Date Business School Announces

The time for submitting advertisements and plans of advertising campaigns for the Harvard Advertising Awards Competition will close at 5 p. m., Friday, Oct. 10, according to a statement issued this week by the Harvard Business School, under the jurisdiction of which Edward W. Bok placed his gift for stimulating interest in an improving advertising work. Material published between Oct. 1, 1923, and Oct. 1, 1924, in American and Canadian newspapers and periodicals will be eligible for the awards of this first year of the competition.

The awards fall under 3 classifications: a gold medal will be given to the individual who in the opinion of the jury has done most to raise the standards of advertising; a second group of 3 awards, carrying prizes of $1,500 each, will go to the best advertising campaigns and researches during the year; while a third group of awards, carrying prizes of $1,000 each, will be given for the best individual advertisements.

The Harvard Business School states also that announcement of the details of the competition for the second year of the awards will be postponed until recommendations by the Jury of Award, in the light of the first year's experience, have been received. The jury consists of Bruce Barton, president of Barton, Durstine & Osborn, New York; Dr. M. T. Copeland, Professor of Marketing and Director of the Bureau of Business Research, Harvard University; O. C. Harn, Manager of the advertising department of the National Lead Company and a past president of the Association of National Advertisers, New York; H. K. McCann, of the H. K. McCann Company of New York; Conde Nast, president, Conde Nast Publications, Inc., New York; E. W. Parsons, advertising manager of the *Chicago Tribune;* Stanley Resor, president of J. Walter Thompson Company, and president American Association of Advertising Agencies, New York; Harry Dwight Smith, of Fuller & Smith, Cleveland; Dr. Daniel Starch, professor of advertising, Harvard Business School; and Philip Thomson, advertising manager, Western Electric Company, and president of the Association of National Advertisers. The jury will meet soon after the closing date to consider the materials submitted for the first competition.

TO DISCUSS COST REDUCTION

Topic Will Feature Industrial Advertisers Meet in Chicago

With plans for the annual convention of the National Industrial Advertisers' Association to be held at the Edgewater Beach Hotel, Chicago, Oct. 13 and 14, practically completed, Keith J. Evans, advertising manager of Joseph T. Ryerson, Inc., Chicago, in charge of the program, has declared that the meeting will perhaps be the largest and most important gathering of industrial men and women ever held.

"Reducing the Cost to Sell from Industry to Industry" will be the central theme for all the meetings. Efforts are being made to obtain Secretary Herbert Hoover as one of the speakers. The members of the progress already obtained include several industrial authorities.

Ezra W. Clark, advertising manager of the Clark Trutracter Company, Buchanan, Mich., and president of the Engineering Advertisers' Association of Chicago, is preparing the exhibit for the convention, a complete showing of industrial advertising material.

Daily Launched at Plattsburg

The *Plattsburg* (N. Y.) *Clinton County News,* a new daily, printed its first issue Monday, Sept. 1. It was started under the direction of John E. Judge, a prominent lawyer of Plattsburg. The News is housed in a new brick building. A large part of the equipment was purchased from the recently suspended *Utica Saturday Globe.* Charles S. Cantwell is city editor and telegraph operator.

Building New Newsprint Mill

The Newfoundland Power and Paper Company is erecting a plant at Cornorbrok, N. F. The first machine is expected to be making paper in April 1925. Four machines with an output of 120,000 tons yearly are to be in operation during next year.

Schaffer Pen Enlarges Campaign

The Schaffer Pen Company of Fort Madison, Ia., has placed its advertising account with the Glen Buck Company, Chicago, and has announced that its present campaign in newspapers will be enlarged.

A $50,000,000 INDUSTRY

Amazing Growth of Engraving and Reproduction Plate Processes

An evidence of the growth of artistic and effective editorial and advertising material in this country is given by recently published statistics in the field of engraving and plate making, where in 1923 a total of $32,000,000 business was done, an increase of nearly 12 per cent over 1921.

In the same period electrotyping and stereotyping increased 18.6 per cent in value to $20,000,000. Approximately one quarter of this huge industry centers in New York.

Pulitzers Entertain at Manhasset

Mrs. Joseph Pulitzer entertained a house party this week at the country home of her son Ralph Pulitzer, president and editor of the *New York World,* at Manhasset. Most of the guests arrived a fortnight ago from England, with Mrs. Pulitzer's other son, Mr. Herbert Pulitzer. They include Lord and Lady Milford Haven, Lord and Lady Airlie, Lady Zia Wernher, Major Wernher, the Duchess of Westminster and Lady Wavertree.

Daily Presents Reading Medals

The annual presentation of medals by the *New Bedford* (Mass.) *Evening Standard* to school children, winners of the 1924 Standard reading contests, took place Sept. 13. A. B. Houghton, U. S. Ambassador to Germany, officiated. Benjamin H. Anthony, publisher of the Standard, presented the Ambassador with a medal as souvenir of the occasion.

Famous Weekly 103 Years Old

The *Lyons* (N. Y.) *Republican,* one of the best known weeklies in America, recently celebrated its 103rd anniversary.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
Scott flat-bed perfecting press, largest form 36 x 51 inches, hand or roll feed, motor and control. Been used for 3-column telephone books (in the South). For sale at a very low price. Baker Sales Co., 200 Fifth Ave., New York.

For Sale.
Model E Duplex flatbed. New; eight pages; motor and all extra equipment, including sixteen narrow margin chases, and double truck chase. Best and fastest Duplex flatbed ever made. Ideal for big weekly or small town daily. Delivery in ninety days. Price right. The Sun, Spartanburg, S. C.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

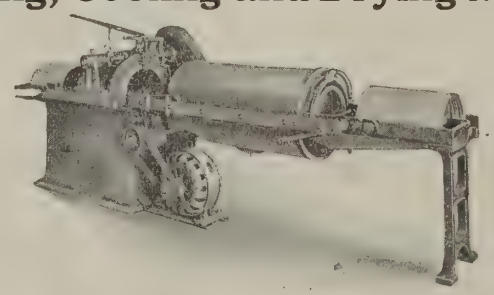
For Sale Quick.
Complete daily newspaper plant. Attractive terms. Through consolidation of all newspapers in city of 20,000, and centralized publication in one plant, a fully equipped newspaper plant is available for quick sale. Equipment includes Goss 24 page straight-line press; full stereotyping equipment; 4 linotypes; Miller saw; motors and all accessories and miscellaneous equipment necessary to completely outfit offices and mechanical departments of daily newspaper in city of 50,000 or less. Everything in good condition; much practically new. Low price for quick sale. Only condition is plant must be removed from city. Address Appalachian Publishers, Inc., Johnson City, Tenn.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
WASHINGTON OBSERVER
Washington, Pa.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine

Trims, tail-cuts, shaves, cools and dries six plates a minute.
R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn Street CHICAGO, ILL. 7 Water Street BOSTON, MASS.

GOSS
STEREOTYPING MACHINERY
The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.


THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising or Business Manager
or both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durmur, 236 Blaine Ave., Marion, Ohio.

Advertising Editorial
Writer, with liberal equipment, fiction, feature, advertising experience, specializes fashions, food, toiletries, seeks opportunity editorial staff of magazine or advertising copywriting job where ability to visualize is chief requirement. B-837, Editor & Publisher.

Advertising Manager.
Handicapped in present position seeks new connection with magazine or newspaper. Knows how, where and when to get the accounts you want. Lowest salary considered $3,600 year. Box B-836, Editor & Publisher.

Advertising Man.
Young advertising man desires connection with New York institution. Three years' college training. Experienced, with New York special agency, and as advertising manager of Southwestern daily. Future more important than immediate salary. Very best references. B-841, Editor & Publisher.

Business Executive.
Comptroller, executive accountant, credit manager. Highly rated ability in costs and analysis. Ten years one metropolitan publication. Now manager large transportation company. Age 38. Accustomed to salary of $5,000.00 or better. B-833, Editor & Publisher.

Business Manager or Assistant Publisher.
Middle western assistant publisher wants new connection. 18 years' experience, advancing from office boy to present position. Thoroughly familiar with circulation, advertising and mechanical departments, Finance and Service. Experience has taught me to watch the overhead while increasing business. Age 35, married. Box B-844, Editor & Publisher.

Business Manager or Auditor
Desires to make connections with a good live paper. I am forty years of age, thoroly familiar with all branches of the newspaper business formerly A. B. C. Auditor and recently auditor on a morning, evening and Sunday paper. Best references as to integrity and ability. B-821, Editor & Publisher.

Cartoonist.
Cartoonist with photo-retouching and layout experience desires new position with paper in fair-sized city; now employed. Box B-845, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, advertising art layouts, desires change where there's a future the works for it. B-840, Editor & Publisher.

Circulation Manager.
5 years' experience morning, evening and Sunday papers, at liberty now. Box B-842, Editor & Publisher.

Circulation Man.
College education; age 23. Now employed, wants opening on Eastern Daily. Present salary $75.00 a week. 30 days required. Address Box B-843, Editor & Publisher.

Advertising Manager.
I have reached the limit here. My job as advertising manager pays me $75 a week, but owing to limitations of field that is as high as I can go here. I want a situation where I can earn $100 a week. Daily newspaper in California, Oregon or Washington. Am considered a high grade man, with good record in business, advertising, editorial and mechanical branches. Thirty-five years old. Fourteen years' experience. Practical copy writer and layout man. Good on writing publicity. Familiar with handling detail foreign accounts, and could add strength to merchandising department of newspaper. Excellent salesman. Intelligent worker. Neat appearance always, good address. Do not use liquor but not unreasonable with those who do. Will work with or without contract. Now in California. B-831, Editor & Publisher.

PROFITABLE READING

will be found in the "Business Opportunities" section. These chances are too good to be passed up. Act now. Get in on these opportunities; they're just what you've been waiting for.

Situations Wanted

Circulation Manager
Desires to connect permanently with live paper in good town. Can cut costs to minimum and produce maximum efficiency and service. Have best of references. State proposition fully. Jake Killian, 524 Haymond Highway, Clarksburg, W. Va.

Circulation and Promotion Manager.
Economical, progressive executive who will fit himself to your department. Maximum production at a minimum cost. Preference to New England, but will go anywhere. B-828, Editor & Publisher.

Circulation Manager
wants connection at once. Past two years with chain organization. Handled two of their papers, Austin, Texas, American and Wichita Falls Record, during which time increased the subscription price plus largest percent of circulation gain in the state. Thoroughly experienced in large and small field. Want permanent connection as have family. Age thirty. Address W. P. Allen, 251 Fifteenth St., Milwaukee, Wis.

Copy Editor.
Five years' experience on New York and Chicago dailies. Before that, editor of small daily. Young, forceful, original. University graduate. Now employed. B-823, Editor & Publisher.

Eastern Special—
Which one needs "a go-getting fighter for business" on his staff? Newspapers or magazines. Box B-835, Editor & Publisher.

Editorial Writer
who can increase circulation desires connection with first class democratic or independent newspaper, east of Mississippi. Box B-769, Editor & Publisher.

Farm Paper Editor.
Many farm papers in the United States have large circulations but there is not only room but a crying need for a better farmer's journal that will be a real help. I have planned one along new lines that will appeal to every farmer anxious to make his farm a success and one that should attract substantial advertising support. I want to edit such a paper. I can convince a responsible publisher that I have the right combination of experience and training—agricultural, business, and journalistic—to make it a success. I want a responsible publisher to examine my idea, and if approved put his presses and business facilities behind it. Box B-839, Editor & Publisher.

Newspaper Woman,
Experienced, desires position Sunday editor or special writer where ability to originate features and write them in entertaining style will be appreciated. B-822, Editor & Publisher.

Reporter
for a New York daily; college man will cover Metropolitan New York for out of town papers. General, feature and amusement. Space rate or straight salary. B-802, Editor & Publisher.

Stereotype Foreman.
20 years' experience, desires charge of any size plant, experienced on Dry Mats. Thoroughly competent, reliable, married, union, best of references. Box B-838, Editor & Publisher.

Syndicate Salesman.
High powered go getter. Past sales never less than two thousand dollars a week. Enjoys confidence of editors and publishers all over. Travel U. S. and Canada; anywhere; state your proposition in first letter. Box B-733, Editor & Publisher.

Wanted to Find:
Owner of small daily needing a junior partner, who can qualify as publisher and may ultimately buy. Thirty-five years old, married and now located in the Middle West. Can furnish references. Address Box B-752, Editor & Publisher.

HELP WANTED

Advertising and Promotion Manager.
Business magazine with 100,000 circulation wants promotion manager able to build its advertising pages and develop circulation. $2,500 salary and percent of increase. Must be good solicitor and organizer. Location Chicago. Send full particulars as to achievements, education, etc. No investment. Address Box B-834, Editor & Publisher.

Managing Editor.
Thoroughly trained and highly capable. Detail your experience and state salary expected. Staten Island Advance, Staten Island, N. Y.

Wanted.
Young woman about twenty-four years old who is full of pep and personality and knows classified, especially outside solicitation. Wonderful opportunity for right party. Moderate salary to start. Position open at once. Write or wire Lewis M. Nachman, Classified Manager, The Chattanooga Times, Chattanooga, Tenn.

Help Wanted

Experienced Circulation Manager.
Several desirable openings as managers of local branch offices have recently been created through a further expansion of our large national circulation organization offering excellent opportunities to experienced, ambitious newspaper circulation managers seeking to go forward. We can place several men who have had experience in hiring and training canvassers. Must be over 30 years of age and have had at least five years' experience either as circulation manager or assistant circulation manager in charge of a daily newspaper canvassing organization. A large number of former newspaper circulation managers who found themselves in a rut with no future have been placed in the past five years and made good. Earning possibilities range from $2,600 to $5,000 and over per year. In answering please give full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Bldg., New York City.

Syndicate Salesman
Wanted. Commission 50% first three months' receipts from each sale. Advances made. Correspondence confidential. Box 1363, Washington, D. C.

BUSINESS OPPORTUNITIES

For Quick Sale—A Bargain.
Only daily newspaper in Eastern city in 40,000 community. Fully equipped plant. Can be made to earn $20,000 a year. Address D. J., Room 823, 100 Boylston St., Boston.

Official City and County Weekly
paper, located in one of the fastest growing towns in South Florida, is for sale to competent newspaper man with twenty thousand cash. No competition. Earned nearly thirty per cent net last year and is showing increase this year. For full particulars send financial references to "Owner," Box B-817, Editor & Publisher.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Breaking Into the Magazines
is easy if you let The Writer's Digest, America's leading magazine for writers, tell you how. Filled with brass-tack articles on writing and selling photoplays, stories, poems, songs, feature articles, etc., by America's foremost writers. Write today for free sample copy. Writer's Digest, 820 Butler Building, Cincinnati, Ohio.

OSWALD YEAR BOOK EDITOR

President, American Printer, Will Direct A. A. C. W. Publication

Herbert S. Houston, chairman of the Publication Committee, A. A. C. W., announced a few days ago the appointment of John Clyde Oswald, of New York, president and editor of the *American Printer,* as editor of the 1923-24 Year Book of the Association.

The book, which will be published between now and the first of the year, will contain an account of the international convention held in July in London; also, digests of many of the speeches on both the general and departmental programs and statements of the leaders of the convention. In addition, the book will probably review some of the major accomplishments of the Associated Advertising Clubs in the first 20 years of its development.

Cleveland News Men Play Golf

Allan Hinton of the *Cleveland Plain Dealer* defeated all editorial entrants in the annual newspaper golf tournament held September 15. His score was 85.

Sales Appraisals
NEWSPAPER PROPERTIES
PALMER, DEWITT & PALMER 350 Madison Ave., New York
Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

SPECIALTY SPEAKERS NAMED

Henry J. Allen on Program for Chicago Ad Meet

Several speakers of eminence will address members of the Advertising Specialty Association at its twenty-first annual convention at the Hotel Sherman, Chicago, Sept. 22 to 25. Henry J. Allen, former governor of Kansas, will be the principal speaker for the annual banquet of the members on Wednesday evening, Sept. 24.

Among the other speakers will be Benjamin Mills, director of sales for the American Bond & Mortgage Company, Chicago, Bert Barnett, advertising manager of the International Shoe Company, St. Louis, Darby A. Day, Chicago manager of the Mutual Life Insurance Company of New York, and K. K. Bell, general manager of the Calumet Baking Powder Company, Chicago.

SKINNER JOINS GROESBECK

Former President Skinner & Co., Now Associated with N. Y. Agency

R. D. Skinner, formerly president of R. D. Skinner & Co. of New York, advertising service agency, has become associate in Groesbeck, Hearn & Hindle, Inc., New York advertising agency.

Mr. Skinner is a Harvard graduate. He was originally associated with the *Boston Herald.* During the war he joined the American Air Service, acting as American Secretary for the Inter-Allied Aviation Committee, for which work he was awarded the Legion of Honor by the French government, and a citation by General Pershing for "exceptionally meritorious and conspicuous services."

Prior to the formation of his own company he was associated with the Guarantee Trust Company.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THERE is crystalizing a feeling that presidential election year is not a bugaboo in business after all. What does the president of your local Chamber of Commerce or Board of Trade think about this overrated ogre and bad times symbol? Prosperity can be created by knocking him in the head now, and incidentally his exposition will create more advertising for the business office.—C. M. Litteljohn, Washington, D. C.

What's this? August displacing June as brides' month? This condition appears to prevail in some sections and a local investigation may serve to reveal a startling innovation. It is said that young office ladies who go away in June and July, to the mountains or seashore on their vacations, come back with diamonds. Thus is added a new peril to vacations. Better look into it.—A. C. Regli, Eau Claire, Wis.

Send one of your reporters to the railroad shops for an interview with several of the engineers on "The biggest auto boob I ever saw." Get fool stunts auto drivers pull when approaching a railway crossing with the train in full view. The engineers on passenger runs will be the most humanly interesting; and they're full of good stuff.—G. C. Terry, *Waverly* (Ia.) *Independent-Republican.*

No doubt you know that lots of folks try to repair the electrical wiring in the home themselves when anything goes wrong; that many are fixing it so the garage is a part of the house itself, but do you know that often these two things cause the home owner's fire insurance to be void? There are many other things that the householder is liable to discover to his sorrow in case of fire. Why not tell him before the loss occurs?—B. A. T.

There's a deaf and dumb man in your town who has been there for years and who is well-known in the community. He's been seeing and thinking all these years while most of the rest of the town has been talking and listening. An interview with him will make mighty good reading. What are his views and observations? What does he do for pastime? What are his likes and dislikes, his hobbies?—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

The annual apartment hunt is on. With the hegira to the other parlor, bedroom, kitchenette and bath only a couple of weeks off, Mrs. Average Tenant undoubtedly is again tearing her hair in wonder if this year's chase is going to be as leatherwearing and brain-wrecking as last year's. A good story on rents, higher or lower, demand for rentals, new homes, gas and electric meter installations is available. An ad might be pulled from moving firms, coal and utility firms.—L. J. Jellison, *Dubuque* (Ia.) *Times-Journal.*

Are bicycles still largely used in your city by men and women in going to and from work? It would be interesting to make a check at various large factories of the city of the bicyclists as they came to work and as they left work and to tell how many girl bicylists there are among the number.—F. H. Williams.

It seems as though "the bobs" predominate, but do they? Post yourself on a prominent thoroughfare some afternoon and keep a record for an hour or two of the number of females that pass having bobbed hair and those who do not. The facts of the case can be worked into an interesting story that will undoubtedly be read by 100 per cent of the fair sex.—Robert B. Miller, *Marion* (Ind.) *Chronicle.*

The college and university students offer a new field for circulation, and one that can be handled easily. Your paper is like a letter from home. Put it up to the fathers and mothers to keep their children thinking of home ties by sending them your paper. Most newspapers print lists of students who go away to college each Fall. Use this for your solicitors or send out sales letters. A special student rate for the nine months they are in school will make your proposition the more attractive. If the news rooms haven't compiled a list of the students put a little box on page 1, announcing you want the names and addresses of those going away to college.—Yandell C. Cline, *Columbus* (Ind.) *Republican.*

As a feature, good for 500 words or more, a story of the things found in the pockets of clothing sent to the dry cleaner, has proven successful. The left hind foot of a grave-yard rabbit, two $10 bills, rattle-snake rattles, queer pocket pieces, automobile parts, pens, pencils, pills, etc., are among the items found by one dry cleaner in one month's time. It makes interesting reading, and is a good puller for advertising for the dry cleaners.—Jack Hampton, Plymouth, O.

"Being a Newsboy Is Splendid Training, Business Man Says," is the title of a feature article used recently. Some business man should be interviewed for a story of this kind. Bring in the fact in your article that the carriers' work in distributing the paper to the readers is of the utmost importance. His job is to pass out the concerted efforts of the reporters, editors, pressmen, advertising men and many others. If the carrier fails in his part of the job then all the rest of the work of publishing the paper is lost. Rules about the proper delivery of the paper, collecting, etc., should also man on how this training fits the boy for business should be incorporated.—H. M., *Logansport* (Ind.) *Pharos-Tribune.*

"The Hardest Job I Ever Handled." Get policemen and firemen to relate experiences—run one daily. Stories told by policemen and firemen are circulation makers.—George C. Marcley, Ogdensburg, N. Y.

With the reopening of school an interesting story can be written concerning the graduates of the school who have become great figures. This article will be timely and be used with advantage to demonstrate to the present school children the possibilities of their future.—I. S., Washington, D. C.

EDWARDS HEADS TEXAS GROUP

Elected President of the Northwest Press at Wichita Falls Meet

Will C. Edwards, editor and publisher of the *Denton* (Tex.) *Record-Chronicle,* was elected president of the Northwest Texas Press Association at its closing session in Wichita Falls recently. E. L. Covey, editor and publisher of the *Goree* (Tex.) *Advocate* was elected vice-president, and George Barber of Mineral Wells, secretary.

Mineral Wells was selected as the 1925 convention city.

R. H. Nichols, editor and publisher of the *Vernon* (Tex.) *Record,* retiring president, and E. A. Carlock, editor of the *Paducah* (Tex.) *Times,* were appointed by President Edwards as members of the executive committee.

More than 50 editors and members of their families attended the convention. The visitors were guests of the Texas-Oklahoma Fair Association for luncheon, and of the two local papers, the *Wichita Falls Record-News* and the *Wichita Falls Times,* at a banquet, at which Frank A. Baldwin, editor of the *Record News,* was principal speaker.

CORRESPONDENTS ORGANIZE

Annual Picnic Gatherings of County Scribes at Peekskill

Annually, for five years, the county correspondents of the *Recorder,* Catskill, N. Y., are the picnic guests of the publishers of that flourishing newspaper. This year they gathered at a private park, danced and sang and played and made speeches, and the newspaper awarded prizes for highest scores in regular correspondence service. These correspondents have organized a society, elected officers, and regard the Recorder as something more than an employer.

Harriman Assumes Control

E. Roland Harriman, son of E. H. Harriman, took possession of the *Middletown* (N. Y.) *Daily Herald,* Monday of this week. He is planning to spend a large amount of money on the paper.

COTTON

is covered not only in the light of day to day price developments, but with an idea of securing the underlying factors that are responsible for the surface movements. The minute repercussions which in volume total the forces which work out the destiny of the cotton crop are as interesting as any romance of land and sea, and it is these repercussions, the atoms of the market activity of which

E. Walter Mockler

endeavors to have you see daily.

Each month-end during the cotton growing season, he works out a table of conditions of the crop, volume of weevil and other insect depredations and prospects for the final outturn.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row New York

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

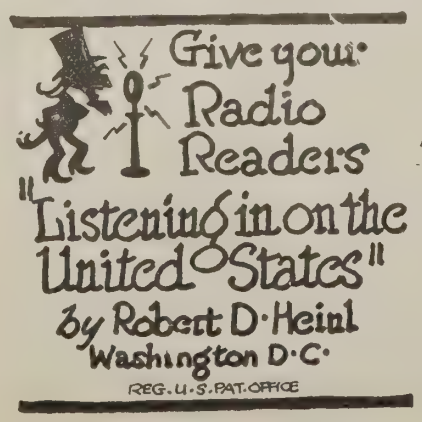
NEA NEA

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NEA NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO NEA



How Happy Are You?

Booth Tarkington's

article on this theme is the regular Pre-Eminent Article Release

Sunday, Sept. 28th

Some territory open on this Series

METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Manager,
150 Nassau Street, New York City

Thomas W. Briggs Company
Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreet's

"Making Our Presidents"

A brief history of all our presidential elections from Washington to Harding

Run one a day until Election

Order at once.

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

OHIO

FIRST in building and loan associations which boast of a larger membership than those of any other state.

IN any National Advertising campaign these Ohio newspapers, with a circulation of over a half million a day, are sure to bring results.

RESPONSE to advertisers' messages in the shortest time means that Ohio is a state of preferred buyers, ready and willing and able to buy at a moment's notice.

SUCCESS in advertising is a result of reaching out, analyzing, testing and holding on till you get results.

THE State of Ohio is one of the most fertile trade territories in the U. S. A. The people are of a high average education, home life measures up to the best American standards, and prosperity abounds. Most National Advertisers use these

OHIO DAILY NEWSPAPERS

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	5,046	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18.879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

Advertising Gain of The New York Telegram-Mail for August

Seventy-five Thousand Two Hundred and Forty-two Lines

The official figures for the total advertising lineage of New York newspapers in August have just been issued.

They show that The Telegram-Mail made for the corresponding daily issues of 1924 over 1923 a gain of 75,242 lines, ***which is nearly twice the gain made by the only other New York evening newspaper to show any increase.***

For the seventh successive month The Telegram-Mail maintained and strengthened its position as the third newspaper in the New York evening field, The Sun and The Evening Journal being the only evening issues with larger lineage.

Average Daily Net Paid Circulation

(SIX MONTHS—JANUARY 26-JUNE 26)

220,249

Western Representative:
J. E. LUTZ
Tower Building, Chicago, Ill.

Publication Office:
73 DEY STREET

Eastern Representative:
DAN A. CARROLL
110 East 42nd St., New York, N. Y.

THIS ISSUE:—REPORTING THE GREAT POLITICAL TRIANGLE.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Entered second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 18 NEW YORK, SEPTEMBER 27, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

• • • Where the Rate Card Ends



A cautious announcement of a Merchandising Service



AN AGENCY representative is speaking to a News solicitor in the former's office:

"What circulation have you got now?"

"Over eight hundred thousand. The rates are based on 750,000."

"That's fair enough. Now how about a little co-operation?"

"How little do you want?"

"Well, we have a questionnaire here to feel out the field. Only about thirty-seven questions. Cails on five hundred dealers will be about right, and it's very important that we get this dope by next Wednesday."

"I see," says the News solicitor.

"Then we'd like to have you send out a letter and a broadside to all the prospective dealers in New York, and let us have some men to make calls with our client's salesmen. Now we've also got a window trim that's a wow. You might put in a couple of thousand for us."

The News solicitor somehow conveys to the agency representative the fact that The News is not in a position to satisfy his requests. Often the agency representative protests that some other newspaper in New York has done or is willing to do the things he asks. Then the News solicitor must usually begin to sell him all over again the fact that our business is limited solely to furnishing white space at the lowest rate in the paper that has the largest daily circulation in America—and let it go at that.

* * *

IT IS a curious inconsistency that the advertiser, who has mainly been responsible for stopping the publisher from getting subscriptions by giving premiums, should insist that the publisher give all sorts of premiums to get advertising.

The A. B. C. report is a definite, inflexible statement that has greatly discouraged the ancient practice of getting readers by giving parlor clocks, dishes, magazine subscriptions, armchairs, library sets, oil paintings, real estate, trips to somewhere, fountain pens, admissions to the County Fair, life insurance, bicycles, chances to win a goat or a reputation.

But a rate card, although it is prepared in the four A form and reads plainly "per agate line" is sometimes assumed by advertisers to include copy and art service, plates, mats, mortgages on the front page, research, trade surveys, route lists, sales work, direct mail, window trimming, posters and counter displays, and free passes to a dog show.

All or any of these items are occasionally requested by the advertiser as "co-operation." And the mention of "merchandising service" on the part of the publisher is sometimes interpreted as an admission of altruism.

The News does not give such forms of "co-operation." We find it difficult enough to somehow run a newspaper without carrying on various side lines and perquisites. We limit our co-operation to getting out the best possible paper we can, to giving the most circulation at the lowest possible rate and to taking care of all advertisers impartially.

Some newspapers do give many of the extras mentioned above. Many advertisers forget that it is impossible to get something for nothing—even from a publisher. These extras are frequently covered by a rate that includes them as well as white space and circulation.



WE ARE now giving to some National advertisers a cautious, conservative and limited form of "merchandising service."

This service consists of the services of three men—two actively and one in an advisory capacity. One of these men has had several years' experience with merchandising and merchandising campaigns. He has written merchandising plans, and sometimes helped to carry them out. He knows something of this market. Out of his experiences he remembers chiefly the mistakes that were made, the precautions that were not taken, the oversights in the product, prices, selling methods, and advertising.

The second man, who is actively in charge of this work, has had a splendid education in economics and business practice, some selling experience, some merchandising experience and an exhaustive acquaintance with the New York City market, gained chiefly by making *on foot* a census of retail stores in all parts of the city over a period of five months. He knows something of market analysis, distribution and selling methods, and advertising.

The third man has been a specialty salesman and trade investigator.

There is no impressive field force. We believe that the only worthwhile merchandising service we can give is our knowledge, experience, and judgment, and not cheap foot work, mechanical motions, routine activities! We do not believe in duplicating the advertiser's own efforts in selling the market, nor in furnishing subsidiaries to a sales campaign.

We will not make hundreds of calls on retailers to get information on questionnaires that are often involved and darkly mysterious. If you want trade information on New York City and as an advertiser are entitled to it, we will try to supply it if we are able. State your problem fully and tell what you want to know. Don't send an elaborate questionnaire and demand a certain quota of calls on the promise of hypothetical campaigns from dark horse advertisers.

We will not sell goods for anybody.

We will not furnish or mail broadsides, form letters, or window posters, nor distribute, book orders or check up on window displays.

BUT to an advertiser who will expend what in our judgment is the proper amount of effort to achieve the end he has in mind in this market—and who will place with us an adequate contract for space in The News, we will try to do the following things:

(1) **Ascertain and advise on market conditions.**
(2) **Help to plan or advise on selling campaigns.**
(3) **Furnish comprehensive district maps that show the purchasing power, density and type of population.**
(4) **Arrange introductions to jobbers, brokers, or make jobbing connections.**
(5) **Loan route lists for the use of the advertiser's salesmen.**
(6) **Address sales meetings and make sufficient calls with salesmen to show them how to merchandise the advertising.**
(7) **Check up on sales work.**

* * *

THUS FAR, what we call our Merchandising Service has been very successful. We believe it is worthwhile, and so do some of the advertisers who have experienced it. It does not increase our cost of doing business or compel us to charge a higher rate. We will maintain it if we can help the advertiser get more business in New York, avoid mistakes or expense; and if it will make more advertisers for The News. But we will not maintain it as a premium to be bought instead of the medium.

Requests for this sort of service from present or prospective advertisers in The News are invited.

Have you read TELL IT TO SWEENEY? This series has been issued in folder form. Write for it!

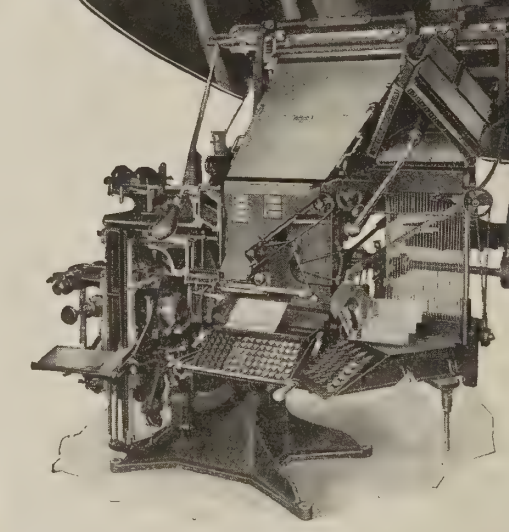
THE NEWS
New York's Picture Newspaper

25 Park Place, New York
7 S. Dearborn St., Chicago

This Committee Serves YOU



Intertype Designs Committee



Unit Built

When you buy an Intertype you get a Standardized Basic Unit—plus such Standardized Equipment Units as will be most profitable *to you*. Other equipment units can be added later when needed. The picture shows the Basic Unit with Standardized Equipment C-s.m. No. 2—three main magazines and three side magazines.

If you are an Intertype user, or a possible future user, the Intertype Designs Committee serves *you* as Lookout and Guard.

As Lookout by constantly watching for new improvements which will make the Intertype more profitable to users. All suggestions from composing rooms, from "front offices," from Intertype employees, including designers in the Intertype Experimental Department, are laid before the Designs Committee. No valuable ideas are lost in the shuffle of routine or killed by personal prejudice or jealousy.

The Committee serves you as Guard by avoiding ill-advised changes which would not make the Intertype more profitable to users—and by standardizing all new features so that they can be applied to your outstanding Standardized Intertypes. Before new improvements are adopted as standard, practical tests are made under actual composing room conditions, often for a period of several months.

In the Intertype Designs Committee, composed of men with long experience in the design and construction of typesetting machines, in their operation and practical requirements, you have the reason why—

No Standardized Intertype has ever become Obsolete

Send for Intertype Literature

INTERTYPE

"The Better Machine"

An Office Makes A Poor Reading Room—

¶ The telephone starts ringing—or maybe someone is waiting to see you. Possibly an important conference is started to decide who will win the pennant—or it can happen that you are up to your neck in plain, hard work.

¶ Distractions crowd one upon another—and a business office is no place for a thorough reading of a newspaper.

¶ The newspaper that is read in the home is the only one that can get and hold the undivided attention of its readers.

¶ In Baltimore the Sunpapers are the home papers. Morning, evening and Sunday they carry your message straight to and through the doors of thousands of home-loving and home-living people.

¶ Hit-and-miss methods of creating circulation have no part in the growth of the Sunpapers. Their sales increase steadily and naturally—and the larger part of the growing demand is served and satisfied not by street-corner sales but by Carrier delivery into Baltimore's homes.

August Average Net Paid Circulation

Daily (M. & E.) . . 241,570
Sunday 176,873

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

The story of
Philadelphia

3rd in population in the U. S. A.
6,583 diversified factories.
43,339 retail stores.
5,007 wholesalers and jobbers.
500,000 separate dwellings.
Business is steadily improving.

Can you imagine a better reason for you to look to this attractive market?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

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Investment Bankers to Spend $250,000 For Institutional Advertising

Cleveland Convention Approves Campaign, Which Will Start After Jan. 1, to Reach 6,000,000 Income Taxpayers—Committee Now Seeks Newspaper and Magazine Arguments.

By MARSHALL R. HALL

CLEVELAND, Sept. 24.—The investment Bankers' Association of America, assembled here at its 13th annual convention, yesterday adopted unanimously a proposal to carry to the public an educational campaign involving a quarter million dollars of advertising. The action came on the heels of an urgent plea by John W. Prentiss, retiring association president, made Monday, that this be done. Mr. Prentiss said the money so expended would be returned ten fold to the bond men, and that there was no way to estimate the value of the good will that would thus accrue.

It will be physically impossible for the advertising campaign to start before next January 1, because the publicity committee in whose hands the campaign will rest, will need the next 3 months to perfect plans, prepare copy, select the media to be used, and the more important, raise the quarter million dollars to be spent.

Whether newspapers or magazines will get the money so spent remains to be settled by the committee. While it was not officially stated in the convention, private information from high sources in the association, given EDITOR & PUBLISHER is to the effect that in all probability the committee will call on representatives of both the newspaper and national magazine field, to appear before it and advance whatever arguments they may. have.

The committee will meet in the immediate future, at the call of the chair, probably in New York City. Probably at that time the newspaper and magazine advertising experts will be called in. One thing is certain, however, the business will not be split among two or more advertising agencies. your correspondent is able to state authoritatively. It will be placed solely in the hands of one national advertising house. From here, it appears that two New York agencies and one Philadelphia house and one Chicago concern have the edge on landing the business.

Robert K. Stevenson, Jr., of Stevenson, Perry, Stacy & Co., Chicago substituting for John W. MacGregor of Pittsburg, who is ill in Arizona, on Tuesday presented the publicity committee's recommendations and plans. Summarized, these are as follows:

Every salesman of any class of merchandise has 3 obstacles in the way of his success, namely the convincing of his prospect that (in this particular case) stocks or bonds are logical investments, that a reputable investment house is the place to buy them, and that a particular house can satisfy the requirements of a particular investor.

"Our task," says the report, "is a huge nation-wide merchandising problem that can be solved only through education. The really big and important thing we have to sell is not securities, but the integrity, the highly trained ability, the years of experience and the truly great service the investment banker puts into public business. Great as it is, it all sounds tame to the public beside the feverish promises of great rewards offered by gambling and wildcat speculation."

That, in a nutshell, tells what the Investment Bankers Association has to overcome, and the advertising program will be aimed to educate the public into trusting in the I. B. A. members and patronizing them to the exclusion of fly-by-night promoters. The report says further:

"Your committee, therefore, has in the making a plan for reaching the 6,000,000 income tax payers of this country, their families and their friends, through an advertising campaign to cost for a year in the neighborhood $250,000. The combined circulation of the media will be something like 11,000,000. It will reach millions of homes with a strong, interesting story of the I. B. A."

The committee expressed opposition to direct mail advertising in the following paragraph:

"Direct mail advertising is effective where the reader is already informed and interested, and wants to buy, and simply desires to know where. No large national businesses have been built on direct mail advertising except the mail order houses. Moreover, to accomplish a national acceptance of the I. B. A. through direct mail advertising, the expense would be almost prohibitive, were the task to be done right."

The committee then summarized as follows:

"How will each individual member house gain? How will each salesman profit? Co-operative advertising action will sell more stocks and bonds to more people and will make stocks and bonds easier to sell. The individual house will find its present battle more than half won. What a happy situation to look forward to. Not competition with ignorance and predjudice, but competitive rivalry among ourselves to make life more interesting as the investment house business rises to higher possibilities and greater public service than we have ever dreamed of."

President Prentiss in urging the adoption of an advertising program Monday, when the convention opened, said in part:

"If the Investment Bankers Association of America is to continue its progress it is essential that the public possess a clear and more comprehensive understanding of the work performed by the members of the association; that the public realize that investment banking is a national activity extending far beyond the confines of the Wall Street of fiction; that the public have a keen and clear realization that investment banking exists only for the public's benefit, and only to the extent that the public does benefit directly and indirectly, can investment banking prosper.

"And this brings me to the subject of advertising that economic force which so effectively brings before the public any story of fact and understanding quickly, vividly and honestly. As many of you know, there has been for several years a long and earnest discussion going on among members of your board as to whether or not the association should advertise. By this I do not intend to imply that the association would advertise either the name of a security or the name of one of its members. The type of advertising which the Board of Governors has been discussing is purely educational. It would mention the name of no house, it would mention the name of no security. It would simply advertise the functions, the aims, the ethics of the Investment Bankers Association of America.

"The matter finally came to a vote at the July meeting of the board and your publicity committee at this convention will make a complete report on the subject. I do not now intend to go into any of the details of that report, but, in order that you may be giving the matter some consideration I wish at this time to call your attention to the value of advertising.

"We all know that one of the quickest ways to get the attention of the public is by advertising. We have all seen great industries built up almost entirely through advertising. We represent a great industry. We have something to sell to the public. In order to sell successfully our goods to the public we must first sell ourselves—sell the honesty of our business—sell the economic necessity of our business and sell the idea to the public that if they are going to buy securities the first thing that they want to do is to go to an honest dealer in securities.

"Such a campaign is going to cost money. That money will have to come from the contributions of our various members. The treasury of the association has not got it and cannot provide it. I believe that every dollar contributed by any member of this Association toward the expenses of this proposed advertising campaign will return itself tenfold to that member. It will improve his standing in his own community. It will improve the standing of the association in the eyes of the public and it will save for the honest industry hundreds of millions of savings which are now heedlessly and needlessly lost."

MAKE IT A NATIONAL DRIVE!

EDITOR & PUBLISHER respectfully refers to newspaper and advertising executives the facts published on this page concerning the action of the Investment Bankers Association of America, as an evidence of what can be done through united action and definite program to stimulate advertising service.

That every city of the United States has been contributing its quota to the enormous sink-hole of fraudulent investments has been known by editors and publishers for years. Many newspapers have fought it. But legitimate investment bankers, whose responsibility and liability is direct, have not until now been induced to make an organized attack on this monstrous, wasteful evil by the most direct means—advertising.

The association at Cleveland appropriated $250,000 for the purpose. As newspapers reach *all* of the people the bankers desire to address and, as EDITOR & PUBLISHER pointed out to the bankers three weeks ago, an adequate newspaper campaign need cost no more than $250,000, obviously the entire appropriation should be made for newspaper advertising. It will be a mistake to split it up with other media.

EDITOR & PUBLISHER now urges advertising managers to present all of the facts concerning the "bad investment" evil to local interests financially concerned in curbing local loss of capital through get-rich-quick enterprises, and campaign for local copy to supplement any national advertising that may be scheduled to newspapers through the Investment Bankers' Association of America.

Make it a local as well as a national drive! Put the underworld of banking, slicker dealers in fake stocks and bonds, out of commission! Save to your readers and your city huge contributions annually made to the cats and dogs of the securities market! Tell the thrifty citizen how to pick and choose safe and profitable investments! Every honorable banker, every civic enterprise, should support this drive with advertising! It is an obvious and long-neglected duty!

AMON G. CARTER ELECTED PRESIDENT OF 10TH DISTRICT CLUBS

Publisher of Fort Worth Star-Telegram Honored at Galveston Meeting—Texas Contennial and Houston A. A. C. W. Convention Discussed

GALVESTON, Tex., Sept. 24.—The Associated Advertising Clubs of Texas closed a successful 4 day convention here today at the Hotel Galvez by electing Amon G. Carter, publisher of the *Fort Worth Star - Telegram*, president for the ensuing big international convention year at Houston. Other officers chosen were: first vice-president, Garret B. Clark, Galveston; second vice-president, H. A. Randall of Sinton, Tex.; third vice-president, Paul Heisig, El Paso; secretary-treasurer, Will S. Wood, Fort Worth.



AMON G. CARTER

Resolutions passed supported internal action with respect to abolishment of war; code of ethics; loyal and unstinted support of Houston in plans for entertaining visiting thousands of advertising delegates who are expected for the A. A. C. W. convention beginning the week of May 10; establishment of a Texas Good Will Committee to bring about state of good will between Texas cities with a sub-committee to call attention to relations of good taste and to promote spirit of "all for one and one for all;" employment of a paid fee secretary and manager and the organization of a speaker's bureau of Texas clubs.

Lowry Martin, Corsicana, former manager of the State Dailies Association reported on the formation of a committee of 100 Texans elected by Senatorial districts to promote the Texas Centennial and World's Fair, of which Judge Sells is chairman and Lowry Martin, secretary. The committee of the whole is to meet in Austin Oct. 15, for the organization of a program calling for a $50,000,000 budget for a fair to be held in Texas in the next 5 or 6 years, the idea having been endorsed by advertising clubs, Kiwanians, Rotary, Lions, commercial organizations, churches, universities, and colleges.

Dale C. Rogers of Houston, president of the 10th district clubs presided. Attendance was over 100. Carl Hunt, manager of the Associated Clubs made a stirring talk emphasizing the growth of the truth movement in the past dozen years which is now supported by a $1,000,000 appropriation for the ensuing year. Hunt urged a real get-together of all Texas in an effort to sell the World Texas and Texans, and the establishment of double the present number of Texas ad clubs. Hunt told with sincere regret of Lou. Holland's indisposition and of his doctor's orders requiring complete rest and relaxation from cares and responsibility.

Other speakers were Monsignor Kirwin of Galveston, chaplain of the Houston On-to-London committee; James W. Brown, publisher of EDITOR & PUBLISHER, who discussed building advertising the profession; Gurney Lowe of Neosho, Mo., who told of the clubs' educational program urging that the larger clubs to play big brother to the smaller clubs; Carl Williams, editor of the *Oklahoma Farmer-Stockman* who gave a close-up intimate view of the farmer's buying power; T. M. Darlington of the *San Antonio Express* who discussed newspaper advertising urging good, honest, truthful copy with good, honest, truthful store management, reduction of retailers' prices, and proper store system. W. W. Pigue of the *Houston Post-Dispatch* also presented the course of newspapers, pointing to the fallacious thinking of some advertisers that because they advertised in newspapers they had the right to suggest and try to dictate editorial policy. The subscriber was the only customer to whom the editor owed allegiance, he declared, and ridiculed the position ideas of some advertisers, stating that run of paper position was best.

R. H. Cornell of the *Houston Chronicle* introduced Mgr. Kirwin. He spoke of the great services rendered to organized advertising by Father Kirwin at the overseas convention.

Outdoor advertising was discussed by Bert Cheney, United Advertising Corporation, of Dallas, and Wm. Brockhousen, Sunset System, San Antonio. Direct by mail advertising was discussed by Hix Smith, Dallas, and E. C. Binkley, Sherman, the latter presenting sample composing that had produced large returns at small cost. J. B. Westover's theme was better stores, and Jack Dione of Houston, told some humorous stories of some so-called modern merchandising campaigns.

The meeting opened with sermons in churches on Sunday on the truth theme. The entertainment program included lunches and dinners by the Galveston Ad Club, Rotarians and Kiwanis, a treasure hunt on beach, and bathing. A mammoth pageant "Truth Triumphant" with 700 Galvestonians taking part was staged closing with a grand ball at the Galvez Hotel.

Fort Worth will be the next meeting place.

SEVEN AD GROUPS TO MEET IN CHICAGO

Concurrent Conventions Scheduled for Week of Oct. 13—Will Draw Notables of Profession—A. B. C. Banquet Climax

CHICAGO, Sept. 2.—The biggest week in the history of advertising in Chicago, or any other city in the west will be jammed into the six days beginning Oct. 13.

Seven different organizations have scheduled meeting during that time and it is expected that the most prominent men in the advertising and newspaper world will attend.

The National Industrial Advertising Association has announced its meeting and exhibit at the Edgewater Beach Hotel for Oct. 13, 14 and 15. The display of industrial advertising is expected to be the largest on record, as more than 200 panels are to be exhibited. Noted speakers have been scheduled to address the convention on industrial and advertising subjects.

The American Association of Advertising Agencies meeting is scheduled for Oct. 16, and 17, and a varied program is laid out for the session. The board meeting will be held on Oct. 15, while on the following day a luncheon will be held at the Hotel La Salle for the A. B. C. publishers, whose convention is another feature of the crowded week.

The latter organization will cap the week on Friday night, with a banquet at the Drake Hotel for the various organizations holding their sessions.

In addition to those already named, the Agricultural Publishers' Association will meet at the Hotel La Salle, Oct. 15 and 16, the Inland Daily Press Association will meet at the Morrison Hotel, Oct. 14 and 15; the National Advertising Commission of the Associated Advertising Clubs of the World will gather on Oct. 14 and 15, and the Commission in charge of Bureau advertising of the American Newspaper Publishers' Association will also convene at a date to be set later.

FORESHADOWED EVENTS

Sept. 29-30—New Jersey Newspaper Institute, third annual session, Rutgers University, New Brunswick, N. J.

Oct. 4-6—Pennsylvania State Press Assns., annual joint outing, to Delaware Water Gap and Poconos.

Oct. 7-8—National Publishers Assn., fifth annual meeting, Briarcliff Lodge, Briarcliff Manor, N. Y.

Oct. 9-11—Illinois Press Assn., annual meeting, Champaign-Urbana, Ill.

Oct. 13-16—Financial Advertisers Assn., convention, Richmond, Va.

Oct. 13-14—National Industrial Advertisers' Assn., annual convention, Edgewater Beach Hotel, Chicago.

Oct. 13-16—Audit Bureau of Circulations, meeting, Chicago.

Oct. 14-15—Inland Daily Press Assn., annual convention, Chicago.

Oct. 15-18—United Typothetae of America, annual meeting, Chicago.

Oct. 16-17—American Association of Advertising Agencies, annual meeting, Drake Hotel, Chicago.

NEW NEWARK TABLOID A CLEAN PAPER

First Issue Lively Type and Picture Half-Fold Daily—Announces Editorial Platform—Initial Support Good

"It's all here and it's all true," was the slogan of *The Press*, the premier number of which was published at Newark, N. J., on Tuesday, being the country's ninth tabloid daily newspaper.

Joseph J. Fiske is president of the Press Publishing Co., Maynard E. Zepp, treasurer, and George D. Smith, secretary. The newspaper is under the editorship of Louis A. MacMahon, formerly assistant director of advertising and general promotion manager of the *Washington* (D. C.) *Times*. An "advisory board' of five, two still to be selected, was named.

The Press was priced at one cent delivered, and 2 cents on newsstands. It was announced that the Sunday issue would sell at 5 cents. Both the evening daily and Sunday will be delivered for 10 cents per week.

The first issue was in 32-page form, five columns wide, form depth 17 inches. The first page was given over to a display of news pictures, with two news banner-lines directing attention to stories on the inside. A double- truck of newspictures was the big inside feature. Throughout the paper there was a liberal use of illustrations, but the paper ran more type and longer stories than is customarily used in the New York tabloids.

There was a distinct local flavor, but the Press indicated that it proposes to cover the general news field, liberally supply news-features and pure entertainment and a strong page of editorial comment, backed by a comprehensive editorial policy.

This tabloid, in its first issues, was clean, conservative, high-minded and soundly constructive. Its typography and general arrangement deserved comment as admirable. Its initial press work was poor, a mechanical difficulty which will doubtless be overcome as the press gets into action in its new location.

In addition to several excellently selected news-picture layouts, the editorial department made clever use of syndicate material, in considerable measure supplied by NEA Service. The title line and the trade-mark design, run in the title, remind newspapermen of those long used by the *Cleveland Press*.

The features in the initial number were not intended to "knock 'em dead," but were well selected, solid reading, without suggestiveness, impudence or sensational exaggeration. These features are of the class that make and hold friends worth having. Almost every class of readers were appealed to, but the respectable, home-loving, city-building, work-a-day American was the one most sought. There was not a "leg-picture," nor a highly spiced story in the first issue. There was not a wild or loose line of type. Amusement, local society, art and sports were well covered.

The editor displayed congratulatory messages from Cornelius Vanderbilt, Jr., Governor George S. Silzer, of New Jersey; former U. S. Senator J. S. Frelinghuysen and Postmaster General Harry S. New.

The "editorial platform" announced by The Press was as follows:

"Elect Coolidge and Dawes.
"Better transportation for Newark.
"Development of Port Newark.
"Lower State and local tax rate.
"Adequate wages for all civil employees.
"Elevation of citizenship through adequate schools.
"City planning program.
"A million population for Newark.
"Modern rail terminals.
"More playgrounds for children."

The editorial salutation was a first-person address by The Press to the public, as follows:

"I am Volume I, Number 1, of The Press, Newark, New Jersey. Inviting myself into the home life of the Robert Treat City.
"Anxious to be neighborly.
"Shunning gossip, but able and willing to share the great responsibility of journalism and citizenship.
"Americanism.
"Complete, accurate, dependable.
"Willing to entertain.
"Anxious to serve.
"Sure to be useful.
"I want to meet your friends and have you meet mine—including Calvin Coolidge and Charles G. Dawes.
"Pipe and all.
"Show you my pictures of men, women and events.
"Lend you them in a neighborly fashion.
"You may read my mail.
"My telegrams from North America.
"Also my cables and radiograms.
"Nothing will be hidden.
"Because my correspondence will be clean—from normal-minded men and women who know how to write what will interest you.
"I'm going to tell you what His Royal Highness, the Prince of Wales, does on his ranch, and show you the pictures I get from there.
"I'll keep you abreast of political affairs in this presidential year.
"I'll let you read all about the latest developments in the new Irish situation. Tell you what the new fashions are like and let you know anything new in business.
"That is a neighborly duty I owe you.
"But most of my efforts are to be devoted to Newark and environs. Because, as neighbors, we want to know more about ourselves than we do about distant acquaintances.
"You will find me in the churches, social circles, lodge rooms, civic organizations, sport realms, at the City Hall, down in Trenton, and, of course, on very intimate terms with Washington and the White House.
"From the beginning you will notice that I have all the news from Newark's stores.
"More than one million agate lines of paid advertising were contracted for by the merchants of Newark before I actually moved into my big red home in Treat place.
"That's neighborliness.
"Proof that I am welcome.
"Certain indication that I am going to be a good neighbor.
"And a permanent resident.
"You'll like the way I am dressed. It's the real fashion nowadays. Cut from the same pattern used by Cornelius Vanderbilt out in Los Angeles and San Francisco—a style he is introducting into Detroit. Cut from the same one the Pattersons used when they founded that wonderful success, The Daily News of New York City.
"Copied also by Mr. Hearst in Boston and on Manhattan.
"Followed by the Scripps-Howard publishers in Baltimore and Washington.
"A good style, without wasting material, but every speck of the fabric simon-pure.
"Thus do I come to life.
"A tabloid in size.
"Gigantic in treasure."

Under MacMahon in the editorial department are: Harry Stevens, city editor, at one time on the *Newark News;* Victor C. Olmsted, news editor, formerly on the *Philadelphia Public Ledger;* Bernard G. Kaufman, dramatic editor, formerly on the *London Telegraph,* and more recently on the *Montreal Star;* Joe Donovan, formerly *Newark Ledger,* and Sam Kopp, formerly *Newark Call,* sport editors; Ivan J. Barr, former columnist on the *Omaha Bee,* then later on Newark newspapers, columnist; Tom Cassidy, politics, formerly on the *Boston Advertiser,* more recently on Newark newspapers, and Miss Anna Guenther, society editor, who held this position for six years on the *Newark News.*

McMANUS GIVES A LESSON IN COMIC ART

Highest Paid Cartoonist in America Pauses From Daily Grind to Explain Subtleties of Profession—Tells of His Twenty-five Years as Newspaper Artist

By PHILIP SCHUYLER

PUFF! Plop!

The lemon pie hit square in the face. Bang! Stars!

A rolling pin has done its duty.

Crashing glass, bumps, black eyes, kicks, falls, question marks, exclamation points and a mighty explosion.

"What is humor?," I mildly asked George MacManus, who is busy "Bringing Up Father" amid this daily devastating hurlyburly.

"By golly, I'm darned if I know—unless it's the good income you get for trying to be funny," McManus replied, putting one hand on a knee, the other under his chin, striving, perhaps, if unsuccessfully, to assume the pose of Rodin's "Thinker."

It was a difficult moment. The man who is making millions laugh could not name the reason.

But the brief silence answered for volumes of bunk. It presented an opportunity to look over the creator of Jiggs, Maggie, Dinty Moore, and the Newlyweds—the highest paid comic artist in the world, according to all accounts, doubtless true.

A comfortable, round, little man, I found him. Smiles came easily to the mouth from one corner of which a long cigar protruded. Brown eyes had a champagne sparkle in them it would be hard to dim.

A gray Prince of Wales felt hat was tilted back on his head. Above the ears one noticed sandy hair was graying. One wondered for a moment if he was becoming bald, but dismissed the thought immediately, because about this gentleman of 41, there is a youthfulness that portliness and thinning hair could never hide. This quality was epitomized in his upturned smudge of a nose; and its complete index was in those twinkling eyes.

That he is "one of the gang" is the simplest possible description of the likable George McManus, and possibly the real answer to his power of making millions laugh.

I had come for a lesson in comic art from the biggest authority I knew about. I changed tactics.

"Tell me how you do it," I suggested. "Play teacher for once, please."

"I'm very busy . . . very busy . . . conference with the editor, you know . . . important conference," began McManus.

He couldn't dangle with dignity long. The essential good nature in him prevailed. And, figuratively speaking, he walked up to the school room platform and proceeded with the interview, playing the roll of pedagogue.

"You should begin with a definition of humor," he insisted stubbornly. "Yet humor *is* hard to define." And he painstakingly italicized the verb and raised his eyebrow just a trifle in true teacher style.

"Stuff I don't like myself, I often get the most letters or praise about. I never know how a strip is going to take. Everyone sees an idea differently.

"No, you absolutely can't define humor," he added with finality. "People who laugh don't know why themselves."

"But the rolling pin, the lemon pie, and black eyes," the student asked sorrowfully. "Arn't they really funny?"

"Oh," prefaced the scholarly reply, "there's bound to come a certain refinement in American comic art. Slapstick must eventually give way to something subtler. But slapstick is certainly what seems to appeal most at the present time."

McManus was real master now, defending his theories with vigor.

"If you are going to draw comics that sell you can't neglect slapstick today. The crowd likes old stuff. You must dress it up, however. Put new and different clothes on it. Make it seem swell.

"Remember, first of all, there are a lot of people who pretend to be highbrows, who go to a modern so-called high-class show and laugh their heads off at old jokes dressed up. The same jokes may have been used 30 years ago in cheap burlesque, but the different costumes and the gorgeous settings make them funy all over again, and funnier than they ever were before."

Ergo, McManus might have said, there you have the first rule in comic art. Be careful with your drawings. Take pains with every line. The well-dressed joke wins success.

"Secondly," he continued, "make your characters just as human as you can. Of course you must exaggerate their personal appearance and the things they do. But to live they must have background.

"I think of Jiggs as a real person. I have even written his biography.

"He was born in Ireland, you know. He came to this country expecting to find gold on the streets of New York but found bricks and cobblestones instead. He was thrifty and succeeded. But you know the story.

"Thirdly, go with your drawing right into the homes of people. The little things of everyday life, the common places are the funniest.

"Fourth, continually strive for variety. Try to please every sort of person in every strip you do. And this is darned hard.

"Let me explain to you," he went on, and at last I was glad to see the phrase came exactly as though it were from a teacher's lips.

He produced the strip that was appearing in the *New York American* that day. It was not one of his best, perhaps, but it was typical.

Maggie had asked Jiggs to go to the butcher's and get her some meat. Jiggs protested. He wanted to go to the fight. This was in the first box.

"There, you see, is an every day occurrence, pictured in funny, and now well-known figures," McManus explained. "Wife asks hubby to do an errand for her. Hubby has something else on his mind. Almost every man on the street has been through the same experience so often that he has, if he's wise, passed the point of being angry about it, and thinks it's darned funny. This is the first tickler."

Next, Maggie is shown hurling the rolling pin, because Jiggs persists in refusing. There is certainly action well drawn in the picture. Jiggs lands out on the sidewalk the "sadder and wiser man."

"There's your necessary slapstick," McManus said. "I try to get in it as much rumble and crash as I can. Incidentally, I am told this goes very well in South America. In that country, the men are absolute masters of their women, and they think its a huge joke, when Maggie stands up and sasses Jiggs back."

McManus' finger now indicated the next frame. Jiggs is at the butcher's shop. The balloons contain the words spoken by Jiggs. "Good Lord, Maggie forgot to tell me what kind of meat she wanted."

"There is a little subtler form of humor, for readers who are above slapstick," McManus suggested. "Poor Maggie, got so mad that she forgot what she was getting mad about.

"Really, though, I don't understand humor. I don't know why the people like it.

"In this business when you are appealing or trying to appeal to so many different kinds of people, you have to avoid everything that is really comical—such as liquor.

"The best and, what I think are the funniest ideas, you can't use.

"But now, to continue the game. You are a young would-be cartoonist, I am supposed to tell you what to do.

"Well, the best advice I could give you is to become connected with a newspaper. Perhaps you can't get a job as comic artist right away. All very well. I don't care what you do. Be an office boy. Carry copy in the editorial room. And on the side keep drawing all the time.

"Then you're right on the spot, when opportunity comes. You get to know the sort of stuff your editor likes.

"Art schools and correspondence schools are all good enough in their way, but it is being right on the spot that counts."

"Did your father draw," I asked, wondering if artistic ability is hereditary.

"Never commercially," McManus replied. "He just monkeyed' around with it."

The elder McManus, however, I happened to know, had the same easy sense of humor that characterizes George of today. He was manager of the Grand Opera House in St. Louis, Mo. Theodore Dreiser mentions him as a wit in the "Book About Myself."

"Yes, Dad was quite a wit," the son took up the story. "He used to have rubber hooks in his office at the opera house. Visitors would come in, hang up their coats, which would drop to the floor, as soon as they turned around.

"Dad would never crack a smile. The chumps would do their stuff time and again before they noticed the joke.

"Then, it was the custom for Beau Brummels of St. Louis to leave their cigars on a railing in the foyer. During the acts, Dad would put tobasco sauce on the tips. . . .

"He wouldn't let me hang around the theatre. Of course I wanted to. After school I would come down with a bunch of kids.

" 'See here,' Dad would say, 'there's a fine park just a nice ride from here.'

"He would give us some money and shoo us off to the park. It would take just long enough to keep us from playing around the opera house."

McManus first drew public attention to his work when he was 13 years old. He drew a picture of a youngster with a turned up nose and a generous sprinkling of freckles, while in the class room. His teacher demanded to see the drawing.

"I expected a whale of a licking from the school ma'am," said the cartoonist, "but apparently she felt my dad could give me a sounder thrashing, and so she sent this bit of art with a few others she found in my desk to my father.

"He was very quiet during supper, and I fancied the strap would get its workout just before bedtime. Instead he quietly asked:

"Did you do that?"

"I admitted it, and without a word, he went out of the house. The next morning my father told me to get on my hat and coat and go down to the *St. Louis Republic* to work. He had brought the freckled drawing to the editor, and it made a hit. I worked for a year at $5 a week, and then was given a dollar raise. That was 24 years ago, and I've been drawing cartoons ever since.

"When I was 21, I came to New York and drew comics for the *New York World*. You remember 'Panhandle Pete.' 'Let George Do It!' and 20 other comics that I drew during that time and since. The others pass out of memory of the average reader of funny pages. They all ask: 'How did you strike the popular characters of Jiggs and Maggie?'

"It was this way. Indelibly in my mind since childhood remains the picture of old Billy Barry, the best Irish comedian of his day. My dad was in the show business, and I used to see Barry in his play quite often. I remember every detail of that play. It is practically the same as 'The Auctioneer' of today with the change of the leading character. The character portrayed by Barry is the Jiggs of today, and his wife Maggie is the same leading actress in that play. They used to have a poker game every night at 9:15, and there were people in St. Louis who would flock into that house just to see the real poker that was played. It was one of those friendly games where the players carried bricks and axes for emergencies.

"It's the public which makes a comic successful. I tried out a dozen, until 'Bringing Up Father' struck the popular fancy. That was a few years ago when I joined the Hearst organization."

Up in the building that houses the King Features Syndicate, aspiring and perspiring cartoonists clamor almost daily for recognition.

And McManus, turning Rotarian, tells this, as the "one thought" he would "leave with them today."

"Get a job on a newspaper. No matter how small or inconspicuous it is.

"Be on the spot, when opportunity comes."

McMANUSISMS:

"If you are going to draw comics that sell, you can't neglect slapstick."

* * *

"Take pains with every line you draw. The well-dressed joke wins success."

* * *

"Make your characters just as human as you can."

* * *

"Go with your drawings right into the homes of people. The little things of every day life, the commonplaces, are funniest."

* * *

"If you would succeed as a comic artist, get a job on a newspaper, no matter how small it is."



ST. LOUIS POST-DISPATCH FILES SUIT AGAINST HOUSTON NAMESAKE

Asks Injunction Prohibiting Use of Title by Texas Daily—Claim Copyright Protection—Also Seeking Damages

ST. LOUIS, Mo., Sept. 24.—The hearing of the motion for a temporary injunction sought by the Pulitzer Publishing Company, a Missouri corporation, publisher of the *St. Louis Post-Dispatch,* to restrain the Houston Printing Company, a Texas corporation, from using *Post-Dispatch* as a name for its newspaper, probably will be held in Houston on Oct. 11. This will depend upon whether Federal Judge Ben C. Dawkins of the Houston division of the Southern District of Texas, who has been absent from home, returns by then.

The petition which seeks a perpetual injunction from a continuation of the use of *Post-Dispatch* or any similar words as a name for the Houston paper, also asks for an accounting of profits and for damages. Judson, Green & Henry, of St. Louis, attorneys for the Pulitzer Publishing Company, filed the petition at Houston on Sept. 15, and it is sworn to by A. G. Lincoln, secretary of the publishing company. The petition states that the Pulitzer Publishing Company has been publishing the *Post-Dispatch* since 1878, when the name was adopted as a trade mark and that it has "spent more than a million dollars in advertising its newspaper under the trade name of *Post-Dispatch* and in extending its circulation and distribution under said trade name throughout the United States and on August 1, 1924, its daily and Sunday editions circulated in every state of the Union and in all of the principal foreign countries of the world, the circulation of its daily paper exceeding 220,000 copies and of its Sunday paper exceeding 350,000 copies and that on Aug. 1, 1924, its Sunday paper had an average circulation of 24,100 in Texas, in Louisiana 2,000, Arkansas 12,000, Oklahoma 20,000, in city of Galveston, Tex., 1,521 copies, and in city of Houston 335 copies, and its daily paper had a smaller circulation throughout all of said states."

The petition states that "from 1878 until Aug. 1, 1924, the complainant was the only newspaper in the United States using this name or any similar name, and in consequence thereof, although the words St. Louis were sometimes printed on the paper in connection with the words *Post-Dispatch* to indicate the place of publication and the address of its publisher, these words formed no part of its trade name, and said newspaper was ordinarily handled by dealers called for and bought and sold by the name *Post-Dispatch* without the said prefix of 'St. Louis.'"

On March 15, 1924, the complainant filed application for registration of the trade mark of *Post-Dispatch,* without addition or inclusion of the words "St. Louis," or of any other words except those two, the petition states. This name was admitted to registration on July 10, 1924.

The petition relates that on or about Aug. 1, 1924, the Houston Printing Company acquired control of two newspapers published in Houston, Tex., known as the *Post* and the *Dispatch,* merging them into one "and fraudulently contriving and intending to reap the benefits of the reputation and good will complainant had established for its newspaper," established the name of the *Post-Dispatch* or *Houston Post-Dispatch,* and has wilfully persisted in publishing, circulating, and distributing its said newspaper under said name after having been notified in writing by complainant that it was unlawfully infringing complainant's said trademark and was unlawfully hindering and interfering with the sale of complainant's said newspaper, and was engaged in unfair competition."

It is related further that "while the defendant uses the word 'Houston' in connection with the words *Post-Dispatch* as the official name of its paper at the top of each page, yet in its editorial columns and in its advertisements it refers to and mentions its newspaper merely as the *Post-Dispatch* without using the word 'Houston' in connection therewith and the newsdealers and agents who handle and sell said newspaper in Texas and adjoining states, most of whom also handle and sell complainants' newspaper, frequently speak of both papers merely as the *Post-Dispatch,* and the readers who buy said papers or either of them, frequently ask merely for the *Post-Dispatch* so that this identity or similarity of name leads to confusion and it frequently happens that purchasers intending to buy copies of complainant's newspaper receive copies of the defendant's paper in the place thereof, and by reason of this unlawful conduct of defendant in circulating and selling its said newspaper the name reputation, circulation and sale of complainant's newspaper has been and will be greatly interfered with, diminished and decreased to its irreparable damage and injury."

The petition states that "the value of the said trademark involved herein is greatly in excess of $5,000."

POST-DISPATCH HEARING OCT. 11

Injunction Suit in Court at Houston or Monroe, La.

HOUSTON, Tex., Sept. 25.—Federal Judge Ben C. Dawkins, of the North Louisiana District who went to Brownsville, Tex., to hold court this week, has set Oct. 11. as the date for the hearing in the *St. Louis Post-Dispatch's* petition for temporary injunction against the *Houston Post-Dispatch.*

The hearing will be held in Houston if Judge Dawkins, acting in absence of Judge J. C. Hutcheson, has time to return then otherwise the hearing will be held in Monroe, La.

SNODGRASS SUCCEEDS McFAUL

New Advertising Director of St. Paul Dispatch-Pioneer Press

Rhey T. Snodgrass, former publisher of the *Washington* (D. C.) *Herald,* owned by W. R. Hearst has been appointed director of advertising of the *St. Paul Dispatch-Pioneer* Press, succeeding A. J. McFaul, now assistant publisher of the *Chicago Herald & Examiner.*

Prior to becoming publisher of the Washington Herald Mr. Snodgrass was publisher of the *Milwaukee Wisconsin News and Telegram.* Before that he was connected with the Cosmopolitan Magazine in New York, and for years was New York manager for N. W. Ayer & Sons.

U. S. Postal Survey Completed

The Post Office Department has completed a survey to ascertain the cost of handling mail and a report on the results will go to Congress in December.

SIR GEORGE SUTTON REVIEWS RESULTS OF WEMBLEY A. A. C. W. MEET

By Herbert C. Ridout

(*London Editor,* EDITOR & PUBLISHER)

WHEN Sir George Sutton, chairman of the Amalgamated Press, Ltd., presided at the general meeting of the company on Aug. 26, he made an interesting reference to the Advertising Convention of 1924.

Sir George said: "You have all read of the great Advertising Convention held last month at Wembley. This firm, like many others, lent moral and financial support towards the bringing to London of many hundreds of prominent business and advertising men and women from all over the world to discuss the practice and value of advertising. The results abundantly justify the efforts made.

"Apart from the fellowship and good will which the convention stimulated, I believe that on the practical side it achieved much. It directed the attention of the entire business community to the mission of advertising: Increasing production by the encouragement of demand. There is no doubt that the most important result of the convention will be an all-round increase in the volume of advertising. By that increase your company, in common with other publishing houses, will largely benefit."

WEIR ADDRESSES CIRCULATORS

International Circulation Chief at Inter-State Meeting

Robert S. Weir of the *Syracuse* (N. Y.) *Journal* was the principal speaker at the fall meeting of the Inter-State Circulation Managers Association, held Sept. 17 in Philadelphia. Weir is president of the International Circulation Managers' Association.

Other speakers were Royal W. Weiler, *Allentown* (Pa.) *Call;* Karl F. Hall, *Newark* (N. J.) *Star Eagle;* W. P. Wilson, *Washington* (Pa.) *Observer;* C. T. Buck, *Lancaster* (Pa.) *New Era;* N. S. Rounsley, *Harrisburg* (Pa.) *Telegraph;* and J. H. Miller Jr., *Pittsburgh* (Pa.) *Chronicle Telegraph.*

The association is made up of circulation managers on newspapers in Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia, and West Virginia. A. C. Finley, *Atlantic City* (N. J.) *Gazette-Review,* is president and Henry C. Carpenter, *Lancaster* (Pa.) *Intelligencer-News Journal,* is secretary-treasurer.

Robert L. McLean, *Philadelphia Bulletin,* was chairman of the committee, which arranged details of the meeting. The next convention will be at Altoona, Pa., sometime next March.

A. N. P. A. to Move Uptown

The American Newspaper Publishers' Association plans to move, Nov. 1, from the World Building, 63 Park Row, New York, to new offices at 270 Madison avenue. The A. N. P. A. executive department will occupy offices on the 13th floor, while the Bureau of Advertising will be on the 18th.

WILLIAMS APPOINTED S. N. P. A. MANAGER

Secretary to Senator Harris Will Fill Specially Created Position Oct. 1—Former Editor of Americus (Ga.) Times-Recorder

Cranston Williams, of Greensboro, Ga., has been appointed to the position of manager of the Southern Newspaper Publishers' Association. He will make his headquarters in Chattanooga, Tenn., and will take up his new duties Oct. 1, working under Walter C. Johnson, secretary-treasurer of the S. N. P. A. He has been serving as secretary to United States Senator William J. Harris, of Georgia.



CRANSTON WILLIAMS

The office of manager is a new appointment created at the last annual meeting of the S. N. P. A. which provided for the selection of a manager to assist the secretary-treasurer, Walter C. Johnson, of Chattanooga, who has held this office for the past 8 years.

Chattanooga will remain the headquarters of the S. N. P. A. because of its splendid geographical location, being easy to reach from any part of the country.

Mr. Williams was educated in the public schools after which he attended Emory College. He was reared in a country printing office, and has done everything from setting type, job and press work, on up to filling the editor's chair. He was editor of the *Americus* (Ga.) *Daily Times-Recorder* from 1915 to his entry in the United States army during the world war. He entered the first officer's training camp and served through the war. In France he was commanding officer of the Machine Gun company, Fifty-Sixth Infantry, 7th division, resigning from the regular army in which he had enlisted early in the war. He attained the rank of captain.

Mr. Williams served as secretary to United States Senator William J. Harris, of Georgia, from the time of his return from France in 1919 to date, and was his campaign manager in 1924. He is a member of the National Press club, Washington, D. C., a Scottish Rite Mason, a Shriner, and a member of the Sigma Nu fraternity.

Speaking of Mr. Williams, John S. Cohen, president and editor of the *Atlanta Journal* says:

"If the field were scratched with a fine tooth comb I don't think a more worthy person could have been selected for the place. Captain Williams is a newspaper man of the first water, industrious to a degree, and a personality which will carry him and any organization which he represents over rough spots with the least amount of friction. He has been pronounced by close observers in Washington as the best private secretary at the capitol. I have been a private secretary to a cabinet officer myself, I know that it requires ability, tact and poise to a very great degree to get away with the job. That is the reason I gave it up after six months of service.

"I think the Southern Newspaper Publishers' association has been exceedingly fortunate in securing his services."

Cowan Directing Coolidge Caravan

John P. Cowan, former newspaper man and editor of *Pittsburgh First,* organ of the Pittsburgh Chamber of Commerce, is in charge of the "Coolidge-Dawes-Lincoln" tour that started from Plymouth, Vt., on Sept. 9. The caravan reached Pittsburgh Sept. 19 and newspaper friends of Mr. Cowan tendered him a warm welcome.

REPORTING NATIONAL POLITICAL TRIANGLE

500 News Men Exclusively Engaged in Telling the People of the Remarkable Battle of Three Parties—New Methods Include Sectional Headquarters Where Big News May Break

By PHILIP SCHUYLER

ONE of the most remarkable political campaigns in American history is being reported in the columns of the nation's press.

Although the campaign was late this year in getting under way, at the present time interest is mounting to fever heat and the press has dived into the contest in earnest.

Nearly 500 newspaper men it is estimated, are making national politics their daily assignment, while more than 75 have been definitely assigned to cover the 3 principal candidates and their running mates.

In New York alone there are 30 newspaper men, covering the three party headquarters.

All over the country more money than ever before is being spent gathering news of the contest.

Unlike past partisan conflicts, none of the 3 major protagonists is content with one main national headquarters.

Whereas in other presidential years, Republicans, Democrats and in the days of Roosevelt, Progressives, maintained a principal directing office in one city, usually either New York or Chicago, with branches in other cities, this year Coolidge, Davis, and La Follette have no fixed headquarters.

There are 3 cities from which at any time any day important political statements may be issued and news emanate. They are New York, Chicago and Washington. All three cities have to be watched by the newspapers with equal care.

William M. Butler, Republican National Chairman, Clem Shaver, Democratic National Chairman, and Robert M. La Follette, Jr., who is handling his father's campaign, gravitate between New York, Chicago, and Washington.

On Monday of this week for instance, Butler and Shaver were in Chicago, and La Follette, Jr., was in Washington.

On the same day, Senator La Follette was in New York; Davis in New York; and Coolidge in Washington.

Coolidge, although he is staying close to the White House, while other candidates swing about the circuit, must be covered carefully for political breaks. The ordinary White House assignment is not considered adequate, and all press associations and leading newspapers, have arranged with special men to cover this source of political news.

Additional expense is contemplated by press associations in collecting and distributing election returns in November, because of the La Follette candidacy. With the exception of the Roosevelt Progressive campaign, news agencies have heretofore only collected the returns of the Democrat and Republican parties, paying scant attention to minor parties in the field.

Already press associations are completing arrangements to report these election returns. But today, chief newspaper interest centers in the vote-pulling tactics of the three major candidates.

And to answer the question how is the political campaign being reported now, the writer this week visited the New York headquarters of the three parties and talked with the newspaper men who are bearing the brunt of the great political story.

At all headquarters, EDITOR & PUBLISHER was informed by officials that the respective parties were entirely satisfied that newspapers of the country, while differing in their editorial support, were in the great majority of cases absolutely unbiased and fair in their news columns.

According to the modern custom, a large portion of present day political news passes through the publicity sieve before it is served up to the public through the newspapers.

George Barr Baker is chief of the Republican party's corps of press agents. He has headquarters in New York and commutes to Washington and Chicago at frequent intervals. Robert W. Woolley, who was for many years on the staff of the *New York World*, is chairman of the Democratic national publicity committee with headquarters in Washington, while Dr. Ernest Gruening, representing La Follette, also operates mainly from the national capitol.

Each of these super press agents directs publicity men representing their parties in Chicago, New York, and Washington.

But the political writers are by no means content with publicity tissues merely, and the publicity men have arranged personal contact for them with the candidates themselves and prominent party leaders at the various divisional offices.

Because Davis was in New York again after his western tour making that city his headquarters before starting on another speaking trip to New England and to Baltimore Oct. 1, the writer happened first to go to the Democratic headquarters for the eastern division, which is housed in luxurious rooms on the two top floors of the Belmont Hotel.

When Davis is in New York, he meets newspaper men from afternoon and morning newspapers and press associations every day at 2:30.

The writer attended the press conference Monday. Fourteen newspaper men and one newspaper woman were present. Davis sat at ease behind a desk, smoking a cigar and answering questions asked him with little formality by press representatives.

There was none of that strained atmosphere of prominent men and interviewers trying to make each other feel at ease. Davis was fluent and direct in his answers. The news writers didn't hesitate to ask any form of question which might develop a news story.

The importance of radio in the present campaign was one query.

"It is of extraordinary importance," was the Davis reply, "but it will never take the place of the newspapers."

"My speech at Omaha," he continued, "was broadcast by the powerful radio station at Hastings, Neb., and I was informed that this station has received postal cards from every state in the Union and Canada, stating that my address had been heard."

Radio, while proving a great help to politicians in the present campaign, has also had its restrictions on the more fiery speakers.

"It is as though your feet are nailed to the floor," is the Davis description of addressing a microphone as well as an immediate audience. "One has to speak slowly and in measured tones. And it is certainly shortening political speeches."

La Follette, according to newspaper men covering this candidate, experienced the same trouble when speaking recently at Madison Square Garden. As with Roosevelt, a favorite La Follette gesture is the energetic shaking of his pompadour and the waving of his clenched fist. Free use of this is curtailed when the speaker has to remember his radio public.

Nevertheless, all parties, according to New York leaders, plan to increase the use of radio during October. In that month, speakers from each party will be "on the air" at least twice a week.

After the Davis conference, which occupied 15 minutes, the writer completed inspection of the Democratic headquarters, which has the atmosphere of a large club.

This office collects and distributes Democratic news for the eastern division, the New England States, New York, New Jersey, and Delaware. Offices at Washington and Chicago at present handle the remaining states. Plans are being made to establish other centers in Denver, San Francisco and Detroit.

John P. Donlon, at one time managing editor of the *New York Telegram*, is publicity director for this eastern division. He has two former newspaper men as assistants, Edward Chapman, formerly city editor of the *New York Commercial*, and Roy Crandall, formerly with the the *Buffalo Courier*.

Miss Molly McEllen, known to most of the political writers of the country, takes all interviews between newspaper men and prominent Democratic leaders in short hand, to insure accuracy.

The publicity men dig up news from the various bureaus in operation at the headquarters, which are the bureau of organization, the women's department, the finance department, the labor department, the negro department, correspondence department, and the bureau of naturalized voters, where stories are translated for the foreign language press.

This "canned stuff" is sent out in mimeographed form to all newspapers in the eastern division and is also distributed in a special room set aside for the New York newspapers and press associations.

In addition to receiving this material, the newspaper men assigned to Democratic political news hold daily interviews with Thomas J. Spellacy, eastern divisional manager, and also the department and bureau heads. When Clem Shaver, national chairman, is in town, and other prominent politicians, they are also interviewed for news.

When newspaper men go out on speaking tours with Davis, they are assisted in many ways. Jack Nevin, who handles personal publicity for Davis, is there to help them, while William Donaldson, superintendent of the House press gallery, goes along to handle transportation, hotel accommodations, and the detail of advance speeches, in order that the news writers will have nothing but the candidate to worry about.

Leaving the Democrats and going to Republican headquarters at 2 West 46th street, one immediately notices a change from the club atmosphere to one of an efficient business organization. The two floors of the office building they occupy are petitioned off and neatly labeled. The press room is fully equipped with desks, telephones, and typewriters.

The New York office has a staff of 6 practical newspaper men who gather news from the various bureaus to be handed out to regular news writers assigned to cover Republican developments in the campaign. These bureaus are labeled as follows: Club Activities, Economic and Features, Woman's Bureau, Speaker's Bureau, Labor, General Headquarters, Caravan and Specials.

The Republicans are well pleased with the breaks, which the newspapers are giving them. During the first week of September, the New York newspapers alone printed 18 full pages of favorable Republican news.

"The established publicity policy of the Republican Party in the present campaign is to see that every facility is offered both to Republican and to Democratic newspapers for whatever material they may desire in the form of reports of news events, statements by recognized leaders of the party, and special articles for feature display," Baker explained.

"The physical organization of the Bureau provides for headquarters at Chicago, Washington and New York, where staffs of competent newspaper men are prepared to furnish desired information, and where advance copies of speeches are prepared for newspaper and press association distribution.

SONGS OF THE CRAFT

(*Copyright*, 1924, *by* EDITOR & PUBLISHER)

By Henry Edward Warner

THE COLUMNIST

(To that vast aggregation of altrustic egoists of whom I have been variously with sundrily and frequent. May they all live long enough to forget that there was *The American Press Humorists* until railroad passes gave out! H. E. W.)

I

Luck's blessings on that man who wields a pen
To sprinkle chuckles down the paths of men,
To cheer the downcast, lighten leaden hours,
And as he goes to scatter verbal flowers.
As fits his mood, so bends he to his task,
Asking no fortune as the greedy ask,
Singing his song, and going sun to sun
His toil sufficient to the day it's done.

II

Laughter there is, and smiles there are to pay
His toll in full, as his unselfish way
He takes; . . . or ever loses that fine sense
That counts appreciation recompense.
And in the smiles, comes tightening of the throat
At some low minor, some more sombre note
Slipped from the mood that sounds the muffled tread
Of sympathy, by some white-covered bed.

III

Friend of the World! . . . Long may you live, to be
Comforter, strength, to weak humanity!
Long may your quips and jests make light the path
And fend the stings of sorrowings and wrath!
And when in deeper mood you strike the strings
That sound responsive chords of greater things,
May you sing true, and may your note be clear
To raise the weak, to dry the mourner's tear.

"Material for release in Chicago is made available also to the newspapers and press associations in both Washington and New York. Copy prepared at the New York headquarters is also available to newspaper representatives likewise at Washington and Chicago.

"A record of Republican copy published throughout the country reveals the fact that the Democratic papers are frequently giving to Republican news as much space as given by the Republican papers."

Since William M. Butler, chairman of the Republican National Committee, is in Chicago, Republican offices there are considered the party's official center. Clinton W. Gilbert, of the *New York Evening Post* describes Chicago headquarters as follows:

"The offices from which the campaign is conducted look to me more like the offices of a corporation than those of a political party. They spread more or less over three floors of a big office building.

"Signs on doors all around indicate subdivisions of the voters: "Farmers," "Labor," "Women," "Colored Women," "Foreign-Language Press." There are a dozen of others. It is vast and, if you may believe signs on doors, it is thorough.

"I don't see the familiar faces or names. Headquarters have always been informal and rather rural. They were always a social center; the social atmosphere predominated. Good fellows dropped in mostly to talk. First names were the rules. I wonder if any one calls Mr. Butler 'Bill'? One or two from Massachusetts, perhaps. I should say that virtually everybody about was a 'Mister' except the numberless stenogs. And the difference! You always felt as one national chairman banged away at a rival that the two had a luncheon engagement a few minutes later and would lounge together and laugh together over the drinks. Boies Penrose and Bill Stone used to indulge in savage talk at each other's expense and then leave the Senate floor arm in arm. That was politics."

The La Follette organization differs from the others in that it is on a smaller scale. National headquarters are in Washington and there are about 10 regional offices in as many different important cities.

Officials expressed themselves as "entirely satisfied" with the space they are receiving in news columns of the newspapers.

Harold Kellock, at one time on the staff of the *New York Sun*, is in charge of the publicity in the New York regional office.

"Newspaper men find our news a little more dramatic than the others, and report it fully," he said. "When Senator La Follette spoke at Madison Square Garden, 100 newspaper men reported the occasion, some coming to New York from as far west as Chicago, and Minnesota.

"The backbone of our campaign is the labor press. Three hundred labor newspapers are supporting La Follette. A great majority of the organs that operate under the American Federation of Labor have given us their support, and have been turned literally into campaign documents. They are the most loyal and ardent supporters we have. Their circulation numbers between 8 and 10 million.

"We also have the hearty support of the Scripps-Howard newspapers.

"We are not spending one twentieth as much on publicity as the other two parties.

"In the eastern industrial territory, we have a volunteer advisory publicity committee, made up of editors of a number of labor papers. McAllister Coleman, former editor of the *Illinois Miner*, is chairman and Leslie H. Allen, editor of the *Liberal*, is secretary. Other members include Edward Levison, editor of the *New York Leader*, Louis G. Burdenz, editor of *Labor Age*, and A. G. Dill, business manager of the *Crisis*, a negro organ."

LaFollette makes Washington his headquarters, and when he is there he grants the press daily interviews.

Thus from the 3 major parties is the political news of each day carefully gathered and placed in newspaper columns, leaving the final choice to the voters themselves.

CANADIAN PRESS OPERATORS ACCEPT CONCILIATION OFFER

Appoint Representative to Confer With Wire Service—Ordered to Resume Work by Chiefs—Livesay Refuses to Recognize Union

ACCEPTANCE by striking operators of the Canadian Press management's offer to arbitrate, and an order from union headquarters telling the men to report back to work Monday, Sept. 22, while differences were being arbitrated, were the week's outstanding developments in the strike of Canadian Press telegraphers, which began Sept. 11, when 77 men left their keys.

The offer of the Minister of Labor at Ottawa to appoint a board of conciliation, refused by the men at the time they went on strike, was accepted Monday. E. Norman Smith of the *Ottawa Journal*, president of the Canadian Press, was appointed to represent that organization while the union named J. G. O'Donough K. C., to represent its interests.

"The company has always offered to arbitrate," said General Manager J. F. B. Livesay, "and so far as we are concerned this dispute has never been a question of wages. The men made exorbitant demands of a wage increase to which we replied by a notice of a small reduction which we think fair seeing that since the agreement was made 4 years ago the cost of living has tumbled. We offered to arbitrate the question of increase or decrease under the arbitration clause we contend was inserted in the agreement for that very purpose. Or we would first of all arbitrate the interpretation of that clause. The men refused, offering indeed to arbitrate only the existing wage or an increase, which from the company angle was absurd. Being then threatened with a strike, we applied as a public utility to the Minister of Labor for a board of conciliation which was then granted. The men struck in spite of this and in doing so placed themselves on a very insecure ground.

"It is necessary to bring this out," Mr. Livesay continued, "because the men have claimed they struck to avert a decreased wage on which the company insisted. Nothing could be further from the fact. In taking the strike vote they used these very words, 'Your committee strongly recommends immediate and drastic action to enforce our demands for an increase.' They thought they could tie up the news service completely and beat us in 24 hours However, not a single newspaper in Canada has missed receiving a news service by telegraph, telephone or radio since the strike started. Somewhat reluctantly, because that means the permanent replacement of a large number of Morse men, the company has set about the task of installing automatic printers. Our first printer circuit, connecting Montreal, Ottawa and Toronto with New York and each other, is already working. Other circuit equipment has been ordered from the Morkrum company of Chicago, the very last word in automatic printer service.

"Realizing that they were misled by their union officials and recognizing that in the past they always have had a fair deal from the Canadian Press, some of our former telegraphers have voluntarily returned to work and are now being employed. It is regrettable, indeed, that we cannot find positions for all of the 77 men that went out, but blame for that must rest elsewhere.

"I have received a letter from J. Clark, the strikers' general chairman," went on Mr. Livesay. "When after notifying us that they were appointing their member to the board of conciliation, Mr. Clark went on as follows: 'This will be your official notification that all telegraphers in your employ are being instructed to return to work effective with all night shifts Monday, Sept. 22.' This strikes the management as a little naive; they went out on strike and by that act ceased to be employees of the company. It is an unfortunate fact that we cannot take them all back even if we so desired."

"I am replying to Mr. Clark," said Mr Livesay, "by sending him a memorandum of the conditions under which alone we can take back to work such of our former employees as we can find positions for. They must agree to these conditions and they must come back individually. This memorandum is as follows: 'Before taking any former employes back to work the management of the Canadian Press must have the following clearly understood:

" 'The management has stated publicly that because the Commercial Telegraphers' Union of America broke its agreement with the Canadian Press by refusing to arbitrate and by then calling a strike in face of the appointment of a board of conciliation by the Minister of Labor at Ottawa, the company cannot further recognize this union. Modification of that decision and future recognition of the union must depend absolutely on whether the company can secure adequate protection against similar attempted paralysis of its functions.'

"Owing to the strike, which was aimed to entirely tie up the news services of the Canadian Press, the company has found it necessary to start the reorganizations of its primary news circuits on an automatic printer basis, thus dispensing with the need of any considerable number of Morse telegraphers. It is impossible at the present time for the company to say how many men ultimately will be thus displaced. Any men taken into the service now must necessarily be on a temporary basis.

"The Commercial Telegraphers' Union of America, having by this breach of agreement cancelled its contract with the Canadian Press, the company cannot recognize any clauses of that agreement but the management undertakes to give the men equally as good treatment as they could receive under that agreement. The seniority list being thus automatically cancelled the company proposes to use its own discretion in the selection of such men for whom it can find immediate positions. These men who have already returned to work will head the seniority list.

"The company will pay the old scale of wages on the understanding that any changes in such scale arrived at by future negotiations shall be made retroactive to the date of re-employment. Accepting these conditions, such men as desire re-employment must file individual application by person or by wire with the chief traffic managers at Toronto and Winnipeg respectively.

"Procedure with the board of conciliation rests upon whether these preliminary conditions are accepted.

"Only Morse telegraphers will be included by the company in any new agreement, and any such agreement must contain a comprehensive clause providing for arbitration before strikes of any kind for any cause at any time and on renewals or modifications."

Veteran Celebrates 90th Birthday

Dudley S. Crandall, Wisconsin's oldest newspaper editor and telegrapher, has just celebrated his 90th birthday at Sylvan Lodge, Sturgeon Bay. He is in good health and hopes to arrive at his 100th anniversary. He was formerly editor of the *Sturgeon Bay Advocate*. His first newspaper writing was done at Champaign, Ill. He established the *Chicago Union Park Banner* and then became connected with the *Menominee* (Mich.) *Herald* and the *Sturgeon Bay* (Wis.) *Independent*.

Daily Occupies New Home

Keokuk (Ia.) *Gate City* this week occupied its new home on North Sixth street. The business office occupies the entire first floor, while the second floor houses the editorial and composing rooms.

FEMINIST TRIUMPH COMPLETE IN BALTIMORE

WE'VE often heard that a groom was unimportant at a wedding. But "Billy Batchelor" who writes society notes for the *Baltimore News*, ignored the nonentity entirely in the following society note in which the groom's name is not even mentioned:

"Westacre was the scene of Margaret Alvey's marriage at 6 P. M., near Darlington, Md. Mary Alvey, in orchid chiffon, was her sister's maid of honor, and powder blue and apricot chiffon were the motifs for the four bridesmaids—Sarah Johnston, Virginia Poor, Mary Duvall and Anne Mitchell of Hagerstown, Buchanan Shreve was best man, and William V. Elder, Jr., Barrington Hall, William T. Shackelford, Jr., and Professor Tabb were ushers."

LONDON MUSIC CRITIC ON N. Y. POST STAFF

Henry T. Finck, Who Resigns After 43 Years Service on Newspaper Succeeded by Ernest Newman for 1924-25 Season

Ernest Newman, of London, who is considered one of the foremost European music critics, will join the staff of the *New York Evening Post* as guest critic for the season of 1924-25.

He will arrive in New York Sept. 28, on the S. S. Cleveland, and will begin his duties on the *Evening Post* immediately, succeeding Henry T. Finck, who resigned this summer, after 43 years' service with that newspaper. Finck intends to live in Europe on the Riviera, resting and writing.

Mr. Newman is the second noted English critic to join the staff of an American newspaper, and the first to act as guest critic for an entire season. H. C. Colles of the *London Times*, acted in a similar capacity for the *New York Times* from October 1923 to January 1924.

Born at Liverpool in 1868, preparing for the Indian Civil Service and engaged in business for a time at Liverpool, Mr. Newman's enthusiasm for musical art led him to become a professor of music at the Midland Institute, Birmingham, in 1903.

He retained the post for two seasons, and then began to lay the solid foundation of his critical renown, as musical editor of the *Manchester Guardian* in 1905 and of the *Birmingham Post* in 1906. He remained with the latter organ until 1919, when he settled in London as critic of the *Sunday Times*, at the same time serving as critic for the Guardian.

He is the author of "Gluck and the Opera" (1895), "A Study of Wagner" (1899), "Musical Studies" (1905), "A Musical Motley" (1919), and biographies of Wagner, Elgar, Hugo Wolf, and Strauss. In addition to his orginal writings he has translated Weingartner's "Treatise on Conducting," Schweitzer's monumental classic on Bach and the texts of Wagner's operas.

Mr. Newman also contributed to "The Art of Music" (1914-17), and has edited "The New Library of Music" and fifty of the songs of Wolf. In 1920 he issued a volume on "The Piano-Player and its Music."

New Cable to Cuba

John L. Merrill, president of All America Cables, Inc., has announced that a new cable between New York and Cuba for "express service" will be laid and in operation by the end of the year. Since 1920 the company has added more than 5,000 miles of submarine cable to its system in North, Central and South America.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(Continued from Last Issue)

Record of the Herald During the Civil War

The Civil War gave Mr. Bennett the opportunity to reveal his splendid powers of organization and to manifest his wonderful foresight in covering every phase of the gigantic conflict. The first shot fired at Fort Sumter found him already prepared to promptly get the latest authentic information from the Southern States through his trained staff of correspondents, and during the early months of the war, the Herald gave to the public one well nigh unbroken chain of "beats" over its less enterprising contemporaries, who lacked a head like Bennett's to systematize the work of news gathering. Mr. Bennett never hesitated to pay the price to get the first news of battles, military movements and plans of campaign, and in 1863-4 had 63 reporters and correspondents in the field, besides many volunteer contributors, who knew that Bennett paid liberally for authentic news. A news "beat" over his competitors was more precious to him than gold as was well demonstrated on many occasions. He never questioned or examined the accounts of reporters who obtained news in advance of their rivals, and frequently paid contributors double rates for exclusive stories. Once he paid a correspondent $25 for a news telegram of 3 words, for which a bill of one dollar had been rendered. On another occasion he ordered $100 to be paid to a contributor for an article of 6 columns, which had already been contracted for at $8 a column, adding by way of explanation to Mr. Hudson, "He may have something else as good." He never tolerated defeat in news gathering, and once refused to pay the expenses including an item of cost of a horse killed in battle, of a correspondent who was beaten a whole day by the World correspondent, remarking in his half humorous, half satirical manner, "A horse which couldn't beat the World wasn't worth paying for."

It cost him $525,000 to gather the news of the 4 years of war, besides additional expenditures for maps, telegraphic reports, and direct information from the Southern States by "underground" channels. One of the most remarkable feats of the Herald was the compiling of the roster of the entire Confederate army and navy, obtained with the greatest difficulty during months of secret effort by trained representatives. The heads of the Federal Government and especially the officials of the War Department always scanned the Herald closely for advance information of the enemy's movements, and old Charley Farrell (later the city editor) once said: "Bennett knew more about what was going on than President Lincoln did!"

Naturally the circulation of the Herald expanded by leaps and bounds. The presses were kept running night and day, and the paper was eagerly read throughout the entire North, for its lists of killed and wounded were always the fullest and generally the first to appear.

On April 6, 1861, Mr. Bennett said:

"Civil war, like the sword of Damocles, hangs suspended over this country by a single hair. As we predicted, the anti-slavery radicals of our new Administration have gained the control of it, and the rebels and traitors of the seceded States are to be whipped into submission."

On April 12, on the same page with a picture of the Confederate flag and other illustrations, the Herald, under the editorial head of "The War Begun," referred sadly to the beginning of hostilities at Fort Sumter.

"Through the events of the last few days, the last blow has been given to the fabric of freedom, raised at such cost by the Fathers of the Republic. Civil war has put an end to a Confederacy which had existed for three-quarters of a century, and the Constitution of 1789 has been replaced by military governments. The time for argument has ceased, and the appeal that has been made to arms precludes the possibility of foretelling what may be the issue of the present melancholy crisis."

Denial that the Herald Was Threatened by a Mob

The news of the bombardment of Fort Sumter created intense excitement in New York. The Tribune in urging the crushing of the rebels, spoke of "traitors" at home, and reported that a mob had made a hostile demonstration against the Herald; that an attack on the office was planned on the night of Sunday, April 14, and that a police force was kept in reserve, ready to protect it if necessary.

The Herald characterized the reports as "false, mean and malicious." However the Tribune insisted on the truth of its story, saying that "The popular manifestation was so unmistakable that its effect upon the Herald was made strikingly manifest, for yesterday (the 17th) it went so far as to say: 'In regard to the display of the American flag, no one has asked us to do so. It was unnecessary to take that trouble. The glorious flag of the Union is our flag, and long may it wave.' It was perhaps unfortunate (continued the Tribune) for the Herald, that when the people gathered and demanded the raising of the American flag, it was obliged to send out and purchase a supply, having a day or two before, in anticipation of a very different feeling among the people, provided itself with a set of Secession colors!"

The Herald indignantly denied the truth of the story, insisting that the crowd in front of its office was gathered there to read the war bulletins and buy the paper, not to try to sack the establishment. The Herald further said that the crowd "did not compel us to display the American flag from our windows; nor that Mr. Bennett, the proprietor of this journal was followed by a crowd and hooted in the street. As to the latter statement all that we need say in refutation is that Mr. Bennett is quite unaware of having been offered any such insult, and that in the street as well as out of it, he has been treated with perfect courtesy."

The Tribune continued its irritating attacks on the Herald, and nicknamed it "The Daily Tumbler," due to its alleged contradictory editorial policy, hinting at disloyalty, and presenting extracts in parallel columns from a Herald article in proof of its inconsistency.

On April 10, 1861, the Tribune entered on the twenty-first year of its existence, and Mr. Greeley, then in early manhood, was its sole editor and publisher, "but 20 years of incessant labor and care have since made their mark upon him, and he does not seek to conceal that he is older in feelings than in years."

At this time the Tribune claimed a circulation of "hardly less than 300,000, much larger than that of any newspaper."

The Draft Riots

The terrible Draft Riots in New York, beginning on July 13, 1863, and continuing for 5 days, were fully reported in the Herald. Fifty buildings were burned; negroes were mobbed and numbers hung or beaten to death, and it was estimated that 500 rioters were killed by the military forces called back from the seat of war to suppress the disorders at all costs. The Mayor of the city surrendered his authority to Governor Seymour, and the greatest alarm prevailed everywhere. The columns of the Herald, clogged with page accounts of the bloody fighting at the war front, forced the managers to place the stories of the riots on its editorial page, and comments were necessarily brief and disconnected.

Joe Howard's Hoaxing of the Newspapers

In May, 1864, occurred one of the remarkable incidents of the great war. It was the issuing by Joe Howard, one of the most erratic and brilliant journalists of the period, of a bogus proclamation, purporting to have been signed by President Lincoln in Washington, and appointing a day of fasting and prayer, and calling for the enlistment of 400,000 men! Copies of it were sent to all the newspapers, but only two, the World and the Journal of Commerce, were tricked into publishing it. Its appearance caused intense excitement, followed by popular indignation against the author of the hoax, when the "Proclamation" was denounced by the Government as a forgery.

The Federal authorities began an immediate investigation; suspended the publication of the World and Journal of Commerce for several days, while Joe Howard, then city editor of the *Brooklyn Eagle* to which paper he had gone from the Times shortly before, was promptly snatched from his desk and sent to Fort Lafayette, where he was held a prisoner for 14 weeks. Joe always insisted that he wrote the bogus document on the spur of the moment as a good joke, and told the writer once, that he had never ceased to regret his impulsive act. The Herald, however, at the time, thought differently, charging that Howard had been speculating in Wall Street, and deliberately issued the "Proclamation" in hope it would influence the market in his favor.

As the Herald said in regard to Howard's detection and arrest:

"Everywhere the most decided satisfaction was expressed, except by the Tribune. It couldn't believe that 'Howard of the Times' was the criminal. This is the first time the Tribune ever hesitated to believe anything bad. The cause of its incredulity was the fact that Howard is a prominent Republican of the Plymouth Church variety, and his father is a deacon in the church."

The real nature of the document was suspected by Mr. Bennett, and therefore it did not appear in the Herald.

In the 'eighties, Joe Howard became a valued member of the Herald staff, and Mr. James Gordon Bennett, 2nd, had him assigned to report many great events.

(To be continued next week)

U. S. CHAMBER'S RETAIL TRADE SURVEY PRESENTS INCOMPLETE PICTURE

Taking Average Retail Purchases from 12,000 Family Budgets, Its Total for Nation Runs 30 Per Cent Below Other Reliable Estimates of Business Volume

By ARTHUR ROBB

POPULATION'S Purchasing Power is the title of an extremely interesting pamphlet issued this week by the U. S. Chamber of Commerce, Domestic Distribution Division, at Washington, D. C. For the first time, so far as the writer knows, U. S. Census population figures are correlated with Bureau of of Labor Statistics material, in an effort to show what the public buys and what price it pays. The idea is one of vital interest to advertisers, general and local, as well as to newspaper publishers and to all other business men.

Of chief moment is the purported showing of the total retail business transacted in 31 centres of distribution, including 34 cities. This money total was calculated by multiplying the 1920 trading area population by the average individual's budget expenditures for food, clothing, furniture and furnishings, fuel and light, and miscellaneous items. The approach is new, and the result is not all that might be expected.

The budget figure, which is the keystone of the structure, was found by the Bureau of Labor Statistics after surveys covering 12,000 workingmen's families in all parts of the country. With these 12,000 "cases," all drawn from substantially one group of the population, the Chamber of Commerce sets up a figure of $207.62 as the average expenditure in 1923 of each individual of the 105,710,620 people that the Census man counted 4 years ago. The original statistics divided the average budget as follows:

Food, $97.58
Clothing, $48.03
Furniture, $18.15
Fuel and Light, $20.18
Miscellaneous, $22.94.

The average family surveyed consisted of 4.9 persons, the booklet sets forth, and the average retail purchases of this average family totalled last year $1,027.34. That doesn't ring like heavy metal.

Then the Chamber's statisticians multiplied the 105,710,620 population figure by the individual budget and produced "total retail business" of 1923 as $21,947,638,923. Other estimates of this figure, just as unofficial and no more scientifically compiled, place it from $3,000,000 to $9,000,000,000 higher—hardly a variation to be passed off with the wave of a hand. Of the several guesses, the Chamber's appears to be far too conservative.

Dr. Paul H. Nystrom, director of the Retail Research Association, estimated retail business for 1920 at $35,000,000,000 and for 1922, at $30,000,000,000. Dr. Nystrom had the positive basis of retail business figures compiled by the State of Pennsylvania for 1920, 1921, and 1922, as well as the figures used by the Chamber of Commerce, and he is to that degree more certain in his analysis. Assuming that his figures are more nearly correct than those of the Chamber, it can hardly be argued that 1923 business fell behind that of 1922 by more than $8,000,000,000!

Further check against the Chamber's figures, which are intended as a sales guide to manufacturers and merchants, and are therefore intimately in contact with newspaper advertising affairs, was made by EDITOR & PUBLISHER. Comparison of the retail business of 6 cities with the money paid to newspapers in those cities for display advertising space verifies the statement that the Chamber's figures are so far out of line with the facts as to be worse than useless.

In the accompanying table are aligned against each city its trading area population, newspaper circulation, the Chamber's retail business figure, and the estimated amount spent in the newspapers for national and local display advertising, with the ratio of the latter figure to the Chamber's estimated amount, as shown in the report.

In every city the indicated percentage ratio of advertising money to retail business volume is far higher than is known to be the case. In two cases the disparity from the fact is ridiculous.

The advertising revenue total was found by multiplying the *known*, not estimated, display lineage of the newspapers, by the average rate per agate line covering all daily papers of general circulation in each city. EDITOR & PUBLISHER of Feb. 23 and Sept. 13, 1924, carried the lineage figures. Agate line rates for 1923 appear in EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK for 1924. The rate chosen for calculating the city average is the lowest rate quoted by each newspaper for general contract advertising.

That will stand up. Research by EDITOR & PUBLISHER extending over the past five years has afforded numerous instances of the accuracy of this method for striking the average line rate, and as this average is the only departure from known facts in the calculation for each of the cities, the advertising revenue figure can be considered far more reliable than the retail business total against which it is balanced.

Applied to the newspapers and the business volume of the cities listed, it shows that newspaper advertising revenue is apparently about 5 per cent of the gross retail sales. That is a state to be desired, but it is non-existent. If the bureau's figures were true, then the total 1923 newspaper income from display advertising would be well over $1,000,000,000, applying the 5 per cent ratio universally. Add to that billion the estimated income from classified advertising, calculated in the same proportions, and the total advertising revenue of daily newspapers would mount to $1,126,000,000—which is almost double the most optimistic estimate of 1923 volume.

Then, retailers generally spend from 2 to 3 per cent—seldom more—of their gross sales for advertising space. National advertisers of products in daily use, such as make up the Chamber's budget, rarely spend more than 3 per cent for advertising, and not all of that in newspapers. According to a convention discussion among members of the National Retail Drygoods Association in New York in 1922, their average 1918 expenditure for advertising was 2.35 per cent of gross sales; in 1919, it was 2.23; in 1920, it was 2.6 and in 1921, it was 2.4. No radical change has taken place in the intervening two years.

Again the Chamber's figures must include a great volume of business which is only indirectly dependent upon advertising and it would therefore be expected that its figure would show a smaller ratio to the known newspaper advertising revenue than the standard of large stores. But what is the fact?

Deducting from the 1923 newspaper advertising revenue—$628,000,000—the classified advertising revenue of $44,000,000, and dividing the remainder by the Chamber's $21,947,638,923—the ratio is 2.7.

The conclusion is inescapable that the Chamber has taken far too narrow a base for its calculations and that 12,000 families of workingmen can not be taken as typical average American families without overlooking fields of great importance for the manufacturer and retail merchant.

The inference that newspaper competitors might draw from the pamphlet, apparently bearing the approval of a national business organization, is that the newspapers are levying too heavy a publicity tax on business. It isn't true, but it is an argument that newspaper advertising men will have to answer often so long as the U. S. Chamber of Commerce booklet continues in circulation. Its appeal is not primarily to the advertisers, local and general, who have well-established businesses, with reliable private channels of sales information. It is to the smaller manufacturer and merchant taking his first steps toward contact with the public that this information will seem a heaven-sent boon.

And while the Chamber of Commerce deserves commendation for its enterprise in opening new regions of market information, it also merits rebuke for putting out under its name as authentic information conclusions which are based on palpably inadequate grounds. The idea is excellent, but the scheme is faulty and the document is worse than useless as an addition to the reliable market information already available.

NEWSPAPER FIGURES PROVE ABSURDITY OF THIS SALES ESTIMATE

City	Trading Area Population		Newspaper Circulation	C. of C. Estimated Volume of Retail Business, 1923	Editor & Publisher Estimated Display Newspaper Advtg., 1923	Ratio of Advertising to Estimated Sales
Baltimore	814,395	M	177,894	$142,613,309	$7,808,087	5.4
		E	276,990			
		S	283,882			
Birmingham, Ala.	290,884	M	30,930	49,978,129	2,507,399	5.0
		E	99,097			
		S	132,405			
Boston	1,801,320	M	704,381	364,287,332	18,969,677	5.1
		E	710,830			
		S	1,314,895			
Buffalo	623,865	M	102,236	136,311,964	5,436,350	4.0
		E	251,162			
		S	270,269			
Chicago	3,201,301	M	922,037	639,965,479	36,590,585	5.7
		E	994,724			
		S	1,980,671			
Cleveland	951,579	M	212,494	213,007,397	11,407,500	5.3
		E	353,680			
		S	433,244			
Denver	289,465	M	29,892	53,236,196	2,926,877	5.5
		E	180,284			
		S	265,433			
Detroit	1,081,057	M	153,798	264,659,526	16,238,600	6.1
		E	470,373			
		S	502,254			
New Orleans	419,679	M	79,085	60,341,320	3,105,601	5.1
		E	112,839			
		S	283,329			
New York	8,034,349	M	1,999,031	1,824,584,193	60,216,670	3.3
		E	1,636,000			
		S	3,293,000			
Philadelphia	2,428,728	M	618,567	523,524,948	23,866,843	4.5
		E	732,742			
		S	976,975			
Portland, Me.	69,272	M	31,115	15,173,666	1,005,932	6.7
		E	27,792			
		S	28,245			
Portland, Ore.	329,246	M	93,726	69,309,796	3,950,091	5.7
		E	179,315			
		S	244,416			
St. Louis	1,014,457	M	217,525	204,381,277	10,728,928	5.2
		E	359,443			
		S	635,998			
Scranton, Pa.	347,793	M	28,492	61,531,022	1,989,028	3.2
		E	41,060			
		S	37,805			
Seattle	373,324	M	72,074	91,247,569	4,450,925	4.8
		E	169,380			
		S	239,708			

Paper Men Due from London

Eric V. Bowater of the Bowater Paper Company, will arrive in New York from London October 3 on the *Aquitania*. Accompanying Mr. Bowater is Stanley Cousins who is managing director of the Imperial & Empire Paper Mills.

A Unique Drama Feature

On the dramatic page of the *New York Evening Post* a new feature appeared Wednesday. Under the caption, "Turnabout—Being Fair Play, the Actors Have Here a Weekly Chance to Answer the Critics," brief criticisms are printed from the pens of actors of Broadway successes.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

THE
PASSAIC
DAILY NEWS
Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

In New Orleans it's
THE ITEM



W W J

The Detroit News

Radio Broadcasting Station Was the First to Send Regular Programs Daily in America

The News Is Detroit's First Medium in Radio Advertising

In August, 1920, The Detroit News began to broadcast a regular daily concert through its radio station WWJ. This was the first regular program broadcast in America and marked the beginning of a new epoch in radio transmission.

Naturally this pioneer venture of The Detroit News led all radio amateurs and enthusiasts to look upon it as their leader in this great field of communication. Since 1920, The News has sent broadcast daily programs, entertaining as well as educational—crop conditions as well as symphony concerts, menus for the housewife as well as dance music.

The Detroit News has therefore become the accepted radio medium of Michigan. Its leadership in this field is at present being enhanced by a prize radio set building contest in which The News, co-operating with the Radio Dealers of Michigan, offers hundreds of dollars in cash and radio material to amateur builders. The awards will be announced at the great Radio Show to be held under the auspices of The Detroit News, November 12th to 16th.

In view of the leadership of The News in all fields of radio endeavor, it is no wonder that it published during the first 8 months of 1924 the great volume of 166,446 lines of radio advertising, nearly 3 times that of the second paper and 7 times that of the third.

This is the opportune moment for radio advertising in the Detroit field, and The Detroit News is the one medium that will bring you reader interest plus thorough coverage. In Detroit The News alone covers the field.

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

BRITISH RADIO BROADCAST SCHEME AVOIDS TROUBLES COMMON HERE

Combination Under Government Eye, With Post Office Taxing "B. C. L.'s," Provides Fund for Paying Artists— No Politics or Advertising Allowed

MAKE radio broadcasting pay a direct profit, by charging every receiving set owner from $2.50 to $3.75 for an operating license!

Prohibit advertising by radio broadcast!

Prevent controversial political discussion, insidious propaganda of all sorts, and rule out harmful vulgarities!

Liberally pay for excellent performances!

Government control of radio broadcast service!

Thus, in brief, have the English people solved the radio commercial riddle which is daily becoming more baffling in America.

During the week Herbert N. Casson, writing for the New York Evening Post, contributed an illuminating article on the English broadcast system, which is typical of the relatively slowmoving, but thoroughly analytical British mind. Mr. Casson's description is so immediately relevant to radio questions that have been raised in behalf of newspapers and advertisers by EDITOR & PUBLISHER *in recent weeks as to merit reproduction in full, as follows:*

"It is generally believed by the English people that England is the first country to solve the problem of how broadcasting is to be paid for and how there may be unified control without monopoly.

"England had a late start in the development of the radio business. There was nothing at all done until 1920. Then the Marconi Company gave a few demonstrations. The first singer was Melba and the first speaker was Alexander Graham Bell.

"More than three years were lost by the interference of the British Post Office, which claims a monopoly of all wire or wireless communication.

"The British Post Office is the most powerful bureaucracy in Great Britain. It is very jealous and obstructive.

"Already, it has bagged the telegraph, the telephone and the express business. It has fought against messenger service. It has made itself the chief savings bank in Britain and one of the chief tax collectors.

"So, when the Marconi Company started the first station in 1920 the Post Office inspectors pounced down upon it as though it were a den of counterfeiters or smugglers.

"There was a wrangle until November 15, 1922, when a compromise was arranged. The Post Office was recognized as the great Overlord of the Air, but it withdrew from the practical development of broadcasting.

"There was a temporary arrangment, which has recently been worked out into a practical plan. This new plan has now been working for several months and will probably become permanent.

At first there were nineteen private firms that demanded licenses from the Post Office. This was too many. The number was cut down to six, of which the two largest were the Marconi Company and the General Electric.

"This English General Electric, by the way, has no connection with the American firm of the same name. It is an English firm founded by Hugo Hirst. It employs 10,000.

"The six companies were allowed to form a combine, on the condition they must never become a monopoly.

"They must admit any other firm to membership, on condition that it can provide a regular service, pay a deposit of $250 and a yearly royalty to the Post Office of $250 a station.

"The name of this new combine is the British Broadcasting Company. It is known as the B. B. C. It has solved the problem of establishing unified control without monopoly.

"It is a monopoly as far as foreigners are concerned, as it is pledged to use none but British materials. But it stands ready to admit any new firm to membership.

Every owner of a listening-in set has now to pay from $2.50 to $3.75 for a license; and 75 per cent of the money goes to the B. B. C. The money is collected by the Post Office in the same way as it collects other fees and taxes. That is the English solution of the problem of putting broadcasting on a paying basis.

"The Post Office is also bound to prevent any competition or interference. During the week it prosecuted a man for illegal transmission. The man was fined $20. He was the first offender.

"The B. B. C. has $500,000 of private capital, upon which it is allowed to make 7½ per cent. It has a board of eight directors, with Lord Gainford as chairman.

"Its charter expires in 1926. But it has already nearly 1,000,000 licenses and there are 1,600 dealers in radio equipment. It has been so efficient that the Post Office will be compelled to grant it a longer lease of life.

"It has built fifteen stations and has four others under contruction. The cost per station has been $40,000. A station has 1500 watts of power and serves crystal sets at thirty miles range, with single valve forty miles and two valves 150 miles. And a new high power station is now being built in London, with fifteen times the power of an ordinary station.

"As to the cost of sets in England, a crystal set is $6.50. A single tube set is $26 and a two-tube set is $48. And the grasping Post Office demands royalty on every set that is sold.

"The B. B. C. gives a program that lasts six hours a day. It gives nothing in the morning except on Easter and Christmas, and it gives nothing after 12 P. M., unless something is being transmitted from the United States.

"It gives 6,000 concerts a year and pays its artists and speakers about $10,000 a week. It prohibits all advertising and most politics. It would like to put a ban on politics altogther, but the after-dinner speakers are too quick for the censor.

"The news is not given until after 7 o'clock to conform to the wishes of the daily press. There is a children's hour every afternoon and stories are told by various 'uncles' and 'aunts.'

"Passages from grand opera are given, but not from dramas. The theatre managers of England are not friendly toward broadcasting and refuse to help it along. They regard it as a dangerous competitor, enabling people to stay at home and be entertained.

"There is a rigid censorship. Nothing is allowed that any one might regard as vulgar or offensive. Not more than 1500 words are allowed in any talk or paper, for fear that the big miscellaneous audience might be bored.

"On special occasions, loud speakers are placed in public squares; and the whole nation, very nearly, may listen to an important speech. The King's speech, for instance, when he opened the Wembley Exhibition, was heard in all parts of Great Britain.

"There are 43,000,000 persons here on this little island, and few of them are more than 700 miles apart. Consequently, there is an ideal opportunity for the development of broadcasting.

"Already, one family out of every nine has a wireless set; and it is quite possible that this number may be doubled in the B. B. C. expires. Then will come the inevitable struggle against nationalization."

UNSOLVED PROBLEM HERE

Radio broadcast in the United States is today a news and advertising medium.

EDITOR & PUBLISHER in recent issues has made these facts clear to the newspaper and advertising world.

What do organized newspaper men propose to do about it, if anything?

You see here what the English Government has done.

EDITOR & PUBLISHER will appreciate communications on the subject of radio as a newspaper "rival" or newspaper "auxiliary."

Convincing Editorial

JACKSON HEIGHTS, L. I.
August 30, 1924.

To EDITOR & PUBLISHER: I wish every paper in this country would re-publish your editorial "The Derelict," in this week's EDITOR & PUBLISHER. It's most convincing!

ALBERT S. HARLEY.

A Challenge—

NEWSPAPER TO HAVE HMC TO HOLD CIRCULATION

TO THOSE WHO SAY
"It Can't Be Done"

We have scores of successes to prove that we can and do build newspaper circulations substantially and permanently through the simplest, most dignified, business-like plan ever presented to the newspaper fraternity. We'd like to show this evidence to the skeptical.

In some of the territories we have open there is a second or third newspaper we can put in first place at an insignificant cost—does THAT interest YOU? We serve only one paper in a territory, but we serve that one seriously and successfully.

We do not use contest schemes, and the publisher is not required to make investment in premiums or prizes.

Write or Wire in Detail, which Will Place You Under No Obligation.

HICKEY-MITCHELL CO.
Builds and Holds Circulation
Pierce Bldg. St. Louis, Mo.

MORNING PAPERS THE *GET ACTION SAME DAY*

INSURING THE MARKET

Without Paying a Premium

RADIO manufacturers can get absolute coverage in Cincinnati and vicinity with one paper: The Cincinnati Enquirer.

For in this market "The Radio Section" of The Enquirer, published every Sunday, reaches practically every home—and *does* reach every radio fan.

If space in this section is properly utilized, you can be assured that this market will give you results.

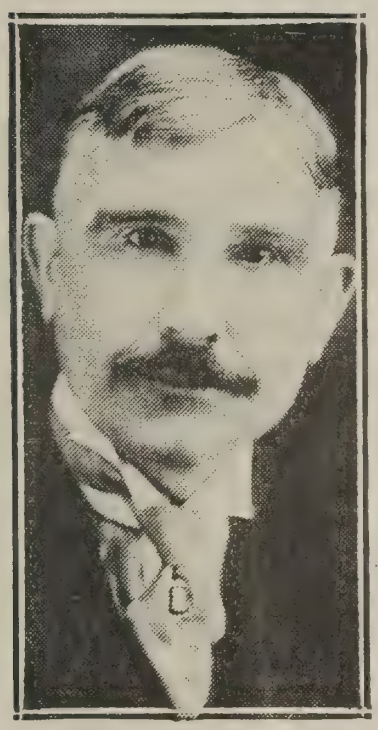
—No increase in rates for space in Radio Magazine Section.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers



E. A. WOELZ

THE essay at the right won first prize in a News' employees contest for the best answer to the question "Why is The Indianapolis News Indiana's leading newspaper?" When Mr. Woelz joined The News circulation department in 1878 the total circulation was 10,278. The latest publisher's statement to the A. B. C. is 131,818 for the three months' period ending March 31, 1924.

The
INDIANAPOLIS
NEWS

The Great Hoosier Daily

Why the Indianapolis News Is Indiana's Leading Newspaper

By E. A. WOELZ
Circulation Department

THE personnel of The News has been a factor in making it Indiana's leading newspaper. The two outstanding personalities, John H. Holliday, its founder, and Delavan Smith, whose newspaper genius and liberal expenditures developed "The Great Hoosier Daily" into Indiana's leading newspaper, left their indelible impression everywhere. They laid the foundation, planned the superstructure and, with a working force unparalleled in talent, fidelity and loyalty, helped create, maintain and perpetuate their traditions. The News has always been clean and wholesome in tone.

It leads because it is unequaled in editorials, touching topics of current events. They serve the reader as a fount of information and are an influence for "Better Thinking and Thinking Better."

The News leads because politically it is independent, not neutral, however. Temperate in expression, determined in its fight for what it conceives to be right, whether on the "winning or losing side," is of no consequence. It is magnanimous in defeat and just as certain to uphold the acts of its opponent in a just cause as that of the one it advocated. This attitude of The News is a contributing factor and has won thousands of its readers to respect, if not wholly in accord with its opinions.

Its editorial page is not "cluttered" with frivolous articles—it is the meat and solid substance, concentrated, valuable, to the discriminating readers. A feature of this page, "Scraps," was started with its first issue. "Case and Comment" and "Questions and Answers" are especially interesting.

The News leads because no newspaper serves its readers with a larger or more diversified selection of educational and entertaining reading matter and illustrations.

The News is first of all a newspaper. It serves no special class, its first mission is to print the news and happenings in the field it serves. It covers the worth-while news of its state, and county with one of the most intensively organized state staffs of local correspondents of any newspaper in America. In fact, it gives authentic news from every important news center of the world.

The News has very little syndicate matter. Its "articles" are largely special and exclusive. The News leads because it devotes more space to religious news than most newspapers. It prints the news of all denominations. "Case and Comment" is widely read and is commented on and even used as a text or reference by pastors in their pulpits. W. J. Bryan's Sunday school lesson is a regular feature of Saturday's News.

The News leads because it is intensely human and full of good humor judiciously used. It is essentially a home paper. It entertains with Abe Martin and "Short Furrows," Wm. Herschell's poems, Kuhn's cartoons, "The Philosopher," "every day stories" and "daily stories of life," by its own staff, and "Uncle Wiggily," "Mutt and Jeff," "You Know Me, Al," Brigg's cartoons, "Ma and Pa," "Andrew and Imogene," of national fame.

The News leads because it appeals to the business man. Its market reports, news of the financial and business world, are many hours ahead of morning papers and invaluable to the readers.

It leads in sport news with intimate gossip of all sports and exclusive daily letters by Grantland Rice, Walter Camp, John B. Foster and W. F. Fox, Jr., "Pigskin" and "Bamboo." They cover them all.

It leads in news of the theater, movies and covers the field in social and suburban news.

The News leads because typographically it is conceded to be a model of perfection.

The News leads because it is the paper with the service. Its circulation department is one of the best in the United States and a model from which other newspapers copy. The News reaches and serves every nook and corner of the city and county and territory contiguous to the city.

It leads in advertising, the best proof that it leads in all other things. It is a great advertising medium because it is a great newspaper. Its advertising is as strictly censored as its news columns. The reader can confidently rely on the truth in advertising, published in The News, and local and national advertisers can testify that subscribers of The News do read and respond to advertising announcements in the great newspaper.

The editorial and advertising departments disclaim responsibility for Mr. Woelz' ideas and his wording of them, but they concur heartily with his sincere appreciation of the principles and policies of the institution of which he is part.

How to Increase Your New

Include in your budget the carefully-chosen new features which are outlined on these pages. Each is suggested for an especial appeal it will make to your readers. All of them will meet the approval of the general public. They are "habit-forming" features, gaining and keeping new readers.

HERE ARE THE FEATURES THAT

Comic Strips

THE POTTERS (daily) by J. P. McEVOY—Inspired by the tremendously successful stage comedy of the same name. This is one of the most humorous of all day-to-day family life cartoons.

SAMSON and DELIA (daily) by H. C. WITWER—All the genuine comedy of boxing—laugh-spreading lampoons by the witty author of many popular stories of sportdom. Rapidly-growing as a circulation success.

DUMB DORA (daily) by "CHIC" YOUNG—Justifying its subtitle "Not so Dumb as She Looks," this is submitted as the wittiest of all modern girl comics with a most lively and likable chief character.

Satire and Humor

THE POTTERS (Sunday half page) by J. P. McEVOY—Written in playlet form, and illustrated, this is established already as the big humorous feature in leading newspapers all over the country.

THE RUBYIAT OF A COLLEGE MAN (weekly) by H. C. WITWER—Readers in all walks of life will enjoy Witwer's up-to-date satire on the romantic and rollicking rah-rah boy. A release timed to the opening of the colleges.

The above features have been picked as *big circulation winners* by editorial and art directors famous for their many great successes in the field of features syndication.

KING FEATURES

M. KOENIGSBERG, President

241 WEST

paper's Circulation This Fall

The features described here are representative of the long list which can be supplied your paper by King Features Syndicate. They are recommended to you for the driving force they put into your circulation. You can arrange to get them in budget form.

WILL BRING YOU MORE READERS

Inspirational Articles

LISTEN, WORLD! (daily and Sunday) by ELSIE ROBINSON — The latest and most conspicuous hit in the popular editorial world. Elsie blasts stupidity with a common sense force that makes her articles far more interesting than most news. An outstanding feature on the New York *Evening Journal's* outstanding editorial page—the editorial page with the greatest afternoon circulation in America.

OVER LIFE'S HURDLES (daily) by LOUIS E. BISCH, M.D.—Here is applied psychology in the form of pithy articles helpful to readers in every day life—as inspirational as they are interesting.

Cross-Word Puzzles

Solving these puzzles has become the craze of the nation. This organization offers you a copyrighted series, pronounced by puzzle experts to be the very best brain ticklers of their kind. Every newspaper in the United States should have a cross-word puzzle among its features. Through this syndicate you can secure the very finest of the modern cross-word amusements.

To be interested and puzzled, is, for some reason, pleasing to the human brain. Take advantage of this desire common to all readers. A puzzle every other day, with tips and solutions the other three days of the week.

In adding to, or changing, your budget for 1924-1925 it will pay you to use first of all the features listed above. For proofs and terms write or wire to

SYNDICATE, Inc.

8th STREET NEW YORK CITY

NEWSPAPER MAKERS AT WORK

LUCILE BRIAN GILMORE



"Rewrites" his favorite job—ROBERT M. LEE

IN that "golden age" of newspaperdom when newspapers were possessed of the personality and the spirit of their editors—the names like Joseph Medill, Horace Greeley, Henry Watterson, and Charles Dana filled the air, a mother in a small town in Iowa was choosing a career for her son. Those names—as they still are today—were most impressive and thus she decided that her son should also become a newspaper man of eminence.

The son was Robert M. Lee, and the town was Esterville. Today "Bob" Lee is city editor of the *Chicago Tribune,* and reputed to be one of the most distinguished newspaper writers in the country. Incidentally the town is still Esterville—named for the first white child born after an Indian massacre—and the print shop where Robert M. Lee first acquired his knowledge of the printing and news game is still intact.

When he was only 5 years old Bob Lee handled a printer's stick like the veteran for whom he then worked and who was still in the old print shop when Lee visited Esterville a short time ago.

Young Robert naturally just "grew" into his first newspaper experience on the small weekly his home town boasted, but when ambition hit later he cast his fortunes in bigger fields and became a reporter for the *Davenport* (Ia.) *Times.* He changed again to the *Des Moines Register,* and later wrote for a newspaper in Milwaukee. In 1906, he took the first step that definitely determined his career when he came to the *Chicago Tribune* as a reporter. Edward S. Beck was his "chief." He still is today, but then it was as city editor, while today it is as managing editor.

Lee stayed with the Tribune for only a year. It seemed he was tired of city restraints and the unnatural inhibitions of civilization and consequently with two other reporters, Robert E. Pinkerton and Walter H. Haight, he went to the Canadian woods. In the northwest forests the three men lived for a year, filling their souls with the spirit of the untrammeled outdoors. Mr. Lee says they managed to provide for their living during that year, though many times supplies were unbelievably low.

The men finally returned to Chicago and never were three souls happier, it seems. Pinkerton, by the way, is now a successful short story writer while Haight, Mr. Lee says, made himself a hero in his home town of Racine, Wis., by going to war, and being injured in several big battles.

In 1915 Mr. Lee returned to the Tribune as a rewrite man, and has been with that paper since. He spent three years on the rewrite desk, 18 months as an editorial writer, and has been city editor since 1919.

Mr. Lee's contributions to journalism includes a number of great stories. Perhaps his most remarkable effort was his eye-witness account last year of the wreck of the Twentieth Century on which he was returning to Chicago. This story was accorded a leading position in the volume called "Best News Stories of 1923."

He covered the Ku Klux Klan stories in Mer Rouge, La., covered both major political conventions this year, and also wrote the high spots in the famous recent Leopold and Loeb trial in Chicago.

His friends will tell you that he has always had an intensive desire to write. He is a hard worker, a calm analytical thinker. He is a student—not only of history, philosophy, and science—but a student of the style and expression of the rewrite man. Originality and individuality—a tendency away from the hackneyed phrase of the rewrite desk is his aim and what Robert M. Lee is constantly teaching and obtaining from his staff. He has an office with "private" marked on the door but it constitutes no barrier between his workers and himself. He is ever in the city room, circulating among "the folks of the Tribune family."

The story goes that Bob Lee takes great pride in developing his men, that he directs their reading and suggests certain lines that would be for their education, and that any number of men and women on the staff of the Tribune have been developed into specialists in certain lines through his direction.

One of the star police reporters of the Tribune was formerly a driver in the circulation department. Through Bob Lee's coaching and directing, his study and reading, the reporter is now a valuable man on the editorial staff.

On the Tribune they will tell you that wherever Bob Lee has been assigned to the duty on the paper he has accepted the job and filled it creditably. They will tell you too, that while in his heart he would rather do rewrite than most any other work, he is especially happy in being city editor, for in that job he can push other folks farther ahead in his beloved newspaper work.

"LIFTING THE BUSHEL—
THAT HID THE LIGHT"

Five years ago we started the idea of solving a publishers checking proof problem — and experienced the usual struggles and reverses to keep going — but

We didn't — wouldn't give up — we had absolute faith in our proposition and ability to "make good."

Now for the first time we are ready to advertise our accomplishments in a series of "ads" that will tell you our story.

And every newspaper publisher will, or should be, interested — because we have a definite and absolute solution that is valuable.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

The Ludlow is three times as fast

Says Salem (Mass.) Evening News

"THE Ludlow System displaced all of our foundry type and cases because we had a desire to make our paper an all-slug one. We also wanted to get rid of always having a large amount of space taken up with undistributed foundry type and to eliminate the time wasted in distributing it.

"It was pretty hard at first to see how it is possible to save time setting stuff up the Ludlow way when you take into consideration that you set single matrices in a stick, cast your line and immediately distribute the matrices before you begin another line. But, **as an actual fact,** it is three times as fast as the old way.

"As soon as the slug line leaves the machine you begin to save time and money by the difference in handling slugs instead of single type. We have never been able to estimate the amount of money saved, but it must be very large. As soon as it is through in the forms it is simply shoved into boxes for remelting. Not having any foundry type to lift from the forms to galleys for distribution, we are always ready for new business.

"Were it not for the Ludlow, we would have had to seek another location long ago and we would have had to employ a much larger force of men. The Ludlow affords a great advantage in always providing new sharp faces. To make a long story short, we do not see how it would be possible to get along without the Ludlow."

Ludlow Typograph Co.

2032 Clybourn Avenue
CHICAGO

San Francisco Hearst Bldg. — New York World Bldg.

LUDLOW QUALITY COMPOSITION

Record Week in Advertising

for

The New York Times

659,192 Lines of High Class Advertising

A greater volume of advertising was printed in The New York Times in the week September 14 to 20 than in any previous seven day period. No exceptional or temporary circumstances served to increase the volume of advertising. It was a record week—under normal conditions.

	Columns	Agate Lines
Sunday, September 14	825	244,200
Monday, September 15	246	72,816
Tuesday, September 16	256	75,776
Wednesday, September 17	268	79,328
Thursday, September 18	257	76,072
Friday, September 19	242	71,632
Saturday, September 20	133	39,368
	2,227	659,192

The New York Times declines all objectionable or misleading advertising.

In eight months of this year, The Times published 16,473,712 agate lines of advertising, a gain of 564,708 lines over the corresponding period of 1923, and an excess of 5,589,240 lines over the second New York newspaper.

The daily circulation of The New York Times exceeds 360,000 copies and the Sunday circulation approximates 600,000 copies—a larger circulation of high quality than any other newspaper in the world.

ABUSING

Newsprint is the cheapest fabric made, and the frailest. It is only three one-thousandths of an inch thick. And it is run through the press at the speed of a motor car.

What chance has newsprint in a press dressed with plates that are crooked, or plates that are so badly cast and shaved that they vary in thickness by many times the thickness of the newsprint itself?

Are not true printing plates, which are so uniformly shaped and accurately made that they put no unnatural strain upon the sheet in the press, an absolute essential of successful newspaper production?

If plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—they will break sheets in the press, injure press blankets, and print poorly.

WOOD NEWSPAPER MA

501 Fifth Aver

NEWSPRINT

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed paper.

THE PONY AUTOPLATE MACHINE makes plates which are accurate in curvature and thickness, and it does not spring them. It enables a press to do its work comfortably, without unnecessary delay, or paper waste.

It saves time and money in three departments,—the foundry, the press room, and the delivery room.

HINERY CORPORATION
New York City

EDITORIAL

THE GREAT UNPREPAREDNESS

IN a little community of the middle west the prettiest woman, wife of an honorable working man and mother of four, and the town's meekest and most pretentious man, the village clergyman, plotted and executed a double murder, freeing themselves of marriage bonds so they might wed. The minister procured poison and the woman put it in her husband's soup. The murderous lovers conducted the funeral. The monstrous hypocrite, in the cloth, preached a sermon full of groans and hallelujah, while the depraved widow sniffled behind her handkerchief. Then they murdered the preacher's wife, and planned to take up Christian duties in another community.

Why do newspapers publish such stuff? It is one of the commonest questions asked of newspaper men by more or less sincere and more or less intelligent citizens.

The answer is: To prepare you for life by making you acquainted with its realities and its dangers. It is well for you, particularly if you are a trusting and sheltered soul, to know that such a thing is possible as fiendish murder by one who assumes the highest virtues. This need not make you cynical. All virtuous pretention is not a mere blind for depravity. But you should know of the exceptions and act accordingly. The publication of every-day human experience, whether the news be foul or fair, charts a safe course of conduct for sensible people. The realities are what serve us, not fairy stories, theories or opinions. Publicity is, of course, a crime deterrent. The printed word to many guilty minds is much more to be feared than prison bars. On that ground alone crime news is justified. But the greater fact is that people want to know, have a right to know, are only safe and able to act when they do know the facts of life as they actually exist.

Among squeamish people, or those who have not analized the social psychology of newspapers, a determined effort continues to curb the publication of crime. Many such objections are, in our opinion, insincere. For instance, a type of citizen wants to know all about crime himself, confident of his mental and moral ability to withstand the shocks, but would take it away from women and children. It is the unsophisticated woman and child who most need to read the truth of the world.

Fake crime news, underworld characters dressed up as respectable people, crime made alluring and heroic, images that lure the weak and unsuspecting, are vicious elements of some newspapers and should be wiped out. But the naked truth, whatever it may be, must be told by all honest newspapers if society is to progress and individuals be prepared to walk in safety. Ignorance is the great unpreparedness.

Get the answer to: "Why?"

PROSPEROUS AND HAPPY

"I NOTED general prosperity and happiness among them," said Capt. Donald B. MacMillan of Eskimos tribes he had visited on the north shore of Greenland. He told of their astonishing skill in wresting a living from the wilderness of ice and snow, hard rock and tempestuous sea. Every igloo is a triumph of strong men and women over elements so bitter and relentless that it is difficult to reconcile them with human existence. Every day's food supply means a fight won. The Eskimo provides well for his wives and children. He treats his fellow man with honorable consideration. Northern Greenland's population is increasing.

It is a far cry from the icy mountains of that picture to the cradle of luxury in which we are rocked by Nature, so indulgent that her bounty is beyond exaggeration. Would an explorer from Greenland find us satisfied—happy—with our prosperity? Or would he report back to his people: "I noted considerable discontent among them. Many complained of lack of opportunity. There was an under-tone of distrust and much open whining. Few admitted happiness."

The MacMillan story, brought to us this week through the enterprise of the North American Newspaper Alliance, must have made millions think in abstract terms.



PROVERBS

Chapter XVIII—4

The words of a man's mouth are as deep waters, and the wellspring of wisdom as a flowing brook.

AUTOMOBILES AND PROGRESS

MORE than fifteen million motor vehicles are in use in this country, 4,086,997 having been produced last year, according to new statistics revealed by the National Automobile Chamber of Commerce.

There is a thrill of national pride in the single fact that of all the motor vehicles in the whole round world 88 per cent are owned and used by the American people. It is almost unbelievable that there are more motor-propelled vehicles in use in this country than telephones. There is one for every seven persons. In California every third person owns a car.

The average price of new cars is $811. The wholesale value of all the new cars and trucks produced last year, with replacement parts and tires, is $2,252,396,257. The motorists' federal, state and local tax bills in 1923 exceeded $470,000,000. Nearly 5,000,000 trucks and cars are owned on farms. Some 3,000,000 persons are employed in the automotive industry. A million motor vehicles are scrapped annually. The traffic has brought into use 430,000 miles of surfaced highways.

In such terms do Americans speak of their wealth. Such figures seem to indicate a state of development approaching maximum possibility, but imaginative men know that even now the mere edge has been touched. This is typical of the American people. It should make optimists of us all. Every man and woman owns or wants a car. Those who have cars want better ones. There isn't any end to the increasing and intensifying demands for the purchasable elements of comfort and economy. The flying machine is the only threat against a doubled or tripled automobile industry.

In this true American psychology lies the secret of not only the incalculable possibilities of higher development of the newspaper business, but of one of its ruling charms. Ceaseless innovation! Endless striving upward! Off with the old and on with the new! To keep abreast the swiftly flowing tide of human requirement, the newspaper profession calls for creative men—men of ideas and superior faith.

September 27, 1924 Volume 57, No. 18

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

REACHING THE LIMIT

BOBBED hair styles, of course, played hob with the hair-net business. The girls do not need to tie down clipped tresses. Hence, from the viewpoint of the hair-net man it is important that style be reversed. How does he go about it?

One hair-net manufacturer has employed a leading advertising agency who, in turn, has employed an "experienced newspaper woman," not to write advertisements, but press agent material. One such "hand-out" has just been relayed to EDITOR & PUBLISHER by an indignant newspaper publisher.

Under the letter-head of the agency is a form letter, addressed to the advertising managers of newspapers, asking "co-operation in seeing that the enclosed feature story receives the attention of your managing editor." Hair-dressing styles *are* changing, the letter says, and naively asserts: "It is news. . . . . This story does not contain a single word of free advertising." Then follows the brazen suggestion that the story be signed as the opinions of "any of your feature writers."

In most newspaper offices such letters are merely lugged in by the postman and out by the janitor, but some business executives and their editors are intimidated by the letter-head and, through mental juggling, justify publishing in free space such specimens of commercial copy.

It is our opinion that such yielding only wins the scorn of the agency whose good will and patronage the newspaper publisher is willing to court at the expense of his readers. When the hair-net manufacturer has a paid schedule written it will include newspapers that stand high in the esteem of local publics. Such newspapers do not fake their readers with opinions of hair-net manufacturers, disguised under the names of regular feature writers.

It seems to EDITOR & PUBLISHER that the press agent activities of some of the largest advertising agencies has gone to the everlasting limit of newspaper publishers' silent endurance.

"Admit nothing; claim everything" is a success standard in the lower regions of business, but it only warns the intelligent man of danger.

A DRASTIC RULE

THE following notice, addressed to the members of the staff of *Cincinnati Times-Star*, has been posted by Ed. Steinborn, the city editor: "No employe of the News Department of the Times-Star will be permitted to do Press Agent work of any sort."

That means business, and summarily tosses on the scrap heap, so far as one newspaper is concerned, one of the subtly disorganizing and wasteful practices in American journalism. Anything that EDITOR & PUBLISHER would say on the anomaly of a member of a newspaper staff trying to be simultaneously loyal to his newspaper and an outside employer interested in promoting himself or his business through newspapers, would be trite and obvious to the readers of this publication.

Still, it takes courage to definitely act, as the city editor of Times-Star has done. One thinks of the possible economic consequences to individuals, and is not without sympathetic understanding of cases of ambitious men who are earnestly trying to increase their earnings by extra work while, at the same time, attempting loyally to serve their papers. There are many soft and reasonable arguments in favor of the practice, from the viewpoint of the individual. Doubtless some men might be able to show that the work they do for an outside interest does not in any way infringe upon the interest of the newspaper employer. But the experienced man knows that press agentry and loyal newspaper service do not mix, that the principle is wholly wrong, that inevitably harm will be done, and finally it will be concluded that a full-time job that does not support a man, compensating him according to his right to live and prosper, is not worth having.

The right sort of man on the Times-Star will not lose, but ultimately gain by this drastic order.

"Good sportsmanship and sympathy" are, as the Prince of Wales remarked as he departed, admirable characteristics.

PERSONALS

FRANK B. NOYES, publisher of the *Washington Evening Star,* will return from his summer home in Winter Harbor, Me., about Sept. 29.

Louis T. Golding, publisher of the *St. Joseph* (Mo.) *News-Press,* was a visitor in New York this week on business.

H. L. Rogers of the *Chicago Daily News* was a visitor in New York this week.

W. J. Conners, publisher of the *Buffalo Courier and Enquirer,* was a recent caller at the White House. In company with T. V. O'Connor, chairman of the United States Shipping Board, he conferred with the President on matters relating to the American merchant marine.

O. K. Shimansky, president-editor of the *Cleveland Times and Commercial,* spent the week of Sept. 22, in New York on business.

Herbert Pulitzer, after brief visit in this country, returned to France Sept. 20, on the Homeric.

William F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* has returned from a business tour of the West.

Charles Sturgeon, for years editor and publisher of the *Eddyville* (Ia.) *Tribune,* is motoring on the Pacific coast. He and Mrs. Sturgeon will spend the coming winter at San Diego.

Henry R. Helsby and Helen Capron Helsby, former publishers of the *Mechanicville* (N.Y.) *Hudson Valley Daily Times,* have arrived home after spending 3 months in Europe.

Major Lew B. Brown, publisher and owner of the *St. Petersburg* (Fla.) *Independent,* and Mrs. Brown are spending a vacation in the Thousand Islands and New York.

Frank B. Shutts, publisher of the *Miami* (Fla.) *Herald,* with Mrs. Shutts, spent several days in New York this week.

C. F. Crandall, president of the British United Press and of the Dominion News Bureau, Montreal, is now in London on business. He expects to return in 3 weeks.

IN THE EDITORIAL ROOMS

WALTER M. HARRISON, managing editor of the *Oklahoma City Daily Oklahoman* and the *Oklahoma City Times,* has been appointed director of finance for the Democratic National Committee for the state of Oklahoma.

Lawrence Gilman, musical editor of the *New York Herald Tribune,* returned to New York last week from a trip abroad.

Jack Bethea, city editor of the *Birmingham Post,* has resigned.

J. F. Schureman, former editor of the *Geneseo* (Ill.) *News* and later publisher of the *Lacon* (Ill.) *Journal,* who retired two years ago because of failing health, has returned to the newspaper field with the *Wyoming* (Ill.) *Post-Herald.*

Rex E. Saffer, city editor of the *Orlando* (Fla.) *Sentinel,* has resigned to become secretary of the Haines City, Fla., Chamber of Commerce.

H. M. Hofford, re-write man on the staff of the *Philadelphia Evening Bulletin,* has joined the re-write staff of the *Providence Journal and Bulletin.*

George W. Greene, formerly editor of the *New London* (Wis.) *Press* and formerly with the *New Bedford Standard* and *Milwaukee Journal,* has purchased the *Waupun* (Wis.) *Leader* from W. A. Sanborn, Sr. Victor F. Zierke, graduate of the University of Wisconsin course in journalism, succeeds Greene as editor of the *Press.*

Norvelle W. Sharpe, II., former sports editor of the *Atlantic City* (N. J.) *Gazette-Review,* has succeeded Francis J. Hartnett as city editor. Ellis Evans, former boxing editor, takes over the sports desk.

T. M. Vesey, feature writer and substitute desk man, *Cleveland Times and Commercial,* returned Sept. 22 from a week's vacation, spent in Newark, N. J., and New York.

Fred Pitts, assistant to the managing editor of the *Buffalo Evening News,* is passing his vacation with friends in Yonkers.

Edward P. Hartnett, assistant city editor of the *Buffalo Evening News,* is confined to his home by illness.

Fred Turner, day city editor of the *Buffalo Courier,* is home after a vacation at Rice Lake, Ont.

H. Allen Smith, formerly city hall reporter of the *Huntington* (Ind.) *Press,* and Frank Raeger, formerly police reporter of the *Louisville* (Ky.) *Post,* have been added to the staff of the new *Jeffersonville* (Ind.) *Evening Bulletin.*

Miss Peggy Wells has resumed work as feature writer of the *St. Paul Daily News* after a month's leave of absence in New York.

Harry Tucker, city hall reporter for the *Richmond* (Va.) *Times-Dispatch,* is spending the last week of his vacation in New York.

Joe Brandt, Oklahoma University '20, and Rhodes scholar, has returned from England and is now city editor of the *Ponca City* (Okla.) *Daily News.*

William Hense, dramatic editor of the *Cleveland Waechter Und Anzeiger,* has completed translating Omar Khayyam into the German.

Rosalie Keber has succeeded Ruth Austin as society editor of the *Salem* (Ore.) *Capital Journal.*

Rosalind Shelley, editor of the *Cleveland Press* woman's page, will leave for Europe on Oct. 1, in company with her husband, for a four months' tour. During her absence, Allene Sumner, feature writer, will edit her page.

Douglas Welch, son of Charles B. Welch, editor and general manager of the *Tacoma News Tribune* has been assigned to the court house beat.

Mrs. Martha Candler, of Westport, Conn., has joined the staff of the *Bridgeport* (Conn.) *Sunday Post* as feature writer.

Leslie C. Morehouse, city editor of the *South Bend* (Ind.) *Tribune,* is seriously ill in a local hospital.

Thomas J. Coleman, reporter with the *Bridgeport* (Conn.) *Post,* has entered the hospital for veterans at New Haven. Coleman was gassed overseas in the war.

Frank E. Nolan, sporting editor of the *Bridgeport* (Conn.) *Standard, Post* and recently the *Star,* has become city editor of the *Star* with the advancement of Joseph H. Masterson to managing editor.

John Simpson for a number of years reporter on the *Frederick* (Md.) *Post* has resigned to enter Princeton.

Robert I. Snajdr, feature writer for the *Cleveland Plain Dealer* has left for Pasadena, Cal., on vacation.

Elmer Jackson, sports writer for the *Hagerstown,* (Md.) *Daily Mail* has resigned and returned to St. John's College, Annapolis to resume his studies.

Walter S. Ball, editor of the *Providence Sunday Journal* has returned from vacation.

Walker S. Buell, chief of the *Cleveland Plain Dealer* Washington bureau, spent a part of last week in Cleveland looking over the political situation.

W. A. "Doc" Huggins, sports editor, *St. Petersburg* (Fla.) *Independent,* has resigned to enter the real estate business. Al Burger of the city staff succeeds him.

Miss Sara Ross is now telegraph editor of the *St. Petersburg* (Fla.) *Independent.*

Archie R. Dunlap, associate editor of the *St. Petersburg* (Fla.) *Independent,* has returned from a six weeks' trip abroad.

WITH THE SPECIALS

STORY, BROOKS & FINLEY, INC., has been appointed national representative of the *Toledo Times.*

Blanchard Nichols & Coleman have added the *American Legion Weekly* to their list.

CLIMBING

JOSEPH L. JONES was this week promoted from assistant foreign editor of the United Press Associations to foreign editor. In this capacity he will work under the direction of J. H. Furay, recently appointed vice-president in charge of U. P. foreign services.



JOSEPH L. JONES

Coincident with his promotion, Jones was married Sept. 24, in Kansas City, Mo., to Miss Helen Sullivan. Mr. and Mrs. Jones will live in New York.

A graduate from the School of Journalism, Columbia University, Class of 1921, Jones has been in the United Press service 4 years. He first served on the United Press staff in the Chicago bureau. Most of the time he has spent in the press association's foreign department.

Last winter he covered the United States fleet maneuvers for U. P., visiting the West Indies, Porto Rico, Cuba and the Panama Canal Zone.

HOLDING NEW POSTS

R. M. Bushfield, from *Fort Worth Record* to *San Antonio Light* copy desk.

John A. Hurley, from *Westport* (Conn.) *Standard* to telegraph editor, *Bridgeport* (Conn.) *Telegram.*

Stanley Day, from reporter, *Montreal Star,* to staff, *Montreal Sun.*

F. Rowse, from shipping editor, *Montreal Daily Star,* to city editor, *Montreal Sun.*

Harry Seward, from reporter, *Buffalo Commercial,* to city editor, *Dunkirk* (N. Y.) *Evening Observer.*

MARRIED

WILLIAM F. MIXON, publisher of the *Woodland* (Col.) *Mail,* to Mrs. Edna Garvin in San Jose, Sept. 12.

Miss Ruth Austin, for 2 years society editor of the *Salem* (Ore.) *Capital Journal,* to Jay C. Allen of Seattle, who formerly worked as reporter on the *Eugene* (Ore.) *Register* and the *Portland Oregonian.* Mr. and Mrs. Allen will sail for Paris immediately, where Mr. Allen will continue his studies in fine arts.

Guy Harris, White City, Kan., who recently acquired the *Donnelson* (Ia.) *Review,* to Miss Edna Mae Masmar, Donnellson, Sept. 12, in Keoseuqua, Ia.

George H. Siegle, of the *Muscatine* (Ia.) *Tribune* reportorial staff, to Miss Margaret Wilson, Sept. 11, in Muscatine.

Miss Doris W. Booth, daughter of George F. Booth, formerly publisher of the *Worcester* (Mass.) *Evening Gazette,* to Edwin C. Butler, of Worcester.

L. E. Tatom, of the linotype room of the *Birmingham News* to Mrs. H. E. Huggins, who has charge of the mat room for the same paper, Sept. 1.

Arthur E. Clark, of the editorial staff of the *Los Angeles Examiner,* to Miss Eleanor Faunce, of LeRoy, N. Y.

Wilfred A. Lawrence, assistant city editor, *Montreal Star,* to Miss Doreen Carson, Sept. 4.

Harry Stringer, sports writer on the *Washington Post* to Miss Marguerite Kolhos of Washington in New York.

IN THE BUSINESS OFFICE

MISS K. K. KEPPER, formerly secretary to W. E. Douglas, classified advertising manager of the *Baltimore News,* has been appointed assistant classified manager, succeeding Herbert W. Klink, who resigned to become classified manager on the *Washington Post.*

C. G. Abbey has resigned as advertising manager of the *Ashtabula* (O.) *Star-Beacon* and purchased a half interest in an electrical store in that city. Mr. Abbey started in the newspaper work on the *San Francisco Bulletin* about 20 years ago. For 9 years he was advertising manager of the *Sandusky Star-Journal,* later working on Michigan and Illinois papers.

H. S. Cosden, formerly with the *Atlanta Georgian,* has joined the *Birmingham News,* where he is handling the rotogravure advertising.

Sidney Griffin has been given charge of suburban advertising for the *Birmingham News.*

Roger H. Clark, advertising manager of the *Norwich* (N. Y.) *Daily Sun,* and the *Chenango Telegraph,* semi-weekly, has resigned to join the *Titusville* (Pa.) *Herald.*

William A. Walsh, of Providence, formerly on the classified advertising staff of the *Providence News,* will leave for India on Oct. 1, to take charge of a station of the Standard Oil Company.

Charles E. Crockett, secretary-treasurer of the *South Bend* (Ind.) *Tribune,* and G. A. Maurer, manager of the Tribune's office in Mishawaka, Ind., have returned from a fishing trip in northern Michigan.

Miss Ann Davis, of the society section, *Tacoma News Tribune,* is now in the advertising department.

One of the best things that can be said about the Haskin Information Service is that it is used and praised by school teachers in every state in the Union.

ASSOCIATION CHIEFS

CHARLES S. HAND, political editor of the *New York American,* who has just been elected president of the Inner Circle, has been prominent in New York newspaper circles for the past 13 years.



CHARLES S. HAND

The Inner Circle is composed of New York political reporters and correspondents, and Hand's election as its president makes him the recognized leader of this class of writers in Manhattan. The society came into existence after the famous old Amen Corner Association ceased to function.

Hand started newspaper work in Paterson, N. J., where his father, now dead, was editor of a newspaper. Then he himself ran a newspaper in Passaic, N. J., for a time.

Before coming to New York, Hand free-lanced in Washington for a while. He came to New York in 1911, becoming a member of the *New York World* staff, with the title of chief political writer, succeeding Louis Seibold in that capacity.

For the World, Hand covered all national conventions and important political events, including the country-wide campaign tours of Roosevelt, Taft, Hughes, and Wilson. At Washington he also handled many semi or quasi-political stories, such as tariff exposures, Ku Klux Klan revelations and the like.

His story on Gov. Alfred Smith's nomination at Syracuse 2 years ago was referred to in the *World Almanac* for 1923 as follows:

"It was so brilliant a narrative it has already become a classic of reporting—a classic even of the World, known as it is for the consistent excellence of its writing and editing."

For a number of years Hand was the World's Albany staff correspondent and there was president of the New York Legislative Correspondents' Association.

In 1914, when the World War broke out, Hand was in England and covered the opening of hostilities for his newspaper. He returned to this country on the first vessel that brought American refugees from Germany.

On the American, which he joined only recently, Hand is now specializing on national politics, writing from New York and Washington.

PRESS ASSOCIATION NOTES

COUNT KABAYAMI, one of the directors of the Kokusai News Agency, of Tokyo, is visiting in New York on business.

Arthur S. Thompson, secretary to the general manager of the Associated Press, returned to New York this week from a vacation spent in Washington and at his home in Pelham Manor, N. Y.

Otis Peabody Swift, cable editor of the United News, broadcast from station WEAF, New York, Saturday, telling of adventures in Iceland and off Greenland, during the world flight, which he covered for the United Press and United News.

C. W. Carter, of the Cleveland office, International News Service, will be back Sept. 29, from a week's vacation, spent at his home in Jamestown, N. Y.

L. A. Huston formerly of the London staff of the International News Service, who has been assigned temporarily to the Washington Bureau sails shortly to represent the service in Tokio. Lloyd Lehrbas formerly Peking representative of the I. N. S. will come to Washington to cover the State, War and Navy Departments.

Lt. Frank Mallen of the New York City News Bureau who spent his vacation traveling with the 5th Regiment, U. S. Marines as publicity manager has returned to New York.

ASSOCIATIONS

VIRGINIA PRESS ASSOCIATION'S executive committee recently appointed by President Paul Scarborough consists of the following new members: Col. S. L. Slover, *Norfolk Ledger-Dispatch;* Col. H. L. Opie, *Staunton News-Leader;* J. A. Whitman, *Wytheville Southwest Enterprise;* J. Barrye Wall, *Farmville Herald.* L. E. Pugh, of the *Newport News Daily Press,* is a hold-over member. James C. Latimer, secretary, is continuing the fight for the 1925 convention of the National Editorial Association.

Illinois Press Association will hold its annual meeting at Champaign-Urbana, Ill., Oct. 9, 10, 11. It is expected to be the largest meeting in the history of the association. John H. Harrison, of the *Danville* (Ill.) *Commercial-News,* is president.

Richmond (Va.) Advertising Club recently named George W. Rogers representative of the B. W. Wilson Paper Company, president to succeed R. Taylor Coleman, who resigned to enter the Harvard Graduate School of Business. Miss Rosa B. Hexler, advertising writer for Miller & Rhoads, was named vice-president.

Association of Newspaper Advertising Executives will choose the 1925 convention city at a dinner meeting of the officers, directors and committee members to be held at the Union League Club, Chicago, at 6 o'clock Oct. 16. Frank T. Carroll, advertising manager of the *Indianapolis News,* and president of the association, has announced.

League of Advertising Women, New York, gave a luncheon Sept. 24, in honor of Mrs. Ethel M. Wood, of London, prominent advertising agency executive and vice-president and director of the second oldest agency in England. Minna Hall Simmons is president of the League.

Agricultural Publishers' Association will hold its annual convention in Chicago on Oct. 15 and 16 at the La Salle Hotel. According to Victor F. Hayden, executive secretary of the Association, no definite business has been planned for discussion, but two directors will be elected. The meetings will be presided over by Marco Morrow, general manager of the *Topeka Capital,* who is head of the organization.

Business Editors of Chicago will open their fall program with a dinner at the Great Northern Hotel, Tuesday evening, Sept. 30.

Advertising Council of the Chicago Association of Commerce held a miniature "London convention of advertisers" at the La Salle Hotel, Thursday, Sept. 25.

ON THE MECHANICAL SIDE

WILLIAM B. READ, for five years in charge of the *Norwalk* (Conn.) *Hour* pressroom has resigned. He has been succeeded by I. C. Wagner, of the *Worcester* (Mass.) *Telegram.*

CHANGES OF OWNERSHIP

W. T. COWGILL has sold the *Freedom* (Okla.) *Cimarron Call,* to John D. Hinton, formerly of Curtis, Okla.

Stanton (Tex.) *Reporter* has been purchased by A. C. Robertson of Loraine.

D. A. Jackson, who established the *Fredericksburg* (Ia.) *News,* 35 years ago has sold his plant to F. A. Carney, of Dows City, Ia.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 7,249 Daily Average Circulation.

Sworn Government Statement. Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

FOLKS WORTH KNOWING

ALBERT B. CARGILL, for the past 2 years general manager of the *Milwaukee Sentinel,* will become assistant publisher of the *Omaha Daily News,* Oct. 1.



A. B. CARGILL

Starting as a reporter, Cargill has seen about 20 years service with the Sentinel. He was promoted first to circulation manager, and then served a number of years as advertising manager. In January, 1923, he was made the Sentinel's general manager.

Although always giving his best to his immediate newspaper work, Cargill has also given considerable energy to outside activities. He has served on important committees of the National Association of Newspaper Executives and in 1922 was a member of the joint program committee of the Associated Advertising Clubs of the World. At one time he served as secretary of the Milwaukee Health Department.

Cargill was a member of the original reportorial staff of the *Milwaukee Free Press,* which was absorbed by the *Milwaukee Daily News* and the *Milwaukee Evening Wisconsin* to become the *Milwaukee Wisconsin News,* owned by William Randolph Hearst.

FLASHES

The reason why a lot of men are bach elors is because they failed to embrac their opportunities.—*Illinois State Jour nal.*

Militarists are using their worst argu ment when they point to Jack Dempsey continual training as an argument fo preparedness. He fights for a living.— *New York World.*

The most successful bathing suit censo is the mosquito.—*New York America*

If the Prince is really anxious to g away from the mob, he might try Democrat rally in Vermont.—*Detro News.*

In the path of pleasure you not onl pay as you enter, but pay as you go.— *Los Angeles Times.*

In difficulty of entrance for a ric man, the kingdom of heaven and the ey of a needle have nothing on the gallow and the electric chair.—*Boston Transcrip*

In New York a man is accused o starting 100 fires, so perhaps he is janitor crazy with the heat.—*Columbi* (S. C.) *Record.*

The champ optimist of the universe i the relative who sent a Sing Sing life a travelling bag for a birthday presen —*New York American.*

Rhode Island
A Live Radio Market

Providence, the distributing center of Rhode Island, has four broadcasting stations operating regularly each day furnishing programs of instruction and entertainment. One of these stations broadcasts to people of this section all events of national importance; also special New York programs each week.

Eleven wholesale and 157 retail radio dealers serve this productive territory. These dealers know the value of advertising in The Providence Journal and The Evening Bulletin, and are glad to co-operate with national advertisers who use these newspapers.

The Providence Journal and The Evening Bulletin publish complete up-to-the-minute programs daily and the Providence Sunday Journal carries a regular radio section. With their complete coverage and responsive reader influence they enable advertisers to cover Rhode Island at a minimum cost.

Providence Journal Company
Providence, Rhode Island

Representatives
C. H. EDDY COMPANY
BOSTON NEW YORK CHICAGO
R. J. BIDWELL COMPANY
San Francisco Los Angeles

GERMANS CONTROL ZR-3 FLIGHT NEWS

Zeppelin Officials Silent Regarding Radio Bulletins to U. S. During Trip—May Sell Exclusive Rights Here

The trans-Atlantic flight of the Zeppelin-built airship ZR-3, awarded to the United States as Germany's only war reparation to this country, threatens to present greater difficulties in reporting than have been encountered in any event of equal news importance in recent years. There are indications that the hour-by-hour news of the trip from Friederichshafen to Lakehurst, N. J., scheduled to begin next week, may be bottled up by the Germans and distributed only to American newspapers and press services that have been fortunate enough to make satisfactory financial arrangements with the Zeppelin company.

The situation has been revealed by the failure of the Navy Department to receive definite assurances that American officers aboard the craft will be able to bulletin the Navy Department twice daily reports of the progress of the flight. Formal request has been made to the Zeppelin Company that Capt. George W. Steel, senior American observer, be granted that privilege, but no reply has been received.

It is known that arrangements already have been made by Dr. Hugo Eckner, the Zeppelin company's officer who will command the ship during the flight to furnish exclusive reports in Germany, but whether he or the German syndicate with whom he is dealing have sold exclusive rights to publication in the United States is not known in Washington.

The Navy Department is more or less helpless. The ship does not become the property of the Navy until it is delivered at Lakehurst. The flight crew is composed entirely of Zeppelin experts and only 3 American officers are certain to be aboard. The Navy had hoped to have a larger number but the Zeppelin company officials insisted that the size of the German crew necessary for the flight would only leave room for 3 observers. With Captain Steel will be Lieut. Commander S. M. Kraus of the Navy air service and Maj. Frank Kennedy of the Army air service. Commander J. H. Klein of the Navy is in Germany on leave and at his own expense in the hope that he can be taken aboard at the last minute.

Because of the limited number of Americans aboard, officers of the Navy Bureau of Aeronautics decided that the most feasible plan of distributing the news would be through the Department at Washington on the basis of reports radioed twice daily by Captain Steel. Those reports would be made public in Washington upon receipt. The Navy's plan was designed to give the widest publicity to the flight and the American officers aboard have been issued orders forbidding them to write or sell any exclusive articles on the flight until at least 48 hours after the arrival at Lakehurst, so that no favoritism can be charged or no advantage given to any newspaper or news gathering agency.

In view of the failure to hear from Germany the Navy now plans to give press representatives opportunity to interview the American officers aboard the ZR-3 the instant the ship arrives at Lakehurst. Instructions will be given to those officers to tell the whole story.

TRISTATE EDITORS MEET

Elect Mrs. Marie Weeks President at Sioux City, Ia.

About 450 members of the Tristate Editorial Association of Iowa, Nebraska and South Dakota, attended the fifth annual Convention held at Sioux City, Ia., Sept. 18, 19, and 20. Most of the time was spent at the Iowa Interstate Fair and sight-seeing in the city.

Mrs. Marie Weeks, editor of the *Norfolk* (Neb.) *Press*, was elected president for the coming year. C. E. Johnson of Danbury, Ia., was elected vice-president, James Beardsley of Kingsley, Ia., secretary, and Deloss Hall of Tyndall, S. D., treasurer.

The editors were entertained Thursday evening at a dinner-dance at the Hotel Martin as guests of the Sioux City Associated Retailers Association.

The address of welcome was given by Mayor W. S. Gillman in behalf of the city and W. E. F. Lusk, former association president. Elmo Schott Watson, editor of the *Publishers' Auxiliary* of Chicago spoke on the "Newspaper of Today" at Friday's session.

Saturday was spent in the election of officers and routine business.

SCHOLARSHIPS FOR NEWS MEN

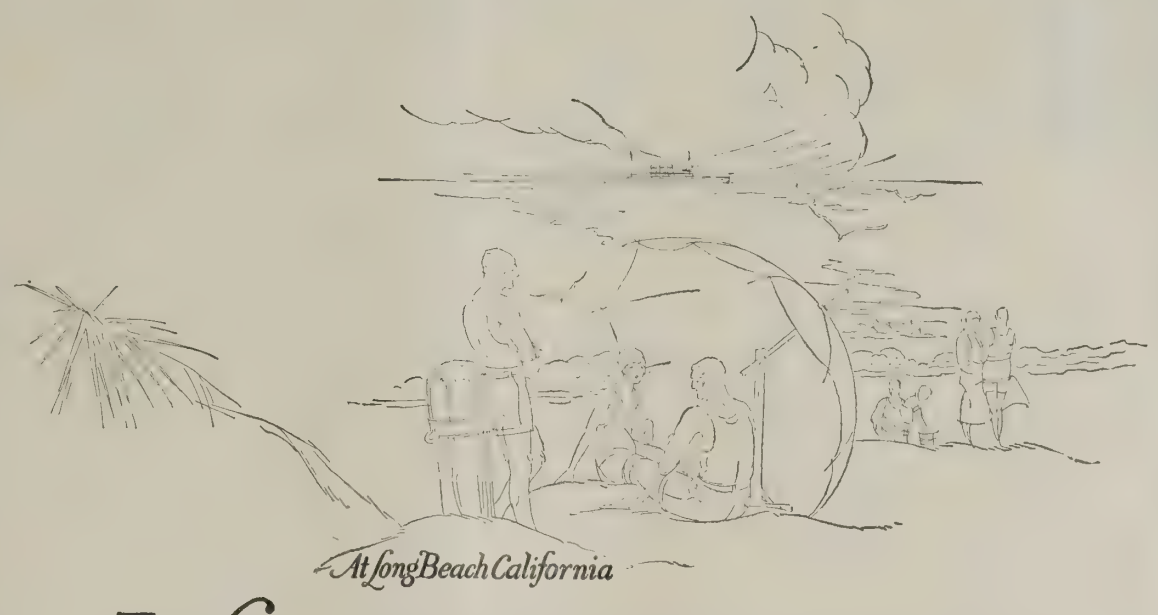
Two English Writers Will Be Given Year's Study in U. S.

By Herbert C. Ridout
London Editor, Editor and Publisher

London, Sept. 15.—Great interest has been created by the announcement that the English Speaking Union in London and America has decided to put into operation a scheme recently suggested for granting scholarships to English journalists. Two, which will be known as the "Walter Page Scholarships in Journalism" in memory of the American Ambassador of that name will be offered each year and will comprise a year's visit to America.

A committee has been formed in America as a sub-committee to the English speaking Union, and will be responsible for collecting the necessary funds.

It is thought possible that the first two journalists will be enabled to visit America in January next. The regime for these successful candidates, who will be interviewed and selected by a committee in London, has not yet been decided upon, but it is possible that they will be affiliated with an American newspaper for perhaps 3 months. They will travel for a certain part of the time, and might possibly spend a term at one of the American universities.



At Long Beach California

The *Long Beach Press-Telegram*
The *Pasadena Star-News*

are to be printed by presses of the same type used by the Chicago Tribune and ordered for the Detroit Free Press and Milwaukee Journal as well as other leading newspapers.

A BATTERY of six Goss High Speed Low Construction Press Units and two pairs of folders for The Long Beach Press-Telegram! A duplicate installation for The Pasadena Star-News! The alert and progressive publisher of these two important California papers selected this latest and finest Goss equipment after a careful survey of all the printing press industry has to offer. Comparison will convince you, too, that Goss leads more than ever in the production of modern, high speed presses that are unmatched for daily dependability and yearly economy. Literature gladly mailed.

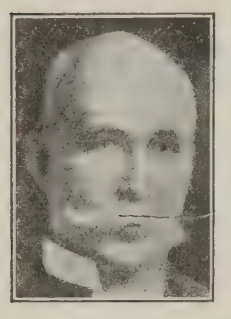
THE GOSS PRINTING PRESS COMPANY, CHICAGO
The Goss Printing Press Co. of England, Ltd., London

GOSS
STRAIGHT LINE
GOSS HIGH SPEED

H. L. BRIDGMAN DIES IN 80TH YEAR

Business Manager of Brooklyn Standard Union Stricken at Sea—Had Long Career in Journalism and Exploration

Herbert L. Bridgman, business manager of the *Brooklyn Standard Union,* died at sea with the training ship Newport, Sept. 24, it was learned Friday morning. He was taking his annual cruise with cadets of the U. S. Marines, reporting the event for his newspaper.



H. L. Bridgman

Mr. Bridgman, who had achieved equal fame in exploration and newspaper work, was born eighty years ago, at Amherst, Mass., and had been a newspaper man since 1864. Many vacations from his Brooklyn newspaper desk were spent in Northern icefields and in other little-visited parts of the world. He was 50 years old when he sailed with the Peary Auxiliary Expedition in 1894. Three years later he was assistant to Prof. Libbey in scaling Mesa Encantada, N. M., and in 1899 and 1901 he was commander of the Peary Auxiliary vessels Diana and Erik. He was a member of practically every important geographical and exploration society in the world and held a number of distinguished foreign decorations.

He served two terms about ten years ago as president of the American Newspaper Publishers Association, and for many years had been chairman of the Publishers Association of New York City, an office he held at the time of his death.

His newspaper career started on the *Springfield Republican,* under Samuel Bowles. He was reporter, city editor, and telegraph editor. When he left the Republican to come to New York, he was equipped as few men have been, in training and experience. He was a Washington correspondent for some years before entering the business department, then for ten years he was advertising manager of *Leslie's Weekly.* His long service with the Standard Union has been as publisher and business manager.

Mr. Bridgman was vice-president of the Press Congress of the World and very active in its affairs.

Obituary

ALBERT O. HESS, 28, assistant to the advertising manager of the Underwood Typewriter Company, died Sept. 22, at Spring Lake, N. J.

JOHN GULLY COLE, 48, member of the advertising firm of Gardner & Co., New York, died in New York, Sept. 21.

FRANK E. WATKINS, editor of the *Watkins* (N. Y.) *Express,* died at Watkins, Sept. 21. He was an election commissioner of Steuben county and for 15 years secretary of the Democratic committee of that county.

RUDOLPH KLEM, sports writer on the *Brooklyn Eagle,* died at Liberty, N. Y., Sept. 20.

EDWARD A. SULLIVAN, literary critic on the *Bridgeport* (Conn.) *Post,* and for several years staff reporter of the *Providence Journal,* died at Bridgeport on Sept. 6.

JAMES Y. MCPEAKE, 56, managing director of the National Magazine Company, Ltd., publishers of *Nash's Magazine,* and *British Good Housekeeping,* William Randolph Hearst properties, is dead in London. He was formerly editor of the *Dublin Evening Mail* and had been in charge of the National Company since 1912.

HOUGHTON W. COLLART, aged 41 years, manager of the advertising and art service departments of the *Penton Publishing Company,* Cleveland, O., died Sept. 18, after a long illness. He was chairman of the committee which wrote the "Handbook of Business Advertising" for Associated Business Papers, Inc.

CHARLES F. W. ARCHER, widely known New England newspaper man, died recently at Salem, Mass. He worked at various times on the *Worcester Gazette, Boston Journal, Boston Herald,* and State House News Service.

EDWARD ANTHONY SULLIVAN, 32, editor of the *Bridgeport* (Conn.) *Sunday Post* died recently in Bridgeport from injuries received in the World War. He was one time city editor of the *Fall River Times,* and later dramatic critic on the *New Bedford Standard.* He had also been dramatic critic and literary editor of the *Providence Journal.*

FRANK E. JONES, 63, telegraph editor of the *Providence* (R. I.) *Tribune* for the last 18 years and president of the Pen and Pencil Club of Providence, died Sept. 24.

PAPER PRICES TOPIC AT N. J. PRESS MEET

Labor Conditions, Ethics, Agriculture, and A. A. C. W. Convention Also to Be Featured at Newspaper Institute

Newsprint prices will feature discussions before the third annual New Jersey Newspaper Institute to be held Sept. 29 and 30, at Rutgers University, New Brunswick, N. J., under the auspices of the New Jersey Press Association. R. E. Lent of the *Passaic News,* is association president.

Future paper quotations, the 1925 contract, new newsprint mills and imported paper will be taken up for consideration.

Labor conditions on New Jersey newspapers will also be discussed.

Dr. Walter T. Marvin, acting president of Rutgers, will deliver the address of welcome. Other speakers on the program include:

James Wright Brown, publisher of EDITOR & PUBLISHER, on "The London Advertising Convention"; M. V. Atwood, managing editor of the *Utica* (N. Y.) *Observer-Dispatch,* "The Ethics of Journalism—Is it Bunk?" Prof. H. J. Baker, New Jersey State College of Agriculture, "The Public Press and Agriculture"; Mayor William W. Campbell, of Schenectady, N. Y., "Co-operation of Public Officials and the Press"; Basil Smith, "Classified Advertising"; Prof. C. P. Cooper, School of Journalism, Columbia University, "Recent Criticisms of Professional Journalism"; and Louis Wiley, business manager, *New York Times,* "The Newspaper as a Public Trust."

Round table discussions on various subjects will be led by W. B. Bryant, *Paterson* (N. J.) *Press Guardian;* F. A. Robertson, *Washington* (N. J.) *Star;* Fred W. Clift, *Summit Herald and Record;* and Edmund H. Carpenter, *Gloucester County Democrat.*

Prizes are offered for the best front page, best editorial page, best department of country correspondence, and the best page or department of agricultural news.

Exhibits will be discussed by Mr. Atwood, and by H. Frank Smith of EDITOR & PUBLISHER.

PULP EXPORTS DROP

August Newsprint Movement Also Below 1923 Figures

Canada's exports of newsprint during August amounted to 94,486 tons valued at $7,020,384, as compared with $104,568 tons valued at $7,936,505 in August, 1923. For 8 months ended August exports were 804,904 tons valued at $60,548,801, against 748,292 tons valued at $56,407,776.

There has been decided falling off in exports of pulp. For August exports were 63,554 tons valued at $3,243,414, against 91,557 tons valued at $4,628,130 in August, 1923. Figures for eight months are: 1924, 470,851 tons valued at $25,266,231; 1923, 571,715 tons valued at $31,063,497.

Exports of pulpwood for 8 months totaled 894,072 cords valued at $10,083,428, decline in quantity of 153,295 cords but increase in value of $164,813.

Ahead on its Merits

Circulation and lineage increasing by leaps and bounds—news satisfaction — advertising results. These merit the growth of newspapers. It's the answer for the continued great growth of

The Mt. Vernon, N. Y. Daily Argus
AND
The New Rochelle, N. Y. Standard Star

Write for information, how to cover this rich field.

WESTCHESTER NEWSPAPERS, Inc.
T. Harold Forbes — New Rochelle

The Cathedral Towns of England

LINCOLN

Lincoln is an antique city whose history goes back to early British days. There are considerable ruins of the Castle built by the Norman Conqueror, the oldest Roman Arch in the Country, picturesque gateways of the 14th and 15th Century and many other interesting relics of mediaeval times.

The outstanding feature at Lincoln however is the Cathedral, standing on a prominent ridge and raising its great bulk high above the town. Without and within its admirers claim that no other Cathedral in England excels it. It contains building in every architectural style known in England—Norman, Early English, Decorated, Perpendicular and even Renaissance in Wrens Work on the North Side of its cloisters.

On the London & North Eastern Railway

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent
LONDON & NORTH EASTERN RAILWAY
311 Fifth Avenue (at Thirty-Second St.), New York

Newspapers Help Their Community

Here and there over the country churches have initiated plans for large space to urge everyone in town to go to some church. Ordinarily, however, the initiation of such an advertising campaign, to be successful, must come from a newspaper. Churches aren't accustomed to the purchasing of large space to urge attendance.

Merchants and other users of space, however, who know the advantages of church attendance can frequently be sold a series of pages as a group.

The Church Advertising Department has proofs of ads for such use. They have been used widely over the country. The price for use is nominal.

For free set of 52 ads for inspection, address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. — New York City

WHAT'S WHAT IN THE FEATURE FIELD

RAYMOND G. CARROLL is now writing a series of articles on the League of Nations from Geneva under the caption "Peacemakers At Geneva" for the *New York Evening Post* and the Ledger Syndicate, Philadelphia. Before going to Geneva, Carroll wrote a daily series from Paris entitled "Paris Day by Day." In this country he formerly wrote a daily New York letter for the same newspaper syndicate.

Miss F. Edith O'Dell, editor-in-chief of the McClure Newspaper Syndicate, New York, will return from her summer vacation, Sept. 29.

Edward N. Dolbey, Jr., formerly sales manager for the eastern division of the National Newspaper Service, has joined the staff of the Bell Syndicate, Inc., New York. Dolbey has had newspaper experience in both the editorial and business departments. He was for a long time associated with the *Philadelphia Inquirer, Camden* (N. J.) *Daily Courier, Philadelphia L'Opinione,* as national advertising representative, and has been for the past year with the National Newspaper Service.

Leo. S. Levy, managing editor of the *Oakland Tribune,* is writing a daily humorous article under the caption "'S No Use" for the McClure Newspaper Syndicate, New York.

Joseph Brainin, manager of the Seven Arts Feature Syndicate, New York, is now organizing a new syndicate to be known as the Federal Feature Syndicate, which will be ready for operation about Jan. 1, 1925. His present organization handles features on political and artistic topics.

Richard Selden Harvey, lawyer, is author of "A Day in Court," a new daily service being offered by the McClure Newspaper Syndicate, New York. Each day a recent decision of the Supreme Court is taken up, the case briefly told in narrative form, and the decision explained.

V. V. McNitt, president of the McNaught Syndicate, Inc., has returned to his New York office from his summer home at Palmer, Mass.

George W. H. Britt, formerly in charge of the Chicago office of the N. E. A. has been transferred to the New York office of the syndicate. R. J. Gibbons of the Cleveland branch has been sent to Chicago to replace Mr. Britt.

Walter Vodges, editor of the Newspaper Feature Service Sunday magazines, has returned to New York, after a summer vacation spent in California.

Pat Sullivan, creator of "Felix the Cat," presented members of the British International Polo team with wooden doll figures of his famous cartoon character. "Felix" is the mascot of John Bull's poloists.

"Jimmy" Murphy, who draws "Toots and Casper," and Russ Westover, responsible for "Tillie the Toiler," are en route East to their studios on Broadway from a stay in California.

ADVERTISING AGENCY AFFAIRS

FOUR prominent New York advertising men were elected to the board of governors of the American Association of Advertising Agencies, at a meeting of the New York Council, Sept. 18. They are:

William J. Boardman, George Batten Company, Inc.; Robert Tinsman, Federal Advertising Agency, Inc.; M. P. Gould, M. P. Gould Company; and Merrill B. Sands, the Erickson Company, Inc.

They will all serve 2-year terms. The following continue in office as members of the board for the year 1924-1925:

Stewart L. Mims, J. Walter Thompson Company; Wendell P. Colton, Wendell P. Colton Company; and John H. Hawley, Hawley Advertising Company, Inc.

The A. A. A. A. will hold its eighth annual meeting at the Drake Hotel, Chicago, Oct. 16 and 17. The regular quarterly session of the executive board will be held at the same place Oct. 15. On Friday, Oct. 17, A. A. A. A. members will join the Audit Bureau of Circulations in their annual banquet.

JOHN M. HANDLEY, an advertising man in the Chicago offices of Lord & Thomas, was notified last week by Comm. Leopoldo Zunini, consul-general for the Italian government, that he has been awarded the order of the Chevalier of the Crown of Italy.

Several years ago Mr. Handley organized the Italy-America society of Chicago and has been engaged in encouraging cultural relations between the two countries. He was active in inter-allied war work. For 18 years he lived in Italy and is on intimate terms with members of the Italian nobility, government officials and literary men.

Official presentation of the new decoration will be made in behalf of King Emanuel by Consul-General Zunini at a dinner next month in Mr. Handley's honor.

THE COURSE IN ADVERTISING technique, under the direction of Frank Le Roy Blanchard, advertising manager of the Henry L. Doherty Company, opens its twentieth year, Oct. 21, at the Twenty-third street Y. M. C. A., New York.

Among those who will be associated with Mr. Blanchard in this year's course are John Lee Mahin of the Federal Advertising Agency, Paul T. Cherington, director of research, J. Walter Thompson Company; Ben Nash, advertising agent and counsel; John D. MacPherson, sales manager, commercial department, *Brooklyn Daily Eagle;* P. L. Thomson, advertising manager Western Electric Company; W. H. Beatty, Newell Emmett Company; Ralph R. Mulligan, special newspaper representative; Earle Pearson, educational director, A. A. C. W.; M. C. Robbins, publisher, *Gas Age Record;* Charles F. Alward, William T. Mullally Company; and Robert Tinsman, president, Federal Advertising Agency. Basil H. Pillard is associate instructor.

HARRY MULVEY has joined the Ruthrauff & Ryan Advertising Agency, New York, as copy writer.

LEE R. DOUBLE, formerly of the Carl Art Advertising Agency, has joined the Syverson-Kelly Advertising Agency, Spokane, Wash., as manager of the department of sales and service.

F. M. ALLEN has joined the staff of the Tuttle Advertising Agency, Greensboro, N. C.

A NEW ADVERTISING business has been incorporated in Chicago under the name of Bailey & Walker.

JOHN H. McMAHON, formerly on the reportorial staff of the *Buffalo Express,* has opened an advertising agency with Cecil Edward Cutting under the latter's name.

THE MARTIN Advertising Company, New York, is directing a campaign to advertise Coney Island as an all-year resort.

NEWFOUNDLAND POWER & PAPER COMPANY, Ltd.

Newsprint

For the last six months of 1925 we can offer you the finest quality Newsprint with exceptional transportation facilities.

THE BOWATER PAPER COMPANY, Inc.
342 Madison Ave.
New York City

Sole Distributors

Four Celebrated Political Correspondents to Tell

THE TRUTH ABOUT THE CAMPAIGN

CLINTON W. GILBERT at Chicago will cover the Great Headquarters of all parties.

LOUIS SEIBOLD will tour the doubtful states wherein the election will be lost and won—Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Ohio, Indiana.

ROBERT BARRY will tour the border states between the North and South—Maryland, West Virginia, Kentucky, Tennessee, Missouri, Kansas, Nebraska and Oklahoma.

COL. GEO. NOX McCAIN will tour the "La Follette States"—Wisconsin, Minnesota, North Dakota, South Dakota, Montana.

Each will contribute about 1,000 words, six days a week, SEIBOLD, BARRY and McCAIN supplying mail letters except when reporting sudden developments. GILBERT will file by wire about noon.

For Terms Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

FOR PROMPT SERVICE

TYPE · BORDERS · ORNAMENTS
BRASS RULE

Printers' Supplies · Presses · Paper Cutters

Hamilton Wood & Steel Equipment
including our
AMERICAN CUT-COST EQUIPMENT
Carried in Stock for Prompt Shipment

American Type Founders Company

Boston, New York, Philadelphia, Baltimore, Richmond, Atlanta, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, Cincinnati, St. Louis, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Portland, Spokane, Winnipeg

NEWSPAPER SPACE BROUGHT RESULTS FOR BOSTON EDISON COMPANY

Ad Campaign Sold Everything From Electric Store Signs to Kitchen Lighting—Courtesy and Good Will Copy Also Used

EDITOR & PUBLISHER *herewith presents the second of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.*

RECENT newspaper campaigns of the Edison Light Company of Boston, one of the leading power companies in the East, are interesting not only from the standpoint of results accomplished but because of the many and varied purposes for which the advertising was employed.

A few years ago some of the subjects which this company has covered in its advertising, would have been considered somewhat remote in the field of public utility sales and service effort.

For example, the Boston electric advertising series has included copy in the following classification:

Electric Store Signs, Broadcasting Station WTAT, The Edison Shop, Electric Trucks, House Wiring (Real Estate), Old House Wiring (Suburban), Window Lighting, Suburban Store Lighting, Office Lighting, Modern Methods Kitchen, Courtesy and Good Will, Industrial Lighting, Institutional.

Boston Edison officials say the results of all these campaigns have been most satisfactory.

On a six-months' campaign on electric store signs copy of three, four, six and eight inches, the Edison records show 125 new electric signs were erected.

A series of advertisements on electric trucks had as a purpose the stimulation of interest in electric vehicles and the indirect building of the Edison battery charging business. The copy featured the names of local firms using electrically operated trucks in their work, and ran throughout the past winter in a selected list of papers. The results fully covered expectations.

Important campaigns on house wiring were run under a co-operative arrangement with electrical contractors. Copy, "built" into a house-frame border, was addressed to potential customers living in or owning old unwired houses and ran on real estate pages regularly and on other pages during the building season. The suburban wiring series, addressed principally to people owning their own homes, appeared in a list of city and suburban newspapers. The house wiring estimates furnished on request to householders were indicative of the success of this campaign.

Window lighting, a subject which has been touched but lightly by power companies, was the theme of a recent series. The company says that an inquiry from one prominent store in Boston was received the morning the first advertisement in this series appeared. The campaign, which was brief and only ran in a limited number of papers, resulted in the re-lighting of seventy-three windows.



A piece of copy from the "Daylight Kitchen" series, with the appeal to comfort and convenience, which produced splendid results.

Personal calls by salesmen and some direct-mail advertising supplemented the newspaper work on suburban store lighting. In one city in the Edison district, twenty-six stores were equipped with new installations during the campaign; in another, seventeen and in another twenty-two.

A brief campaign on office lighting which was not correctly timed, according to statements by Edison agents, resulted in fourteen offices being equipped with new installations.

The "Daylight Kitchen" series, which has been run in all Boston newspapers, advertises the "kitchen daylight unit" at a cost of $7.50. As a result of the drive 4,500 of these lighting units have been sold at a value of $33,800.

Copy that has appeared for the Edison Shop, the retail appliance department of Boston Edison, has been effective, company executives say. In addition to the regular advertising of standard articles, such as vacuum cleaners and washing machines, copy is run to clean out a remaining lot of merchandise, and is generally successful in doing so. This sort of advertising is said to pay very well with a coupon, whether the coupon calls for a free demonstration in the home, or whether money is to be enclosed with it for the purchase of the advertised article.

Courtesy and good will copy appears frequently in both city and suburban newspapers. It consists of a message of goodwill or an interesting fact about the company. Frequent comments are heard from people who have noticed the almost daily appearance of these short, cheerful messages.

Station WTAT, Edison Light of Boston, whenever the broadcasting program contains some notable feature, uses a small announcement of from three to six inches in the Boston newspapers.

Sherman Joins N. Y. Tribune

Stuart P. Sherman, formerly professor and head of the English department of the University of Illinois, this week commenced his new duties as literary editor of the *New York Herald Tribune*. He was appointed to the position last May. As associate editor, Sherman is to have Mrs. Carl Van Doren, formerly literary editor of the *Nation*.

Albertan Issues Classified Broadside

The *Calgary Albertan* recently issued a single sheet broadside promoting the Albertan's classified advertising department. Pictures and brief biographies of members of the classified staff were included.

Classified Advertising

"A Good Sign to Go By"
—in promoting classified advertising. Nearly one hundred and fifty newspapers think so.

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Otis Building Philadelphia

first IN CENTRAL OHIO
COLUMBUS IN CIRCULATION & ADVERTISING

94,150
Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH . . . 13,659,283 lines
SEC. PAPER . . 6,634,578 lines
THIRD PAPER. 4,762,473 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

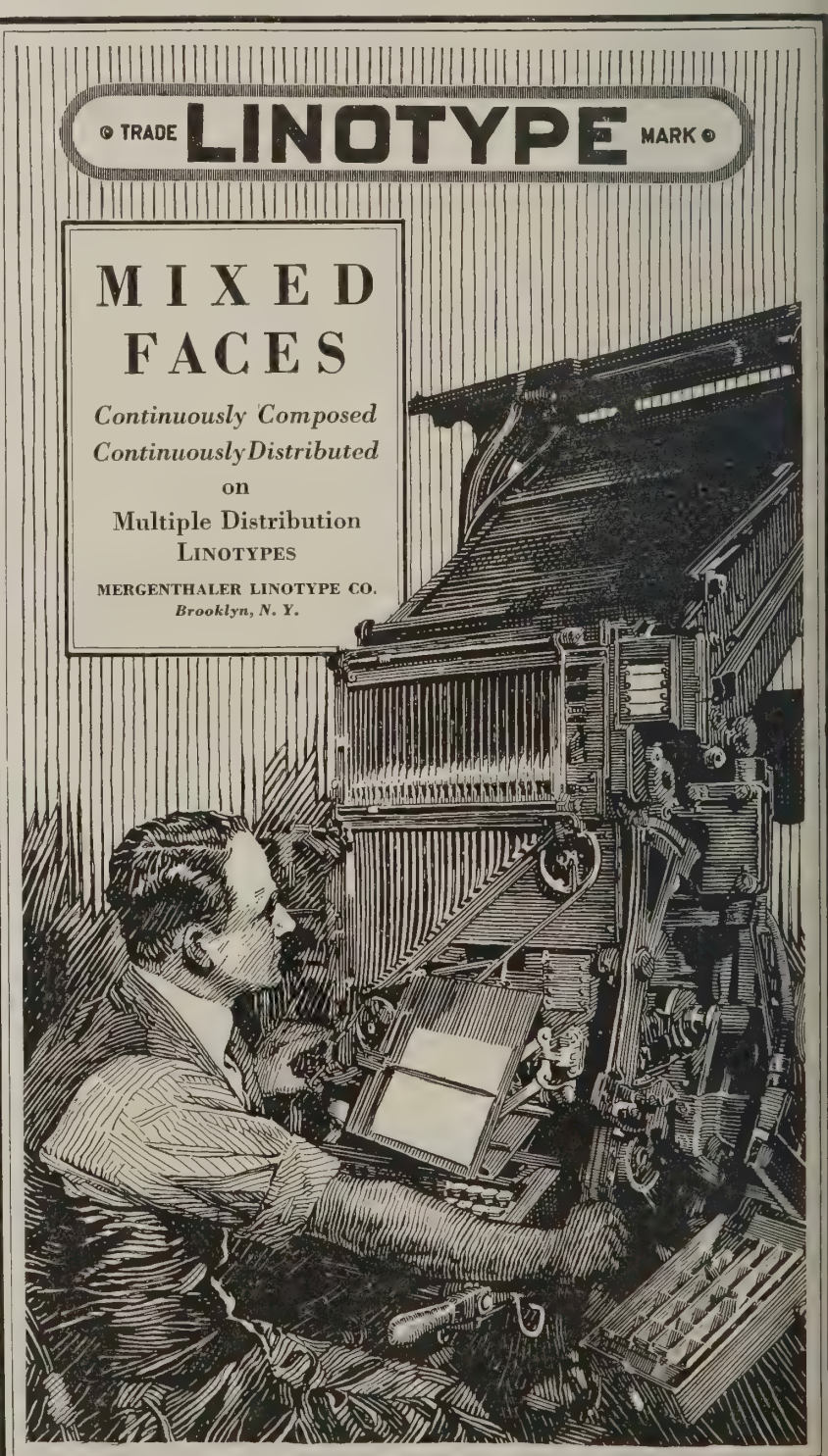
The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

© TRADE LINOTYPE MARK ©

MIXED FACES

Continuously Composed
Continuously Distributed
on
Multiple Distribution
LINOTYPES

MERGENTHALER LINOTYPE CO.
Brooklyn, N. Y.



This advertisement composed entirely on the LINOTYPE *in the Bodoni Series*

U. OF VERMONT RAISING $1,000,000 FUND THROUGH PAID SPACE

Free Publicity Banned in Drive for College Endowment—$500,000 Raised from Students, Alumni, and Friends

By HAMMOND EDWARD FRANKLIN

"WANTED: One million dollars." That was the amount urgently required by the University of Vermont.

Like many another institution, the university had grown rapidly but its means of support had not grown accordingly. Tuition rates could not be jumped, since most of the 1,100 students have to work their way through in whole or in part. The alumni body was not large nor super-wealthy.

The university "studied its potential market." It worked out a "sales plan." It had an advertising agency issue contracts for paid space in every daily newspaper in its state. Instead of thrusting bales of "free publicity" on unwilling editorial desks, the university used attractive and skilful copy with ample white space "at regular rates." It followed down live "leads" with personal salesmanship. And already its million-dollar Endowment Fund is becoming a fact.

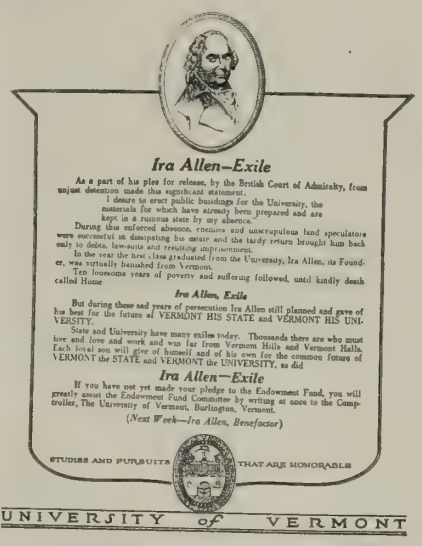
The active alumni body of 5,691, in addition, have been reached through the *Vermont Alumni Weekly*, edited by John O. Baxendale, alumni secretary and treasurer of the National Association of Alumni Secretaries, together with direct-mail work and four solicitors in the field. About 90 per cent tackled have subscribed.

The university felt it should sell the people of its own state on its work. Its College of Medicine, for instance, is a Class A institution and for some time has been the only medical college in northern New England. Its Department of Agriculture has played an important part in improving farming methods in what is notably a farming state. It was decided that, instead of trying to reach the people of the state through "free publicity," it would be wisdom to buy space in all the daily newspapers of the state to make the Vermont public more fully appreciate the work of the university and to encourage subscriptions.

Ira Allen, founder of the University, had been a romantic and dynamic figure of early American days. He had overcome numerous obstacles. His personality had been many-sided. It was decided to infuse his spirit into the paid advertising campaign. The result was a series of 15 advertisements, each 10 inches on 3 columns

At the top of each advertisement was a picture of Ira Allen. At the bottom appeared the signature of the university, with a seal, and the slogan, "Studies and pursuits that are honorable." The copy was set in a shield border which remained the same for each succeeding piece of copy.

How Ira Allen raised money to support a regiment to oppose Burgoyne when the Council of Safety was without funds, how he helped make possible victory at Yorktown in 1781 by keeping one-third of the British forces idle and many other historic facts were brought out in the copy, which was written by F. W. Kehoe, assistant comptroller and registrar. The copy, in short, showed Ira Allen in such roles as financier, diplomatist, builder,



Specimen of College Drive Copy.

maker of history, strategist, founder, philanthropist, etc., and in each case tied up with the current needs of the university and the opportunity for Vermonters and modern "exiles" from Vermont to assist.

Reprints on cardboard were mailed regularly to a special list of 500 names as well as to prominent Allens, whose names are in "Who's Who." Some of the newspapers furnished a total of 8,000 names of out-of-state subscribers who logically might be interested.

"The response to this work has been very pleasing," Guy W. Bailey, president of the University of Vermont, stated. "We have had many fine letters from present and former Vermonters. Apparently our advertising touched a responsive chord of loyalty and state pride. We not only succeeded in placing our institution favorably before the people of our own state, but through our newspaper campaign have been able to reach many now far away, but who continue to read the home-town papers.

"We maintain a student loan fund, now about $65,000, from which we advance cash to needy students at 4 per cent while the student is in school and 6 per cent after he has finished until he can pay the amount back. The interest from the loan fund counts toward the endowment. Friends, incidentally, have contributed from a $1 to a $1,000 to this fund."

The General Education Foundation contributed $250,000 contingent upon $750,000 additional being raised by the university. At the time this is written, considerably more than $500,000 of the balance had been pledged and the officials were confident that in a short time the full million dollar fund would be a reality—thanks to the aid of Ira Allen, Exile, and first-class paid newspaper advertising.

WALKER WINS PRESBREY CUP

Turns in Low Net Score at Advertising Golf Tourney

The Presbrey Golf Cup, offered by Frank Presbrey, vice-president of the Advertising Club of New York, was won September 16 by H. L. Walker of the Walker Engraving Company, playing over the Englewood, N. J. Country Club course in the Advertising Club Golf Associations' final tournament of the season. Walkers score was 68 net, deducting a handicap of 18 from his afternoon card of 86. Sixty-five New York advertising men participated.

The best score of the day was turned in by Gilbert C. Tompkins, of Stanford-Briggs, Inc., with 84.

M. C. Robbins, publisher of *Advertising and Selling Fortnightly*, and G. H. Gunst, of the E. Katz Agency, were second and third low net in the afternoon, with 71 and 75 respectively. The morning qualifying round at 9 holes was led by F. C. Gephart, with a net 35.

At a dinner in the club house following the tourney the present officers of the Advertising Club Golf Association were re-elected for the coming year. They are President, John I. Wheaton, Advertising Novelties; vice-president, Wesley Ferrin, American Business Builders, Inc.; and secretary, Montague Lee, Montague Lee Company, Inc.

Huntoon Joins Morrison Agency

John W. Huntoon, for several years financial advertising solicitor for the *Cleveland Plain Dealer, Finance & Industry* and the *Cleveland Times*, has joined the staff of Francis R. Morison & Co., advertising agency of Cleveland.

Store Takes 14-Page Ad

Newspaper advertising was used liberally in Worcester, Mass., during the recent observance of New England Week. The C. T. Sherer Company department store used an entire 14-page section in the *Worcester Telegram* to advertise its New England-made goods. It was said to have been the largest single department store advertisement ever placed in a New England newspaper.

New Model Linotype Demonstration

From Sept. 29 to Oct. 4, a new model Linotype will be demonstrated at the United States Hotel, Room 30, Boston, which to quote from the invitation, "embodies certain new features of construction which make it of unusual interest to the trade at large." Boston printers have been invited to inspect the new model.

Textile Prices Current

a daily feature giving your readers and merchants a complete table of current textile prices.

This feature is corrected daily by night press toll wire and can be easily handled in your composing room.

Textile Prices Current

will make an instantaneous hit with your readers and more so if your paper circulates where there are textile mills. Ready at 6 p. m. daily, f. o. b. night press toll wire, New York. Wire or write for rates and samples for your city.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row, New York

"C.O.D."—"F.O.B." —"N.Y."

Many a newspaper pads its "advertising records" with all sorts of trade space. They never wou'd get a line of such advertising if they sold for cash only.

It seems fair—but how about the cash advertiser who comes into competition with the trade advertiser? What does he get?

Well, he gets a piece of the neck.

When we say that "business is good" with the BROOKLYN STANDARD UNION we are talking about money, not about cigar coupons.

Poor Bob's Almanak

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Leader in Rotogravure Advertising

The New York Times in eight months of this year published 581,232 agate lines of rotogravure advertising, a gain of 93,634 lines over the corresponding period of last year and 232,594 lines more than the next New York newspaper featuring this class of advertising.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST - by Merit

Unexcelled as a Food Medium.

4 to 6 food pages every Thursday.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

WILL BANISH "PUFFS" FROM HIS PAGE, SAYS ACTOR TURNED DRAMA CRITIC

Irving Pichel With a Record as Player and Producer, Says it Isn't Reviewer's Business to Be Kind, But to Make Readers Talk

By TRUMAN HANDY

"THE average newspaper's drama page is a necessary evil tolerated because of the money it brings in, yet lacking sufficient independence to stand on its own merits as printed news."



IRVING PICHEL

It was Irving Pichel, critic of the *San Francisco Daily News*, who voiced this opinion. In another breath he remarked that his interest is hardly impersonal inasmuch as he has been on both sides of the fence—both that of the theatrical producer and the newspaper writer.

He is in a peculiar position,—the only drama editor in the country, if records are accurate, who is at the same time a real actor and director-in-chief of an active theatre and who went to his critic's chair as such.

Of late, on the other hand, it has become rather common for theatre reviewers to forsake their journalistic prides, haunts and prejudices and turn either to acting—such as it may be—or to stage producing.

To wit: A late critic of the *New York Times* now confronts the public with: "Mr. Adolph Klauber *Presents*,"—a producer; Kenneth MacGowan, late of the *Globe* of Gotham, has become director of the w. k Provincetown Players; Starke Young, recently made dramatic critic of the *New York Times*, produced "The Failures" with considerable success for the Theatre Guild; John Corbin, also of the Times, has tried his ingenuity at producing various Shakespearian revivals, and Robert C. Benchley, of *Life*, Alexander Woolcott, of the *New York Sun* and Heywood Broun, of the *New York World*, each of whom has been tempted to don grease paint and mingle with the rest of the actors in New York revues during the past year or so.

But, although the stage has coaxed these worthy denizens away from their inkpots and clipsheets, and more or less metamorphosed them into momentary mimes, there is only one instance where a thoroughbred actor has bloomed into a professional editor.

And that example is Irving Pichel.

At 33 years of age he not only conducts and acts in the Community Playhouse, at Berkeley, Cal., but can number among his other accomplishments the fact that he is not only a former stage director for the Shuberts but also an erstwhile co-worker of Margaret Anglin and Richard Ordynski.

His little theatre in Berkeley, which is the site of the University of California, is reputed the highest-brow dramatic institution in the West.

Alternating with the productions there, Pichel has made a notable success with the production of classic drama in the enormous, open-air Greek Theatre sponsored by the University of California. "Henry IV," "Merry Wives of Windsor," "Twelfth Night," "Romeo and Juliet," "Midsummer Night's Dream," "Richard II," are notable among his Shakespeare, and he has played also to thousands in the giant amphitheater in both Sophocles "Oedipus Rex" and Sem Benelli's "The Jest."

As an actor, Pichel's name is as well known about San Francisco as is Sidney Blackmer's in New York. And so, when he succeeded a former critic on the *News* a few months hence, there was an audible ripple of apprehension as to just *what* he would do with his daily column—as to how an *actor* would *write*.

"I had certain convictions about the theatre-going public," he said. "I felt that I wanted to present a reasonable, accurate guide to amusements—a bulletin which would tell my readers where they could most profitably spend their money for amusements.

"Gradually, after I have offered this information, I insinuate standards of judgment, because I want readers to know the basis on which I form my conclusions.

"The theatre press-agent of today thinks he has the undisputed right to dominate the critic. He maintains a sort of competition with his fellows in trying to sell you ideas. There was a time when it was believed that in order to draw crowds to an entertainment they had to be made to believe that nothing else existed in the world quite like this particular spectacle. This applied particularly to circuses. Each one was 'the greatest show on earth,' and unless you saw it you missed something that would never come your way again."

When Pichel was a student at Harvard some years ago, he wrote reviews now and then for the *Boston Transcript*. The work piqued his interest. He became associated with a stock company at the old Castle Square Theatre in Boston and acted and directed. All the while he kept wanting to write more, for the stage and the newspaper.

After finishing at Harvard, he continued with the Castle Square Company and finally left to join an aggregation of English actors headed by Gertrude Kingston. Forsaking this, he became director of the dramatic department of the St. Paul, Minn., Institute, and from there went into an association with James K. Hackett during production of "Macbeth" and "Hamlet," where he met Richard Ordynski.

With Ordynski he produced "Caliban" at the New York Stadium, later becoming assistant to Joseph Urban and, finally, when Ordynski went to Los Angeles to establish a definite Little Theatre, Pichel accompanied him as co-director.

In 1917 he returned to Harvard to reproduce "Caliban" and was obtained as director of the Artists' Guild Theatre, of St. Louis. It was from this post that he went to the Shuberts' organization in New York as stage director and, after a lengthy season, found himself in San Francisco establishing a theatre of his own.

His own productions are marked by a peculiar knowledge of journalistic news value. He does not produce a summery play during the winter season, nor a murky Russian tragedy when he expects to play to an audience of "the younger set" as is generally the case of a matinee in a college town.

And, from his observation of diverse audiences *as an actor* he has had ample opportunity to study the public psychology.

"A reviewer musn't take himself too seriously," he remarked. "So many of them do. It is his function to put words into his readers' mouths, to let his own wider judgment of a play give them some basis of discussion of the work when they talk about it to their friends.

"It isn't the business of a reviewer to be kind. He should be fair. He can't be fair if he plays to the box-office, and, with the average run of plays below par in quality, his job is frequently a tough one."

And what he said next makes him almost an iconoclast in the reviewing fraternity today:

"I am going to gradually cut all theatre publicity off my page. Oftentimes now I give the most sensational advertiser the smallest stick if his copy hasn't value as dramatic news. Eventually my own page will be only a fact report, a bulletin, with a certain set standard.

"There can be no absolutely-rigid tenet to adhere to at once throughout the country as a whole, as the drama editor's work depends largely upon the condition of his city theatrically.

"What new thing can you write about a three-year-old New York show that is played by a road company?"

The answer explains the cut-and-driedness of many drama pages,—a dullness that is necessarily due in no way to a lack of sparkle in the reviewer himself but that lies in a dearth of material to write about.

And, to illustrate this point Pichel will tell you the story of how he tried to get a berth writing reviews when he first arrived in the West.

"I went to Mr. Fremont Older of the *San Francisco Call*," he said, "and told him I knew the theatre and could write prolifically about it.

"But Mr. Older, when he had heard me, only looked at me and shook his head.

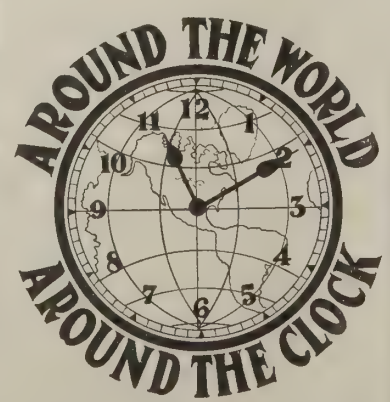
"'And is there anyone who wants to *read* it?' he asked.

"Perhaps he was right when he said that the 'ads' would tell them the story. And that is why the drama page is like a five-and-ten-cent store; because you find a bigger bargain at each successive counter.

"And, because the newspaper is often more interested in getting revenue from its amusement advertising than in presenting readable facts, editors have got used to accepting any sort of copy from press-agents, which is like winking at a necessary evil.

"Is there anything I won't do?" he echoed to my question. "Rather. I'll never press-agent any of my own productions nor use my paper's space to exploit myself as an actor."

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

PUBLIC STANDARDS IN KEEPING OF PRESS

Frederick Peaker, Relected President of British Institute of Journalists, Discusses Professional Status of Newspaper Men

By HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)

LONDON, Sept. 14.—Frederick Peaker was elected president of the Institute of Journalists for the 3rd year at the 40th annual conference opened at Margate Thanet.

In his presidential address he congratulated the members on the progress of the institute, and on the growing membership. The institute did not put in the forefront of its program the material welfare of the journalist, but it was concerned about its status, he said. Once that was secured, his material welfare would follow. But they were determined not to have their organized life degraded to the level of industrial trade unionism of a very crude kind.

The standard of public life was really in their keeping, he said. The real journalist cared more for the public welfare than for his own, and no man ought to be in journalism if it were nothing but a trade to him. In the long run a high standard of professionalism in the best sense among journalists would secure better pay than all the trade unionism in the world. Sir Henry Slesser, Solicitor-General in the Labor Government, had expressed the view that journalism ought to be a profession. The Institute of Journalists was in thorough accord with that sentiment.

If journalism were a real profession with professional standards, there would be no need for legislation. Journalism demanded a high standard of education of specialized knowledge and of professional technique. No occupation could be more satisfying to the man who felt he had a mission in life beyond earning a living.

Mr. Peaker said he did not like the modern tendency for newspapers to get into few hands. The number of newspaper readers was increasing; the number of journalists was decreasing. But its mere effect on the welfare of any one class was not the really important thing. The public interest was best served by the clash of many opinions rather than by the imposition of one opinion through many channels. He was all against dictatorship, whether it was the dictatorship of the proletariat or of the multiple newspaper owner. That tendency to dictatorship was increasing. The commercialization of press production was, perhaps, inevitable, but let them see to it that opinion was not commercialized.

Some of the best literary work of our time, Mr. Peaker added, was being put into newspapers. He did not agree that the best journalists were all dead.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Daily Features

RADIO, MOTOR, NEWS-MAPS, PORTRAITS, Fashions, Tricks, Puzzles, Smiles, Noozie.
The International Syndicate, BALTIMORE.

Daily Serial

MURDER ON THE LIMITED
Lewis Wilson Appleton, Jr.,
2048 East Wilmot St., Philadelphia, Pa.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Pages

CAMERA NEWS, FASHION, FEATURE, CHILDREN'S Pages—also House Plans, Handicraft in the Home, Radio and Motor features.
The International Syndicate, BALTIMORE.

A WEEKLY COLUMN OF QUIPS AND JESTS
Timely and real live matter. Write for sample.
Rosen Associates, 7131 Manse St.,
Forest Hills, New York.

PUBLISHERS URGED TO RENEW FIGHT ON POSTAL PAY INCREASE

Bound to Be Followed by Further Rise in Second Class Rates if Re-enacted, Pearson Declares—Asks Editorial Disapproval

By SAM BELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, D. C.—Newspaper and trade publication interests affiliated with the American Publishers' Conference have warning from A. C. Pearson, national chairman of the organization, that congressional re-enactment of the postal pay increase bill is bound to be followed by a further increase in second class rates. The pay advance, authorized by Congress in the closing hours of the last session of Congress, failed to become a law as the result of President Coolidge's veto of the measure.

Mr. Pearson's warning sent out to the membership of the Publishers' Conference this week comes after he had spent several days in Washington investigating the situation. He is convinced that the agitation for the omnibus pay increase again is under way and will result in the re-introduction of the bill at the December session, with an excellent chance of enactment.

Once the proposed increase is granted, Mr. Pearson contends, the publishers' fight for reductions in the war-time rates on second class matter, still in operation, will have failed and the industry will face another advance which will tax the publishing business annually an additional $5,0 0,000 at least. His advice to the publishers, backed by figures on salaries in the postal service compared with corresponding jobs in private business, is as follows:

"Decline to give any editorial approval to an omnibus raise in postal salaries, as this method is entirely illogical and a considerable part of the increase will be assigned to you.

"Make known to your Congressmen and Senators and to the Postmaster General your feeling that the publications are entitled to a reduction in the big war-time increase for second class postage, and that they will certainly fight any attempt under any form to raise the second-class rate."

Unless the publishers themselves do something, Mr. Pearson warns in conclusion, they will be without cause for complaint if they find themselves "burdened with a very much increased postage price."

In his statement of the situation, Mr. Pearson informs the publishers that the legislative agents of postal employees' organizations have announced their intentions to win the editorial support of representative newspapers. Their appeal, he says, will be based upon sentiment and not upon fact as comparative salary figures show.

"It is possible," argues Mr. Pearson, "to adjust inequities in postal pay to meet increased living costs in a few of the large industrial centers without imposing heavy assessments on newspapers and other patrons of the Post Office Department. Those in charge of the postal workers' campaign demand blanket increases ranging from $200 to $400 for more than 350,000 employes.

"A study made of salaries paid employees in newspaper offices throughout the country, which brings the subject directly to the door of the newspaper manager and editor, is worthy of consideration here. A comparison of these salaries with those now paid to postal employees shows quite clearly that the government salaries are considerably higher than those paid by the average newspaper. For comparative purposes it was necessary to confine the research to the business office. For instance, the maximum salary paid a stenographer in a Cleveland newspaper office is $1,303 per year, as against $1,400 paid by the Post Office Department to an untrained boy, fresh from school and engaged as a postal clerk. The minimum salary paid filing clerks in Philadelphia newspaper offices is $938, with a maximum salary of $1,303.

"The average salary paid to those employed in clerical positions on newspapers in ten representative cities is lower than similar jobs in the postal service by $500 a year. Another significant fact that should not be overlooked is that the postal employees have received 3 increases in salary in the past 4 years. They are the highest paid workers in the government service, receiving at the present time salaries greater than those paid to employees doing similar work in other departments of the government."

SPECIALTY AD MEN MEET

Henry J. Allen, Former Kansas Governor, Honor Guest at Chicago

"Chicago is the greatest advertising city in the world" were the words of greeting that William R. Dawes, president of the Chicago Chamber of Commerce gave to the assembled members of the Advertising Specialty Association at the opening session of their convention at the Hotel Sherman, Chicago, Sept. 22. Mr. Dawes was introduced by U. Rae Colson of Paris, Ill., president of the advertising association.

Three hundred members were in attendance during the 4 days of the meeting, which was the twenty-first annual gathering, and according to the officers of the organization, the largest and most successful in their experience.

Henry J. Allen, former governor of Kansas, was the guest of honor at the annual banquet on the Wednesday evening. K. K. Bell, general manager of the Calumet Baking Powder Company, Chicago, delivered an address on "Made to Measure Advertising," and Darby A. Day, manager of the Mutual Life Insurance Company, New York, spoke on "Today Versus Inspiration of Tomorrow Applied to Sales Organizations."

Montreal Editor Accused

John H. Roberts, editor of the *Montreal Sun* and of the *Axe,* with Leslie M. Roberts and Alphonse Moisan, also associated with the Sun, appeared in Arraignment Court Sept. 24, on a charge of conspiring to obtain by fraud and deceit the sum of $325. A second complaint was entered to the effect that the 3 accused had obtained that sum, through fraud and deceit, from the Mount Royal Hotel Company, Ltd. Personal bail for each was fixed at $500 and preliminary enquiry was set for Oct. 1.

Typothetae Plans Complete

Four thousand men and women workers in graphic arts are expected to attend the thirty-eighth annual convention of the United Typothetæ of America, to be held in Chicago beginning Oct. 13, and to continue for a week. Delegates are expected to be in attendance from every state, Great Britain, Germany, France, Sweden, Denmark, Italy, Mexico, other Latin-American republics, and Hawaii. Sessions will be held at the Edgewater Beach hotel twice daily.

Edward Insley Dead

Edward Insley, 58, assistant managing editor of the *Los Angeles Examiner,* and at one time part owner of the *Sacramento Union,* died at Covina, Cal., Sept. 20. Insley began his newspaper career at 19 on the *Chicago Tribune.* Later he became correspondent for New York papers. He had lived in California for the last 20 years.

RADIO CONCERT FOR EDITORS

Memphis Commercial Appeal Dedicates Program to Newspaper Men

A radio program dedicated to the editors and publishers of America was broadcast Sept. 24, by the *Memphis* (Tenn.) *Commercial Appeal,* station WMC. The program, which consisted of an organ recital from the Scottish Rite Cathedral, was arranged by Sam L. Kahn, city editor, and put on the air at 11 o'clock at night.

The recital opened with the "Poet and Peasant" overture, which was followed by selections from "The Chocolate Soldier," "The Grand American Fantasia," a medley of southern airs, was dedicated to the *Atlanta Journal.*

A trio of popular numbers was followed by Chopin's Funeral March, which in turn was succeeded by "Parade of the Wooden Soldiers," and "I've Lived All My Life For You," the last named written by a Memphis composer. Dixie concluded the evening.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

First eight months of 1924

Carried more Food advertising than any other paper in the City.

NEW YORK EVENING JOURNAL

Every month, *every* year, The Cleveland PLAIN DEALER carries MORE National Advertising than *both* Cleveland evening newspapers COMBINED.

The Plain Dealer
ONE *Medium*—ONE *Cost* ALONE *Will sell it*

WOODWARD & KELLY
350 N. Michigan Ave., Chicago
Fine Arts Bldg., Detroit

J. B. WOODWARD
110 E. 42nd St., New York

THE TACOMA NEWS TRIBUNE

Total Lineage 4,285,568 Agate Lines

Display 2,552,900 Agate Lines
National 779,002 Agate Lines
Classified 953,666 Agate Lines
Audited Circulation A. B. C. 32,643

Frank S. Baker, President
Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City
Ford, Parsons Co., 360 N. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation 118,000
Sunday Circulation 175,000

Member A. B. C.

New Haven Register

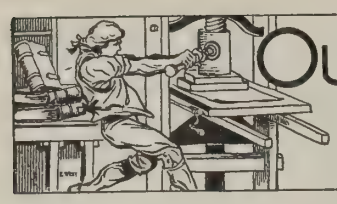
is New Haven's Dominant Paper

Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



Our Own World of Letters

By JAMES MELVIN LEE

ERNEST GRUENING has always practiced what he preached in the matter of newspaper ethics. He has stood solidly for his principles even when such action meant resignation from the staff. Consequently, his article "Can Journalism be a Profession?" in the *Century Magazine* for September deserves that thoughtful reading which EDITOR & PUBLISHER requested in a recent editorial.

While Mr. Gruening was preparing this article I had lunch with him at the Newspaper Club of New York City. At other times we have talked over newspaper tendencies in his own editorial office. Our relations have always been friendly in spite of a wide difference of opinion on various phases of journalism. Now for the article.

I have always resented the implication that the standard of ethics for business is necessarily lower than that for a profession. Modern interpretation makes business the oldest of the arts and the youngest of the sciences. The Man of Galilee insisted that he must be about, not his Father's profession, but his Father's business. Even those who split hairs in differentiating business from profession have never shown that the editorial column needs a higher standard of ethics than the display space for the advertiser.

But to come to more specific matters Mr. Gruening says:

> Clearly, where a maximum of advertising can be obtained with a minimum of circulation, and even that maintained by methods utterly unrelated to journalistic excellence, what incentive is there to the business management to attempt to improve its news and editorial columns?

But the matter is not so clear. Advertising today is being placed for good business reasons. It may at times justly be given to the newspaper with the minimum circulation because that medium may have the largest number of responsive subscribers. When I was on *Leslie's Weekly* it then had a circulation of 400,000. I asked an automobile advertiser why he used *Harper's Weekly* with 40,000 circulation in preference to Leslie's. His reply was illuminating, "Because we have found that regardless of inquiries we make more sales from an advertisement in Harper's than from one in Leslie's." Advertising used to be checked on inquiries received, but today it is measured by sales made.

The "methods utterly unrelated to journalistic excellence" mentioned by Mr. Gruening refer to the use of premiums—hot water bottles, fountain pens, silver services and what not—to maintain circulation. A few years ago, in preparation of an address at the University of Kansas, I sent a questionnaire to a large number of advertisers in which I asked "What do you want to know about a newspaper before you use its columns?" I was surprised at the frequency of this reply, "Methods used to obtain circulation." Advertisers are not only asking "How much have you got?" but also "How did you get it?" Responsive circulation comes from journalistic excellence in spite of what Mr. Gruening says.

No answer to the question asked by Mr. Gruening is complete which does not see the situation from the viewpoint of all the principles involved in the transaction. Especially important is the viewpoint of the purchaser. I wish I had preserved a letter that Harrison Gray Otis of the *Los Angeles Times* once wrote me. In it he insisted that I impress upon students that a man gets up on a cold winter morning, goes downstairs in his pajamas, opens his front door, and snatches in his morning paper—not to find what the editor has to say, but to learn what has happened the day before.

The newspaper subscriber takes the medicine prescribed by the doctor, bitter as it may be; follows the instruction of his lawyer when he personally would prefer to follow some other course; but he does not ask the editor to do all his thinking about men and matters of moment. Years ago readers may have bought the *New York Tribune* to find out what Horace Greeley had to say, but no such condition obtains today. Newspapers have changed from organs of views to organs of news. This fact must be squarely faced in any discussion such as that given by Mr. Gruening in the *Century*.

The owner of a general store can do something more than merely market goods in his community. He may realize that he is responsible for the appearance and attractiveness of the homes in his community. In the matter of house furnishings he may seek to keep in stock those things which have artistic beauty as well as utility value. On store time he may give his employes instruction in interior decoration so that shoppers may purchase furnishings that have a harmony of design and a color scheme that will be restful to the eye. I am painting no fanciful picture, for a merchant in his store can have just as high a view of his calling as any editor in his chair. The sales talk of the merchant and the editorial comment of the newspaper may be on the same plane of service to the community.

Again the editorial writer who has a message for the people can still find an outlet for his wares even though the newspaper columns may seem closed to him. E. W. Howe wrote some great editorials for the *Atchison Globe*, but he wields a still greater influence today when, taking his editorials from the Globe, he put them in that little periodical which he publishes once a month. What E. W. Howe has done others can do. Mr. Gruening seems to have little difficulty in finding a medium for expression even though he is no longer connected with a newspaper. His case illustrates the very point that I am trying to make in this comment.

Freedom of religious worship is one thing in theory and quite another in practice. Most of us will fare better if, instead of starting a new religious denomination, we select that church whose articles of creed contain the greatest number of things with which we are in sympathy. Minor articles to which we are opposed may be overlooked because of the larger principles of the creed. In the same way, the editorial writer will usually accomplish more if, instead of trying to start some organ of his own, he will affiliate himself with a newspaper which stands for the big things he wants to advocate. For most people life is a matter of some sort of adjustment along the line indicated.

Much truth exists in what Mr. Gruening says about the hardships experienced by the newspaper man who is thrown out of a job through a change in management. But such things happen elsewhere. From my own newspaper experience I could point to similar cases in the clergy where a new bishop presided at a conference in the church, and in education where the university had a new president, and in medicine where a hospital had a new board of trustees.

In the comments made I have had no intention of entering into any debate with Mr. Gruening. I have, however, tried to call attention to some things which ought to be considered. If space permitted I should like to take up several other points, especially the assertion that "any intelligent person can learn the *technical* elements of reporting, copyreading, headwriting, and 'make-up' in a fortnight."

If that assertion be true the experienced newspaper man need not worry about his job. If he is thrown out of employment he can start a correspondence course in journalism and enroll any number of students through his guarantee to teach "all the technical elements of reporting copy reading, head-writing, and 'make-up' in two weeks." On this point, as on many others, Mr. Gruening and I disagree.

IF I had a standing head "Books Re ceived" I should list this week "Prin ciples of Merchandising" by Melvi Thomas Copeland, Ph.D., Professor o Marketing, Director of Bureau of Bus ness Research, Harvard Graduate c School of Business (A. W. Shaw Com pany).

* * *

THE advertising of the Rogers Pe Company, not only in the theatrica programs but also in the daily press, ha attracted much attention. The advertis ing department of that concern has gon through the old store scrap books an collected some representative ads to sho the early development of its advertisin into its present form. These ads, wit chats about the same, have been publishe in a pamphlet so attractive in appearanc that it escapes the wastebasket.

Daily Starts New Home

Ground has been broken for the ne 4-story home of the *Pasadena* (Cal *Star-News* on the building site at Ea Colorado street and Oakland avenue.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A Thought for National Advertisers

The Sun is read and relied upon by the more intelligent and prosperous of all classes in the world's richest community.

The advertising censorship of The Sun is such that meritorious announcements find congenial contact in its columns.

The Sun

New York City

Average net paid circulation exceeding 250,000

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of **Salt Lake City.**

The Deseret News

HE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

first!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

Over—

200,000

CIRCULATION

in less than 3 years.
—because Detroiters want it.

DETROIT TIMES

WHAT THEY ARE SAYING

SOMETHING TO REMEMBER

"REMEMBER this newspaper advertising rightly done, will increase your volume and that means less expense. Newspaper advertising will increase your turn-over, and that means profit. Newspaper advertising, backed by intelligent merchandising will frequently turn dull seasons into good ones."—Thomas H. Moore, Associate Director, Bureau of Advertising, A. N. P. A.

* * * * *

ENGLISH HOSPITALITY

"BEFORE the war we used to hear a great deal about French courtesy, but the English people now challenge other countries in this domain of national comity. * * * The English could not possibly be more affable, hospitable or uniformly polite. * * * From the practical view of the advertising and publishing business, one easily notes that the British papers and magazines are copying American methods and are improving in brightness and in artistry as a consequence. * * * No country on earth needs prohibition as much as Great Britain. The public house is worse than the old American saloon."—Homer J. Buckley, President of the Advertising Council, Chicago.

* * * * *

LOWER POSTAL RATES NEEDED

"IT is surely obvious that nothing is more desirable than that the people of each country should read the newspapers of the other, and thus be placed in a position enabling them to understand the movements in the respective nations, and to appreciate their sentiments. Nothing, indeed, could conceivably lead to better and more intimate relations than such an interchange of newspaper reading, and it is surprising that up to the present the Governments of both countries have apparently failed to recognize this fact. It is, I think high time that an agreement were come to between the two countries, for a reduction in the postage rates on newspapers, which are now really prohibitive so far as the average reader is concerned. It is almost incredible when one reflects on the negligible number of Britons and Americans who are in the existing circumstances able to read each other's newspapers."—Louis Wiley.

* * * * *

BANK ADVERTISING

"IN some respects the United States is far in advance of its English friends in the advertising field. In others, there is much we can learn to our advantage. Perhaps in no branch of business is there so great a contrast in methods as in the financial field. The English banks have traditionally opposed advertising, choosing to regard their business more as a profession and applying to it the ethical standards of other professions in regard to publicity. American bankers generally, particularly in recent years, have, on the contrary, chosen to regard banking as a business, to be properly promoted by publicity and sales methods applied successfully to other businesses. As a result, we have gone far in the development of both good-will and selling advertising for financial institutions on our side of the water whereas there has been little change in English methods since banks first became established business factors."—Francis H. Sisson, Chairman, Publicity Committee, American Bankers Association.

* * * * *

PUBLICITY DOESN'T INCREASE CRIME

"DOUBTLESS newspapers do print too much crime news. So does the Bible, in the opinion of some, and that man Bill Shakespeare, who wrote those fearful tragedies called Hamlet and Macbeth—well, he is dead, so we will not criticize him too severely. Then there was another well known Englishman, Charles Dickens, who wrote such terrible things as Oliver Twist, telling fearful stories of vile criminals. Maybe we could have his works burned or expurgated. Then that fellow called Sir Walter Scott told many bloody tales that some people say are classics, and our own Edgar Allan Poe had regular nightmares of crime reporting, and he was worse than the newspapers, because he based very little of his stuff on actual happenings. That's one thing about the newspapers—they do tell just what is going on throughout the world, whether good or bad. It is unfortunate that bad things do happen, but publicity doesn't increase them."—Marcellus E. Foster in *Houston Chronicle*.

* * * * *

NEWSPAPER FAIRNESS

"ONE ideal which we always wish to keep in mind upstairs is that of trying to be fair. We have, of course, to stand by the policies of the paper. We have to oppose public men from time to time and express ourselves as strongly as we can against measures which we disapprove, and we do not hesitate to use the ordinary weapons of debate, employing sarcasm and ridicule if the occasion warrants. But we desire to be fair to the other side, and do not want, as Lincoln said, to 'put a thorn in the bosom' of any man. One of the features of the editorial page which I prize very highly is letters sent in from the outside. We have not as much space for these as we should like. But we do like to get the views and opinions of our readers, although they may be quite contradictory to those of the paper. * * * The old idea was to shut out everything that did not agree with the policy of the paper. The reading public likes to feel that a newspaper is not confined to expressing the judgments of its editors, but wishes to open a forum for all kinds of opinion and political views."—Rollo Ogden, Editor New York Times.

* * * * *

RESPECT FOR REPORTERS

"THE old fond theory, still surviving in many a newspaper office, that it is somehow discreditable for a reporter to show any sign of education and culture, that he is most competent and laudable when his intellectual baggage most closely approaches that of a police lieutenant or a district leader—this theory will fall before the competition of novices who have been adequately trained, and have more in their heads than their mere training. Journalism, compared to the other trades of educated men, is surely not unattractive, even today. It is more amusing than the army or the cloth, and it offers a better living at the start than either medicine or the law. There is a career in it for the young man of original mind and forceful personality—a career leading to great power and even to a sort of wealth. In point of fact, it has always attracted such young men, else it would be in an even lower state than it is now. It would attract a great many more of them if public opinion within the craft were more favorable to them—if they were less harassed by the commands of superiors of no dignity, and the dislike of fellows of no sense. Every time two of them are drawn in they draw another. The problem is to keep them. That is the central problem of journalism in the United States today."—Editorial in *The American Mercury*.

An Unexcelled Agricultural State and Among the First in Manufactures

Illinois

outranks all other states in combined value of manufactured products and value of all farm property.

Illinois is a state where farm and factory seem to struggle constantly to outdo each other in the production of wealth.

Prosperous, industrious and progressive, Illinois is one of the richest markets for nationally advertised goods.

Everything from mowing machines to motor cars and furs, to fireless cookers is sought by the people of this great wealth producing territory.

Many manufacturers are using these daily newspapers advantageously in popularizing their products in this territory.

These dailies reach the homes of the people who buy. They cooperate with merchants in their cities. They produce for the local merchant and will do the same for national manufacturers if given the opportunity.

Every Successful Advertising Campaign in Illinois depends upon these Newspapers

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
†††Chicago Herald & Examiner	(M)	335,747	.55	.55
†††Chicago Herald & Examiner	(S)	1,050,949	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
***La Salle Tribune	(E)	3,162	.025	.025
***Moline Dispatch	(E)	10,569	.045	.045
***Peoria Star—(E) 29,102	(S)	21,733	.075	.06
***Rock Island Argus	(E)	10,513	.045	.045
***Sterling Gazette	(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



SEASONABLE weather!

That helps some.

The cloak and suit business in New York is reported good, buyers from all parts scrambling for goods. A cold winter is predicted. Business is reported as benig infinitely better than general expectations.

Hustle! Write letters and make calls! Advertise your wares and spread the word. Fall of 1924 is a first rate business Fall, all cyclone cellar hounds to the contrary notwithstanding.

THE best boosters for automobiles in the world are the dealers that handle "Four-wheel Brake" cars. Have your advertising man draw up a full page ad setting out the following facts, which are true, "That over 52 per cent of American built cars are equipped with 4-wheel brakes or about to announce them. That 43 of the present 80 cars have the 4-wheel brakes. That they are the one feature of safety," and at the bottom of the page run the names of the dealers with 4-wheel brake cars and the make they handle. I have worked this on 3 papers and added a full page to dull weeks of business at the top rate. It can be done easily. As this goes out I have added another page with the "Balloon Tires" as the lead.—HIL F. BEST, *San Luis Obispo* (Cal.) *Herald-Telegram.*

In almost any section of your city there are three or four milk wagons covering every street. These wagons are, of course, operated by different companies, and are, therefore, in competition with each other. It should be possible, then, to divide the city up into different sections according to their geographical locations or according to the ways in which they are designated by folks and you could then run a page one week devoted to one section and on which would appear the ads of all the milk companies going to that section and another page another week devoted to the milk companies serving it and so on. As a general thing milk companies do not like to advertise, but this plan would make them.—FRANK H. WILLIAMS, Santa Ana, Cal.

More advertising from the bakers in this cool weather! Hot baked foods sell great. People are glad to buy rolls, biscuits and warm them up for dinner. Go after the bakers in your town for extra advertising at this time. Show them a layout with an illustration. They'll gladly tell you to run several ads.—R. JOHN GIBLER, 2100 Pine St., St. Louis, Mo.

"What I saw and heard about town" is the caption a local paper uses in establishing a full page ad. The make-up consisting of a little bit of gossip about a little bit of everything. These little stories in the form of advertisements may contain the very news your local people are looking for.—W. J. ARNDT.

Look alive! Football season is an ideal time to link up many clever pages of advertising. One progressive paper ran a page before every game under the caption, "Beat (name of visiting team), (name of local team)." Everybody stands ready to boost their home athletic teams, and are disappointed when they lose. It ought to be easy to induce merchants to encourage their home teams by backing them up in this manner.—GEORGE C. MARCLEY, *Ogdensburg* (N. Y.) *Republican-Journal.*

A large furniture store has been publishing a series of advertisements featuring furniture it has sold to well-known people and illustrating the copy by actual photographs of the suites in the customers' homes. Occasionally a sketch of the interior of the home is used as a backgroun dfor the illustration. Advertisements of this character establish prestige for the merchandise and create a desire in others to possess equally fine home furnishings.—H. H. HUDSON, *Cleveland Press.*

An article which could be followed up with some advertising copy from jewelers would be one relating what effect temperature has upon watches. Temperatures above 90 and below 30 thins or thickens the fish oil used to lubricate the time pieces, causing a corresponding loss or gain in time. A cleaning of the watch occasionally is necessary to keep the time changes to a minimum, with the coming of colder weather, it would be well for jewelers to inform watch owners of the need for overhauling their tickers.—A. C. REGLI, Eau Claire, Wis.

At this time of the year it would be appropriate and timely to get up a page of ads of concerns handling heaters for automobiles. People who are content with open cars in the warm months of the year always feel the need of having heat in the car in the late fall and winter months, so such advertisements would have a wide appeal and get good responses.—FRANK H. WILLAMS, Santa Ana, Cal.

The writer has a hunch that it would be a paying proposition for newspaper advertising solicitors to play up the "Dress Well and Succeed" idea in soliciting ads from the local retail men's clothiers. With the advent of fall the "Dress Well and Succeed" campaign endorsed by the National Association of Retail Clothiers last spring, is being run more and more in newspaper advertising. Hat stores and men's clothing stores are using it, and, yes, even the laundries. There is a big idea behind the slogan, and now is the time for ad men to secure copy from it.—A. W. ROE, New Orleans, La.

A mid-western newspaper believes it has solved its "return" problem by setting a maximum for each dealer and sub-station on which returns are taken. Any number over that amount are ordered at the dealers own risk. The plan has worked out very nicely, the dealers operating on a more conservative basis, yet watching sales so as to be able to handle all of the regular customers.—B. A. T.

Scenario School Cited for Fraud

The United States Post Office Department has recommended the issuance of a fraud order against the Bristol Photoplay Studios, of New York City, charging them with using the mails to defraud. The advertisement of this organization carried in photoplay and moving picture magazines, and other journals, have for many years held out amazing offers both for ideas and complete scenarios. It was claimed by the organization that some who were writing for them were receiving as high as $200,000 a year. Applicants desiring to submit manuscripts were required to send along a service fee, which was to be returned if the scenario was not accepted.

Spokane Ad Man Honored

Frank Zeorlin, manager of Spokane Ad Club, has been presented with a medal of the republic of France in appreciation of the service he rendered in arranging a trip to Paris of a number of newspaper men and advertising men attending the London advertising convention this summer.

News Writers at Legion Meet

Correspondents who covered the recent convention of the American Legion in St. Paul included Morrow Krum, *Chicago Tribune;* H. L. Polland, *Chicago Herald and Examiner;* Eugene E. Morgan, *Chicago Daily News;* Robert D. Mark, *Memphis* (Tenn.) *News Scimitar;* George Noble, *Boston Globe;* E. A. Moreno, *Houston* (Tex.) *Post Dispatch;* L. C. Francis, *Oakland* (Cal.) *Advance;* G. E. Purl, *Dallas* (Tex.) *News;* C. O. Powers, *Ames* (Iowa) *Tribune.*

N. Y. Men On Up-State Assignment

New York City newspaper men covering the Democratic and Republican state conventions at Syracuse and Rochester respectively this week included: (Rochester) Alfred Pierce, *Sun;* George D. Morris, *Telegram and Mail;* B. Berman, *Evening Graphic;* A. Leonard Smith, *Evening Post;* (Syracuse) George Van Slyke, *Sun;* James L. Durkin, *Telegram and Mail;* J. Cohn, *Evening Graphic;* Hans Adamson, *Evening Post.*

FEATURE FILLER PAGES

"Edited and Illustrated to Perfection"

—MAKE-UP—
7 or 8 Columns—20" or 21"
THE WORLD COLOR PTG. CO.
R. S. Grable, Pres.
Est. 1900 St. Louis, Mo.

Our Features:
Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

again
ON THE
San Francisco Chronicle
Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.
HOLLISTER
CIRCULATION ORGANIZATION
717-718 COML EXCHANGE BLDG.
LOS ANGELES, CAL.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

let your readers laugh with
WEBER and FIELDS
These internationally famous comedians are now delighting the reading public with their weekly feature—"Humorous Comments on Timely Topics." Brand new topics treated in the good old style which no one else has been able to duplicate. A tremendous drawing card for your paper.
Write or wire for copy
Readers' Syndicate, Inc.
799 Broadway New York City

THERE is only one newspaper that is representative of the entire Dallas territory, and that is The News
The Dallas Morning News
Supreme in Texas

Mr. Publisher or Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

ALL IN THE DAY'S WORK

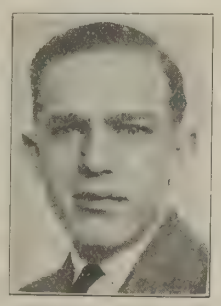
Drawn Exclusively for EDITOR & PUBLISHER

By CARL MEYER

A Cartoonist's Life Is a Nervous Existence



CARL MEYER, cartoonist for the *New York Evening Journal* began newspaper work rushing copy in the art department of the *New York Herald.* During the year he spent in his work. he studied drawing on the side.



CARL MEYER

The outcome of his study was a job on the old *New York Press* as illustrator.

"The pay jumped with the jump," Meyer says, "and so did the editor when he saw the first picture and I jumped out.

"Spent the next year studying art and drew 'Sidewalks of New York'—then went with the American Press Association as an illustrator.

"From there, I drifted into the animated cartoon game and worked up to the managership of the Gaumont Film company cartoon department when the war broke out.

"Joined the navy and received orders to take charge of art work of the *Newport Recruit,* which I did until mustered out in 1919.

"Spent the next six months leaning against 'Help Wanted' columns—then went to Bray studios where Max Fleischer after a quick glance at the holes in my elbows and knees offered me $20.00 per week.

"I grabbed this in desperation but at the first opportunity jumped to the International to animate 'Tad's' Indoor Sports for the screen."

In 1922, Meyer joined the *New York Evening Journal,* doing sport cartoons. He is now drawing political cartoons for the Brooklyn section of the Journal.

$100,000 LIBEL SUIT FILED

Washington Herald's Bergdoll Stories Basis for Hotel Man's Action

Owen D. Sherley, proprietor of the Vivian Hotel, Hagerstown, Md., has filed suit for $100,000 in the Washington courts against the *Washington Herald,* alleging libel.

The suit is the outcome of a series of stories carried by the Herald during the alleged discovery of "Bergdoll gold" in the mountains near Brownsville, Washington county, Maryland, at which time, Sherley claims, the Herald used statements attributed to him which he declares he never gave and which, he claims, damaged him. Sherley is the proprietor of the hotel at which Grover Cleveland Bergdoll stayed in Hagerstown under an assumed name while officers were searching for him.

Cairo Bulletin Resumes Publication

The *Cairo* (Ill.) *Bulletin,* for more than 56 years one of the leading dailies in southern Illinois, which suspended recently resumed publication Sunday, September 21, with Thomas W. Williams as editor and Clyde Sullivan business manager.

Texas Publisher Dies

Charles W. Kent, 52, president and business manager of the Enterprise Publishing Company, publishers of the *Waxahachie* (Tex.) *Daily Light and Weekly Enterprise,* died at his home in Waxahachie recently. He had been in the newspaper business at Waxahachie for 30 years.

Radio Writers' Banquet

About 150 Eastern radio writers and editors, comprising Radio Writers League, held their first banquet here this week. There were no speeches.

Among the 2785 Industrial Establishments in

West Virginia

Are Found the

Largest stogie factory in the world;
Largest axe factory in the world;
Largest sheet glass factory in the world;
Largest sanitary pottery in the U. S.

For its size, West Virginia is the richest area of natural resources in the world. It has power from the mines and waterways and transportation by river and rail.

This state is utilizing its own resources and sending its mineral and forest products to other states and furnishing them with power at the same time.

West Virginia workers are paid good wages and, for the most part, have steady work.

West Virginia has the largest number of home owners per capita of any state in the Union.

Here is an ideal field for advertisers. For a little money spent, you will be a BIG advertiser in this state.

Familiarity with the local papers listed below will bring conviction that they are the media to use, to advertise successfully in West Virginia.

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
Telegraph	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.06
***Gazette	(S)	24,932	.07
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Huntington			
***Advertiser	(E)	11,176	.04
***Herald-Dispatch	(M)	13,750	.04
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Morgantown			
Post	(E)	5,085	.025
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03

***A. B. C. Statement, April 1, 1924.

PUBLISHERS TO REPEAT "BOOST IOWA" DRIVE

Vote Second Year Appropriation of $20,000 to Advertise State at Des Moines Meet—23 Dailies Represented

DES MOINES, Ia., Sept. 22.—The first year of Iowa publishers' "Boost Iowa" campaign has been so successful and so full of promise of even greater results that the group of newspapers which launched the movement last week at a meeting in Des Moines, voted unanimously to continue the campaign as in the past year, raising another $20,000 fund for the purpose. Robert R. O'Brien of the *Council Bluffs Nonpareil,* who headed the committee, is again chairman and the same members will serve. Thirty-two papers supported the plan, and twenty-three publishers at the meeting voiced their approval so heartily that it is certain that the entire group will be enrolled in the new lineup.

Exploitation of Iowa as a market for national advertised merchandise and as an asset in promoting prosperity of the state was purpose of the campaign and has proved out excellently. The general committee includes Lafayette Young, Jr., *Des Moines Capital;* Harry T. Watts, *Des Moines Register and Tribune;* J. F. D. Aue, *Burlington Hawk-Eye;* Eugene Kelly, *Sioux City Tribune;* Frank D. Throop, *Davenport Democrat;* and George Thayer, *Marshalltown Times-Republican.*

Present at the session were: J. F. D. Aue, *Burlington Hawk-Eye,* president of the Daily Publishers Association; Frank D. Throop, *Davenport Democrat;* John E. Stewart, *Des Moines Capital;* Lafayette Young, Jr., *Des Moines Capital;* B. Ridley, *Des Moines Capital;* Anton Jepperson *Mason City Globe-Gazette;* W. T. Armbuster, *Oelwein Daily Register;* J. V. Stonebraker, *Webster City Daily Freeman-Journal;* J. L. Powers, Jr., *Ames Tribune;* Gardner Cowles, *Des Moines Register and Tribune;* G. W. Whitehead, *Newton News;* Harry T. Watts, *Des Moines Register and Tribune;* W. S. Merryman, *Fort Dodge Messenger;* T. W. LeQuatte, W. P. Round and W. C. Taylor, Potts-Turnbull Company; E. G. Carey, *Waterloo Evening Courier;;* F. J. McLaughlin, *Dubuque Telegraph-Herald;* J. M. Beck, *Centerville Iowegian and Citizen;* Orville Elder, *Washington Journal;* W. J. Schaefle, *Dubuque Times-Journal;* Phil Hoffman, *Oskaloosa Herald;* R. R. O'Brien, *Council Bluffs Nonpareil;* J. Rhodes, *Newton News;* E. A. Chappell, *Iowa City Press-Citizen;* Will Muse, *Mason City Globe-Gazette;* L. R. Fairall, Fairall & Battenfield Agency, Des Moines; George F. Thayer, *Marshalltown Times-Republican* and Sam Carroll, *Keokuk Gate City.*

AD-TIPS

Alexander Advertising Agency, 327 S. La Salle street, Chicago. Distributing copy to a general list of newspapers on the Mantle Lamp Company.

N. W. Ayer, 308 Chestnut street, Philadelphia. Schedules are being issued to a general list of newspapers on Kellogg Food Company (All Bran).

George Batten Company, Inc., 383 Madison avenue, New York. Placing account of the McCallum Hosiery Company, Northampton, Mass., manufacturers of silk hosiery.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Placing copy in selected cities for account of Norman Mayer & Company of New Orleans and Gallup, Incorporated, of New Orleans, Louisiana and Houston, Texas.

Blackette Sample-McFarland, Inc., 58 E. Washington street, Chicago. Contracts on the Kleero (Van Ess Laboratories.) are going out to a general list of newspapers.

California Olive Association, Higgins Building, Los Angeles. Will undertake an advertising campaign in behalf of California ripe olives in the spring of 1925.

Cramer Krasselt Company, 354 Milwaukee street, Milwaukee. A number of the smaller eastern cities are receiving contracts on the A. B. Stove Company, Battle Creek, Michigan.

George L. Dyer Company, 76 W. Monroe street, Chicago. New England and Ohio papers are to receive special copy on Pettijohn's.

Erwin, Wasey & Company, 844 Rush street, Chicago. Special copy on Quaker Macaroni is being issued to Iowa papers.

Paul A. Florian, Jr., Peoples Gas Building, Chicago. Now handling account of Albert Pick & Company, Chicago, manufacturers of hotel, restaurant and institutional supplies.

Green, Fulton, Cunningham Company, 28 E. Jackson boulevard, Chicago. Preparing a general list on Nash Motors.

Albert P. Hill Company, Inc., 233 Oliver street, Pittsburgh. Placing account of the Republic Metalware Company, Buffalo, manufacturers of "Savory" kitchen specialists.

Martin V. Kelley Company, Inc., 19 West 44th street, New York. Will place account of the Fisk Tire Company, Inc., Chicopee Falls, Mass.

LaPorte & Austin, Inc., 21 East 40th St., New York. Placing account of J. & J. Cash, Inc., South Norwalk, Conn., manufacturers "Woven Name Tapes."

Lord & Thomas, 400 N. Michigan avenue, Chicago. A list has been prepared on the Brunswick, Balke Company, Chicago, on combination copy of radio, phonograph, and records, to start the latter part of September. Several cities have been selected for the advertising of S. Karpen (furniture) to run on Sunday, October 5. Extensive advertising is expected later on Studebaker.

Fred A. Robbins, Inc., 360 N. Michigan avenue, Chicago. Orders are being issued to a limited list of papers on Burgess Battery.

Sidener-Van Riper Advertising Company, Merchants Bank Building, Indianapolis. Placing account of the Royal Easy Chair Corporation, Sturgis, Mich., manufacturers of "Royal Easy" chairs and "Royal Easy Bed-Davenports with the Boxspring Guest Bed."

J. Walter Thompson Company, 410 N. Michigan avenue, Chicago. A general list is being prepared on Libby, McNeil & Libby, Chicago.

Resort Launches $60,000 Campaign

An advertising fund of $60,000 has been placed with the Conway-Manning Advertising Company of Kansas City by the Crazy Wells Water Company of Mineral Wells, Tex., to exploit the wells of this company, and the town of Mineral Wells as a health resort. The campaign will be national in scope. An intensive campaign in 10 Texas dailies has already been launched.

Amsterdam Recorder Improves Plant

Amsterdam (N. Y.) *Recorder* has completed remodelling and improving its plant. Editorial and advertising offices have been rearranged and refurnished. A complete pneumatic tube system connecting the departments and a new Duplex tubular press have been installed.

N. Y. Sun Issues Auto Booklet

The research department of the *New York Sun,* of which George Benneyan is manager, has prepared a booklet entitled, "Selling Automobiles in New York City." Sales opportunities New York offers to manufacturers and distributors of automotive products are emphasized.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

For Sale.
Model E Duplex flatbed. New; eight pages; motor and all extra equipment, including sixteen narrow margin chases, and double truck chase. Best and fastest Duplex flatbed ever made. Ideal for big weekly or small town daily. Delivery in ninety days. Price right. The Sun, Spartanburg, S. C.

For Sale.
24-page Goss straight-line web press, three deck, length of paper page 21½ inches, 8 columns 12 ems wide, with complete stereotype equipment, all with motors, 3 phase alternating current. In shape for high grade newspaper work. Immediate shipment. Our No. 527. Baker Sales Company, 200 Fifth Ave., New York.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

World Series Games on Your Front Window.
Practical directions for making simple equipment from handy materials, $5; with necessary printed forms $15. Tells everything crowd wants to know at sight. J. H. McKeever, Aberdeen, S. D.

For Sale
One Double Steam Table and steam generator, Duplex. First-class condition. Bargain. Address Box B-789, Editor & Publisher.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Used Newspaper Presses

Scott 24-page press,
prints 4 to 12 pages 24000 and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press
with two tapeless folders, now printing Chattanooga Times, length page 22¾ inches, 8 columns to page.

Available for Early Delivery

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
NEW YORK TIMES
New York, N. Y.
We refer you to them for their opinion
CLINE ELECTRIC MANF'G. CO. CHICAGO — QUALITY NAME SERVICE FAME — CLINE WESTINGHOUSE
MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

Stereotype Chases
Our Electric-Welded Steel Stereotype Chases are guaranteed for strength and accuracy.
Plain chases converted for Autoplate Casting or made larger or smaller.
All kinds of chase alterations and repairs.
Write for prices.
American Steel Chase Co.
122 Centre St.
New York

The Quickest and Best Casting Unit
Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.
If It's a Hoe, It's the Best

R. HOE & CO.
504-520 GRAND STREET, NEW YORK CITY
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis, Minn.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising or Business Manager
or both desires good connection. 16 years' experience, best references, good habits, married. Address T. R. Van Durmur, 236 Blaine Ave., Marion, Ohio.

Advertising Manager—$3120.
Young, married, employed, invites correspondence from dailies in cities of 15,000 or over. Recommendations based on successful experience with metropolitan and medium size dailies available. Hard or undeveloped fields a specialty. Can also handle business end. Box B-853, Editor & Publisher.

Adveritsing Man—
(Not a space peddler) newspaper, trade paper and agency experience, as outside solicitor and office executive. An advertising salesman that can sell, develop and intelligently handle new and running accounts, both local and national. Now open for newspaper or trade paper connection. Box B-850, Editor & Publisher.

Advertising Manager.
Not merely a high-class successful display manager, but also one of the best known in classified. Will take full responsibility of both. A grand investment for a paper that can afford a good manager. Try a change of pace on your advertisers. Now employed. Write Box B-858, Editor & Publisher.

Business Executive.
Comptroller, executive accountant, credit manager. Highly rated ability in costs and analysis. Ten years one metropolitan publication. Now manager large transportation company. Age 38. Accustomed to salary of $5,000.00 or better. B-833, Editor & Publisher.

Capable Advertising Man
with vision, ideas, sales ability. Large city daily training; valuable small city daily executive experience. West preferred; not essential. First-class copywriter, layout and service man. Married, 37, now employed. Box B-855, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, advertising art layouts, desires change where there's a future if he works for it. B-840, Editor & Publisher.

Classified Manager.
A man, thoroughly developed in this most vital form of advertising, seeks a change. He has the touch of life to give some big paper's classified department—the ideas and ability to carry them through to that paper's readers and advertisers. Builds business by contracts, not stunts; service, not promises. Strong papers write Box B-859, Editor & Publisher.

Classified Advertising Manager
experienced in department reorganization, management, promotion and solicitation. Five years' classified experience. A man with an unusual record of results. A business-getter and a business-builder, capable of taking full charge. Have university training and have had experience with an organization of Publisher's Counsellor on Classified Advertising. Am a student of business and merchandising. Have a system of collections that has been tried and proven good. Am open for a permanent connection with a Publisher who realizes the real value of want-ads, and who will appreciate my ability to accomplish results. Very best of references. Address B-856, Editor & Publisher.

Circulation Manager.
15 years' experience morning, evening and Sunday papers, at liberty now. Box B-842, Editor & Publisher.

Circulation Man.
Young man, 36, with 2 years' experience in circulation work desires to connect with some live newspaper or magazine. At present employed as branch manager of the fastest growing daily in the New England States. A-1 references, and full details of qualifications and past record furnished by addressing. B-854, Editor & Publisher.

Circulation Manager.
Desire connection in city of 100,000. Class expert in all departments of circulation; promotion specialist. Not an experiment, not a flash. One paper 9,000 to 176,000 in one year; re-organized as expert country circulation of two papers over 100,000. Age 26, married, bachelor of laws. Seeking right opportunity, not high salary. Carson Hollingsworth, General Delivery, Lansing, Michigan.

Publicity Writer
with captain of industry last four years; 25; editorial work, make-up, etc. Successful record, highest references. Desire New York connection. Box B-864, Editor & Publisher.

Situations Wanted

Circulation Manager.
Mr. Publisher, one of the outstanding circulation managers of this country will be at leisure January 1st. Maybe you need this man. He is an executive with a record, quick to diagnose your circulation illness, knows the remedy and how to apply it. His practical experience covers many years with morning, evening and Sunday newspapers in large and medium size cities. He is neither old or young, but too big a man for his present position. He put on over 6000 new subscribers during the past four months for the paper he is now with. You are taking no chance with this man and you can get him on contract for a fair salary and bonus for cash paid increases. Write him for references, appointment and details. Address "Executive Circulation Manager," Box B-851, care Editor & Publisher. P. S.—Your inquiries will be treated with the strictest confidence.

City Editor.
Will come on trial to any part of United States in capacity of city or managing editor. Guarantee results from minimum number of reporters. Now city editor on newspaper with 25,000 circulation in city of 100,000. Know news, can write news and direct gathering of news. Prefer southern city. Will consider others. Salary can be arranged. Am now single, 29, and of good address. Can give references of present and past employers if desired. Invite negotiations. Box B-863, Editor & Publisher.

Copy Editor.
Dependable, adaptable; writes interesting articles; reporter (stenographic); read proof. Box B-852, Editor & Publisher.

Desk Man.
What desk have you open? Thoroughly trained editorial department man; experienced on news, telegraph and city desk and as head of universal desk; rapid and accurate; considered A1 "make up" editor. Thirty-four, married and temperate. Employed, but available on reasonable notice. B-849, Editor & Publisher.

Dramatic Editor
and reviewer. Experienced New York City daily. Understand all branches of theatricals, including motion pictures. Capable of handling both desks. Best of references. Want to leave New York. Available on short notice. Address B-812, Editor & Publisher.

Editor.
Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editor, Managing Editor, Feature Writer.
Years of experience in the editorial departments of several newspapers, including two of best known in country, have equipped me eminently for any of above places. No advancement here probable in near future. Have contributed to several magazines and seek permanent place only. Age 33, college education, married. South preferred, but will go anywhere. B-857, Editor & Publisher.

Farm Paper Editor.
Many farm papers in the United States have large circulations but there is not only room but a crying need for a better farmer's journal that will be a real help. I have planned one along new lines that will appeal to every farmer anxious to make his farm a success and one that should attract substantial advertising support. I want to edit such a paper. I can convince a responsible publisher that I have the right combination of experience and training—agricultural, business, and journalistic—to make it a success. I want a responsible publisher to examine my idea, and if approved put his presses and business facilities behind it. Box B-839, Editor & Publisher.

Illustrator.
An all-round metropolitan trained Newspaper illustrator, 14 years' experience. Versed in creative work and mechanics of engraving. Good man for either or both advertising or editorial. Always employed. Reasonable notice. Box B-865, care Editor & Publisher.

Situations Wanted

Linotype Machinist-Operator,
15 years' experience, news, ads or job. East preferred. Married. H. B. Palmer, 315 Reily St., Harrisburg, Pa

News Executive.
Copy desk dealer, news and makeup editor, news bureau manager, now employed, wants something better; plenty of experience; enough ability to get by on any assignment; member Rotary and Association of Army; single going thirty; worthy of responsible position and willing to work for it; small town product with city training; write or wire offer. M. Marshall, 418 Lissner Building, Los Angeles, Cal.

Reporter.
Thoroughly experienced, wants position with future in town from 20,000 up. Experience both in small town and big city. Can take any kind of assignment and desk job. Steady man. B-846, Editor & Publisher.

Sports Editor,
12 years same New York City newspaper. Familiar all branches of sport. Good desk man. 32, married, temperate. Highest references. Reasnoable salary. Will go anywhere. Address Box B-811, Editor & Publisher.

Sports Editor
on Eastern paper would like to locate Mid-West state. Can handle sports, write daily column, read copy, make up own page. Experienced man. Please mention terms. Box B-861. Editor & Publisher.

Stereotype Foreman.
20 years' experience, desires charge of any size plant, experienced on Dry Mats. Thoroughly competent, reliable, married, union, best of references. Box B-838, Editor & Publisher.

Subscription Solicitor.
Now employed on evening daily near Chicago. Have own car and able to get business either city or rural route. Salary $40.00 per week, available at once. Prefer Southern or South Central States. Wire or write L. C. Danley, Pingree Grove, Ill.

HELP WANTED

Advertising.
Wanted experienced newspaper display advertising solicitor; opportunity to connect with one of the fastest-growing newspapers in metropolitan zone; salary basis; state record in detail. B-848, Editor & Publisher.

Editorial Writer.
Experienced man for morning daily middle west city half million population. Should have wide knowledge, familiarity and experience concerning territory in the western watershed of the Mississippi and nose for national politics. Full confidential letter requested; to be followed by interview in Chicago October fourth and fifth. Address Editor, Room 1800, 28 East Jackson Boulevard, Chicago.

Experienced Circulation Manager.
Several desirable openings as managers of local branch offices have recently been created through a further expansion of our large national circulation organization offering excellent opportunities to experienced, ambitious newspaper circulation managers seeking to go forward. We can place several men who have had experience in hiring and training canvassers. Must be over 30 years of age and have had at least five years' experience either as circulation manager or assistant circulation manager in charge of a daily newspaper canvassing organization. A large number of former newspaper circulation managers who found themselves in a rut with no future have been placed in the past five years and made good. Earning possibilities range from $2,600 to $5,000 and over per year. In answering please give full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director. Butterick Publishing Company, Butterick Bldg., New York City.

Sales Appraisals

NEWSPAPER PROPERTIES

PALMER, DEWITT & PALMER 350 Madison Ave., New York.

Pacific Coast Representative
M. C. MOORE 515 Canon Drive
Beverly Hills, Calif.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and lay-outs? If you have newspaper experience in this line and are ready for new connection at around $40-50 we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Help Wanted

Wanted.
An experienced young or middle aged man in the editorial department of a 25,000 population city daily in western New York. Reference required. Address "Western", Box B-862, care Editor & Publisher.

Wanted—
A good solicitor on daily newspapers. Must be well acquainted among agencies and advertisers. Must be a good producer and help out in correspondence. A member of Masonic order; reliable, honest and trustworthy. Send letter to Box B-860. Editor & Publisher.

BUSINESS OPPORTUNITIES

Best Newspaper Buy in Florida
is offered in one of the most talked of towns in State. No competition. Official paper for both city and county. Net cash profits last year 34%. This year over one-third greater with no extra effort. Opportunity of lifetime for experienced, aggressive newspaper man. Price, twenty thousand, cash. No terms. Need of money only reason for selling. For full particulars send bank references to Box B-847, Editor & Publisher.

Have You $75.000?
If you have, I can offer you a **big bargain;** evening paper, exclusive field, modern plant, good circulation, earning big dividends. Don't answer this "ad" unless you have the money. Particulars will not be furnished unless I am satisfied that you are in a position to buy. J. B. Shale, Times Building, New York.

BOOKS, ETC.

Editors.
Editors interested in government ownership are requested to send for free leaflets giving story of navy yard wages' claims. A record of inefficiency and indifference to wages found due by United States Court of Claims. As attorney acting without charge for old men and women, I appeal to editors with good red Amreican blood, please send for the leaflets. George Hiram Mann, 80 Wall St., New York.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

WITH the school term just opened, city editors in the smaller cities might find the *Alliance* (O.) *Review's* plan for a school page valuable. Once a week we run a school page carrying news written by a school pupil correspondent in each building. To stir interest, we print the name of the "editor" in each building and pay a dollar a week to the writer of the newsiest and best-written letter. It works and helps to make a newsy school page with little financial outlay.—P. C. Reed, *Alliance* (O.) *Review.*

With the hunting season on in full swing interviews with game wardens and sportsmen on the observance of the law, both from the standpoint of the warden and sportsman would go good. Certain spots where good hunting is to be had and open seasons will be appreciated by nimrods. In Dubuque county there are 2,000 hunters. Stories on hunting are greatly appreciated.—L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

Next to the weather, "How much coal do you use?" is about the best and most discussed question during the colder months. Take the hint therefore and obtain suggestions from fuel experts as to the proper methods of firing a furnace; results from various kinds and grades of fuel, etc.—B. A. T.

In a column entitled "Other People's Money" the *Montreal Daily Star* runs a host of interesting paragraphs whose subjects all pertain to large estates left, and the wills of millionaires and near-millionaires probated, with a biographical word or two anent the testator, or heirs. —C. M. Littlejohn, Washington, D. C.

Where is the worst automobile road in your county? Ask your readers to send in short letters giving their opinions about the matter and telling why the road is so bad. Ask them to do this so as to get a line of where the bad roads are so that they can be fixed up as quickly as possibly.—Frank H. Williams, Santa Ana, California.

With the opening of the public schools everywhere, there are many new teachers in every town. To hundreds of new pupils, the older teachers are new as well. Naturally, all parents of school children are interested in those who are in charge of those children during school hours. For this reason, a "Who's Who" of the public school faculty will prove an interesting feature for many newspapers. Paul C. Rankin, *Lawrence* (Kan.) *Journal-World.*

Bob-haired girls here are rushing to the hairdressers for puffs and false curls. Tiring of the bob style, they are trying to conceal it. Hairdressers, because they have less waving and shampooing, etc., to do when hair is bobbed, are seeking to discard the style. But barbers, who benefit by haircuts, are boosting it. What is the situation in your community?—John H. A. Kelly, Norristown, Pa.

"Boy Scout Notes, by A. Tenderfoot," is the head we use above a column of items written by a 12-year old Boy Scout. Jimmie, who is paid regular correspondent's rates, writes up all the news about the Scouts picnics, regular meetings, swimming parties, ball games, hikes, names of new members, advances in rank, and personals about the Boy Scouts and Scoutmasters. A diary of a ten-day camping trip was one of the best features of the column last summer. In order to keep the news fresh, and to preserve the originality of the youthful writer, we do very little editing of the copy. The column has proved popular with the younger readers of the paper, as well as with the grown-ups.—Jo Hemphill, Manhattan, Kan.

Get your telegraph editor into the habit of notifying the advertising department in case of serious storms, fire and other catastrophes, or any other news that might be used as a leader in drawing spot advertising from firms that ordinarily don't advertise. With a little co-operation, you will find considerable extra space being sold.—B. A. T.

"Do you know your fellow townsmen?" This is the caption of a feature appearing weekly in the *Trenton* (N. J.) *Sunday Times-Advertiser.* On page two are shown pictures of local residents whose photos have been recently published. These pictures are numbered, and on page four the names and a line or two of information about the persons is published. This feature has attracted considerable interest and is looked for regularly.—Ralph C. Edgar, Trenton, N. J.

Toledo Agency Has Conklin Account

September 22, 1924.

To Editor & Publisher: You printed a notice some time ago stating that this agency was placing advertising for the Parker Pen Manufacturing Company. This notice, of course, was widely read and a great many people are making solicitation of one kind or another predicated upon that information.

We are not placing anything for the well known Parker Pen Company or any other pen company except the Conklin Pen Manufacturing Company.

The Conklin Pen Manufacturing Company has placed quite an extensive schedule in newspapers in 50 selected cities and has scheduled both magazine and newspaper advertising in the remaining period of 1924.

We are not asking for a formal correction of this but it might save your many and loyal readers a little inconvenience if it were known that our pen account is the Conklin Pen in which we take more pride than if it were any other.

Sterling Beeson,
Myers-Beeson-Golden, Inc.

Press Club Men Honored

National Press Club Post of the American Legion captured within a week the highest offices in two World War Veterans' organizations,—the Legion and the Fidac,—the latter an international organization of Veterans. Colonel James A. Drain, of Washington, formerly editor of *The Arms and the Man,* a military service publication and director of the *American Legion Weekly,* was chosen National Commander of the Legion at the St. Paul convention, and Colonel Thomas W. Miller, Alien Property Custodian, was named head of the Fidac. Captain Paul J. McGahan, of the Washington Bureau of the *Philadelphia Inquirer,* also a member of the Press Club Post, was re-elected national historian of the "Forty and Eight," a social organization of the Legion membership. Both Colonel Drain and Captain McGahan are past commanders of the District of Columbia Department of the Legion.

News Men Return With Davis

Newspaper men who accompanied John W. Davis, Democratic Presidential candidate on his Western speaking trip, returned with him to New York this week. They are: James A. Hagerty, *New York Times;* Grafton Wilcox, *New York Herald Tribune;* Donald Ewing, Chicago *Tribune;* Ulrich Bell, *Louisville Courier-Journal;* J. Fred Essary, *Baltimore Sun;* Joseph Smith, *Atlanta Journal;* Charles N. Wheeler, *Chicago Herald and Examiner;* Frank Hopkins, *New York World;* Charles Ross, *St. Louis Globe-Democrat;* Theodore Huntley, *Pittsburgh Post;* Fraser Edwards, United Press Associations; William K. Hutcheson, International News Service; Sears Taylor, Universal Service; and James L. West, Associated Press.

Alabama Editors Get Clubhouse

An option has been obtained by the Alabama Press Association on the property belonging to the Larson Hotel at Fairhope, Ala., with a view to making the hotel the permanent outing club of the association. The building is on a bluff facing Mobile Bay, has 16 sleeping rooms with baths and additional space is available for sleeping quarters for 100 people.

Libel Suit Follows Investigation

Jacob Reichle of the Lincoln Dairy Company has instituted damage suit for $20,000 against the *Lincoln* (Ill.) *Evening Courier* alleging libel in statements made connecting the Lincoln Dairy with a recent milk investigation. A similar suit was filed recently against the *Lincoln Evening Star.*

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. **John T. Flynn's Daily Business Reviews** deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 West 39th Street, N. Y. C.

More Evidence Regarding Metropolitan Weekly Short Fiction

Angus Perkerson, Sunday Editor Atlanta Journal, writes: "Ideal for Newspaper use."

Why don't you get the benefit of this fiction too?

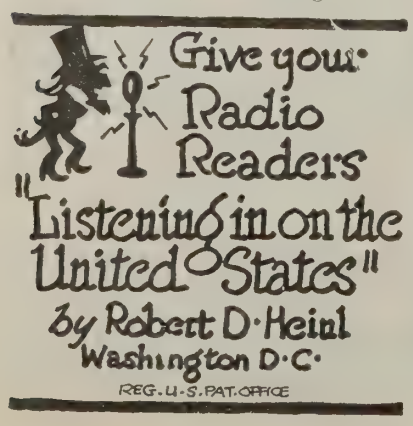
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen'l Manager,
150 Nassau Street, New York City

"A Day In Court"
is the title of
A NEW FEATURE
by
RICHARD SELDEN HARVEY

Recent decisions of Supreme Courts That Bear on Everyday Life Told in Brief Narrative Form and Non-Technical Language

An Informative, Authentic, Popular Daily Service

Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City



NFA NFA

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NFA NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO NFA

Thomas W. **Briggs Company**
Memphis, - Tenn.

Originators of the *Permanent* Weekly Business Review Page

Look us up in Dun or Bradstreets

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Limitless Development Increases Demand in

Southern States

THE development of the South has reached a point which insures stability to the national manufacturer and advertiser, yet the known natural resources of the section are so abundant that a much greater development is in prospect.

The Southern States possess 23 per cent of the country's total standing timber. Last year approximately one-half of the lumber produced in the country came from the South.

About 55 per cent of the nation's oil resources is in Southern States. Last year the South produced 362,000,000 barrels of petroleum, nearly half of the production of the entire country.

Industrial development is steadily going on throughout the South, not only the expansion of old established lines but the creation of new enterprises which in turn beget the establishment of still further manufacturing interests.

The South's mining industry is of vast importance. Of 82 mineral products of the United States listed by the government in 1921, the South produced 61, and for 34 of these products the leading or next to the leading producing State is in the South.

The South, with its raw materials, climatic, and fuel advantages, coupled with its growing population of skilled labor, is in a position to continue a steady industrial growth covering a wide range of production.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
FLORIDA			
***Daytona Daily News (ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville..(M&S)	39,226	.09(.108)	.09(.108)
***Miami Herald (M)	19,492	.06	.06
***Miami Herald (S)	23,404	.07	.07
***Orlando Sentinel (M&S)	5,965	.035	.035
†††St. Petersburg Independent (E)	7,236	.03	.03
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	25,651	.07(.088)	.06(.078)
GEORGIA			
***Augusta Herald (E)	16,024	.05	.05
***Augusta Herald (S)	16,562	.05	.05
***Macon Telegraph (M)	23,878	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M) 19,882..(S)	21,880	.06(.078)	.06(.078)
KENTUCKY			
***Lexington Leader (E)	18,432	.06	.06
***Lexington Leader (S)	18,538	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
***Asheville Times (E)	7,096	.04	.04
***Asheville Citizen (M)	10,277	.055	.055
***Asheville Citizen (S)	11,009	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
***Raleigh News and Observer (M)	27,984	.06	.06
***Raleigh News and Observer (S)	32,372	.06	.06
***Winston-Salem Sentinel (E)	14,218	.06	.06
SOUTH CAROLINA			
***Columbia Record (E)	15,695	.05	.05
***Columbia Record (S)	15,366	.05	.05
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
***Greenville News (M)	18,214	.065	.06
†††Greenwood Index Journal (E&S)	4,378	.025	.025
***Spartanburg Journal (E)	3,799 }	.04	.04
***Spartanburg Herald ....(M) 6,014....(S)	8,023 }		
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
†††Nashville Banner (E)	58,892	.10	.10
†††Nashville Banner (S)	64,389	.11	.11
VIRGINIA			
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660 }	.05	.05
***Newport News Daily Press (S&M)	5,725 }		
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
***Staunton News-Leader (M), Leader...(E)	6,588	.035	.035

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.

THE DOMINANT NEWSPAPER in Milwaukee

THE policy behind The Milwaukee Journal is and always has been to print a newspaper that may be depended upon in every case to place the best interests of its readers ahead of all other considerations. In following faithfully that policy The Journal has come to have the full confidence of the people of Milwaukee and of Wisconsin. As an inevitable result no other paper in Wisconsin approaches The Journal in circulation or in advertising.

Harry J. Grant, publisher of The Journal, writes:

"The Journal has used the Consolidated Press leased wire service to good effect since that service was organized. We find in it excellent material for supplementing our other news services and rounding out a newspaper that has gained a wide reputation for reliability, distinctiveness and alertness. Especially do we find the market reports, the special sport service and the Sunday cable dispatches of value in bringing this newspaper up to the high standard of newspaper-making which The Journal has set."

Throughout the United States, it will be noted that the Consolidated Press is usually in the dominant newspaper. Write today for our prospectus.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—CYRUS H. K. CURTIS DISCUSSES HIS NEW YORK VENTURE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 19 | NEW YORK, OCTOBER 4, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

How Business Advances Its Lines —and "Lineage"—in Chicago

Business is best in Chicago for those who go after it in the best way.

The famous "loop" department stores have proved this—first, by increasing the total volume of their newspaper advertising from 9,035,700 lines in the first eight months of 1923 to 9,214,973 lines in the first eight months of 1924; second, by placing the greater proportion of that increase in the newspaper that already carried the preponderance of this advertising—The Chicago Daily News.

Here are the figures, in agate lines, from January 1, to August 31, 1924, and 1923 for the loop department stores:

	1924	1923	Gain and Losses
The Chicago Daily News	3,125,504	2,973,163	152,341 gain
The American	1,438,730	1,339,460	99,270 gain
The Daily Tribune	1,142,872	1,046,885	95,987 gain
The Journal	1,032,658	959,577	73,081 gain
The Daily Herald-Examiner	467,900	430,959	36,941 gain
The Post	412,119	421,077	8,958 loss
The Sunday Tribune	1,019,746	1,158,178	138,432 loss
The Sunday Herald-Examiner	575,444	706,401	130,957 loss

From which it appears that the loop stores increased their total advertising in 1924 by 179,273 agate lines. Of this total net gain The Chicago Daily News gained 152,341 lines—over 85 per cent —and 53,071 more lines than were gained by its nearest competitor in this classification.

The same condition—in a degree even more emphatic—is indicated in the advertising of the "outside the loop" department stores. In this classification The Chicago Daily News carried 1,074,127 lines of the total volume of 1,974,899 lines—173,355 lines more than all other papers combined.

Here are the figures, in agate lines, from January 1, to August 31, 1924, and 1923 for the outlying department stores:

	1924	1923	Gain and Losses
The Chicago Daily News	1,074,127	917,688	156,439 gain
The American	374,311	375,695	1,384 loss
The Journal	82,960	75,600	7,360 gain
The Daily Tribune	6,302	10,241	3,939 loss
The Daily Herald-Examiner	2,828	4,513	1,685 loss
The Sunday Tribune	231,573	206,480	25,093 gain
The Sunday Herald-Examiner	202,798	170,883	31,915 gain

From which it appears that in this classification The Daily News gained 156,439 lines—while all the other Chicago newspapers, daily and Sunday combined, gained but 64,368 lines. The Chicago Daily News' nearest competitor in this field lost 1,384 agate lines.

This distribution of advertising in Chicago by the world's foremost merchandising and advertising experts claims the thoughtful consideration of all who do business, or expect to do business, in the great and prosperous Chicago market. It indicates the substantial "reasons why" that make

THE CHICAGO DAILY NEWS

First in Chicago

NOTE—Figures supplied by the Advertising Record Company.

USE

Pennsylvania

Daily Newspapers

TO CARRY YOUR MESSAGE

JUST put your advertising message into the daily newspapers and encourage your salesmen to stir up the distributors.

These daily papers will act as an additional salesman and a topnotch salesman at that. Every manufacturer knows the value of a topnotch salesman—every newspaper in this list is a topnotcher.

The list as a whole practically covers the state.

Density of population and diversity of needs make Pennsylvania an ideal market for the alert advertiser.

Here, in this productive market, business thrives, introductory advertising campaigns succeed, and established trade connections grow big.

Pennsylvania daily newspapers permit cooperation with local dealers—a vitally important adjunct to any selling campaign and something unobtainable through other media.

	Circulation	2,500 lines	10,000 lines
***Allentown Call .....(M)	30,627	.09	.09
***Allentown Call .....(S)	19,595	.09	.09
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†††Bloomsburg Press .....(M)	7,130	.029	.029
†††Carbondale Leader .....(E)	5,682	.025	.025
***Chester Times .....(E)	15,547	.055	.055
††Coatesville Record .....(E)	6,097	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
***Easton Express .....(E)	20,815	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
***Erie Times .....(E)	26,820	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
***Pottsville Republican and Morning Paper .....(E&M)	15,354	.08	.07
†††Scranton Republican .....(M)	28,492	.12	.10
†††Scranton Times .....(E)	41,544	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
***Sunbury Daily Item .....(E)	4,416	.025	.021
***Warren Times-Mirror .....(E&M)	9,090	.036	.036
***Washington Observer and Reporter .....(M&E)	17,042	.06	.06
†††West Chester Local News ....(E)	11,090	.04	.04
***Wilkes-Barre Times-Leader.....(E)	23,690	.08	.05
***Williamsport Sun .....(E)	19,561	.07	.07
†††York Dispatch .....(E)	18,317	.05	.05
†††York Gazette and Daily .....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

The Eleventh Convention of the A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle Chicago

October 16th & 17th

NINETEEN · TWENTY · FOUR

The DINNER

NIGHT OF OCTOBER 17th

WILL BE HELD AT

The DRAKE

MAKE RESERVATIONS EARLY

Selling Securities

IN

Philadelphia

Philadelphia as a market for reliable bonds, stocks and other securities is one of the best in America.

Its manufacturers and its workers are looking for sound investments that will bring them safe and constant returns.

Corporations having securities to market will do well to have their advertising agent plan to tell Philadelphians about them.

Good municipals, railroad, and industrials are constantly in demand and find ready sale in the Philadelphia market.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the six months ending March 31, 1924—

512,445 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

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Curtis, Seeking a Financial Writer, Bought The Evening Post To Get One

Famous Publisher in Exclusive Interview, Tells Editor & Publisher He Has Spent a Million Dollars Since January to Give His Five-Cent Paper the Distinction Its Public Demands—Sees Success Near

By PHILIP SCHUYLER

CYRUS H. K. CURTIS, publisher of magazines, the *Philadelphia Morning and Evening Ledger,* and the *New York Evening Post,* this week explained for me steps in the Steinach operation which he is performing on the last-named newspaper.

I spent nearly an hour in his private office—his operating room—in conversation with him.

From there, every Wednesday, he directs his assistant surgeons, David Smiley, editor, Merritt Bond, managing editor, C. C. Lane, business manager, and J. M. Annenberg, circulation chief.

Mr. Curtis reminds one, both in appearance and manner, as more of a doctor than an aggressive business man or publisher. He strokes his gray full beard with profound seriousness, all the time scarcely hiding a kindly twinkle in his eye. He is pleasantly modest; quietly forceful.

Newspapers, magazines, and the public for which they are printed are his patients. He watches them, diagnoses them, treats them with the medicines he thinks they need and believes they'll like.

Nothing in several years, it seems, has pleased him more than the case of the so recently senile bloodless Evening Post. He is trying radical doses to bring it back to youth.

He has already spent, he told me, more than a million dollars doctoring this newspaper, which he purchased considerably less than a year ago. The "Man from Maine," who from newsboy in Portland on the Atlantic Coast has risen to astound the world by his phenomenal success as magazine publisher, while not neglecting his other properties, appears to be making a special pet of his New York evening patient. He told me the why of its original purchase, its present situation, and his plans for its future, during our conversation. He sparkles, when he speaks his ambitions.

"I am not an editor," he will tell you. "I edit the editors. Perhaps my success in publishing has come because I may be just a little better guesser at what the public wants.

"And it is my present guess, that here in New York at least, there is a public 50,000 people, to set an extremely large figure, who want what only a five-cent newspaper can give them.

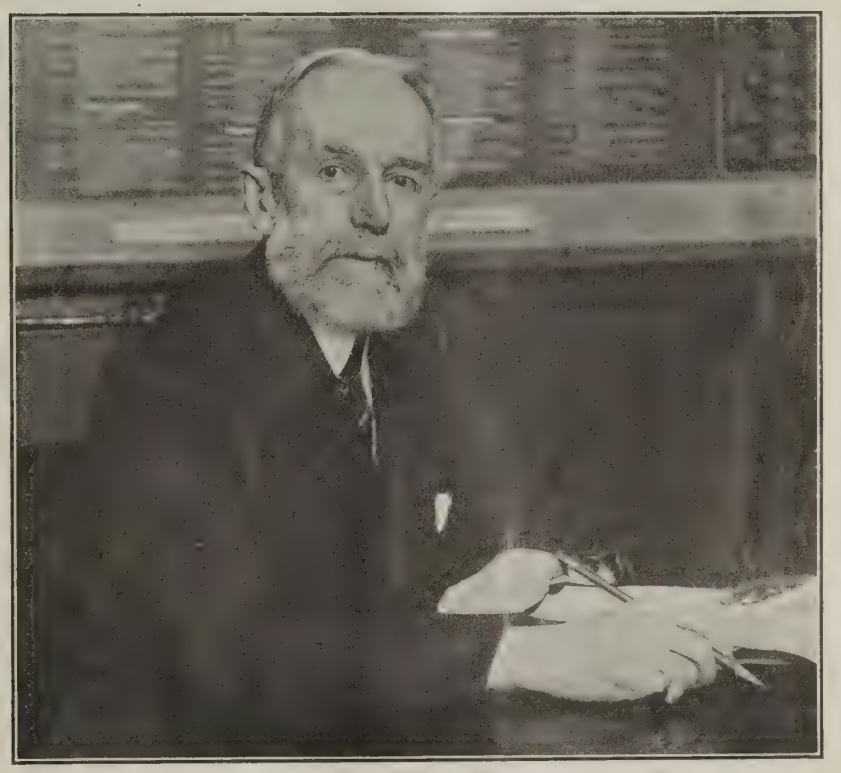
"I don't want to own a string of newspapers," he said to me, "but I do want to give New Yorkers the best possible newspaper, something different, something distinctive.

"The Post is a different sort of newspaper than any other in the New York evening field. It costs more to make it than any other. And I believe it is worth the price."

'Are you satisfied with the progress the Post has already made?" I inquired.

"Satisfied!" he ejaculated. "I'll never be satisfied."

But then he marshalled figures to prove that the Post had lost ever so slightly at first in circulation, and now was ahead of the subscription list of the old newspaper, which sold at 3 cents.



CYRUS H. K. CURTIS at New York Evening Post Office

Dr. Curtis had figuratively put on his white uniform to hold an instructive clinic over his New York daily.

"I have already spent more than a million dollars to improve the Post's service to readers," he reiterated in the beginning. "Naturally I have to charge five cents. But I am firmly convinced that the people don't give a rap about the price; it's what's in the paper that interests them.

"Of course there were kicks at first. The people have no idea of the cost of publishing a paper like ours. Does the average person realize that it costs more than $100 to get a six-inch dispatch from Tokyo and print it in New York? Certainly not.

"The five cent price pays for our paper and printing and leaves us only a slight margin.

"I believed and still believe a certain public in New York wants a complete interpretative foreign service and a talented staff to handle the news of their city.

"Consequently, I spent money to engage the cream of correspondents in London, Paris, Berlin and Rome. We have also built up a Far Eastern service, which I think tops all others. We engaged expensive topnotchers to cover this field—men who speak the language of the Orientals and understand them.

"For New York, we have put on such high-grade men as Louis Siebold, political writer. When we heard that Ernest Newman was declared the best music critic in the world, we brought him to New York to take charge of this comparatively minor department.

"We have spent a considerable sum improving the equipment in our mechanical department. We wanted it to provide us with the quickest possible service. We wanted our typography to be clean and distinctive.

"In our foreign news service, we have made no attempt to duplicate the Associated Press. We tell our reporters abroad to go out and get their own news. We tell them to get in personal touch with the great men in foreign countries, with all the worthwhile people. They may obtain lots of information, which it will not be possible to print, but they should obtain inside knowledge, which will clarify their judgment, and enable them to write better and more intelligent stuff when the time comes."

Mr. Curtis admitted at first he had considerable trouble with New York advertisers, when he offered them his five-cent pill.

"But they are being won over to my point of view now," he said.

"Last spring I took all the important New York advertisers out in my yacht on short trips in groups of five and six. At first the majority of them predicted I would fail if I insisted in adding that bitter two cents to the price of my daily.

"'You advertising men,' I told them, 'are far too interested in circulation figures. You care far more about how many newspapers are sold than, where they are sold. We are going to publish a newspaper for the intelligent, the prosperous New Yorker.'

"But they laughed at me."

At first very few New York advertisers swallowed the Curtis pill. Those, who did, however, got results that surprised them, according to the Evening Post publisher.

"One specialty shop took a 28-line ad," he recalled. "The next day this shop sold a $1500 fur coat. Two days later, it sold an $800 fur piece.

"Now the owner of this store is joining with quite a few others who are telling me 'I hope you never change the price of your newspaper; its the five cent trade we want.'

"And the way we have done it is by making the best possible newspaper we could. We have not been interested in schemes, contests or premiums to force circulation.

"Every reader buys the Post for what's in it. Therefore they are really going to read it, and the advertisers are now realizing that this is a fact."

Mr. Curtis tipped back his swivel chair and smoked a long cigar contentedly. His patient is progressing. The Steinach operation is proving successful.

How was it, I wondered, that he took on this case in the first place, this case which now interests him so hugely? I was surprised at the answer to my query. His purchase of the Post was so amazingly accidental.

With his Philadelphia Public Ledger, which he took over after his remarkable success in the magazine field, Mr. Curtis soon became widely known as a successful newspaper publisher. He was pestered by people in different cities, who asked him to make them a newspaper like the Public Ledger.

Business men of Detroit, not so very long ago, invited him to a luncheon, and when they had him there surprised him by pleading with him to enter their field with a daily. They would furnish him with all the money he needed, they said, either to buy one of the Detroit papers or start another one. He declined. He has refused many other similar offers.

His entire interest in the newspaper field was centered then on his Philadelphia properties. He did not want to get far away from Sixth and Chestnut street.

But he did want a good financial writer for the Philadelphia Public Ledger.

"I began to think that good financial

writers were not being born any more," he said.

"I see Thomas W. Lamont frequently and I used to ask him if he knew of any good financial writers to please recommend them to me.

"'I know the very best,' he told me once. 'But you can't have him. He is Franz Schneider, Jr., and he is the backbone of the New York Evening Post.'

"Maybe I'll have to buy your old newspaper to get him," Mr. Curtis jokingly rejoined.

Then he began to make inquiries about Schneider. He studied his writings. He decided that what Lamont had told him was true—that Schneider had built up a financial section which was worthy of ranking with the product of the famous Alexander Noyes.

He made many attempts to get him from the Post with no avail. Then, when that newspaper was offered for sale, he jumped at the chance, and bought it, primarily to give his Philadelphia paper the benefit of the Post's financial department.

Now Curtis had become really reminiscent. The cigar helped, possibly.

"That was a good guess," he remarked. "Perhaps behind my success my guessing ability counts for more than anything else.

"Bok in his book about me mentions an incident when I was a newsboy in Portland, Me. I didn't think it was so much at the time, but, considering it since, I have decided it was my first good guess.

"You know I was a little fellow, and the husky micks wouldn't give me much of a show in selling my newspapers on Portland streets. Well, I guessed if I ordered the largest number of newspapers one day and thereby got the first bundle, I could skip out the back way, and take them out to Fort Preble and sell them there.

"It was only a guess, but it worked so successfully that I was able to sell all my papers and at five cents a copy instead of the usual three.

"A guess often turns to be a bright scheme, which no one has ever thought of before.

"Thus it was in 1868, when I was 18, I read a story written by a New York lawyer. It dealt intimately with business and yet it was written in fiction form with a love appeal.

"There, I said to myself, that story is made of the stuff from which a very successful men's magazine might be built. It told of all the tricks played by one competitor against another. To me it seemed far more interesting than a detective story.

"No one agreed with me, however.

"'No,' they said, 'a magazine of stories with business interest would fail miserably.'

"Still I kept the thought in mind, and when I purchased the *Saturday Evening Post* in 1897, I used that business story as the model of the sort of stuff I wanted printed in it.

"I had a big majority of women readers in my other magazines. I wanted men to read the Saturday Evening Post. Well, everyone knows now how successful that magazine became.

"That, perhaps, was my biggest and best guess."

R. Hoe & Co. to Offer Stock

New York bankers expect soon to offer a block of participating preferred stock of R. Hoe & Co., Inc.

Editor Wins $44,865 Suit

Under a decision of the United States Court in China, Herbert Webb, for 13 years editor of the Shanghai *China Press*, until he was discharged last March, got a judgment of $44,865. Webb sued his employers, charging that they broke a 5-year contract he held with them.

Leavitt Heads N. Y. Advertisers

Association of National Advertisers, New York Chapter, has elected R. K. Leavitt, advertising manager of "Onyx," Hosiery, Inc., chairman. O. B. Carson, advertising manager of American Hard Rubber Company, was chosen secretary.

PUBLISHED KLAN LIST PLAGUES BUFFALO

Two Newspapers Sued by Men Called Knights—One Paper Avoids Names —Alleged Informer Killed—No Press Names on Roster

As Editor & Publisher *went to press word was received that in special term of Supreme court the* $100,000 *libel action of Albert H. Zink against the Buffalo Commercial was dismissed. The court upheld the contention of the newspaper that it did not mention Mr. Zink in an article relative to the Ku Klux Klan, neither did it charge him with any improper conduct in any way.*

For the past month Buffalo daily newspapers have been playing with dynamite, through the seizure by the police of what is purported to be membership lists, correspondence and records of the Ku Klux Klan in Buffalo and vicinity. The editors have been beset on the one hand by a public demand for full publicity regarding the Klan and the investigations into its activities, and on the other by the knowledge that the entire proceedings have been more or less irregular and perhaps illegal.

Already two Buffalo newspapers have been sued for libel because of news items which they printed relative to Klan matters and it is reported many other persons whose names have been mentioned are planning similar suits.

Albert H. Zink, member of the Erie county board of supervisors, president of the Buffalo Kiwanis Club and holder of numerous high Masonic offices, has sued the *Buffalo Commercial* for $100,000. He based his suit on the fact that the Commercial carried a news item to the effect that "a supervisor and prominent business man's" name appeared in the Klan list. Mr. Zink brings suit on the grounds that he is the only "prominent business man" on the board and that he has been named by inference in the Commercial.

Franklin R. Brown, attorney for the Commercial, appeared in Supreme court on Sept. 25, and asked that the suit be dismissed on the ground that neither by inference or directly had the complainant been named by the Commercial. Justice Pooley took the matter under consideration, declining request for immediate dismissal of the suit as requested. His decision had not been given up to edition time of Editor & Publisher.

The Rev. Littleton E. H. Smith, a Methodist minister of Buffalo, who has been active in vice and liquor crusades, is seeking $25,000 from the *Buffalo Times* for alleged libel in one of its reports of the City court hearing in a case through which an attorney sought to compel the police to make public the list of names which they had obtained.

Action of the Rev. Mr. Smith is based on a paragraph in the report which said, "The Rev. Mr. Smith at first denied that he had been a member of the Klan and later admitted that one of the signed membership cards bore his signature."

The minister contends the Times attacked his veracity and intimated that he had perjured himself on the witness stand, thereby bringing reflection upon his name and upon his standing as a minister. He charges no such conclusion as that of the Times can be drawn from his testimony in the proceedings.

It is understood at least a dozen other suits are being considered by prominent citizens who have been named in stories of the court proceedings and in other connections.

The *Buffalo Evening News* declined to print stories relative to names of persons included in the Klan membership lists. It also declined to print denials of affiliation.

One man suspected of providing the police with Klan information, Edward C. Obertean, was killed and two others were wounded when a man said to be an official of the Klan in Buffalo stopped Mr. Obertean and sought to question him relative to reports that he, after obtaining membership in the hooded order, supplied Mayor Schwab of Buffalo with information relative to it.

One of the men wounded was Carl Sturm, brother of John C. Sturm, general manager of the *Buffalo Commercial*. Sturm was shot in the thigh when he ran from the place where Obertean and a third man, said to be a former kleagle, were shooting at each other. Police said Sturm was an innocent victim.

A study of the 4,025 names in the list showed that no person now connected with the editorial staff of any Buffalo newspaper appeared therein. The name of the staff photographer of an afternoon paper was included in the list but he explained that he was forced to sign a card in order to obtain pictures of one of the Klan meetings.

A Buffalo printing concern copied the entire list and sold pamphlets containing the names for 25 cents a copy. It is reported to have made a profit of $3,000 in the first three weeks of sale. No Buffalo paper has published any portion of the list although many extracts from the correspondence and records have been reproduced.

GUESTS OF NEW YORK'S CHIEF COP



John H. Perry, President American Press Association; Col. Rhinelander Waldo, C. F. Ellen, Arthur Brisbane, William Griffin, vice-president of A. P. A., and Richard E. Enright, New York Police Commissioner, at the latter's mountain camp in New York State.

MAY EXTEND R.R. AD DRIVE

Hill Railroads Plan 5 Year Budget If Northwest States Aid

The three-year advertising campaign, now in its second year, of the Hill railroads—Northern Pacific, Chicago, Burlington & Quincy, and Great Northern—will be extended to five years if the northwestern states will co-ordinate their sectional advertising with the railway's program, P. F. Eustis, traffic manager of the Burlington, announced recently in Spokane, Wash.

Mr. Eustis said that more has been spent by the three roads in its campaign, which includes magazine and newspaper advertising, than at first contemplated. Original plans were for an expenditure of $1,000,000 at the rate of $333,000 a year. The first year's expenditures were $420,000 and at the end of the second year—next March—$825,000 will probably have been spent instead of the $667,000 contemplated.

The money being spent by the three roads jointly is exclusive of individual advertising campaigns.

The joint campaign's plans for November, December and January include an item of $70,000 to be used for advertising the state of Washington in weeklies and dailies in mid-western states. This is 36 per cent of the total to be spent during those months, Mr. Eustis said.

Chamber of Commerce representatives of a number of northwestern cities have assured the Hill lines of co-operation in the proposed co-ordination of advertising.

ATLANTA GETS CLASSIFIED MEET

Southeastern Group, A.N.C.A.M. Will Convene There Oct. 20-21

The Southeastern division of the Association of Newspaper Classified Advertising Managers will hold its annual meeting in Atlanta, Ga., Oct. 20 and 21, A. T. Miller, of the *Nashville Banner*, secretary of the association and chairman of the Southeastern division has announced.

A number of prominent classified men will attend the meeting, including John L. Irwin, classified manager of the *Des Moines* (Ia.) *Register-Tribune*, and president of the A. N. C. A. M. Invitations to classified managers throughout the South are now being sent out, and a program is being prepared.

W. H. Bearden, classified manager of the *Atlanta Georgian*, chairman of the convention committee, and is making arrangements for the entertainment of the visiting classified men.

Michigan A. P. Group Elects

The Michigan Associated Press Goodfellowship Club at its annual meeting in Detroit Sept. 28, elected H. C. Dennis of Saginaw, president, E. F. Messe, Lansing, vice-president, and U. H. Rose, Battle Creek, secretary. Milton Garges, of New York, chief of traffic for the Associated Press, and E. T. Wilford, Chicago divisional traffic chief addressed the meeting. The club is made up of Michigan employes of the Associated Press, and meeting was attended by members from all parts of the state.

Hearst to Build Warehouse

The Star Company, publisher of the Hearst newspapers, plans to erect a large building for the storage of paper in New York at Fifty-fourth and Fifty-fifth streets, Eleventh and Twelfth avenues, the property having been purchased last week. The site has railroad and wharf facilities.

RADIO WILL FLASH BIG FALL NEWS EVENTS

World's Series, Ten Major Eastern Football Games, and Presidential Election Returns Will Be Placed on the Air by New York Stations—Will Not Decrease Newspaper Sales, Radio Officials Say.

By WARREN BASSETT

COMPETITION for the big news of the day is getting keener.

Press associations and newspapers must now compete with radio for the "cream."

This fact has never been so convincingly demonstrated as at the present time when a review of the fall broadcasting programs shows that the World's Series, ten major eastern football games, and the Presidential election returns will be broadcast to millions of "listeners in" before the newspapers can get accounts of these events upon the streets.

Not only will these outstanding news events be broadcast to the radio public in the east from the two principal New York stations—WEAF operated by the American Telephone and Telegraph Company, and WJZ, Radio Corporation of America—but through a series of hook-ups with other stations the reports will be made available to virtually all sections of the United States.

The Presidential election returns—"cream" news awaited with supreme interest from coast to coast—will be broadcast by both WEAF and WJZ, officials of both companies have assured EDITOR & PUBLISHER.

Neither company is ready to announce the source from which it will obtain these returns.

Neither company will set up its own collecting agency to gather election results, nor will either company be served by the Western Union, which works under an agreement with the Associated Press. This agreement does not permit release of returns, gathered cooperatively, to radio stations.

W. E. Harkness, assistant vice-president of the A. T. & T., declared this week that WEAF will merely furnish the use of its broadcasting facilities to whatever person or group is interested in placing election results on the air. He was not ready to announce what interest would collect and broadcast the news.

Officials of station WJZ are certain their station will announce election results. Application was made to the Western Union for election service, officials said, but the request was refused because of the existing agreement with the Associated Press.

WJZ will not countenance the "lifting" of reports from bulletin boards or public places where announcements are being made, it was stated.

"It is not fair to the agencies which go to a large expense to collect and disseminate returns to get them by this method and we will not employ it," an official said.

Indications are that the Western Union is growing restive under its cooperative agreement with the Associated Press whereby sale of election returns to non-Associated Press papers and radio stations is prohibited.

J. C. Willever, Western Union vice-president in charge of the commercial department, told EDITOR & PUBLISHER that "adherence to this policy by the Associated Press will probably drive us to collect all of our election returns in the future instead of only a part."

"We feel that we must be free to supply our returns to any paper or group which wants them," he stated.

Modification of the agreement with the Associated Press will not be asked this year, however, Mr. Willever said.

Frederick Roy Martin, general manager of the Associated Press, told EDITOR & PUBLISHER no request has been received from the Western Union for a modification of the existing agreement. Any such negotiations must necessarily take place in the future, he said, since the cooperative collection of election returns obtains almost exclusively during presidential years.

Vice-President Willever declared emphatically that the Western Union will not expand its new business. It would be very unwise to do so, he added. He pointed out that for years Western Union has been largely interested in but four kinds of news, baseball scores, football results, stock market quotations, and election returns. The company is interested in strengthening these services, he stated.



Graham McNamee, WEAF announcer, at the microphone covering 1923 World's Series game at the Polo Grounds.

However, the outcome of the Western Union-Associated Press relationship is a future development. Of imminent interest to newspaper publishers and editors is the present dissemination of big news events by radio.

In the immediate foreground is the World's Series between the Washington Senators and the New York Giants. Not only will the play-by-play account be broadcast, but color material—the serried rows of spectators cramming the gigantic stretch of grandstand and bleachers at the Polo Grounds, the weather, the description of the field, even the fleeting facial expressions of the players as they step to bat in a crucial moment will be placed on the air. Radio reporting is graphic. It embraces a full picture. It rivals any newspaper account that can be written.

In order to broadcast the World's Series WEAF and WJZ have obtained permission from both the Western Union and from Judge Kenesaw M. Landis, arbiter of baseball. No difficulty was experienced in obtaining permits this year. Last year, however, permission to broadcast the games was refused by the owners of the New York Giants and the Yankees on the ground that gate receipts would dwindle when full accounts of the games could be heard via the loud speaker on virtually every street corner. Judge Landis overruled the refusal and the games were reported by radio. Attendance figures mounted to unheard of totals. At one game 25,000 persons were turned away. Club owners are convinced that radio swells attendances rather than diminishes them.

Western Union permission was also necessary since this company holds now, and has held for years, exclusive wire rights in all major league ball parks. It is a contract arrangement with the individual clubs, through which the Western Union obtains the daily baseball scores which its sells yearly to a large number of subscribers. The telegraph company will furnish the wires over which the play-by-play accounts of the World's Series will be carried from the Polo Grounds to the broadcasting stations in New York. In Washington the Western Union wires within the park will be used by the radio companies, but Postal lines will be connected outside the park to carry the report of the game to the New York broadcasting studios.

J. Andrew White, WJZ's star "radio reporter" will cover the games for that station, while Graham McNamee, WEAF announcer, will report the contests for his station.

By hook-up arrangements with WJZ, stations WRC, Washington, operated by the Radio Corporation of America, and WGY, Schenectady, operated by the General Electric Company, will broadcast the World's Series games simultaneously.

WEAF will broadcast each World's Series game except the Sunday contest, which will be placed on the air by WNYC, New York's municipal station. Seven other stations will be hooked up with WEAF. They are: WCAE, Pittsburgh; WGY, Schnectady; WJAR, Providence; WMAF, South Dartmouth, Mass.; WCAP, Washington; WDBH, Worcester, Mass.; WEEI, Boston. Other stations are expected to be added, WEAF officials said.

By these hook-ups the entire east and large portions of the middle west will hear the crack of the bat and the cheers of the ball park crowds as cleverly as though they were listening on a New York street corner.

Following the close of the World's Series radio will compete with the newspapers in distributing news of the important football games in the east.

Football fans who can take the time to tune in on the eastern stations this fall, or stand before a loud speaker on some public square, will not have to depend on the newspapers for accounts of the games.

With the permission of the various college athletic managers, WEAF and WJZ will broadcast ten major contests from the field. Play-by-play accounts of the following games will be plaed on the air by WEAF:

Oct. 11—Columbia vs. Wesleyan at Baker Field, New York.

Oct. 18—Notre Dame vs. Army at the Polo Grounds.

Oct. 25—Notre Dame vs. Princeton at Princeton.

Nov. 1—Army vs. Yale at New Haven.

Nov. 8—Yale vs. U. of Maryland at New Haven. Harvard vs. Princeton at Cambridge.

Nov. 15—Yale vs. Princeton at Princeton.

Nov. 22—Harvard vs. Yale at New Haven.

Nov. 27—Cornell vs. Pennsylvania at Philadelphia.

Nov. 29—Army vs. Navy at Baltimore.

WJZ's schedule parallels the above list with the exception of the Oct. 11 and Nov. 8 date. No game is scheduled for Oct. 11. On Nov. 8, while WEAF is broadcasting Harvard vs. Princeton, WJZ will place the Yale-University of Maryland game on the air.

The schedule gives WEAF two exclusive contests and WJZ one. As far back as last January WJZ was preparing an exclusive football schedule but athletic directors of the Big Three—Harvard, Princeton, Yale—decided to preserve impartiality by allowing both WEAF and WJZ to broadcast from the playing field.

WJZ has not yet named its football reporter-announcer, although J. Andrew White will assist in reporting color material. Graham McNamee will report football for WEAF with the assistance of D. B. McKey, a former football coach, now with the A. T. & T.

Just as in past years, Western Union will report major football games in all sections of the country for its clients. A telegraph operator seated in the stadium press stand reports contests for the wire company.

The Western Union attitude toward radio is one of cooperation.

Although radio, in a sense, competes with the Western Union in the dissemination of baseball news, it is not considered as a rival, and from the first has cooperated with broadcasting stations.

When broadcasting began to assume proportions in 1922, station WJZ, Radio Corporation, then located in Newark, N. J., asked permission to buy the Western Union baseball reports for broadcasting purposes. After a conference in which it was decided that radio dissemination of scores would not be injurious to the growth of the telegraph company's business in that line, permission was granted. The only reservation was that the reports should be credited to Western Union.

With the approach of the World's Series in 1922, radio companies asked permission to broadcast a play-by-play report from the grounds. Western Union again gave permission, waving for the time its exclusive wire rights to the parks in favor of the radio companies. The only restriction was that the club owners must give their consent. This was obtained and the 1922 series was the first world championship contest ever placed on the air.

In 1923, Ban Johnson of the American League protested the broadcasting of the series, declaring that it would injure gate receipts. He was overruled, however, by Judge Kenesaw M. Landis, and the series was reported by radio. As related above, attendance records were smashed.

"The Western Union has always waived its exclusive ball park wire rights and cooperated with radio," Mr. Willever declared. "We recognize the great public interest in broadcasting and do all we can to be of service.

Prince Writes New York Press Men

The New York Newspaper Printing Pressmen's & Assistants' Union this week received a letter from the Prince of Wales, acknowledging the honorary membership voted him by the local chapel of the New York Herald Tribune.

NATIONAL ADVERTISING A LARGE PART OF LEADING PAPERS' LINEAGE

Listing of Newspapers Which Carried a Million or More Agate Lines of National During First Six Months of 1924 Shows Proportion Above Average

THE first of a new series of analysis of newspaper advertising is presented on this page by EDITOR & PUBLISHER. Total lineage figures which appeared in these columns Sept. 13, with their subdivisions into national and local display lineage and also classified advertising, have furnished the material for the accompanying table.

Newspapers are classified as "morning and Sunday," "evening and Sunday" and evening six-day, and those which carried a million or more lines of national advertising during the six months ending June 30 are included. Only two newspapers of the first rank as national advertising media are omitted from the tabulation—the *Boston Post,* which furnished no figures, and the *Philadelphia Inquirer,* which did not separate its national from local display advertising.

Leading the morning papers and also ahead of the leaders in the two other classes in volume of national business is the *New York Times,* with 3,134,526 agate lines. Leading the morning papers in national volume carried in weekday issues, Sunday omitted, is the *Chicago Tribune,* with 1,790,763 agate lines. This paper is also second among all those listed in total national business, its seven-day figure being 2,706,030 agate lines.

First among the evening and Sunday papers is the *Detroit News* with 2,210,740 agate lines of national. Also over the two-million mark in national in the evening and Sunday field is the *St. Louis Post-Dispatch,* with 2,104,760 agate lines.

At the top of the evening six-day list is the *Philadelphia Bulletin,* with 2,136,282 agate lines of national. Second in this list is the *Newark News,* with 2,069,304 agate lines.

Twenty-nine morning newspapers in 24 cities are listed as carrying more than a million agate lines of national advertising during the first six months, and with the addition of the two missing newspaper mentioned above, it may be accepted as fact that 31 morning and Sunday newspapers were over the mark for the period. Every city of the first in population ten is represented in this table by at least one newspaper, but below that level the listing covers a wide range of territory and population ranking. The smallest city to break into the column is Miami, Fla., where the *Herald* ran up a total of 1,011,199 agate lines of national advertising.

Twenty-one evening and Sunday newspapers in 20 cities qualified for the tabulation. These are well scattered both geographically and in population rank, only six of the first ten cities appearing in the list. The obvious reason is that few of the evening papers in the ten largest cities publish Sunday editions.

(*Continued on page* 36)

MORNING NEWSPAPERS WHICH CARRIED A MILLION OR MORE LINES OF NATIONAL ADVERTISING JAN. 1—JUNE 30, 1924

Newspaper	Total Lineage Jan. 1 to June 30, 1924	National Lineage Jan. 1 to June 30, 1924	Percent Ratio of National to Total Lineage
New York Times .....(m)	8,002,410	1,611,396	20.1
Sunday ed .....(s)	5,290,722	1,523,130	28.7
Total .....(ms)	13,293,132	3,134,526	23.5
Chicago Tribune .....(m)	8,771,193	1,790,763	20.5
Sunday ed .....(s)	5,856,888	915,267	15.6
Total .....(ms)	14,628,081	2,706,030	18.6
Cleveland Plain Dealer.....(m)	5,884,564	1,296,064	22.0
Sunday .....(s)	3,646,986	1,034,614	28.3
Total .....(ms)	9,531,550	2,330,678	24.4
New York American .....(m)	2,971,756	647,358	21.7
Sunday ed .....(s)	4,836,342	1,668,864	34.5
Total .....(ms)	7,808,098	2,316,222	29.6
Los Angeles Times .....(m)	14,904,470	1,936,452	12.9
St. Louis Globe-Democrat..(m)	4,349,736	1,333,662	30.4
Sunday ed .....(s)	2,518,932	582,429	23.1
Total .....(ms)	6,868,668	1,916,091	27.8
Detroit Free Press .....(m)	4,362,638	1,170,442	26.8
Sunday ed .....(s)	3,181,934	669,158	21.0
Total .....(ms)	7,544,572	1,839,600	24.3
San Francisco Examiner ...(m)	4,936,522	1,096,122	22.2
Sunday ed .....(s)	4,226,801	696,813	16.4
Total .....(ms)	9,163,323	1,792,935	19.5
Baltimore Sun .....(m)	4,223,514	1,187,817	28.1
Sunday ed .....(s)	3,149 397	412,343	13.0
Total .....(ms)	7,372,911	1,600,160	21.7
Los Angeles Examiner ....(ms)	12,225,783	1,575,588	12.8
New York World .....(m)	4,772,826	711,858	14.9
Sunday ed .....(s)	3,827,288	835,920	21.8
Total .....(ms)	8,600,114	1,547,778	17.9
New York Herald-Tribune.(ms)	6,206,288	1,536,576	24.7
Portland Oregonian .....(m)	4,728,262	1,019,984	21.5
Sunday ed .....(s)	2,464,672	512,512	20.8
Total .....(ms)	7,192,934	1,532,496	21.3
Boston Globe .....(m)	4,007,454	1,023,722	25.5
Sunday ed .....(s)	3,301,428	491,653	14.9
Total .....(ms)	7,308,882	1,515,375	20.7
Memphis Commercial Appeal (m)	4,953,116	1,094,338	22.0
Sunday ed .....(s)	2,501,506	407,302	16.2
Total .....(ms)	7,454,622	1,501,640	20.1
Minneapolis Tribune .....(m)	5,115,904	920,850	18.0
Sunday ed .....(s)	2,026,759	566 933	27.9
Total .....(ms)	7,142,663	1,487,783	20.8
Seattle Post-Intelligencer...(m)	2,927,680	675,094	23.0
Sunday ed .....(s)	1,877,190	742 490	39.5
Total .....(ms)	4,805,870	1,417,584	29.5
St. Paul Pioneer Press.....(m)	3,405,836	1,026,564	30.1
Sunday ed .....(s)	1,510 796	378,938	25.0
Total .....(ms)	4,916,632	1,405,502	28.6
Dallas News .....(m)	3,536,395	901,060	28.3
Sunday ed .....(s)	2,630 860	484 775	18.4
Total .....(ms)	6,167,255	1,385,835	22.4
New Orleans Times-Picayune .....(m)	5,255,645	917,951	17.4
Sunday ed .....(s)	2,748,000	459,640	16.7
Total .....(ms)	8,003,645	1,377,591	17.2
Pittsburgh Gazette-Times...(m)	3,107,482	818,902	26.3
Sunday ed .....(s)	2,344,888	538,566	22.9
Total .....(ms)	5,452,370	1,357,468	25.0
Indianapolis Star .....(m)	3,678,777	708,729	19.2
Sunday ed .....(s)	2,922,153	620,883	21.2
Total .....(ms)	6,600,930	1,329,612	20.1
Louisville Courier-Journal...(m)	2,840,550	886,900	30.8
Sunday ed .....(s)	2,884,411	421,419	14.6
Total .....(ms)	5,724,961	1,308,319	22.8
Bridgeport Telegram .....(m)	3,941,189	1,224,017	31.0
Kansas City Star .....(m)	4,626,487	910,148	19.6
Sunday ed .....(s)	2,682,524	250,849	9.3
Total .....(ms)	7,309,011	1,160,997	15.8
Omaha World-Herald .....(ms)	5,928,657	1,155,477	19.5
Hartford Courant .....(m)	3,437,823	542,577	15.8
Sunday ed .....(s)	2,166,943	504,790	23.3
Total .....(ms)	5,604,766	1,047,367	18.6
San Francisco Chronicle ...(m)	3,224,774	660,464	20.4
Sunday ed .....(s)	2,015,360	373,982	18.5
Total .....(ms)	5,240,134	1,034,446	19.7
Miami Herald .....(m)	6,315,960	754,789	11.9
Sunday .....(s)	2,389,247	256,410	10.7
Total .....(ms)	8,705,207	1,011,199	11.6

EVENING AND SUNDAY NEWSPAPERS WHICH CARRIED MILLION OR MORE LINES OF NATIONAL ADVERTISING, JAN. 1-JUNE 30, 1924

Newspaper	Total Lineage Jan. 1 to June 30, 1924	National Lineage Jan. 1 to June 30, 1924	Percent Ratio of National to Total Lineage
Detroit News .....(es)	15,568,672	2,210,740	14.2
St. Louis Post-Dispatch ...(es)	11,733,400	2,104,760	17.9
Brooklyn Eagle .....(es)	8,804,036	1,799,226	20.4
Bridgeport Post .....(es)	5,191,379	1,780,553	34.3
Milwaukee Journal .....(es)	9,082,859	1,754,783	19.3
Pittsburgh Press .....(es)	12,341,056	1,528,646	12.3
Houston Chronicle .....(es)	6,669,222	1,528,478	22.9
Columbus Dispatch .....(es)	10,776,342	1,520,879	14.1
Denver Post .....(es)	6,944,112	1,472,708	21.2
Birmingham News .....(es)	8,005,340	1,433,376	17.9
Atlanta Journal .....(es)	7,139,482	1,401,694	19.6
Minneapolis Journal .....(es)	7,286,266	1,401,391	19.2
Washington Star .....(es)	12,630,291	1,376,242	10.9
Detroit Times .....(es)	5,340,371	1,339,419	25.0
Fort Worth Star-Telegram..(es)	4,245,850	1,334,774	31.4.
Cleveland News and Leader.(es)	6,842,286	1,275,522	18.6
Dayton News .....(es)	8,230,576	1,259,986	15.3
Trenton Times .....(es)	6,595,343	1,076,712	16.3
Portland Express .....(es)	4,927,777	1,048,660	21.2
Dallas Times-Herald .....(es)	7,451,876	1,020,138	13.7
Seattle Times .....(es)	7,065,926	1,011,670	14.3

EVENING (SIX-DAY) NEWSPAPERS WHICH CARRIED MILLION OR MORE LINES OF NATIONAL ADVERTISING, JAN. 1-JUNE 30, 1924

Newspaper	Total Lineage Jan. 1 to June 30, 1924	National Lineage Jan. 1 to June 30, 1924	Percent Ratio of National to Total Lineage
Philadelphia Bulletin .....(e)	9,935,787	2,136,282	21.5
Newark News .....(e)	9,366,489	2,069,304	22.0
Bridgeport Post .....(e)	4,409,100	1,672,129	35.6
Indianapolis News .....(e)	9,038,574	1,670,502	18.4
Boston Traveler .....(e)	4,588,802	1,668,257	36.3
Philadelphia Evg. Public Ledger .....(e)	6,046,032	1,640,741	27.1
New York Sun .....(e)	6,815,856	1,599,194	23.4
Buffalo News .....(e)	7,390,139	1,475,002	19.9
Chicago Daily News .....(e)	10,274,341	1,438,442	14.0
Detroit News .....(e)	11,548,642	1,433,936	12.4
Cincinnati Times-Star.....(e)	7,143,479	1,348,494	18.8
St. Louis Post-Dispatch.....(e)	7,327,040	1,271,760	17.3
Toledo Blade .....(e)	7,632,953	1,234,628	16.4
Milwaukee Journal .....(e)	6,529,105	1,229,938	18.8
Reading Eagle .....(e)	5,963,524	1,215,788	20.4
New York Journal .....(e)	7,394,870	1,207,150	16.3
Baltimore Evg. Sun.....(e)	9,281,108	1,184,599	12.7
Pittsburgh Chronicle-Telegraph .....(e)	6,277,138	1,180,340	18.8
Boston Transcript .....(e)	3,851,926	1,165,856	30.2
Columbus Dispatch .....(e)	7,765,988	1,143,471	14.7
Albany Times-Union.....(e)	5,102,130	1,132,170	22.1
Richmond News-Leader.....(e)	6,105.904	1,120,238	18.3
Pittsburgh Press .....(e)	8,562.792	1,109,402	14.1
Grand Rapids Press.....(e)	7,372,176	1,108,604	15 0
Brooklyn Eagle .....(e)	5,848,196	1,104,676	18.8
Minneapolis Journal .....(e)	5,609,875	1,100 314	19.4
Providence Bulletin .....(e)	6,666,547	1,091,393	16.3
Scranton Times .....(e)	7,547,904	1,078,051	14.4
Chicago American .....(e)	5 742,528	1,072,569	18.6
Los Angeles Herald .....(e)	9,312,898	1,062,068	11.4
Hartford Times .....(e)	6,771,048	1,058,039	15.6
Dayton News .....(e)	6,268,626	1,048 054	16.7
Washington Star .....(e)	9,396,831	1,047,320	11.1
Cleveland Press .....(e)	7,384,160	1,044,876	14.1
Rochester Times-Union.....(e)	6,072,248	1,031,632	16.9
Washington Times .....(e)	4,511,709	1,028,694	22.8
Boston Globe .....(e)	4,007,454	1,023 722	25.5
St. Paul Dispatch .....(e)	4,696,342	1,018,038	21.9

SAYS EUROPE'S DARK SHADOWS ARE FADING

Editorial Writer Investigates Foreign Affairs and Advises Fellow Craftsmen—Believes Geneva Deserves More Attention—America's Position Proud

By H. V. KALTENBORN

(Written Especially for EDITOR & PUBLISHER)

EDITOR'S NOTE: *Mr. Kaltenborn, associate editor of the Brooklyn Eagle, this week returned to this country from his fifth European survey trip, undertaken for his newspaper. At the request of* EDITOR & PUBLISHER, *he herewith submits his impressions of the significant aspects of the European situation from the point of view of the American newspaper man who will be called upon frequently to write editorials on foreign affairs. No restrictions were placed upon Mr. Kaltenborn in the expression of his opinions, which are set forth without any reference to* EDITOR & PUBLISHER'S *attitude on the questions discussed.*

TO discuss European problems today is difficult, since one is immediately accused of partisan bias. Yet, at the request of EDITOR & PUBLISHER, I rush in where angels should fear to tread.

In the first place travel abroad and contact with the leaders in European countries, demonstrates that reconstruction in Europe is at last underway. During the past six months, Europe has made more real progress towards order, sound government, towards the psychology of peace, than in all the years since the war.

This is of special interest to America, because it is on the basis of American suggestions and through the co-operation of American citizens that this advance has come.

The Premiers of Great Britain, France and Germany, with all of whom I talked, are firmly convinced that America is in Europe with both feet and is there to stay. American influence is very definite at every European conference. As far as Europe is concerned, it is official. If the State Department chooses to pretend for purposes of its own that it is "unofficial" that may fool the provincial "irreconcilables" in the Senate, but it cannot change the facts.

Chancellor Marx of Germany was informed "unofficially" that the American government would view with displeasure Germany's immediate entry into the League of Nations. His whole plan for Germany's entrance into the League was influenced by what he believed was a favorable American viewpoint. He believes in the League of Nations himself; but Washington's viewpoint places him in an awkward position. Naturally he does not want to do anything which would be objectionable to America, because Germany wants to borrow $100,000,000 from us next month. His embarrassment is none the less real because a suggestion from Washington is unofficial.

At Geneva, one is further impressed by America's participation in European affairs. In the press section of the League of Nations, American correspondents predominate. The press gallery is jammed with them even though this country is not represented officially. At the hotels one bumps into American ex-cabinet officials and other prominent Americans at every turn. Walking two block on the Quai Wilson one afternoon, I met Henry Taft, former Attorney General Wickersham, General Bliss and William G. McAdoo.

Discussion of the so-called "American plan" to obtain security and disarmament has been at the forefront throughout the League sessions. The influence America is exercising in the League of Nations is just as potent as that of member powers.

"Your people are always butting in," a European statesman remarked to me. "Generally to good purpose. But we do wish you would take some of the responsibility and help pay some of the bills."

When I first attended the League of Nations meetings, I was opposed to it. Successive visits have convinced me that the League is not a super-state; that it is not dangerous to any member's independence: that its aims do not conflict with the Monroe Doctrine, American immigration policies, or any other American tenet. My only criticism now is that it is too weak. It needs the strength our membership would bring.

I cannot dismiss the League without strongly advising every editorial writer, whether he is Republican or Democrat, to make a point of following League proceedings. Insufficient editorial attention is given to Geneva, and events there are treated with too much partisan bias.

We are apt to forget that the League's labors are continuous. Committees are at work all the time. The remarkably efficient Secretariat works 12 months a year. I suggest to editorial writers that they ask the Secretariat to put them on the mailing list for the monthly summary of League activities. They will find a dozen good editorial topics in each issue.

The complete change of atmosphere between the Europe of 1923 and 1924 is most striking. This change is primarily due to the emergence of liberal-minded men in the Governments of England and France. The conciliatory policies of Premier MacDonald and Premier Herriot have made it possible for England and France to get together on a policy towards Germany.

The London conference dramatized this complete change. MacDonald, Herriot and Marx discussed one another's problems with a keen desire to help each other deal with public opinion and reconcile it to their decisions.

"I am willing to make this concession," Marx would say. "But, if I do, I can't get the Dawes plan through the Reichstag. You must help me present the reparations plan in such a manner that it will win Nationalist votes."

"My party is in the minority in tha French Chamber," Herriot would declare. "I will need the co-operation of the other parties. Personally I am willing to get out of the Ruhr immediately. But if I agree to get out at once the Poincarists will howl their heads off and I'll probably be voted out of office. Give me a year on paper and I'll get out a great deal sooner than that."

The Germans consented but Premier McDonald balked.

"The labor Government cannot agree to let the French stay in the Ruhr," he stated, "since we consider the Ruhr occupation illegal. But if you, Marx, and you, Herriot, can agree on a year, I'll cover myself by writing a letter to Herriot reiterating my Government's point of view on the illegality of the occupation."

And so it was done.

American influence is definite at every European conference. As far as Europe is concerned it is official.

* * * *

Chancellor Marx was informed "unofficially" that the American government would view with displeasure Germany's immediate entry into the League of Nations.

* * * *

American editorial writers should get and study the League's monthly summary of activities.

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American correspondents abroad suffer for home office contacts.



H. V. KALTENBORN

Thus is Europe co-operating. Problems are being discussed in the friendliest sort of way. Every Premier has a sympathetic appreciation for the difficulties of the other fellow.

At a private press luncheon at Geneva there was an example of this friendly relationship. At this luncheon, Premier Theunis of Belgium, and MacDonald and Herriot, humorously agreed to establish a newspaper, when they should all be "exes." Theunis, who has money, was to hold the bag. MacDonald and Herriot, who are both capable writers, but have little money, were to do the writing. The suggestion came from Herriot, who declared that on the day which he took office, an enterprising American Syndicate asked him to write a series of articles to begin immediately after he was voted out of office.

"Thus at my very debut in office," Herriot laughingly remarked, "I was reminded of my prospective exit."

Of course this was all mere joking. But I believe it was significant in that the time has come at last when a European prime minister can afford to be humorous.

Even at the beginning of the London conference the atmosphere was still too tense for a joke. When MacDonald suggested that the conference hurry its work in order that he might have time to play a little golf in Scotland, German and French representatives insisted that such levity would create a bad impression in their respective countries and the British Premier agreed to have the allusion to golf removed from the record.

Airplanes are being put to much more general use abroad than in America, home of the Wright Brothers. Our country is far behind all European countries in the employment of airplanes for commercial purposes.

The only way for a busy editor to travel in Europe is by the air route. I was able to keep important appointments at different capitals on the same day by using the air transportation that puts all European capitals within a few hours of each other.

I don't understand why there are no commercial air services in the United States. Surely there is a fortune awaiting somebody in this field. Newspapers abroad are making considerable use of airplanes. Among the chief articles of freight between London and Paris are the London and Paris newspapers, which are put aboard hot from the presses in the morning and sold in Paris or London by noon of the same day.

American correspondents abroad are deploring the lack of close touch between them and their home offices.

"What is interesting the people at home?" they all ask.

They rarely hear from the "boss," unless by way of a specific reprimand concerning a 'beat," and their stories may be played up or cut to a stick. The story is three weeks old when they see it, too late to make a fuss. They may think that an editor objects to a certain kind of material, because it wasn't printed. If they had been in the composing room at make-up time they might have heard the make-up editor say:

"Here, John, cut this Paris story down to two sticks. Make it fit in the second column under the Bigwig divorce."

I believe there should be more contact between home editors and their correspondents abroad. Frequent letters and cables should inform the correspondents how his stuff is sizing up from the home office point of view.

I came back from Europe this year more light hearted than from any journey since the war. The Old World is once more looking up. Hope is once more real and peace seems more secure. When you hear a French Premier joking with German correspondents as I did at Geneva, you feel that a new day has dawned.

As an American, I feel proud that my country has helped to bring about the new order through the work of such men as General Dawes and Owen D. Young. I hope that work such as theirs will will be continued by other competent Americans and that they will receive the official backing of their Government.

Ours is a proud place in the world. Our editors must help us to justify and maintain it by intelligent, discriminatory comment on foreign affairs.

On this survey trip, Mr. Kaltenborn attended the London conference, first, where he obtained a "world beat" on Owen D. Young's appointment as reparations Czar. Then he followed the London proposals through the German Reichstag, and gained the first exclusive interview ever granted an American journalist by Chancellor Marx.

FORESHADOWED EVENTS

Oct. 7-9—National Publishers' Assn., fifth annual meeting. Briarcliff Lodge, Briarcliff Manor, N. Y.

Oct. 9-10-11—Illinois Press Assn., annual meeting, Champaign-Urbana, Ill.

Oct. 13-14—International Trade Composition Assn., meeting, Chicago.

Oct. 13-4—National Industrial Advertisers' Assn., Edgewater Beach Hotel, Chicago.

Oct. 13-6—Audit Bureau of Circulations, meeting, Drake Hotel, Chicago.

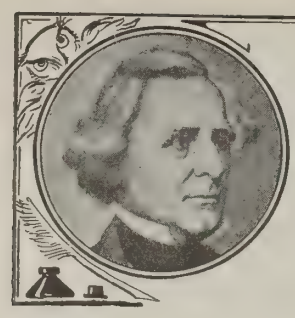
Oct. 13-16—Financial Advertisers Association, annual meeting, Richmond, Va.

Oct. 14-15—Inland Daily Press Assn., convention, Chicago.

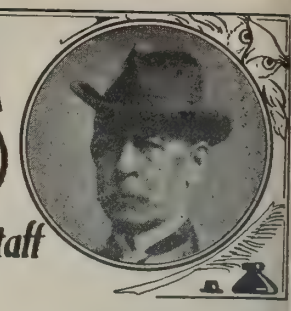
Oct. 14-15—New York State Circulation Managers Assn., annual convention, Hudson, N. Y.

Oct. 15-18—United Typothetæ of America, annual convention, Chicago.

Oct. 16-17—American Association of Advertising Agencies, annual convention, Chicago.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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(*Continued from last issue*)

Records of the Herald's War "Beats"

Early in 1864, the Herald in a remarkably interesting editorial, triumphantly reviewed its series of great "beats" over all its contemporaries. The Tribune, indirectly, had been forced to admit the Herald's superior enterprise and Mr. Bennett lashed it unmercifully.

Mr. Bennett enumerated some of the Herald's greatest "beats" as follows: News of the battle of Shiloh; of the battle at Yorktown (when Mr. Gay, the editor of the Tribune wrote: "The Herald is constantly ahead. We are obliged to copy from it"); news of the battles of Williamsburg, Mine Run, Stone River, Pea Ridge, Corinth, and all of the Fremont fights in Missouri the Herald published first; it also had much the fullest and earliest accounts of the decisive battle at Gettysburg. Likewise as to the operations at Vicksburg, New Orleans and Farragut's battle in Mobile Bay, it had the first stories.

"We have beaten them," said he, "regularly in Southern news, and printed Jeff Davis' Message ahead of them, while we secured the entire Army and Navy List of the rebels, much to President Davis' astonishment. He declared that it must have been the work of traitors in office.

"Nearly every important event was originally chronicled in these columns, including the sinking of the 'Alabama' by the 'Kearsarge'. * * * The public knows, and the editors of other journals know that the *Herald* is and will be constantly ahead, and its contemporaries are obliged to copy from it."

Among the most eminent of the Herald's war correspondents were J. A. Brady, G. W. Clark, William H. Stiner, Oscar G. Sawyer, Gen. F. F. Millen, and Charles Henry Farrell, who reported for the Herald the memorable battle between the "Monitor" and the "Merrimac." He also represented his paper at the fighting around Vicksburg; at the battle of Antietam, and wrote a wonderful story of the surrender of General R. E. Lee.

The price of the Herald was raised on Dec. 8, 1862, to 3 cents a copy, and again on August 13, 1864, was increased to 4 cents a copy, so heavy had become the cost of publishing the great newspaper in war times. The Herald as early as 1859, had been frequently issued as a triple sheet (of 12 pages), and during the war continued thus, while the pages were 22 by 32 inches in size. Typographically, it was an attractive, neat and well printed sheet. An excellent quality of white paper was always used (except for a short time during the war), while constantly replenished fonts of new type kept the printed page legible and readable.

CHAPTER TWENTY-ONE

The French Diplomatic Mission Offered to Mr. Bennett—Herald Building Described—Inception of Atlantic Cable Service

PRESIDENT LINCOLN was a keen analyst, and exercised the soundest judgment in the selection of Cabinet members and diplomatic representatives.

It thus came to pass in the spring of 1865, when he was looking about for a suitable man for the French Mission, that he finally concluded to offer this most important post to James Gordon Bennett, as an editor of market ability, ripe experience, and as an honest supporter of the Union cause throughout the later years of the war.

The President's offer of the Mission to Mr. Bennett was severely criticized by influential men and prominent newspapers, but to Mr. Greeley's credit, the *Tribune* very handsomely endorsed the selection, considering the unrelenting warfare that had steadily continued between the two, great representative newspapers.

Said Mr. Greeley:

"Some surprise has been expressed that this important mission was not filled previously to the Senate's adjournment. We understand it was offered to James Gordon Bennett, Esq., of this city, but was declined by him, mainly on the ground that he could be of more service in extricating our country from her present difficulties at home than abroad.

"Since Ben Franklin—in every sense our first Ambassador to France—we do not remember that an editor till now has been designated for that post, which demands in its incumbent a full and intimate knowledge of our own and of European politics, a ripe general experience, and a special familiarity with the character and career respectively of the leading statesmen of Europe. These qualifications, we presume, dictated the selection of the veteran editor of the Herald.

"We may here mention, as an interesting incident, that Mr. Bennett met the present Emperor of France at a private dinner party in London just before the fall of Louis Philippe; when, the conversation turning on the condition of affairs in France, Mr. Bennett remarked that he had observed that almost the entire French press was then opposing the Government. The remark made such an impression on Louis Napoleon, that he subsequently recalled the subject and asked Mr. Bennett what inference he drew from the fact above noted. Mr. Bennett replied, that in the United States, such an attitude of the press would forecast an approaching transfer of political power. The events which soon followed proved this inference equally sound with regard to France."

The New Herald Building

The historic corner of Broadway and Ann street, the most strategic and central point for a newspaper office in the entire city at that time, and the permanent home of the Herald for 26 years, was in the early 'sixties the site of Barnum's Museum, which was burned on July 13, 1865. The fire was of the most spectacular character and destroyed not only the Museum but 18 other buildings on the block bounded by Broadway, Ann, Nassau and Fulton streets, and for a time, the Herald Office, corner of Fulton and Nassau streets, was in imminent danger. Its fire department, composed of 40 printers and pressmen did great service under command of William F. Smythe, the superintendent of the office. Lines of hose, 350 feet long were dragged up to the roof, and soon five streams of water, pumped by the Herald's powerful engine, were directed against the flames. Two Herald compositors, William Bennett and William Cowles held the nozzles in face of the blistering heat and distinguished themselves greatly.

All the papers gave page accounts of the conflagration, and the Herald's column of head lines informed its readers that there had been "a gratuitous distribution of curiosities;" that the boa constrictor got loose; the figure of Jeff Davis lost its head; George Washington's billiard table was burned and the most wonderful aquaria in the world, stocked with rare fish, were destroyed. Barnum, who was then attending to his duties as a member of the Connecticut Legislature, representing Bridgeport, returned to New York by special train, and after calmly surveying the smoking ruins from a window in the Astor House, said:

"I will now erect such a building as will astonish the world. On the roof I will have my menagerie of wild beasts, and the place will be three times the size of my late establishment, and as for curiosities, there will be no such collection on this continent or any other."

He opened another museum on Broadway, between Spring and Prince streets, where one of his principal curiosities was "a mammoth fat infant, two years old, and weighing 196 pounds!" In 1868 that building was also destroyed by fire.

To Mr. Bennett the fire at Broadway and Ann street seemed to be an act of Divine Providence, specially performed in his favor, for he had long ineffectually sought a suitable site for the Herald on the great thoroughfare.

Mr. Bennett began negotiations for the purchase of the property almost right away after the fire, with the owner, one Henry W. Sargent, who drove a pretty hard bargain with the rich editor, eager to get this commanding site on Broadway, for he was forced to pay $500,000 for it—all cash, except the amount of three mortgages for $84,000 assumed by Mr. Bennett. The deed was dated Aug. 1, 1865, and was signed by Henry W. Sargent and his wife, Caroline, of Fishkill, N. Y.*

The building was one of the most substantial and beautiful edifices on Broadway, taking nearly 18 months to construct. It had three magnificent white marble fronts: one facing Vesey street and Broadway; the centre front commanding a full view up Broadway, and the third looking on Ann street and the beautiful City Hall Park, the old Post Office not having then been erected. The centre front was a copy of one of the artistic *facades* of the Louvre in Paris, being of the Corinthian order of architecture, ornamented with Corinthian composite columns and pilasters with very rich carvings.

The main entrance was through a lofty portico of six, round, fluted columns. In the pediment was a shield, having Mr. Bennett's monogram of "J. G. B." inscribed thereon; while his initials were also carved in the solid marble lintels of the windows. The entrance was 8 feet wide with black walnut doors in which were large plate glass panes. There was no lock nor key to this door. It was Mr. Bennett's proud boast, and that of his son afterward, that the door of the Herald office had never been closed at any hour, day or night, and as a literal fact it was only barred twice—for two hours during the senior Mr. Bennett's funeral in June, 1872, and on the day following the death of Mrs. Bennett in 1873.

*Due to the courtesy of Mr. Lippitt of the Register's office, the writer was enabled to see the deed as recorded.

(*To be continued next week*)

An Ancient Mariner Passeth

Remarkable Career of Herbert L. Bridgman, Twice A. N. P. A. President, 35 Years on Brooklyn Standard Union, Polar Explorer, Champion of Peary, Exposer of Cook—Had Astonishing World-Wide News Contacts

An Appreciation Ey O e of Dr. Bridgman's Associates.

THAT one normal-sized head could carry all Herbert L. Bridgman knew was the daily wonder through the 35 years of this association with the staff of the *Brooklyn Standard Union.*

To his fellow-workers in this particular vineyard Mr. Brigman was a prodigy. Globe-trotter, lecturer, author, explorer, educator—he was all of these to the world, but to the members of the staff that claimed his efforts he was more than these—he was a good newspaper man, with a most marvelous equipment, that never "ran down" despite its constant use to the age of 80. He had a great head, crammed with facts of world-wide lore—but it was never a big head. Despite his intellectual eminence, that in some others might have been a terrifying condition, his make-up had in it nothing of aloofness. He was one of us, especially when we were hard at work.

The daily press has duly noted the death of Mr. Bridgman at latitude so-and-so north and longitude so-and-so west. It has catalogued the learned societies to which he belonged, approximately two stickfuls of type; the decorations that had been pinned on him, two sticks more; and the travels that he had left behind, perhaps four or five sticks. The men of the Standard Union were duly impressed by these aspects of world greatness, but they are in excellent position to submit that the most important count in favor of this big man who has just passed away was—that he was, to and past his 80th birthday, a mighty good newspaper man.

Mr. Bridgman, in his post as business manager of this newspaper, never forgot to be a reporter. He was a specialist on finding the elusive item in the least likely place. His tremendous mail, pouring in from every quarter of the globe, yielded him one "lead" after another day after day.

One of the busiest of mortals, forever bustling about, he was never too pressed for time to report to the city desk. He laid his finger on the good stuff, frequently important stuff, lurking in the most unsuspected quarters.

History records that Mr. Bridgman climbed the Mesa Encantada with Dr. Libbey. The members of his own staff were properly pleased at the exploit, but may be pardoned for feeling that it is more important to record, in the hour of the present bereavement, that he climbed up to the desk day after day with matter for publication that nobody else could ever have found. Mr. Bridgman was a living object lesson in how to read the papers.

In the midst of his astonishing contacts with the world outside he always thought of his paper in Brooklyn. Descriptive matter poured off his pen during leisure moments that he managed somehow to find on his journeys to the Sudan, to Bulgaria, to Hawaii, to everywhere else under the sun. The moment of his death found two lengthy travel articles, with the initials H. L. B. modestly displayed, in type waiting to be used.

His office in the Standard Union building basked in the full glare of publicity during the never-to-be-forgotten days of the Peary-Cook squabble. Mr. Bridgman was devoted to Peary with an unflinching loyalty. He knew more about Dr. Cook than anybody else in town, for that arch faker had accompanied Mr. Bridgman to the Arctic some years before. So when the whole world was flinging flowers into Cook's lap, Mr. Bridgman was overcome with chagrin. In the midst of extravagant tributes to his fellow-Brooklynite, he cried out in the editorial columns of his paper for caution. He wrote:

"After the first flush of surprise the most careful scrutiny will follow. The dramatic and picturesque 'special' gives way to records, diaries, observations, track charts, courses, locations and all the other indicia by which science establishes facts. Nobody knows this better than Dr. Cook, and though his expedition has no official relation to any government or scientific society, he will, of course, recognize the moral and honorable obligation and insist that his claims to the highest geographical distinction be irrefutably established."

This, it must be remembered, was written on a day when subscriptions for the ornamental civic arch that was to greet the returning Doctor were being collected. Shining through Mr. Bridgman's scientific distrust of Dr. Cook's claims was his enthusiastic faith in Lieut. Peary, from whom he was daily awaiting the glad tidings that were destined to be not much longer delayed.

The word of caution was written on Sept. 2, 1909. Mr. Bridgman went away over the Labor Day holiday that followed. So did many persons of importance in the big press associations. That will perhaps explain the guarded fashion in which the actual bulletin of Peary's discovery was received. Because of the furore over Cook it seemed to be regarded as a confusing complication.

For some reason not at all connected with the wishes of the staff, the Standard Union went to press on the 6th just as though it had not been Labor Day. The main editions were off the presses when a cablegram from Newfoundland was discovered on the desk of the absent Mr. Bridgman. It read, cryptically:

"Bridgman, Standard Union, Brooklyn.

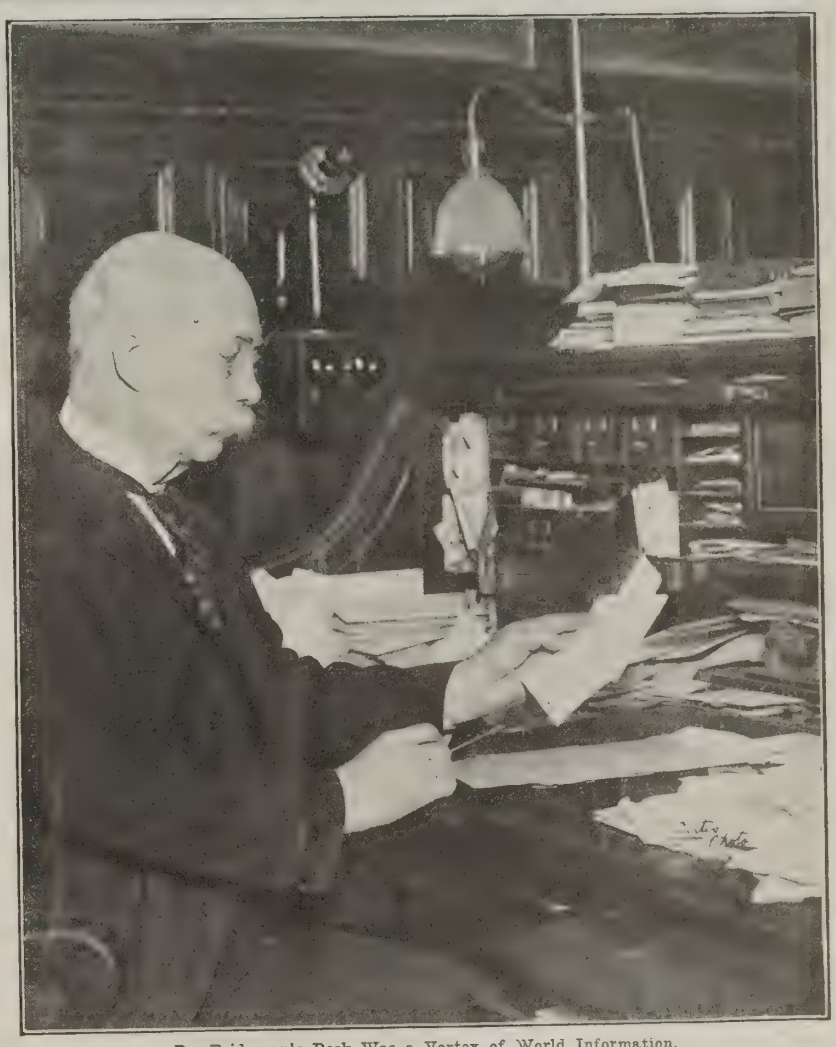
"Sun. Roosevelt Safe.

"PEARY."

Seemingly meaningless, it meant everything in the world. Had it read "moon," it would have been a confession that Peary had failed. But "sun"—that meant victory. The office decoded the dispatch, put the story on the street and notified the associations. They required to be informed just what "sun" meant. They were told that it meant Peary "had nailed the Stars and Stripes to the Pole." Accordingly the news went out that Peary, in a very un-Peary-like way, had written that bombastic wire.

How Mr. Bridgman hurried back to Brooklyn, established connection with Lieut. Peary and obtained from him the native's assurance that Dr. Cook "had never gone out of sight of land" in the Arctic belongs to history. It was surely not H. L. B.'s fault that Dr. Cook received the freedom of the City of New

(*Continued on page 28*)



Dr. Bridgman's Desk Was a Vortex of World Information.



Cadets of the Merchant Marine Were Honor Guard as S.S. Newport Bore Their Fellow Sailor Home

OLD RUTGERS CAMPUS SCENE OF NEW JERSEY PRESS INSTITUTE



100 EDITORS ATTEND THIRD ANNUAL NEW JERSEY PRESS INSTITUTE

Group Backs Plan for Journalism Chair at Rutgers—A. Woollcott, Louis Wiley, John C. Oswald Among Speakers—Contest Prizes Awarded

A CHAIR or department of journalism is likely to be established at Rutgers University, and the New Jersey College for Women at New Brunswick, N. J., in the near future as the result of action taken at the third annual institute of the New Jersey Press Association held in that city last Monday and Tuesday.

President R. E. Lent of the *Passaic Daily News,* following the address of welcome at the opening session by Dr. Walter T. Marvin, acting president of Rutgers who declared the university is becoming more and more a training school of journalism, appointed a committee consisting of John W. Clift of the *Summit Herald,* a member of the legislature; W. B. R. Mason of the *Bound Brook Chronicle* and William H. Van Wart of the *Caldwell Progress,* to confer with Dr. Marvin for the purpose of getting the attitude of the administration. This committee reported on Tuesday that Dr. Marvin welcomed the idea and suggested the establishment of such a department in the two local colleges upon a part-time basis at an expense of $2.000 a year.

The two-day session was attended by nearly 100 representatives of the New Jersey newspapers. On the opening day M. V. Atwood of the *Utica* (N. Y.) *Observer-Dispatch* discussed the editorial page of the country weekly holding that an editorial page in such newspapers is desirable and that continuity and make-up of a distinctive character is important.

Allen Sinclair Will, associate professor of journalism in Columbia University, in his address on "Recent Criticisms of Professional Journalism," said these criticisms of late chiefly had to do with the consolidation of newspapers in New York City and elsewhere. In reply he declared there never were so many good opportunities in newspaper life as now; the pay of newspaper workers had advanced more rapidly in the last ten years than ever before and is still advancing. One way to improve the standard of pay he said is to raise the average grade of the men who work in editorial rooms.

John C. Oswald, editor of the *American Printer,* in presenting the matter of "How Can We Improve the Quality of Published News" told the newspapermen to print the news—all of it—but be absolutely independent in presentation.

At the Monday afternoon session Alexander Woollcott, dramatic critic of the *New York Sun* discussed "The Stage and the Newspaper."

Louis Wiley, business manager of the *New York Times* declared newspapers could best serve as champions of freedom by holding fast to the truth in discussing "The Newspaper as a Public Trust." No newspaper, so far as he knew, had editorially defended the Klan and the record of the American press in this issue was a noble one.

At this session the announcement was made of the winners of ribbons among the exhibit of 261 newspapers. H. Frank Smith of EDITOR & PUBLISHER and M. V. Atwood of the *Utica* (N. Y.) *Observer* made the awards as follows:

Best front page, weeklies, first, *Caldwell Progress;* second, *South Orange Record;* third, *Woodbridge Independent.* Honorable mention, *Metuchen Record.*

Best editorial page, weeklies, first, *Freehold Transcript;* second, *Hunterdon County Democrat;* third, *Interboro News* of Teaneck.

Best department of country correspondence, weeklies, first, *Cape May Times;* second, *Bergen Record;* third, *High Bridge Gazette.*

Best conservative front page dailies, first, *Atlantic City Press;* second, *Newark Evening News;* third, *Passaic Daily News.*

Best heavily displayed front page, dailies, first, *Newark Ledger.* Second and third ribbons were not awarded owing to the fact there were only four entries in the class and the judges held that they were not representative of the best work that is being done in heavily displayed front pages.

Best editorial page, dailies, first, *Trenton Sunday Times-Advertiser;* second, *Newark Evening News;* third, *Newark Star-Eagle.*

Best page or department of agricultural news, dailies and weeklies, first, *Woodstown Monitor Register;* second, *Trenton Evening Times;* third, *Lakewood Times and Journal.*

At the banquet Monday evening, Mayor William W. Campbell of Schenectady, N. Y., the youngest mayor in that state, and a former editor, said the newspaper "can best co-operate with public officials by acting as their guide, philosopher and friend."

Merle Thorpe of the *Nation's Business,* spoke of the increase of from 25 to 300 per cent in the publication of financial and business news in the newspapers and of the aid thus being given in solving the problems of this economic age. Prof. Bristow Adams of Cornell University compared the French newspapers with those of this country.

Basil L. Smith of Philadelphia gave an analytical discussion of the opportunities of classified advertising at the Tuesday morning session. On "The Fundamentals of Advertising" George French of Montclair, one of the founders of the New York Advertising Club said in advertising the personal touch is of paramount importance and that it is the personal touch as well which makes newspapers go.

The Tuesday afternoon session was devoted to round table discussions. The first had to do with the editorial page, its make up and contents. Miss Mable Brown of the *Matawan Journal* thought it should be attractive and the editorials deal with community matters. Frederick Crane of the *Elizabeth Journal* advocated the use of features and that some advertisements be carried on this page. John Borg of Hackensack held two divisions might be made on the editorial page, the views of the owners under a heading, "This is our column," and of the readers under "This is yours."

"Personnel Organization" was discussed by William R. Jones of the *Bergenfield Saturday Review* who maintained that personnel depends almost entirely on personality. "Circulation Building" gave the opportunity for Eugene Farrel of the *Newark Evening News* to declare that he opposed circulation contests. Edmund H. Carpenter of the *Gloucester County Democrat* said newspapers can best aid advertisers by writing their advertisements and the consensus of opinion as expressed was that advertising contracts for local advertisers were unnecessary.

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of **Salt Lake City.**

The Deseret News

HE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

BELGO 1925 PRICE $70

Quebec Mill Cut $2 Per Ton from Newsprint Rate

New impetus to the gradual decline in newsprint prices, which has been underway now since July, seems probable with the announcement this week that the Belgo Paper Company has reduced its quotation $3 a ton for 1925, making the new $70 per ton f. o. b. mill.

Belgo is one of the largest newsprint mills in the Province of Quebec. It was one of the Canadian concerns that lopped off $2 a ton from a $75 figure in early July.

This latest cut announced by the Quebec mill, places its price on a par with that quoted by the Great Northern Paper Company.

The International Paper Company continues to sell newsprint at $73 a ton, representing a $2 cut from the first of the year figure.

T. C. Wignall Returns to London

Trevor C. Wignall, boxing expert of the *London Daily Mail,* who arrived in the U. S. at the same time as the Prince of Wales, covering the latter's trip to this country, returned home this week. He also covered the Wills-Firpo fight.

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average
Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.
New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

In New Orleans it's **THE ITEM**

Tribune Used Fifteen Million Pounds of Paper in August, 1924



A million dollar log pile of pulp wood at The Chicago Tribune's paper mill.

THE swift growth of The Chicago Tribune during the past three years is vividly reflected in its consumption of newsprint.

Paper Used by The Chicago Tribune During August of Each Year

	Pounds
1922 - - -	11,571,661
1923 - - -	12,648,875
1924 - - -	15,165,859

The shrewd advertiser contracts for space in the medium that is steadily advancing — gathering in new buyers for his merchandise — strengthening its prestige with readers.

Because Tribune rates are so low in proportion to circulation — and because Tribune readers are so well able to buy and so responsive — The Chicago Tribune prints far more millines* of advertising than any other publication on earth.

*One milline represents one agate line circulated one million times or one thousand agate lines circulated one thousand times or one hundred thousand agate lines circulated ten times, etc.

If lineage is multiplied by the circulation and six places are pointed off, we have the volume of advertising in millines—a unit of measurement invented by Benjamin Jefferson to serve a purpose in the advertising field similar to tons, gallons, calories, in others.

Rate per milline is determined by dividing the circulation into the rate per agate line and multiplying by one-million. It is preferable to the old familiar rate per line per thousand because it is easier to say and the milline rate is in dollars and cents instead of in small fractions of a cent.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

SONGS OF THE CRAFT

Written exclusively for EDITOR & PUBLISHER

By Henry Edward Warner

TO MY OWN

I like the *New York Times;*
It is a daisy sheet.
For downright forthright principle
It's mighty hard to beat.
I like the *Herald*, too,
And I can stand the gaff
Of those who think me fast because
I like the *Telegraph.*

I love the *Baltimore Sun!*
It's my ambition's home—
A place my heart can anchor to
And never care to roam.
And there's the *Picayune,*
Down where the Creoles sing—
And where Frank Stanton swings his pen
Songs of the Southland ring.

I like the *Boston Globe,*
The *Chattanooga Times.*
The *Times-Dispatch* of Richmond, where
They used to print my rimes.
The *Buffalo Express*
I read with pleasure; yes,
I like the *News and Courier*
And *San Antonio Express.*

I like that *Detroit News,*
I like the *Denver Post*
But of all papers printed, folks,
The one I like the most
You'd never find on file
On any highbrowed shelf—
The finest paper ever pressed
Was one I owned myself!

It was a little thing—
And I was just a kid;
But everybody read it through—
At least I know I did!
There on my wall it hangs,
My young ambition's prize—
And there in honor it shall hang
Until affection dies.

I wrote its leads; I wrote
Its news; I set the type;
I worked the hand-press earnestly
When printing-day was ripe.
And I shall never know
The pride that I have known—
Nor ever read a paper like
That midget of my own.

DAILY WINS FIGHT ON PENAL COLONIES

Petit Parisien's Campaign Successful in Closing French Guiana Stations —Albert Londres Vivid Stories Forced Action

By G. LANGLAAN,
(*Paris Correspondent* EDITOR & PUBLISHER)

PARIS, Sept. 19.—The simple announcement that "for reasons of economy" the French government has decided to suppress the penal stations of French Guiana marks the triumph of the *Petit Parisien's* special correspondent, Albert Londres, who by a series of remarkable articles on the penal stations rapidly brought about what politicians had not been able in decades to achieve.

Albert Londres was sent by his paper to report on these stations of France overseas. He wrote a series of articles depicting a terrible system which, far from central control, had degenerated into an inferno where minor jailers had lost all feeling and convicts had ceased to be human beings. Every word of the articles bore the stamp of truth, and not one statement was challenged. All France was horrified at the revelations, and one of M. Herriot's first acts on taking power was to order the suppression of the penal stations.

Agitation had been active against the system for many years, but it was the articles of Albert Londres that brought about the long-desired result.

His style is vivid and incisive. He described the half-naked wrecks of humanity, toiling without hope beneath a pitiless sun, so many numbers without identity as human beings, as to make them alive and suffering before the eyes of the reader. He reported the terrible tales of convicts taken to French Guiana in ships provided with cages and hot water pipes as a menace to the unruly, of hideous leprosy, of terrible solitary confinement, and of attempts to cross shark-infested seas in order to escape from this living hell.

Albert Londres, by the power of his pen, has broken down the shameful system, has done by the use of a few thousand words more than all the petitioning and protesting of the last 50 years. Newspaper men everywhere will feel proud of the member of their profession who in the course of his duty has been able with such success to serve humanity.

The Average Daily Circulation—

net paid—of The Baltimore Sun (morning and evening) for the month of August, 1924, was:

241,570

For the Four Sundays in August the average net paid circulation of THE SUNDAY SUN was 176,873.

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

"Snappy Stories" Too Snappy

"Snappy Stories," a magazine published in New York, has been found too snappy for Cambridge, Mass. Three newsdealers were fined $100 each, Sept. 24, for selling the September issue. The judge declared that in his opinion it was the intention of the wording of certain stories in the magazine to give a bad impression, and that the meaning intended to be conveyed was improper. Passages from the stories were read in court. Arrests were made at the instigation of the Watch and Ward Society, which has been campaigning against this magazine.

Miners to Advertise Coal

Operators and mine workers of Appanoose County, Iowa, will open a seven months' advertising campaign, Oct. 7. Twenty-two mining companies and nearly 3,500 miners in this division of district No. 13, United Mine Workers of America, are co-operating in the marketing plan. The operators are matching the mine workers' contribution dollar for dollar and it is expected that $49,000 will be raised. Harry E. Keister, Waterloo, is in charge of the campaign.

CHARLES F. MOSHER WEDS

For 18 Years Treasurer Scripps-McRae and Scripps-Howard Properties

Charles F. Mosher and Miss Alma Schwarberg, of Cincinnati, were married on Sept. 25, and on Saturday last sailed on the steamship Majestic for a prolonged tour through Euprope and North Africa. The trip may be continued around the world.



CHARLES F. MOSHER

For 18 years Mr. Mosher has been treasurer of the Scripps-McRae and later Scripps-Howard properties, only retiring a short time ago for a real rest. Before entering the general offices, he was editor of the *Cincinnati Post.*

Ship Papers Combined

Arrangements have been made to combine the Oceanic edition of the *Chicago Tribune* and the *Ocean Times,* the new publication to be known as the *Chicago Tribune-Ocean Times.* The paper will be published on the passenger ships of the International Merchant Marine and the Royal Mail Steamship Line, as well as on boats of the United States Shipping Board, where the present Oceanic edition of the Tribune circulates.

Cincinnati, The Ideal "Test City"

By common consent publishers of national magazines have accepted Cincinnati as the ideal city for the "check-up" on circulations. This is because Cincinnati is large enough to be representative of the country as a whole, yet not too large for detailed analysis. The population closely parallels that of the United States in rate of increase and is above the average in quality, intelligence, stability and economic well-being. The native born whites constitute 81% of the population, 98% of which is literate.

In addition to the above considerations, advertisers are more and more recognizing the purely merchandising advantages that make Cincinnati the most economical as well as the most profitable city in which to "test out" their advertising and merchandising campaigns.

Economical, because of the 141,000 families within the "local circulation area" of the Cincinnati newspapers, eighty per cent, or practically the entire native, white, literate population, are reached at minimum cost by *one* daily paper—The Times-Star.

Profitable, because the Times-Star is virtually the buyers' guide for this entire market. A test campaign in the Times-Star not only is the quickest and the most effective means of securing distribution in the twelve Ohio and Kentucky cities that comprise the metropolitan area of Cincinnati, but it furnishes an absolute test of the responsiveness of the consuming public to your advertising appeal.

After the test campaign, with dealers lined up and consumer acceptance established, a modest advertising appropriation in the Times-Star quickly liquidates the introductory investment and converts consumer acceptance into a buying habit.

Practically every national advertiser who is using newspapers in Cincinnati has the Times-Star on his schedule. More than 160 national advertisers use the Times-Star exclusively in this field.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

The NEW YORK TRIBUNE, Inc., announces with regret the resignation of Mr. William H. Johnson as manager of The New York Herald Tribune Syndicate.

¶ Mr. Johnson has been with the New York Tribune for six years and through his efforts the syndicate has achieved the commanding position it now occupies.

¶ On and after January 1st, 1925, Mr. Johnson will be the head of a new syndicate which will be known as Features, Inc., in which he will have a substantial interest.

¶ We extend to Mr. Johnson our sincere wishes for the greatest possible success in his new undertaking.

¶ Mr. Harry Staton, who has been connected with the Tribune Syndicate for five years, has been appointed to the position of manager of the New York Herald Tribune Syndicate.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



EDWARD R. MAHONEY—"An exceptional man"

WHEN a man persistently sticks to the telephone and the desk of a city editor when he might otherwise be enjoying the much more lucrative returns of a law practice, the probability is that he is an exceptional man. And that is the word which describes Edward R. Mahoney, city editor of the *Chicago Evening American.*

Edward R. Mahoney has been "chief" of the Chicago Evening American city room for only the past four years, but in that comparatively short time his colleagues have come to regard him as perhaps the ablest city editor in the city. The managing editor of another Chicago daily recently made the statement that "Mahoney is the best city editor in Chicago."

All of his newspaper experience is confined to the cities of Milwaukee and Chicago. His first newspaper work as a reporter was done in Milwaukee, as a member of the *Milwaukee Sentinel* staff. From the Sentinel, Mahoney turned to the *Milwaukee Journal* and later he attached himself to the *Milwaukee News.*

After some time on the news, "Ed" came to Chicago and established his first connection with the Hearst newspapers. His first position in Chicago was that of night city editor for the *Chicago Examiner.*

The young editor continued to climb, then, and in a short time he left the Examiner and became assistant city editor of the since departed *Chicago Inter-Ocean.* Finally, Mahoney made the grade, and his services were soon lost to the Inter-Ocean while the *Chicago Daily Journal* gained him as its city editor.

"Ed" got out of the newspaper game after that—but only for a short while. When he left the Journal he branched off into a different field of public service, becoming chief of the efficiency bureau of the Cook County Civil Service Commission. Following that, Mahoney was comptroller of the Sanitary District of Chicago. But he soon found himself back in the newspaper game as city editor of the *Chicago Evening American,* where he has been since.

His numerous years of experience on Chicago streets and his years as a public official have given him a vast acquaintance with people and a seeming unbounded knowledge of information sources. He is a veritable storehouse of facts, they say. He has the reputation in Chicago newspaper circles for "getting" the story into his paper—with consequent distress to the equanimity of rival city editors.

When asked to explain this, recently, Mahoney said he believed in the maxim of the old southern Civil War general, who said he won battles by "gettin' theah fustest with the greatest fo'ce of men." Perhaps a little more light may be directed upon the situation when it is explained that "Ed" Mahoney is the city editor who originated the phrase "Can the T in Can't" and has the city room of the American placarded with that line.

Mahoney has two principally outstanding qualities—his intense enthusiasm and his fairness and squareness to all with whom he comes in contact. Especially in regard to his staff does he display his just treatment, and as a consequence, his men work hard for him. They have the consciousness that he is "for" them regardless of what might occur and they realize he will stick by them.

Mahoney is a comparatively recent graduate of a local law school—and in keeping with his exceptional characteristic of doing things a little better than the next man, he was an honor student. He is now a member of the Illinois Bar and a member of the Chicago Lawyers' Association. Every so often, he says, he makes up his mind definitely to quit the newspaper game and go into law. But the call of a good story is too great for him to forego his editorial desk, and he stays on.

"Will you marry me, my pretty maid?"

"How many cylinders has your automobile, sir?" she said.—*Memphis News Scimitar.*

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!

BRISBANE AND THE PRINCE OF WALES

"HE is a very nice boy, not much interested in world politics," said Arthur Brisbane about the Prince of Wales, speaking last week at a Rotary luncheon in New York.

Brisbane declared he had met Edward P. during his recent visit to Syosset, L. I., and that he had chatted with him for 20 minutes.

Discussing the development of the newspaper, Mr. Brisbane said:

"There are two men with the Hearst organization who today get a salary equal to the salary of the President of the United States with the combined salaries of the Cabinet members added and $100,000 more a year thrown in."

Philadelphia Veteran Dies

Harry P. Wilson, 67, night city editor of the *Philadelphia Record,* died suddenly in Philadelphia, Sept. 26. He had been a member of the Record's editorial staff for the last 31 years. Born in Baltimore, he became a newspaper man at an early age, for many years being associated with Baltimore newspapers. Later he joined the staff of the Associated Press, covering the wedding of President Cleveland and the President's honeymoon at Deer Park. He came to Philadelphia in 1899 and joined the *Philadelphia Times,* representing that newspaper at the scene of the Johnstown flood. He went to the Record in 1893.

San Antonio Raising Ad Fund

Planning to make this year's publicity campaign international instead of only national in scope, the publicity committee of the San Antonio Chamber of Commerce has launched a campaign to raise $60,000 to advertise San Antonio as a winter resort. The committee is headed by Gerald Melliff, chairman. Last year San Antonio carried out a $50,000 advertising campaign, exploiting the city in representative newspapers and periodicals throughout the country. This season it is expected to extend the advertising to publications in several foreign countries.

Ads Lure Home-Seekers Westward

As a result of advertising campaigns by western railways the outlook for land settlement in the northwest is the best in seven years, according to A. B. Smith, passenger traffic manager of the Northern Pacific railway. As proof Mr. Smith pointed out that on his arrival recently in Spokane from the east a canvass of the train on which he travelled showed there were 22 homeseekers on it who were answering the call of the advertisements of western railways.

Pennsylvania Papers Merge

Announcement has been made that the *Sharon* (Pa.) *Telegraph* has purchased the *Farrell* (Pa.) *News* and the two papers have been merged. B. F. Parry and others of the staff of the News will be assigned with the new organization. The *News-Telegraph* will maintain offices in Farrell at the former quarters of the Farrell News.

Who's Who in the CONSOLIDATED PRESS



ROBERT B. McCLEAN

ROBERT B. McCLEAN, General Manager of the Consolidated Press Association, typifies the idea behind the building of the C. P. A. personnel. Through actual work in every department of the hard school of newspaper making, he is qualified eminently to direct a "know how" organization producing service for discriminating publishers.

Starting on a country weekly and later trained in a daily newspaper shop, Mr. McClean devoted his first years to the editorial side and became managing editor of the Harrisburg Telegraph. Then he turned his attention to business, advertising and circulation, serving as circulation manager in Harrisburg and Pittsburgh. As circulation manager, mechanical superintendent and, finally, as business manager of the New York Evening Post, he rounded out a remarkable record of experience and achievement.

With such a background, Robert B. McClean knows first hand the problems and requirements of the modern newspaper.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

383,005

Net paid circulation of The New York Times, average daily and Sunday, as reported to the Post Office department for the six months ending September 30, 1924.

October 1, 1924 . .	**383,005**
October 1, 1923 . .	**362,361**
Gain	**20,644**

The growing circulation of The New York Times represents a greater volume of high quality than any other newspaper in the world.

Average Daily and Sunday Circulation for 29 Years		
October	1896	21,516
"	1897	22,456
"	1898	25,726
"	1899	76,260
"	1900	82,106
"	1901	102,472
"	1902	105,416
"	1903	106,386
"	1904	118,786
"	1905	120,710
"	1906	131,140
"	1907	143,460
"	1908	172,880
"	1909	184,317
"	1910	191,981
"	1911	197,375
"	1912	*209,751
"	1913	*230,360
"	1914	*259,673
"	1915	*318,274
"	1916	*340,904
"	1917	*357,225
"	1918	*368,492
"	1919	*362,971
"	1920	*342,553
"	1921	*352,528
"	1922	*356,671
"	1923	*362,361
"	1924	*383,005

**Average net paid daily and Sunday circulation reported to the Post Office Department for six months immediately preceding October 1, in accordance with Act of Congress, August 24, 1912.*

TWO A. P. PAPERS FINED FOR RADIOING NEWS

Board of Directors Takes Action at New York Meeting but Withholds Names—Entire Board Attends

That Associated Press intends to adhere strictly to its policy of prohibiting radio broadcasting of A. P. news, was demonstrated at the meeting of the board of directors held at A. P. headquarters in New York this week, when two member newspapers were fined for violation of this rule.

Frederick Roy Martin, general manager, when questioned by EDITOR & PUBLISHER, declined to divulge the names of the newspapers.

An important executive session was in progress. For the first time in several years all board members were present.

It had been rumored that radio was to be one of the chief topics of discussion. As published elsewhere in this paper, several broadcasting stations will put election returns on the air this year. Mr. Martin denied this subject was mentioned. He said, however, he had heard a rumor that several A. P. member newspapers who own broadcasting stations, had corresponded with a view to making a joint request to be allowed to broadcast A. P. election returns. This request, however, had not been made, he stated.

Those attending included: Frank B. Noyes, *Washington Star,* president; E. H. Butler, *Buffalo News,* vice-president; C. P. J. Mooney, *Memphis Commercial Appeal,* second vice-president; Victor F. Lawson, *Chicago Daily News;* W. H. Cowles, *Spokane Spokesman-Review;* Frank P. MacLennan, *Topeka State Journal;* E. Lansing Ray, *St. Louis Globe-Democrat;* Frederick I. Thompson, *Birmingham Age-Herald;* J. R. Knowland, *Oakland* (Cal.) *Tribune;* Major Robert McLean, *Philadelphia Bulletin;* Adolph S. Ochs, *New York Times;* Clark Howell, *Atlanta Constitution;* Charles Hopkins Clark, *Hartford Courant;* E. H. Baker, *Cleveland Plain Dealer;* H. V. Jones, *Minneapolis Journal;* Benjamin H. Anthony, *New Bedford Standard;* Stuart H. Perry, *Adrian Telegram.*

PENN. PRESS MEETING

Three Associations Holding Sessions at Stroudsburg

Members of three Pennsylvania press groups, the State Editorial Association, the State Dailies Association and the State Weekly Association, are holding meetings this week at Stroudsburg. The convention opened Friday, Oct. 3, and will adjourn Sunday, Oct. 5.

Friday afternoon sessions were to be devoted to Daily and Weekly meetings, followed by an evening dance and buffet lunch.

Saturday morning an address by Melville E. Stone, counsellor for the Associated Press, was scheduled to speak. Other speakers listed were George J. Campbell, Leonard Ormerod and George S. Dougherty. In the afternoon joint legislative sessions are scheduled.

Sunday will be given over to rest, church and amusements.

Mrs. Sophie McCormick Dies

Mrs. Sophie McCormick, 80, one of the proprietors of the *Alexandria* (La.) *Daily Town Talk,* is dead. She was the widow of the late E. H. McCormick, first editor and founder of that newspaper.

Publisher's Will Upheld

The will of Delavan Smith, late publisher of the *Indianapolis News,* was ordered upheld by Judge C. C. Edwards at jury trial in Waukegan, Ill., Oct. 1. Sixteen cousins had contested the document.

Obituary

WINFIELD SCOTT PARR, 74, for 26 years market editor of the *Cleveland Plain Dealer,* died at his home in a suburb of Cleveland, Sept. 25.

A. T. FREED, 89, former managing editor of *Hamilton* (Ont.) *Spectator,* died on Sept. 27.

WILLIAM S. GALVIN, 78, founder and for 54 years editor of the *Wilmington* (O.) *Greene County Journal* is dead at his home in Wilmington, O. He was the father of L. S. Galvin, publisher of the *Lima* (O.) *News* and W. J. Galvin, publisher of the *Wilmington News Journal,* and other papers.

W. C. HENDERSON, 57, for 33 years connected with the circulation department of the *Pittsburgh Dispatch* and for several years manager of that department died at his home in Crafton, Pa., Sept. 23.

LUTHER C. BATEMAN, for 25 years agricultural editor of the *Lewiston* (Me.) *Journal,* died recently at his home in that city.

EDWARD E. MCDONALD, 56, a photo-engraver in the art department of the *Boston Globe,* died recently.

ALLAN DAWSON, 45, for many years a writer on the *New York Times,* and previous to that a Washington newspaper man, died Sept. 26, at his home in Saugus, Mass.

LEWELLYN L. KEINE, 56, former city editor of the *Topeka* (Kan.) *Capital* and the *Topeka State Journal,* died recently.

ROBERT R. HALDEMAN, 67, for many years connected with the circulation department of the *Harrisburg* (Pa.) *Telegraph,* died suddenly in Carlisle, Pa.

WILLIAM G. BLAIR, 50, president and manager of the Blair Paper Company, Peoria, Ill., died Sept. 21.

ALVA MILTON KERR, former editor of the *Chicago Weekly Ledger,* died Sept. 24 in Hollywood, Cal.

H. C. FREEMAN, editor and owner, *Bridgeport* (Wash.) *Republican,* was killed in an automobile accident near his home, Aug. 29.

FLASHES

As we understand it, Candidate William Allen White doesn't want it to be Klansas.—*F. P. A. in the Conning Tower, New York World.*

The greatest need of the age is a motor car that each member of the family can use at one and the same time without interfering with the others.—*Cincinnati Enquirer.*

Carrying a live goat on a flivver in order to insure a supply of fresh milk is an innovation of the touring motorist. The one grave risk is that during the night the goat might eat the flivver.—*New York Herald Tribune.*

The modern girl is one who has a shotgun in her hope chest.—*New York American.*

A German scientist predicts that man may yet live to be 1,000 years old. Let us hope that in such event life will be worth the living.—*Boston Transcript.*

If you can't dance, dance anyway. You can say what you're doing is the latest step.—*Harrisburg Patriot.*

Coal is plentiful this year. The reason for the increased cost is that the dealers have to handle so much of it.—*J. J. Montague in New York Herald Tribune.*

The old grouch two doors from us came home lit up last night and parked himself at the front door two hours, waiting for the red hall light to turn green.—*Dallas News.*

What, if anything, ever became of William J. Burns?—*Detroit News.*

Any Russian citizen may change his name as often as he likes by merely notifying a registrar. But we can't see any relief for the proofreaders in that privilege.—*J. R. W. in Milwaukee Journal.*

The average family budget is nothing more or less than a scrapbook.—*New York American.*

The report that England is building 500 new battleships was erroneous. It should have read bottleships.—*James J. Montague in New York Herald-Tribune.*

The reason bachelors stay at home so much is because there is nobody to say they must.—*New York Telegram and Evening Mail.*

The sun never sets on British soil and apparently it never rises on British athletics.—*H. I. Phillips in New York Sun.*

There is always suspicion that there is considerable chaff in a straw vote.—*Philadelphia Evening Public Ledger.*

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Give Your Advertisers
Striking Effects with the Ludlow

INNUMERABLE unique and striking effects are possible with the Ludlow System of all-slug composition that would be impossible if you had to depend solely upon single types or keyboard machines.

For example: An advertiser plans a 79-cent sale and asks you to set a half or full-page ad requiring much big display type and a large number of bold "79-cent" figures. You can do it only with the Ludlow. Or an advertiser may want to get a message over to the public in a strong, unique way and asks to have it all set in 42 or 48 point Roman or italic display. You can do it in excellent fashion, but only with the Ludlow. Another advertiser, seeking out-of-the-ordinary display effects, may ask you to set a complete border in large letters, figures or dollar signs. Again, it can be done, but only with the Ludlow.

The best and most profitable uses of the Ludlow, however, are in producing the regular day to day run-of-the-hook display composition in always new, clean-cut faces in whatever size is needed from 6 to 60 point, including bold and extended.

Read what the Palo Alto (California) Times says:

"The Ludlow for display, and the keyboard machines for text gives us a very satisfactory all-slug, non-distribution system. Much of our advertising runs to large price figures, creating a situation difficult to meet under the system of single type composition, even apart from repeated sorts purchases and the storage of such sorts. The range and character of advertising that we now can accept, without objectionable 'extra charge,' has greatly increased."



Ask us, on your business letterhead, for your copy of "The Ludlow of To-day." It's worth sending for, and this places you under no obligations.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

America's Greatest Single Market

The Empire State

Supreme, Not Alone in Business and Commerce, But As a Producer From the Soil

New York State ranks fifth agriculturally with a total value of nearly a half billion dollars of which $270,000,000 stands for crops and nearly $200,000,000 for livestock.

In crops alone New York State stands fourth and in livestock it ranks seventh.

It is estimated that there are approximately a million and a half dairy cows in the state which are valued at over $123,000,000 with the dairy revenue around $200,000,000 yearly.

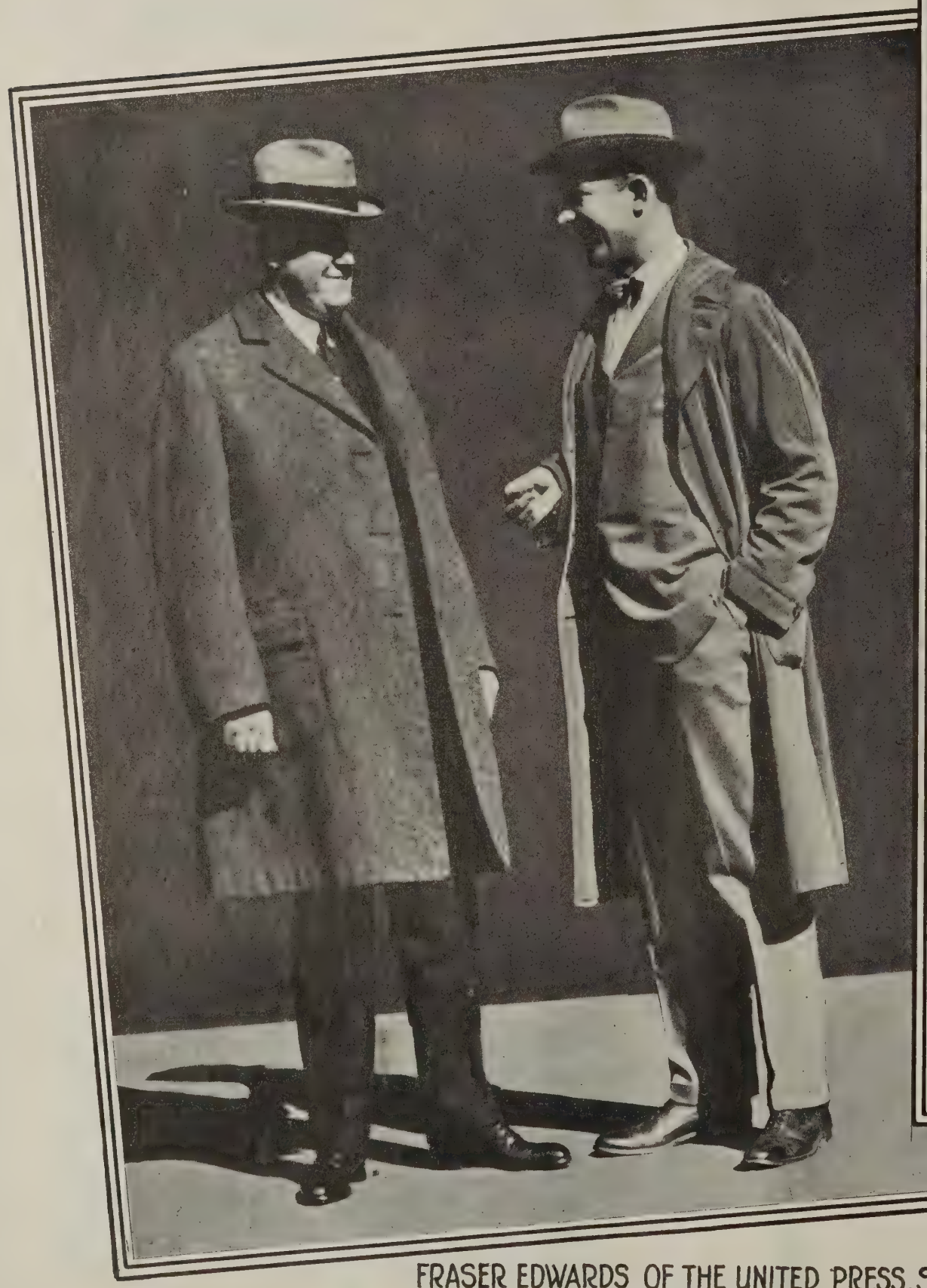
A territory that produces, can consume equally well.

Use this list of daily newspapers to cover this territory for you. They can sell your merchandise. Results count. These papers get results for their advertisers.

		Circulation	2,500 Lines	10,000 Lines
***Albany Evening News	(E)	18,746	.08	.08
***Albany Knickerbocker Press	(M)	30,537	.10	.10
***Albany Knickerbocker Press	(S)	52,354	.13	.13
†††Auburn Citizen	(E)	6,429	.04	.035
***Batavia Daily News	(E)	8,728	.04	.04
***Brooklyn Daily Eagle	(E)	66,079	.22	.22
***Brooklyn Daily Eagle	(S)	76,284	.22	.22
***Buffalo Courier and Enquirer	(M&E)	73,058	.18	.18
***Buffalo Courier	(S)	118,603	.25	.22
***Buffalo Evening News	(E)	123,852	.25	.25
***Buffalo Evening Times	(E)	100,236	.18	.18
***Buffalo Sunday Times	(S)	100,005	.18	.18
***Buffalo Express	(M)	48,019	.14	.12
***Buffalo Express	(S)	55,407	.18	.14
†††Corning Evening Leader	(E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser	(E&M)	32,915	.11	.11
**Geneva Daily Times	(E)	5,537	.04	.04
***Glens Falls Post-Star	(M)	9,065	.035	.035
***Gloversville Leader Republican	(E)	6,877	.035	.035
***Gloversville Morning Herald	(M)	5,927	.03	.03
***Ithaca Journal-News	(E)	7,308	.04	.04
***Jamestown Morning Post	(M)	10,515	.04	.035
***Middletown Times-Press	(E)	6,434	.03	.03
***Mount Vernon Daily Argus	(E)	9,490	.05	.05
†††Newburgh Daily News	(E)	11,564	.05	.05
New Rochelle Standard-Star	(E)	7,000	.04	.04
†††The Sun, New York	(E)	260,026	.60	.54
††New York Times	(M)	352,100	.70	.686
††New York Times	(S)	569,623	.90	.832
New York Herald-Tribune	(M)	276,340	.594	.576
New York Herald-Tribune	(S)	332,921	.6435	.624
†††New York World	(M)	360,908	.595	.58
†††New York World	(S)	575,672	.595	.58
†††New York Evening World	(E)	271,114	.595	.58
†††Niagara Falls Gazette	(E)	17,582	.055	.055
***Port Chester Item	(E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise	(E)	12,098	.05	.05
***Rochester Times-Union	(E)	66,574	.20	.18
†††Syracuse Journal	(E)	42,103	.14	.14
***Troy Record	(M&E)	23,568	.05	.05

**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
††Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

THE CANDIDAT



FRASER EDWARDS OF THE UNITED PRESS, STICKS CLOSE TO JOHN W. DAVIS, DEMOCRATIC CANDIDATE.



WILLIAM J. LOSH, WASHI
IN THE WHITE HOUSE GAR

UNI
WORL

S DAY BY DAY

by United Press



MANAGER OF THE UNITED PRESS,
WITH PRESIDENT CALVIN COOLIDGE.



DALE VAN EVERY OF THE UNITED PRESS INTERVIEWS SENATOR ROBERT M. LA FOLLETTE AT HIS DESK IN WASHINGTON.

ED PRESS ASSOCIATIONS

BLDG. NEW YORK CITY

EDITORIAL

RADIO ADVERTISING

NEXT week at Washington there will occur a conference to discuss radio problems, under the auspices of the Department of Commerce.

EDITOR & PUBLISHER urges the conferees to consider "publicity" radio advertising as not only destructive of established advertising principles, but as a menace to the radio industry.

Through long years of conscientious effort publishing interests have erected standards of honor in advertising. Today paid space merits the confidence of the American public. All legitimate media compels the advertiser to label his announcements for what they are—advertising. There is no deception. Artful designs to trap the public into accepting paid publicity of men, institutions or products as "editorial matter" are no longer valid.

The indirect promotion of the present radio advertising, whereby the listener on the air gets the name of an advertised product into his mind by such devious methods as a song title, or the stunt of a vaudeville entertainer acting under the auspices of a biscuit manufacturer, or an orchestra named for the night in honor of a brand of chewing gum, is essentially deceptive. Advertising is flashed into your ear without warning. The selective privileges of the printed page are missing.

The ordinary advertising program is of poor quality. If our own impressions are general to the public, radio entertainment is losing prestige through advertising. We hear our neighbors complaining that the amusement they now get from the ordinary night's use of a radio is in trying to tune in distant stations. Obviously, first-class program material is being turned aside to make way for any old advertising scheme which pays. Apart from the occasional unusual program featured by big news events, the best programs are now being prepared for broadcast sets which do not carry advertising.

There is unlimited nonsense in the notion that broadcasting has not paid the radio industry and that advertising is therefore necessary to its life. Radio, in the broad sense, was practically a useless art until a bright youth employed by one of the big companies forced slower minds to see that if free radio programs were put on the air hundreds of thousands of people would buy receiving sets, costing from $10 to $500 each, with constant investment for maintenance and betterment. From that bright thought radio has come from obscurity to general use. The value of the radio industry in 1923 was estimated at $175,000,000. The present estimate is $350,000,000. It is said that the listening audience is ten or fifteen million people.

Hence, it is to be seen that broadcasting has paid. It has made sudden fortunes for many. But those who benefit from it now seem unwilling to go through with the implied agreement with the purchasing public, that sets would have value because of interesting radio broadcasting. It is proposed to put on to the radio public the cost of broadcasting, through the indirect means of advertising thinly disguised as legitimate program material.

Radio advertising is also regarded by EDITOR & PUBLISHER as destructive because advertising experience teaches that such furtive methods are invariably unprofitable. You may jimmy a brand name into the consciousness of some, but the effort will be transparent and objectionable to many. Such primitive methods have long since passed.

We hope the Washington conference will denounce deceptive radio advertising and that means shall be found to compensate broadcasting concerns, if indeed they are not sufficiently compensated by the stupendous traffic in radio equipment. The English system of license fees, is one method. Another might be to bring dealers into a co-operative movement to contribute a percentage of gross sales to a fund for the support of broadcasting.

There is a legitimate place in the scheme of life for the home radio. Plainly its function is not as an advertising medium.

Like cool water on a fevered brow, like calm after storm, like a placid evening after a torrid day, is the act of turning your mind into the broad and satisfying fields of impersonality.



ROMANS

Chapter VIII—24-25

For we are saved by hope: but hope that is seen, is not hope: for what a man seeth, why doth he yet hope for?

But if we hope for that we see not, then do we with patience wait for it.

MAN OF THE FUTURE

SCHOOLS of journalism opened in many states this week.

Several thousand aspiring youths and maidens are thus seeking passports to the realms of journalism. Each will learn many tricks of the trade, and gain sound and valuable knowledge of the technique of writing, editing, publishing and advertising.

The men and women who are carrying the burdens of journalism today received their training in the school of hard knocks. Many have faith only in that difficult, sometimes brutal, preliminary school. This is mere loyalty to alma mater. Journalism's principles may be established in the mind of the beginner in school, or in the newspaper office. Fortunate is the lad who can make a cross-cut to efficiency meriting profitable employment in journalism by a college course rather than cub grubbing. The right sort of man or woman will come to practical work well grounded in theories and practices which are only hazy phantoms to the average cub.

One sound reason for encouragement of the school of journalism is that it is leading the writing and publishing fraternity toward true professionalism. That status promises to iron out many vexatious problems which now harass newspaper men. It will establish standards of practice and make working conditions more equitable and more secure.

Whatever else schools of journalism may seek to inculcate in the minds of students the important lessons must be taken from the lives of great men. In our present-day impersonal journalism individual character counts for as much as it did in the days of the great masters of the daily pages. Character means ability to discriminate among the elements of life and hold firmly to those which serve good purposes. Great editors and great business men know how to say "no" and take the consequences, including loss. Their passion is to serve. Liberal rewards are in store for characterful men and women in newspaper work.

October 4, 1924 Volume 57, No. 19

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

"HIDDEN DEMONSTRATORS"

YOU read an advertisement in your newspaper. It interests you and creates a desire to possess the advertised object.

Visiting a retail store, you ask a clerk to show you the article. The clerk evades your request and brings to your attention a rival product, argues its merit and if possible unloads upon you the clerk's preference, not your own.

Investigation by the American Fair Trade League has revealed that this clerk who has duped you, and also the manufacturer who brought a worthy object to your attention through legitimate advertising, has been subsidized by the manufacturer of the non-advertised substitute. These bribed salespeople are called "hidden demonstrators." It is a commentary upon modern business practice that such bribed clerks abound in large cities, bribes being paid through, and therefore with the knowledge of, the employer. The clerk does not profit. The subsidy is deducted from his pay. The whole imfamous transaction is at your expense.

Edmond A. Whittier, of the League; advises EDITOR & PUBLISHER that a canvass of members of his organization, representing a great variety of industries in almost every state of the Union, shows unanimous condemnation of the practice. Manufacturers who pay such bribes to gain substitute patronage and retailers who yield to such impudent deception, are denounced in terms which befit them. They are of the price-cutting gentry, the breed of merchant who is satisfied to make a life-time enemy for his store if he can make one cheat-sale. To prostitute his clerks, to impose on trusting customers, to play a wild-cat game of business is nothing to him. When his disrepute makes his business unprofitable he merely moves on.

Mr. Whittier points out that the legitimate manufacturer, one who would scorn to bribe his way to the favor of the trade, is subject to a double injury at the hands of the "hidden demonstrator." Not only is his merchandise discriminated against and misrepresented by clerks in the pay of an unscrupulous rival, but often used in unfair price-cutting. Articles pushed by bribed clerks are cheap and inferior. The first-class advertised article is used merely as bait, to create an illusion of a "bargain." "Some times," says Mr. Whittier, "the price-cutting bandits get higher prices for articles pushed by bribed clerks. The genuine article is held up as inferior because its price is lower than the artificial price set for the inferior article for which the hidden demonstrator is pleading. It punctures the pretense that price-cutting renders a service to the public. The consuming public has scarcely an inkling of the wide prevalence of this bribery. The cause of honest advertising should be freed from injury by this parasitic practice."

Every newspaper needs the delicate, comprehending, artful touch of a sensible, home-loving, maternal, sympathetic and sunny woman.

RE-INVESTIGATION

THE following unique editorial appeared in *New York World,* on Wednesday: "Secretary Mellon having challenged the accuracy of statements made in the *World's* news columns in regard to the aluminum tariff and aluminum companies in which he is interested, the World has instituted a separate and impartial investigation of the matter. Pending the results of this investigation, Secretary Mellon may rest assured that if his contentions are sustained the World will make an adequate retraction."

We do not recall a similar instance of a newspaper announcing that it would make a separate and impartial investigation of statements which it had published, out of fairness to the person written about, and in response to a challenge.

If the World has "the goods" and is using this editorial merely as a wind-up for a news punch, it is not very poor politics, and if the World sincerely questions its own published statements and has published this notice in blind justice, it is nevertheless playing good journalism.

PERSONAL

OTTO MEYER of the *Utica* (N. Y.) *Daily Press* returned to New York from a trip abroad on the George Washington, Sept. 28.

Bernard H. Ritter, publisher of the *New Yorker Staats-Zeitung* arrived in New York, Sept. 28, on the Albert Ballin from a visit in Germany.

Harry Bouck, editor of the *Girard* (Kan.) *Messenger,* has been named postmaster of Girard.

Merritt Bond, managing editor of the *New York Evening Post,* left this week for two weeks' vacation in Bermuda.

S. E. Thomason, business manager *Chicago Tribune* and president of the American Newspaper Publishers' Association, is reported ill with appendicitis in a Chicago hospital.

IN THE BUSINESS OFFICE

CLINTON S. BURR, formerly with Rudolph Guenther, Inc., has joined the advertising sales force of the *St. Louis Globe-Democrat,* connected with the New York office as an assistant to F. St. J. Richards.

Edward H. Roemle, formerly advertising manager of the *Louisville Post,* is now manager of the automobile department of the *Denver Post.* Don E. Stewart, formerly national advertising manager of the *Milwaukee Wisconsin News* and *Telegram* is now with the Denver Post as national advertising manager.'

William E. Buckingham, advertising manager of the *Lynn* (Mass.) *Telegram-News,* has been transferred to the advertising department of the *New York Evening Bulletin.* Oscar Nelson has succeeded Mr. Buckingham on the Telegram-News.

G. V. Allen, circulation manager of the *Hutchinson* (Kan.) *News,* has resigned to join the staff of the Oklahoma Publishing Company, Oklahoma City, as promotion manager.

Ted Tedrick, advertising manager of the *Joplin* (Mo.) *Globe,* has purchased an interest in the *Blackwell* (Okla.) *Tribune* and will become advertising manager of the Tribune.

E. C. Rogers of the advertising department, *Cleveland Times and Commercial,* is recovering from a recent illness.

Stewart McDonald, advertising manager of the *Junction City* (Kan.) *Daily Union* has been made circulation manager of the *Hutchinson* (Kan.) *News and Herald.*

F. H. Vandegraft has joined the staff of the *Pittsburg* (Kan.) *Sun* as business manager.

Fred A. Hamlin, former advertising manager of the *Toledo News Bee* and advertising and business manager of the *South Bend* (Ind.) *News-Times,* has been made advertising manager of the *Pittsburg* (Kan.) *Headlight.*

A. H. Noelke, Omaha, has arrived in Galesburg, Ill., to take charge of the Community Newspapers, as general manager. The organization publishes a string of weeklies through Illinois until recently known as the Haggenjos papers.

R. F. E. Colley has left the advertising staff of the *Fargo* (N. D.) *Forum and Tribune* to become assistant director of club organization and education of the A. A. C. W. in New York.

L. H. Whiteside, formerly advertising manager of the *Hutchinson* (Kan.) Gazette is now advertising manager of the *Springfield* (Mo.) *Leader.*

Matthew C. Young, for 16 years manager of *The Household Guest* and *Better Farming,* the F. L. Chapman Publications of Chicago, has resigned to join the Mutual Life Organization of Chicago.

J. V. Hollett, circulation manager of the *Long Beach* (Cal.) *Telegram* has resigned to become circulation manager of the *Tulsa* (Okla.) *Tribune.*

George F. Sisson, has been named general manager of the *Durham* (N. C.) *Sun,* succeeding Oscar G. Barker, resigned.

IN THE EDITORIAL ROOMS

WILLIAM PRESTON BEAZELL, assistant managing editor of the *New York World,* this week returned from a month's vacation spent at Bar Harbor, Me.

Olin W. Kennedy, managing editor and assistant to the publisher of the *Miami* (Fla.) *Morning Herald,* spent the first of the week in New York completing his staff for the winter.

I. J. Kern, for 25 years a member of the editorial staff of the *Astoria* (Ore.) *Budget,* has resigned to enter the automobile business.

Richard Coon, formerly publisher of the *Peckskill* (N. Y.) *Evening Star,* has been appointed managing editor of the *Poughkeepsie* (N. Y.) *Evening Star.*

Jack Young has resigned as city editor of the *Charlotte* (N. C.) *Observer,* and is succeeded by M. R. Dunnagan, who returns to the paper after an absence of about three years.

John R. Hess, Jr., formerly re-write man, is now sporting editor of the *Providence Evening Bulletin.*

W. J. Hayner of the *Sutherlin* (Ore.) *Sun* is recovering from an operation.

L. L. Perrin, city editor of the *St. Paul Dispatch,* is on vacation.

Herbert E. Slayton is now head of the copy desk, *Providence* (R. I.) *Bulletin.*

John L. Levine, reporter on the Pawtucket staff of the *Providence Journal,* has resigned to study optometry in Boston.

David Patten, political writer, has been made city editor of the *Providence* (R. I.) *Evening Bulletin.*

George B. Huff, for more than 40 years in the newspaper business in Steubenville, O., has resigned as city and telegraph editor of the *Steubenville Herald-Star* to enter the insurance business.

O. M. Thomason, editor of the *Benson* (Minn.) *Swift County News* has been appointed manager of the national Non-partisan League.

J. E. Clark is now managing editor of the *Durham* (N. C.) *Morning Herald.*

Elaine Dean Pinnis has joined the reportorial staff of the *Cleveland Press.*

Mabel Wombough, part owner of the *Hornell* (N. Y.) *Evening Tribune-Times* has been appointed managing editor to succeed C. W. Newman, who has resigned.

Dudley Nichols, special writer, has resigned from the staff of the *New York Evening Post* to enter New York University.

Franklin C. Ellis, son of Dr. William T. Ellis, has joined the staff of the *New York Evening Post* as reporter. He was formerly on the staff of the *Philadelphia Evening Public Ledger.*

Paul Bowen, telegraph editor, and Joe Berdell, assistant city editor of the *Buffalo Times,* have resigned.

Dave Peogeot has joined the city staff of the *Buffalo Evening News.*

George Cooke, recently with the *Saginaw Evening Star,* now suspended, has joined the city staff of the *Jackson Citizen Patriot.*

John G. Dickson, managing editor of the *Greensboro* (N. C.) *Daily Record,* has resigned. T. J. Revelle succeeds him.

W. F. Nee, reporter, formerly of the *Lynchburg* (Va.) *Daily Advance,* is now with the *Westfield* (N. J.) *Leader.*

Jeff D. Dickerson, reporter and desk man on the *Wichita* (Kans.) *Beacon* for the past 8 years, has resigned to make the race for Probate judge of Sedgwick county, Kan.

Ernest B. Hunter, head of the copy desk, *Greensboro* (N. C.) *Daily News* has resigned to become news editor of the *Knoxville* (Tenn.) *Sentinel.* James F. Reynolds succeeds Hunter on the News.

J. H. Monty, formerly sports editor of the *Greensboro Daily News,* is now with the *Asheville Citizen,* handling telegraph copy.

Edward F. Smith, formerly of the *Jackson* (Mich.) *Citizen Patriot* editorial staff has resigned to go to California.

George W. Scotford, managing editor of the *Jackson* (Mich.) *Citizen Patriot,* has returned from a two weeks' vacation.

A. G. Brauer has rejoined the staff of the *Toledo Blade.*

Oliver Holden has resigned from the *Cleveland Plain Dealer* staff.

Ferman A. Wilson, former Minnesota newspaper man, has been appointed news editor of the *Miami* (Fla.) *Daily News.* Truman H. Felt of Indianapolis has been named city editor. Arthur G. Keene has resigned as managing editor to engage in the real estate business.

FOLKS WORTH KNOWING

W. H. JOHNSON, general manager of the New York Herald Tribune Syndicate, this week announced his resignation effective Jan. 1, by which date he plans to have organized a syndicate of his own to be known as Features, Inc., and to be operated from New York.



W. H. Johnson

The new syndicate will handle general features, stressing attention on fiction and Sunday section material.

Johnson is a well equipped newspaper man, having spent 27 years in the business. He started his newspaper career on the *Flushing* (N. Y.) *Journal* when he was 18 years old. Then he went to the middle west, where he was connected with the *Columbus Citizen* and the *Detroit Journal.*

For a while he was secretary of the Sherin Advertising Agency in New York. Next he went to the far west, where he became general manager of the Perkins chain of newspapers, with headquarters at Tacoma, Wash.

Johnson's next connection was with the Beckwith Special Agency. For the following 10 years he was associated with the Hearst organization, serving in various capacities, including general manager of the International Feature Syndicate, and advertising manager of the *American Weekly.* From Hearst, Johnson went to the *Herald Tribune.*

Wilbur Peterson has joined the staff of the *Marshall* (Minn.) *News-Messenger.*

William B. Bromage, formerly on the financial staff of the *Providence* (R. I.) *Journal,* is now a salesman for the Bradstreet Company, mercantile agents, Providence.

Alfred S. O'Brien, managing editor of the *Bridgeport* (Conn.) *Sunday Herald,* has resigned to go to Newark, N. J. J. Lester Cargill has succeeded him.

Lenoir Chambers, city editor of the *Greensboro* (N. C.) *Daily News,* is now associate editor succeeding Gerald Johnson, who resigned to become head of the newly instituted department of journalism at the University of North Carolina. E. A. Houser is now city editor.

David Resnick, formerly of the *St. Louis Star* and the *St. Louis Times,* is attending the University of Missouri.

George A. Hough, Jr., news editor of the *New Bedford* (Mass.) *Standard,* and Mrs. Hough have just returned from a vacation trip to Havana. Mrs. Hough "filled in" for three months this summer on the Standard staff while Miss Minna Littmann, feature writer, was in Europe.

George L. Bird, a June graduate of the University of Wisconsin School of Journalism, has joined the staff of the *New Bedford* (Mass.) *Standard.*

S. W. Mitchell, managing editor of the *Newton* (Ia.) *Daily News,* has been named editor of the *Fort Madison* (Ia.) *Evening Democrat.*

John E. Ryckman has joined the staff of the *Chicago Daily News* as a re-write man.

Perry J. Giffen, formerly editor of the *Halifax* (Can.) *Sunday Leader,* has been appointed advertising manager on the *Hamilton* (Ont.) *Herald,* and will also do special work for the *Windsor* (Ont.) *Border Cities Star.*

Miss Peggy Derrough, reporter for the *Chicago Evening Post,* has returned to Chicago, after a three months' leave of absence spent on the Pacific Coast.

Kenneth Kingman has joined the reportorial staff, *Wenatchee* (Wash.) *Daily World.*

Walter A. Washburne, city editor of the *Chicago Evening Post,* is recuperating from an attack of appendicitis.

Harry N. Beall has been made editor and part-owner, *Raymond* (Wash.) *Herald,* succeeding John E. Davies. Mr. Beall's father, C. S. Beall, continues as business manager under the new management.

Paschal Covici is compiling a collection of the short stories of Charles Collins, dramatic critic of the *Chicago Evening Post.*

Nearly one million pieces of educational literature are now being made for free distribution through the newspapers represented by

Frederic J. Haskin

MARRIED

ARTHUR SMYTH, editorial writer, *Buffalo Evening News,* to Miss Margaret Cullen of Buffalo.

Robert Rankin, city editor of the *Halifax Herald,* to Miss Constance Buckler of Annapolis, Sept. 10.

Paul Feldhake, secretary of the *Effingham* (Ill.) *Republican,* to Miss Hilda Engbring, Sept. 23.

Miss Marie Graf, city editor, *Akron Catholic Record,* to Robley H. Morris, at Akron, Sept. 18.

David Burns, advertising staff, *Cleveland Catholic Press Union,* to Miss Agnes McGrory, at Erie, Pa., Sept. 18.

Harold J. Wymer, of the Chicago Associated Press staff, to Miss Rhea M. Wyman of Muskegon, Mich., in Chicago, Sept. 22.

Peter J. Higgins, reporter on the *Marshall* (Mich.) *Chronicle,* to Sarah B. Smith, of Jackson, recently.

George Astel, editor, *Snoqualmie* (Wash.) *Valley Record,* to Miss Frances Harrison, a correspondent for the Miller Freeman Trade Publications, Seattle, Sept. 6.

Richard Chase, until recently assistant Sunday editor, *Seattle* (Wash.) *Post-Intelligencer,* now with the Scripps papers in California, to Miss Julia Shay, Sept. 22, in Seattle.

PRESS ASSOCIATION NOTES

INTERNATIONAL NEWS SERVICE has established a news printer circuit out of its Harrisburg (Pa.) bureau, which is already serving 10 newspapers in that territory.

E. P. Halline, manager of the Detroit bureau of the United Press Associations, has been transferred to the Madison bureau, relieving C. Byers, who has resigned to enter politics in Indiana. Max Buckingham, formerly of the *Kansas City Star,* more recently in the New York office of United Press, has been sent to Detroit.

Luther A. Houston, of the International News Service, Washington bureau, has been appointed to succeed Duke N. Parry as chief of the I. N. S. Far East bureau, with headquarters in Tokyo. Houston will leave within a few days for his new post. During the past 5 years, besides his Washington assignment, Houston was connected with news bureaus of I. N. S. at Chicago, New York, and London. For a time he was editor of the same organization's advance news and fast mail products.

CHANGES OF OWNERSHIP

PAUL CLINE has sold the *Mathews* (Va.) *Journal* to John J. Burke and Paul Titlow.

Oliver B. Davis, editor and publisher of the *Mansfield* (Mo.) *Mirror* has purchased the *Hartville Wright County Republican* and will continue publication of both papers.

Stanton (Tex.) *Reporter* has been purchased by A. C. Robertson, formerly of Loraine, Tex., who is now editor and manager.

L. R. Gillette, former editor *Juneau* (Alaska) *Record-Miner,* the first paper in Alaska to get telegraphic service, has bought the *Methow Valley News* at Twisp, Wash., from H. E. Marble, who has published it continuously for the past 21 years.

Skagway (Alaska) *Daily Alaskan,* the oldest continuously published paper in Alaska, has been sold by the L. S. Keller estate to W. L. Paul, editor, *Alaska Fisherman,* published in Ketchikan.

Washtucna (Wash.) *Enterprise* has been sold by H. W. Beaton to C. A. Sprague, editor, *Ritzville* (Wash.) *Journal-Times,* who will move the plant to Ritzville, leaving Washtucna without a newspaper.

Snoqualmie (Wash.) *Post* has been sold by H. W. Rodman to George Astel, editor, *Snoqualmie* (Wash.) *Valley Record,* who will combine the two papers.

HOLDING NEW POSTS

DON B. REED, from telegraph editor, *Hamilton* (Q.) *Journal,* to assistant city editor, *Buffalo Commercial.*

William Agnew, from assistant city editor, *Buffalo Commercial,* to copy desk, *Buffalo Courier.*

Thomas K. Earl, from telegraph editor, *Buffalo Express,* to news editor, *Buffalo Times.*

Nelson Riley, from staff, *Peoria* (Ill.) *Transcript,* to *Columbia* (Mo.) *Tribune.*

Robert Akers, from *San Antonio News,* to Chicago City News Bureau.

Van Wiggins, from makeup editor, *San Antonio Light,* to *Fort Worth Star Telegram.*

Frank T. White, from reporter, *Lansing Capital News,* to *Lansing Industrial News* staff.

J. M. Sprecher, from staff, *Seattle Times,* to advertising manager, *Halifax Herald* and the *Evening Mail.*

SCHOOLS

CHARLES C. CLAYTON, formerly with the *Lincoln* (Neb.) *Star* and the *St. Louis Globe-Democrat* is acting as assistant librarian for the School of Journalism of the University of Missouri.

Georgia editors will address journalism students of Mercer University, Augusta, on newspaper problems during the present semester. The plan was inaugurated by T. J. Hamilton, editor of the *Augusta Chronicle,* who is also a trustee of the University.

University of Illinois School of Journalism reports a registration of 350 for this semester, an increase of one-third over last year's registration.

Dean Walter Williams, Miss Sara Lockwood, J. S. Hubbard and John H. Casey, all of the faculty of the School of Journalism of the University of Missouri, were speakers at the fall meeting of the Missouri Press Association held recently in Kansas City.

Professor J. O. Simmons of the faculty of the Department of Journalism at Syracuse University has been appointed publicity director for the New York State Fair at Syracuse.

Director Harry F. Harrington, head of the Medill School of Journalism of Northwestern University, has returned to Chicago from a trip abroad.

Frank H. O'Hara, short story writer and dramatic critic, has been appointed to the staff of Ernest H. Wilkins, dean of colleges of the University of Chicago. Undergraduate dramatic activities and campus publications, including the *Daily Maroon,* will be under O'Hara's supervision.

NEW PLANTS AND EQUIPMENT

SALT LAKE CITY TRIBUNE has completely remodeled its business offices, and installed new furnishings. The editorial department is to undergo a similar change in the near future.

Boone (Ia.) *News-Republican* has installed a new Duplex tubular press.

Bedford (Mass.) *Mercury* has installed a new Goss press.

Metamora (Ill.) *Herald* has added an Intertype to its equipment.

Texas Daily Now Eight Columns

The *Brownsville* (Tex.,) *Herald,* now a 7 column, 13-em paper, will on Oct. 15 change to 8 column size with a column width 12 ems.

Sir William Price Killed

Sir William Price, head of Price Brothers, Ltd., lumber operators and paper manufacturers, was killed Thursday in a landslide near his mills at Kenogami, Que.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

KNOWING HOW IS one thing, and knowing WHO is quite another matter. We, in this organization, after thirty years, know both how and who.

This means that we can cover a lot of ground, cover it effectively and cover it quickly.

It is merely another link in the SERVICE chain which links this office to results.

Always willing to talk representation with the right kind of newspapers.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York
900 Mallers Bldg. Chicago
401 Van Nuys Bldg. Los Angeles



Composed entirely on the LINOTYPE

WHAT'S WHAT IN THE FEATURE FIELD

UTAHI VINCENT, writer for Readers Syndicate, Inc., New York, possibly sometimes was awarded the degree of "Bachelor of Matrimony." At least his latest contributions, headed "Male and Female", is a short story feature on the very strange customs and laws in other countries, concerning the courtship and marriage of their people.



UTAHI VINCENT

Vincent, student, lecturer and journalist is a writer of long standing. Besides being author of several books, he is a contributor to *Collier's Weekly, Current History, Success, Dearborn Independent, Ladies Home Journal, Independent, Nation's Business, Physical Culture* and other publications. He has traveled and lectured in nearly every state in the union and province of Canada, as well as in Europe.

M. Koenigsberg, president and general manager of King Features Syndicate, International News Service, and Universal Service, was a visitor at the White House this week.

George Beaty has prepared a series of Daily two-column panels of amusing drawings, accompanied by humorous text, under the caption "How to be or do —."

Marceline D'Alroy, fashion expert and wit, who writes "You Said it, Marceline," for the Premier Syndicate, New York, is now playing on the Keith vaudeville circuit.

Howard R. McEwen, western representative of the McClure Newspaper Syndicate, New York, who makes his headquarters in Cincinnati spent several days at the home office this week.

N. E. A. Service, Inc., Cleveland, O., launched a national non-partisan campaign Oct. 1 to get all voters to the poles. This syndicate claims a circulation of 20,000,000.

Written endorsement of the campaign has been given by President Coolidge, Senator La Follette, Hon. John W. Davis, Daniel Willard, Samuel Gompers, General Atterbury, Cardinal O'Connell, A. C. Bedford, William G. Lee, Rabbi Stephen S. Wise, and other well known figures in America.

The campaign will continue until Nov. 4.

George Storm cartoonist, at one time with the N E A Service, Inc., has prepared a series of half page drawings for the Putnam Syndicate, New York, to run under the caption "Feuds of the Cities."

Carter Lucas, of the copy desk of the Metropolitan Newspaper Service, New York, is taking a fall vacation, visiting his mother in Kentucky.

Rube Goldberg, cartoonist, and H. J. Tuthill, creator of "Home Sweet Home" and the "Bungle Family," have both signed new long term contracts with the McNaught Syndicate, New York.

Robert D. Heinl, formerly of the *New York Sun* and the National Geographic Magazine, is now writing a new column length Sunday feature for his syndicate entitled "With the Notables," being anecdotes of famous men at the national capitol, written in a lighter vein but closely allied with the news. Heinl also writes "Listening in on the United States," a radio feature.

The Metropolitan Newspaper Service, New York, has added a Cross Word Puzle feature, for daily or weekly use, to its list of features.

A. C. Ring of the Readers' Syndicate, New York, returned to this country on the Aquitania, Oct. 3 after several weeks spent abroad gathering feature material for the syndicate.

Among its fall serials the Metropolitan Newspaper Service is releasing "The Double Cross," novel by A. E. Thomas, playwright. "The Master Criminal," by J. Jefferson Farjeon, grandson of Joseph Jefferson, is also offered by this syndicate.

Frank W. Mulock, writer for the *San Diego Union*, has been on a leave of absence for the past four months, touring eastern and southern states, gathering data for a series of feature articles on the proposed Child Labor amendment to the Federal Constitution for a Chicago feature syndicate.

ALASKA OUR PULP RESERVE

Timber Tracts Have Fine Water Power Sites, U. S. Report States

It is only a question of time when the shortage of newsprint paper stock in the United States and Canada will compel manufacturers to go to southeastern Alaska for their pulp timber, declares J. C. Dort, Hydroelectrical Engineer of the Forest Service, U. S. Department of Agriculture, in his recent report on water power in Alaska. This report has just been published as a public document by the Federal Power Commission, Washington, D. C.

The two National Forests in Alaska, declares Mr. Dort, can produce about 2,000,000 cords of pulp wood every year for all time under scientific forestry practices. Translated into paper this means an output of 5,000 tons of paper every day. Excellent water power sites are abundant in southeastern Alaska, the report states.

ASSOCIATIONS AND CLUBS

New York Editorial Conference opened its fall luncheon meetings Friday, Oct. 3, at the Hotel Astor, New York. "Putting Pep Into Business Papers" was the subject under discussion.

New York State Circulation Managers' Association will hold its annual convention at Hudson, N. Y., Oct. 14 and 15.

St. Paul Town Criers' Club has elected Jack Rideout president to fill the unexpired term of A. J. McFaul, now assistant publisher of the *Chicago Herald and Examiner*.

Oklahoma Press Association, Group 2, met in Enid, Sept. 24 and 25. Governor M. E. Trapp of Oklahoma was principal speaker at the banquet the evening of the 24th.

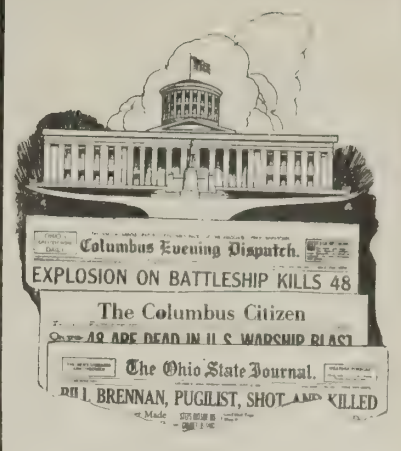
American Photo-Engravers' Association's executive committee will meet in Canton, O., Monday, Oct. 6, for a 2 day session.

Pen and Pencil Club of Rhode Island has limited its membership to 300 to prevent crowded conditions at the club's social functions. Advertising solicitors on the daily and weekly newspapers in the State will now be admitted as active members instead of only associate members.

Hartford (Conn.) Advertising Club has elected Clark Belden of the Hartford Fire Insurance Company vice-president succeeding A. W. Spaulding, resigned.

Missouri Press Association held their annual state meeting in Kansas City, Mo., Sept. 18, 19, and 20. George W. Marble of Fort Scott, Kan., addressed the meeting.

Kansas Editorial Golf Association elected Jess L. Napier, publisher of the *Newton* (Kan.) *Daily Journal* president following the annual tournament at Emporia recently. Wilfred Caveness, editor of the *Chanute Tribune* was named secretary.



Ohio's Capital selects
Imperial

Thousands of University students and hundreds of Buckeye Law Makers help swell an audience of a quarter million who depend upon The Columbus Dispatch, The Columbus Citizen and The Ohio State Journal for daily news.

These Columbus publishers realize the wisdom of depending upon the Imperial Plus Metal Plan for taking care of their type metal. They discovered its reliability in keeping type metal up to the highest efficiency and adding years of service.

The Imperial Plan is impartial. It serves with equal efficiency the newspapers issuing thousands of copies daily and its little brother the village weekly with a few thousand copies weekly.

Give Your Metal Some Thought

Consider its present efficiency and length of life. Then send for the Imperial Plus Metal Plan and see how much more economical and dependable your type metal can be made.

Imperial METAL
LINOTYPE–MONOTYPE–INTERTYPE–STEREOTYPE

Imperial Type Metal Co.
New York—Philadelphia — Cleveland — Detroit



BEST BY ACID TEST
TRADE MARK REG.

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulation.
Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

OCTOBER 4th

A Simple Practical Solution

Mr. A. H. Marchant, Advertising Manager of the Boston, Mass., POST, wrote us as follows:

"It gives me pleasure to state that the Advertising Checking Bureau service has proved a time and money saver in our office and gives a superior service to the Agency and Advertiser, which I am told they greatly appreciate. It is a good thing all around, so you can count the 'Boston Post' as one of your best boosters."

We can serve every publisher with the same satisfaction.

The Advertising CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE



94,150
Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 6 mos. 1924), exceeding the next largest (Cleveland) paper by 1,246,092 lines. For the first 8 months the Dispatch exceeded the other Columbus Newspapers combined by 2,262,232 lines.

DISPATCH . . . 13,659,283 lines
SEC. PAPER . . 6,634,578 lines
THIRD PAPER. 4,762,473 lines

204 exclusive national advertisers first 6 mo. 1924

215 exclusive local display advertisers first 6 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

ADVERTISING AGENCY AFFAIRS

SEVERAL changes on the staff of the Charles C. Green Advertising Agency, Inc., New York, were announced this week.

At a recent meeting of the board of directors, Douglas Wakefield Coutlee was elected a director of the corporation. Coutlee was previously associated with Ruthrauff & Ryan, Inc., as a member of the copy and plan department. He resigned last December to join the Charles C. Green agency as manager of the mail-order department.

W. H. Kern has been appointed space buyer and manager of the media department, succeeding Miss E. Deery. Kern was previously associated with the J. Walter Thompson Company for 25 years, and for the past 8 years was with Philip Kobbe, Inc.

Miss Deery succeeds Miss D. K. Colledge as secretary to the president, Charles C. Green. Miss Colledge, who was recently married, had been associated with Mr. Green for more than 7 years. She resigned Sept. 20 and was given a farewell dinner at the Advertising Club of New York.

H. B. Fenn of the H. K. McCann Company was elected president of the Metropolitan Advertisers' Golf Association, following the final tournament of that organization held recently. Ray Clayberger is vice-president; Walter Jenkins, secretary; and Rodney Stuart, treasurer.

Edgar H. Felix, for two years publicity man for broadcasting station WEAF, operated by the American Telephone & Telegraph Company, has joined the staff of N. W. Ayer & Sons to do special work in connection with the National Carbon account.

W. G. Hildebrant, president of the Gotham Advertising Agency, New York, specialitsts in export advertising, visited Copenhagen, Denmark recently, and reports advertising men of that city expect shortly to form an advertising club and become affiliated with the Associated Advertising Clubs of the World.

Mrs. Anita Simpson, formerly in the advertising department of the Redpath Lyceum Bureau, has joined the copy staff of the Chicago office of Albert Frank & Co.

A. L. Bryan, of the Kentucky Print Shop, Louisville, Ky., is organizing a general advertising agency.

William G. Colgate has joined the plan and production department of the head office of the R. Sykes Muller Company, Ltd., at Montreal, where he will also act as account executive.

Winthrop C. Hoyt, for the past 2 years with the *American Agriculturist,* is now with the British advertising egency, W. S. Crawford, Ltd., of London. Mr. Hoyt is a son of Charles W. Hoyt of Charles W. Hoyt Company, Inc., of New York.

G. Herb Palin, Los Angeles, reputed to be the highest paid advertising copy writer in the world, sailed for England, Oct. 1, on the Mauretania, to write slogans for British merchants and manufacturers. Palin is author of such phrases as "Ask the Man Who Owns One," "Safety First," "See America First," and the like. The latest he has written was for Solomon's Fur Company, Montreal. It is, "Solomon Serves 10,000 wives."

F. M. Allen has joined the staff of Tuttle, advertising agency, Greensboro, N. C.

H. A. Tarantous, formerly managing editor of Motor, has joined the staff of J. H. Newmark, Inc., advertising agency, New York.

WITH THE SPECIALS

BENJAMIN & KENTNOR COMPANY has been appointed to represent the *Bristol* (Va.-Tenn.) *Herald Courier.*

Charles H. Eddy Company will represent the *Decatur Herald* in the national field, effective Oct. 1.

P. B. Imgraham, advertising manager of *Printer's Ink,* has resigned to establish his own business as newspaper publishers' representative. Prior to 7 years with Printers' Ink, he was associated with Dan A. Carroll and Paul Block, Inc.

S. J. Perry, for the past five years with Robert E. Ward, Inc., New York, has resigned to organize his own representative's business at 61 Seventh avenue, New York.

SPECIAL EDITIONS

SALEM (MASS.) *NEWS,* 16-page Topsfield fair edition, Sept. 19.

Lynn (Mass.) *Telegram-News,* 36-page Dollar Day edition, Sept. 19.

Duluth (Minn.) *News-Tribune,* an 8-page illustrated section Sept. 24, on the opening of a new concrete paved highway connecting Cloquet, Carlton and Scanlon with Duluth.

Jamaica (N. Y.) *Queens County News,* 64-page, Automobile Show edition, Sept. 12.

Bluffton (Ind.) *Banner,* 20-page Bluffton Fair edition, Sept. 19.

Jamaica (N. Y.) *Queens County News,* a 64-page automobile show number, Sept. 12.

Pawtucket (R. I.) *Times,* 40-page New England Week edition, Sept. 13.

Galesburg (Ill.) *Evening Mail,* 16-page Kiwanis edition, Sept. 9, the opening day of a two-day meeting of the Illinois and eastern Iowa Kiwanis clubs convention.

WHAT THEY ARE SAYING

KEEPING CRIME NEWS OUT

"IF the press were precluded from taking part in the exposure of crime, the state of affairs would be far worse that it is—and the criminal classes would be delighted."—Editorial, *New York Times.*

CULTIVATE HOME MARKETS

"A GREAT many concerns are reaching out after business when they don't cover the ground right around them. Cultivate the home market where you have it under your control. We have found that it pays."—C L. Forgey, general sales and advertising manager of Berry Brothers, manufacturers of well-known wood and metal protections, Detroit.

DON'T BREAK THE MIRROR

"THE newspaper is to the human race what speech is to the individual. Without speech we would be as helpless as the animals. The newspaper exaggerates, tells lies and makes mistakes. So does public speech. When you criticize the newspapers it is like walking up to a mirror, seeing your reflection, and breaking it. I say don't break the mirror but change your face. Truth and courage are the only things that survive. Look at a newspaper as the representative of the people who buy it and read it."—Arthur Brisbane.

ART IN ADVERTISING

"THE art used in modern advertising reaches the masses. Its distribution is tremendous. And American advertising art is far ahead of that of the rest of the world. It is most encouraging to see the work of the celebrated English artist, Arthur Rackham, who has never before done any such commercial work, being used by a house like Colgate & Co. This is an instance of the new function of advertising as an aid to art, and a significant one. Newspapers and magazines more and more universally have the work of artists of noted skill, which is fine for the public, and good for the artists and the advertising. It is a new factor in the artistic world which must be recognized. On the whole, I believe art is as much indebted to industry as industry is indebted to art."—E. C. Babcock Galleries, New York.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Columns

"BROADCASTING BROADWAY."
A theatrical column that is REALLY different. Write for sample. Strathmore P. C., 134 West 43rd Street, New York City.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

CIRCULATION BRINGER.
Famous fiction of all lengths.
Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Norwegian Paper Mills Agency

(INCORPORATED)

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Hunsfos Fabrikker
Union Paper Co., Ltd.

Agent for FOLLUM TRAESLIPERI

Prompt Shipments . . Inquiries Solicited

SPENDING THE ADVERTISING DOLLAR WISELY IN NEWSPAPERS

Copy Should Reflect the Character, Standards and Ideals of the Store—Should Build Confidence and Prestige As Well As Make Sales

By T. M. DARLINGTON

National Advertising Manager, *San Antonio Express*

STATED briefly, it is my intention in part to show how the advertising in ewspapers reflects the image of the store. 'hat the advertising done by a store in ie newspapers of a city is a visible pre-entation of the merchandising policy of iat store and its general attitude toward ie consuming public. That if the adver-ising does not measure up to the ideals 'f the store or if the store policy and ervice in contact with the public does ot measure up to the standards presented irough the advertising in the newspa-ers, discord will follow and the value f the advertising dollar will be depre-iated.

Every dollar spent for advertising pace in newspapers or elsewhere adds to ie necessity for exactness of statement nd integrity of the store.

The standards fixed by the merchant in ublic statement through the agency of ie daily newspaper become the standards f the store and the loss of public confi-ence and good will spell bankruptcy, ioral as well as financial.

Good will is the joint product of good oods, good service and good advertising. 'rotected it is an invaluable asset, vio-.ted it is a fatal liability.

I quote from a statement made by eorge R. Schaeffer, advertising manager or Marshall Field & Co., which gives an iteresting insight into the "ad" policies f a store that buys a total of three news-aper pages each day.

"Our advertising is simply the printed presentation of our business," he said. We endeavor to make it represent us ist as faithfully and efficiently as our est salesman would. We use our poli-es, our purposes and ideals. By it we iblish the news of merchandising events. y it we try to convey a correct impres-on and understanding of our institution. "By its word and by its appearance we y to attract the public to our store and make the public understand just what expect when they come to us to do isiness.

"In its various phases it will build con-lence and good will. Surely, it is more iportant for us to 'sell' our business as whole rather that a few specific items merchandise. We feel that by winning e confidence and good will of the peo-e on the basis of a real understanding our policies and ideals, business will turally flow to our store in great vol-ne. That is why we devote so much of ar advertising space to so-called 'insti-tional copy.'

"We realize that a great many people dge our business very largely by its vertising, often consciously, more often nconsciously. Every advertisement seen, nether read or not, produces some sort an impression. Therefore, the appear-ce of our advertisements is important, st as are the appearance of our store d the personal appearance of our sales-ople."

Our Texas merchants will say that nditions are very different here than ey are with the Marshall Field stores, wever, the same underlying principles that made the Field, the Wanamaker and the Filene stores will make a great store in any city in any state. Right here in Texas we have department stores in towns of less than 10,000 doing a half million dollars a year. Such success does not merely happen. It is founded on Truth in advertising and the store's integrity. So, I say, in outlining your store policy and in preparing your newspaper advertising every merchant should hitch his wagon to a star—he should adopt a high ideal to work toward and in doing so he will spend the newspaper advertising dollar wisely.

My next thought is, "How far ahead is the average merchant looking? Is he working and planning and advertising today merely for the business he desires to do tomorrow or next week? Or is he planning and thinking about what his business will be five or ten years hence?"

The merchant who is looking out for the place his store will occupy in the minds of the people in his community five years from today will see to it that every newspaper ad represents his store policy and that his store service throughout reflects the spirit of his advertising. The merchant who is building for the future will ask himself, "What effect will the advertising I am doing this year have on my business next year?" He will be glad to sacrifice quick sales of a questionable nature for permanent, solid growth.

Thinking to do him a favor a friend once said to Mr. Wanamaker, "I noticed your page ad in ——— newspaper and I happen to know that whereas they claim 5,000 circulation it has less than half that figure."

Mr. Wanamaker said, "Oh, that's all right. Now suppose I get one new customer from that advertisement and his family trades with me for ten years." Wanamaker built for the future.

It behooves all merchants to bring in a large volume of daily sales but, after all, the thing that counts most for success is the general character of your store, its service and the truthfulness of your newspaper advertising.

Advertising alone cannot possibly build a great business success in retail merchandising. In 1922 a department store in a city of 250,000 used more than 2,000,000 lines of newspaper advertising yet failed to make a profit. The general manager of this store was a most resourceful sales promoter and a man of much ability and magnetism. He had at his command a startling array of special sales events, drives for new customers and store decorations. No sooner was one sales event closed than a larger and more daring event was announced and carried out. His newspaper ads were large and convincing, and masterfully designed, yet this great department store, with all its resources, could not be made to pay a dividend.

What was wrong?

If the truth were known several things were wrong, but this we do know, this great store seemingly forgot to build for the future and concentrated all its resources on immediate sales.

When advertisers tell us their advertising in newspapers is not paying we have ceased to be discouraged.

It has been well said that, if all advertising paid at once the paper mills could not supply the demand.

Advertising is based on business and business is often a failure. If you'll but note the failures in any given line over a period of seven years, you will understand that business often fails with and without the assistance of advertising.

How then can advertising be a sure success when based on something that is mostly a failure?

The best advertising in all the world can't make a successful business man out of a boob—and the weakest kind of advertising never denied a good business man progress.

Confidence in the advertising business should be just as vital as it is in the banking business. Summed up it is simply faith in others and when that faith is shaken, disaster follows.

WAR CORRESPONDENT DIES

Served As Writer and Artist on the French Front

Julius Mendes Price, famous war correspondent, artist, and writer, died in London, England, Sept. 29. He had served chiefly on the staff of the *Illustrated London News*.

He was with the Greek Army during the Graeco-Turkish War in 1897, with the Russian Army in Manchuria during the Russo-Japanese War in 1904-05, acting in a dual capacity as special artist of the *News* and war correspondent of the *Daily Telegraph*.

He served as correspondent-artist in the recent war on the French front in the early months and later with the Italian Army.

CALIFORNIA EDITORS MEET

Southern Group Elects Gabbert of Riverside Enterprise President

Nearly 100 members attended the annual meeting of the Southern California Editorial Association, which was held Sept. 22, at the Clark Hotel, Los Angeles. J. R. Gabbert of the *Riverside Enterprise* was elected president.

The principal speaker of the day was Don Francisco, past president of the Pacific Coast Advertising Clubs and co-manager of the Los Angeles office of Lord & Thomas. At the association banquet in the evening, Governor Friend Richardson and Congressman John D. Fredericks spoke.

Other officers of the association are: F. M. Keffer, *Van Nuys Record*, first vice-president; F. S. Thosfelt, *Colton Courier*, second vice-president; Timothy Brownhill, *Pucnte Journal*, secretary, and A. V. Douglass, *La Habra Star*, treasurer.

Market at a Glance

offered to you is an opportunity to serve your readers with an excellent feature in the form of a daily box, entitled:

Market at a Glance

This is a financial digest averaging 250 words nightly for publication in morning newspapers.

This feature will give your readers a quick resume of the preceding days' markets' transactions.

Sent f. o. b. night press toll wire, New York,—wire or write for rates and samples of our complete business and financial news service.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row, New York

THE TACOMA NEWS TRIBUNE

Total Lineage 4,285,568 Agate Lines

Display 2,552,900 Agate Lines
National 779,002 Agate Lines
Classified 953,666 Agate Lines
Audited Circulation A. B. C. 32,643

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 N. Michigan Ave., Chicago, Illinois

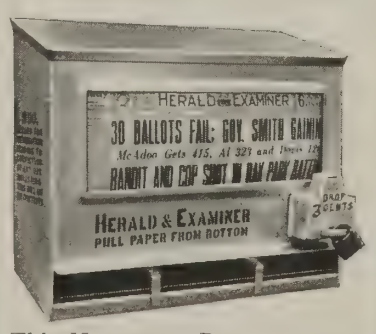
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

First eight months of 1924

Carried more Shoe advertising than any other newspaper in the City.

NEW YORK EVENING JOURNAL



This Newspaper Box represents the modern way of selling newspapers.
Try them and watch your circulation grow.

THE NEWSPAPER VENDING BOX CO.
2454 Fullerton Ave., Chicago, Ill.

The Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

SPORTS WRITERS THRONG WASHINGTON FOR NOBBY WORLD'S SERIES

Presence of President and Cabinet at Baseball Classic Lends Unusual Interest—400 Seats in Press Stand

By SAM BELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

SPORTS writers from every part of the country covered the opening games of the 1924 world series in Washington from a press section of 400 seats. Nearly 100 telegraph wires set up in the stands carried the news of games out of Washington.

Arrangements for the allocation of seats in the press section were carried out by Denham Thompson of the *Washington Star,* local chairman of the Baseball Writers' Association, assisted by James D. Preston, Superintendent of the Senate press galley, an old head at political conventions and similar news events, who this year had his first experience in satisfying sports writers. "Jim" came to the conclusion that sports writers differed very little from political writers, as virtually the same percentage of kicks was brought to his door.

The press section was equipped with counters, not unlike those used at the Democratic National Convention in New York, and the attendance in the section broke all previous records. Members of the Baseball Writers' Association said that more sport writers from comparatively small papers and from cities outside the major league circuits covered the Washington games. The fact that the first games were played in Washington was believed to be responsible for the influx of writers who covered the series for the first time. The national aspect given the affair by the presence of President Coolidge, members of his Cabinet and other high Government officials at the first game accounted in a measure for the wide interest from newspapers of the country.

Colonel George Harvey, who has not written about baseball for 41 years, has been called back to Washington from Deal, N. J., to report the opening game Saturday of the world's series for the *Washington Post,* of which he is editorial director.

Writers representing press associations and newspapers at the opening game were:

Associated Press: Allen J. Gould, Carl S. Brandenbury, W. H. Thomre, Frank Wallace; Newspaper Enterprise Association, Joe Williams, Hal Corchran, Billy Evans; Christy Walsh Syndicate, Christy Walsh, Ty Cobb, Babe Ruth, J. A. Behler; Chicago Tribune News Service, Arthur W. Crawford, Charles A. Lovett; Consolidated Press, J. B. Foster, Robert T. Small; United Press, Henry L. Farrell; United News, Westbrook Pegler, William Slavens McNutt; Associated Newspapers, Herbert Corey, H. I. Phillips, Robert Ripley; *Chicago Herald-Examiner,* Warren W. Brown, Jack Knox; *Chicago American,* Harry Neely, Leo Fischer; *Chicago Tribune,* Irving Vaughan; *Chicago Daily News,* William H. Becker; *New York Times,* James R. Harrison, J. R. Vidiner, M. W. Corum; *New York Evening World,* Bozeman Bulger, Robert Boyd, Neal O'Hara; *New York American,* W. S. Farnsworth, Arthur Brisbane, Daymon Runyon, Bugs Baer; *New York Evening Journal,* W. H. Hicks, Sam Crane, Ford C. Frick, T. A. Dorgan; *New York Herald-Tribune,* Grantland Rice, William McGeehan, W. Hanna, John Kieran; *New York World,* George Daley; *New York Evening Post,* Harry Cross; *Brooklyn Times,* T. F. Wooster; *Brooklyn Eagle,* Thomas S. Rice, Harris M. Crist; *Syracuse Telegram,* B. P. Lynch; *Post-Standard,* Frank F. O'Neill; *Journal,* Bob Kenefick; *Cleveland Press,* Rodney C. Sutton; *Cincinnati Enquirer,* Jack Ryder; *Boston Globe,* James C. O'Leary, M. E. Webb, Jr., Ford Sawyer; *Christian Science Monitor,* Fred Harvey; *Boston American,* Nick Flattery, Jack Conway, Fred Lane, I. B. Gillooly; *Boston Post,* Paul H. Shannon, Jack Mulanny; *Newark Star-Eagle,* Burt Dodge; *Newark News,* John H. Shields; *Milwaukee Journal,* Manning Vaughan; *Toledo Blade,* H. S. Talmage; *St. Louis Star,* James M. Gould; *St. Louis Post-Dispatch,* J. Roy Stockton; *Baltimore American,* Harry Keck; Robert Maloney; *Baltimore Post,* Tom Doerer; *Baltimore News,* Roger H. Pippin; *Montreal Star,* Clifford Barker; *Ottawa Citizen,* D. H. Reynolds; *Toronto Telegram,* J. P. Fitzgerald; *Havana El Mundo,* Joe Massagner; *Detroit News,* H. G. Salsinger; *Detroit Free-Press,* Lloyd Northard, J. D. McPherson, Harry Bullion; *Detroit Times,* H. C. Walker, J. H. Mulcahy, K. W. Hall; *Kansas City Star,* C. E. McBride; *Pittsburgh Press,* Ralph S. Davis, L. H. Woolen; *Pittsburgh Post,* William Peet, Edger F. Ballinger; *Pittsburgh Chronicle-Telegraph,* Harvey Boyle; *Pittsburgh Gazette-Times,* Charles J. Doyle, Chester L. Smith; *Philadelphia Public Ledger,* Bill Brandt, Ed Pollock, James Gantz; *Evening Public Ledger,* Stoney McLinn; Joe Tumulty, J. S. McGlynn; *Philadelpia Bulletin,* R. E. Sensenderfer, John J. Nolan; *Philadelphia North American,* James C. Isaminger, Ross E. Kauffman, John Kolhman; *Philadelphia Inquirer,* Gordon Mackay, Harry C. Turner, Charles Bell; *Philadelphia Record,* George W. Mason, Thomas Shriver.

BANKERS BUY CUSACK COMPANY

Anonymous Syndicate Behind Purchase of Pioneer Billboard Company

A syndicate of New York bankers this week purchased control of the Thomas Cusack Company, Chicago, nationally known advertising concern and a pioneer in billboard advertising.

Thomas Cusack, founder and president of the company, who started in 1875 with only a paint pot and brush signed over the ownership. Mr. Cusack, it was explained, felt that after 50 years he was entitled to step out of active work. He founded the company when he was in his teens.

Identity of the banking group which took over the controlling interest was not revealed. Walker & Roberts, Inc., investment bankers of 120 Broadway, acted as agents for the group. They said it would be "improper" to name the interests they represented. The firm also declined to make known the purchase price. The Cusack Company's last balance sheet showed assets in excess of $26,000,000 and an average annual gross business in excess of $23,000,000.

Control was obtained by the banking group through acquisition of more than 50 per cent of the capital stock of the company, which has a capitalization of $2,500,000 preferred and $7,491,410 common.

A Circulation Maker

THE YEAR'S BEST COMEDY

"The Dark Chapter"

by the author of

"The Nervous Wreck"

E. J. RATH

SERVICE FOR AUTHORS, INC.
Dept. S. 33 West 42nd Street
New York City

Miami Herald Leads South

BIRMINGHAM, Ala., Sept. 25, 1924.

To EDITOR & PUBLISHER: My attention has been called by Mr. Frank B. Shutts, owner and publisher, and G. V. Harper, business manager of the *Miami Herald,* to an injustice done that publication in a full-page advertisement of the *Birmingham News* in your issue of Sept. 20. I wish thus publicly to apologize to Messrs. Shutts and Harper and to the Miami Herald for this injustice and will appreciate your publication of this letter, acknowledging our error.

When the compilation of the lineage of the leading American newspapers was published in EDITOR & PUBLISHER, I did not see the figures. A comparison of the lineage of the several Southern newspapers that have been rivals the past few years in the matter of total lineage revealed apparently that the Birmingham News had led in the field. Unfortunately and unintentionally, the Miami Herald, which had not heretofore been a contender for leading honors in the South, was overlooked; otherwise, of course, the advertisement would not have been prepared by our promotion department and offered for publication.

The Miami Herald has made a truly remarkable showing in leading the entire South, and the Birmingham News desires to congratulate the publication and its management upon having achieved so large a volume of advertising during the first half of 1924.

Expressing in advance my appreciation of your kindness in publishing this correction and apology, I am

V. H. HANSON, Publisher,
Birmingham News.

Council Restricts Billboards

Wholesale erection of billboards in Newport, R. I., is prohibited under the terms of a new ordinance passed Sept. 22, by the Representative Council. One of the provisions states no billboard may be erected within 300 feet of any public park, and that a permit must be issued by the building inspector before construction of any billboard can be started.

EXPECT BANNER MEETING

Illinois Press Association Preparing for 400 at Urbane Meet

The Illinois State Press Association expects 400 members at the annual meeting at the University of Illinois, Oct. 9-11. John H. Harrison, Danville, president; H. L. Williamson, Springfield, secretary and Dr. Frank W. Scott, head of the university journalism courses, are on the committee on arrangements. Sectional meetings are scheduled for daily and weekly groups, editorial writers and advertising and publishing men and at the conclusion the Associated Press state meeting will be in session.

Prominent among the speakers scheduled for the general sessions are William L. White, *Peoria Gazette;* Casper Yost, *St. Louis Globe-Democrat;* Roy W. Martin, general manager, Associated Press; Lee A. White, *Detroit News,* and E. M. Johnson, University of Wisconsin.

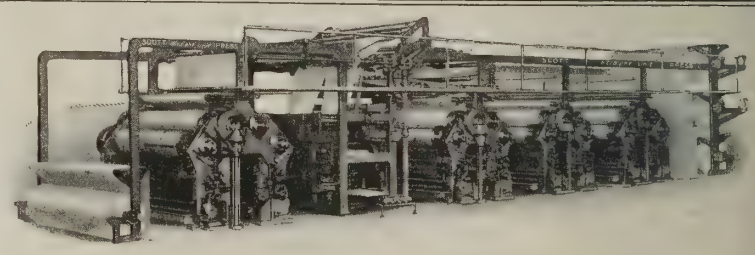
Election Cartoon Jury Named

William Allen White, David Lawrence, William Hard, Bruce Bliven, Miss Elizabeth Frazer, Mrs. Anna Steese Richardson and Miss Katherine Ludington will compose the jury that will render the verdict in the cartoon contest of the National League of Women Voters. The organization has offered a prize of $250 for the cartoon published between Sept. 2 and Nov. 4, "best calculated to arouse general interest in voting and increase attendance at the polls." Entry into the contest is made by sending seven clippings which show the name and date of the publication in which the cartoon appeared. Partisan cartoons are barred.

Sale of Marion Star Completed

Terms of the sale of the *Marion* (O.) *Star,* once property of the late Warren G. Harding, to Louis L. Brush and Roy D. Moore, have been complied with, C. D. Schaffner, Harding's trustee, stated in a report filed with Probate Judge L. B. McNeil at Marion, Oct. 1. He reported that a second payment of $110,717 had been made to the estate under terms of an agreement made with President Harding, shortly before his death.

Unfortunately, the world fliers had to land in Maine. It had been hoped to keep the flight nonpartisan.—*Detroit News.*



THE SCOTT

"MULTI-UNIT" OCTUPLE and "STRAIGHT-UNIT" OCTUPLE PRESS

are the latest and best in newspaper press construction. The heavy side frames, solid forged steel cylinders, very large diameter journals, gears of steel, bronze micarta or fabroil makes this type of press the ideal one for speed and for long service.

SCOTT HEAVY DUTY FOLDERS

enable you to produce papers in as many sections as you desire up to 64 or even 80 pages.

SEND FOR DESCRIPTIVE CIRCULAR

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO 1441 Monadnock Block
NEW YORK 1457 Broadway, at 42d Street

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

PROSPERITY on the farms generally throughout the country means that well planned and executed campaign or single-mail business will bring good results now. In recent years big city papers especially have found it difficult to maintain rural route circulation and the getting of more business amongst farmers has for some papers been almost impossible.

* * *

Now with returning prosperity farmers are more likely to subscribe for the nearest metropolitan dailies in addition to their county papers which they must have.

* * *

There is room in every farm house for the county paper and the big daily. The latter will get rural circulation if some attention is paid to the needs and desires of the farmers. Every paper with a large rural circulation and the papers that aspire to circulate widely in rural districts must have market and farm sections run in the interests of the farmers and by men who understand them and their needs.

* * *

Most papers we know have their young men get the market quotations and then map them into the papers without leads or careful checking. Editors who assume that all the farmers want is the mere listing of prices are, we believe, wrong. Farmers want to know why wheat jumped just as much as stock brokers want to know why Steel Common dropped. Farmers also want the trend in prices, crop conditions, probably summer demand, etc. When publishers can get through the heads of their editors that the farmers' business is essential and that the holding of it depends to a large extent on the character of the market pages and farm news, circulators will better be able to hold the rural route business they get.

* * *

It has been our experience that rural route circulation is the easiest to get and the hardest to hold. It is comparatively easy to get if papers will be satisfied the first year to get enough revenue to pay for the promotion. Then the editorial department can hold the business.

* * *

Rural business can be built by mail. Canvassers can get the business, but they are not necessary and are too costly when they cannot pay their way. Direct-by-mail work can be supplemented with subscription agents who can be obtained by mail also. Good prospects for agents are postmasters, ticket and baggage agents, car route carriers, general store keepers, fruit tree salesmen, teachers, blacksmith. Organizations such as granges, women's clubs, farm bureaus, churches often produce much business at comparatively little cost.

* * *

Almost all papers club with magazines and farm journals. Subscribers appreciate this service and make almost general use of it. Another service rural residents appreciate is the opportunity to get popular fiction with their subscriptions.

* * *

Popular copyrights that usually sell at from 75 cents to a dollar can be obtained at from 50 to 60 cents. Offered at cost they help to bring in new orders and renewals especially in districts where book stores are rare.

* * *

We spent a few days at a health resort recently and we saw more intelligent looking persons working on cross word puzzles than we imagineed would be interested in this latest indoor sport. The puzzle craze had even pedro backed off the boards. We were thankful for that because it is often difficult to get out of a pedro game but when a sweet young thing asks you for a synonym for horse you can say cow and let her worry.

* * *

On our return home we started making inquiries regarding this cross-word puzzle and we found all types of persons of both sexes and all ages intensely interested; a music critic, an actor, college professor, waitress, columnist, and editorial writer.

* * *

The cross word puzzle books are selling big in all the book stores. Here is a bang-up winter feature for any paper.

* * *

We suggest that the puzzle be kept out of the office papers in order that the force may not be distracted from work.

* * *

A football makes a good offer to carrier boys at this time of the year. Our experience with footballs has been that the better grade balls, not necessarily the regulation kind are much better to use than the cheap imitation leather things with which the country seems to be flooded. A football must be able to stand a lot of kicking and punishment; when it cannot do that it had better not be used at all.

* * *

Another good article to offer right now is a radio set. Good one-tube sets can be obtained now that will bring in stations within a radius of 300 miles regularly and their price is such that the orders would not have to cost more than a dollar.

* * *

A page of school news run on Fridays or Saturdays can be made to get circulation if it is well advertised. Such a page is most successful when the youngsters themselves do the work with a staff man doing the heads, leads, and layout.

* * *

This department does not aim to be exhaustive on any subject. Neither will it be scholastic, omnipotent, or too specific. The country is too vast for anything like that and circulation problems are often so local that what pulls well in Ohio may fall flat in Oklahoma. But papers and readers are all pretty much the same basically and if by dealing with problems in a general way we can make circulators think and plan ahead these weekly articles of which this is the first will be very much worth while.

5,000 NAT'L ACCOUNTS WITH FOUR-A MEN

Association's Year Book Just Issued Shows Imposing List—Clients Spending $300,000,000 This Year O'Shaughnessy Says

Accounts of more than 5,000 national advertisers are handled by members of the A. A. A. A. according to the second issue just published of the association's annual "Clients of Members of the American Association of Advertising Agencies."

These national advertisers are investing about $300,000,000 for advertising in 1924, James O'Shaughnessy, executive secretary, said.

The year-book gives information on the following subjects: Agency service standards; history of the association; national organization of the association; Association operations; association's scope and limitations; clients of members of the association; national committees; excerpts from constitution; executive board members; membership by councils; objects of the association; officers; qualifications for membership, and sectional council officers.

Cost of publication was assumed by A. W. Erickson, president of the Erickson Company, and former A. A. A. A. president.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation 118,000
Sunday Circulation 175,000

Member A. B. C.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

PROFITABLE READING

will be found in the "Business Opportunities" section. These chances are too good to be passed up. Act now. Get in on these opportunities; they're just what you've been waiting for.

QUICK STICK PASTE POWDER



Has Many Uses

Quick Stick is the stickiest paste powder on earth and has a hundred uses. It is used in many instances in place of hot glue—it's that strong. In a newspaper organization Quick Stick is indispensible.

In the Mailing Room

For bundle and single wrapping Quick Stick has no equal. Mixed in a minute—enough for the day's batch—won't sour or mould—and it certainly makes the wrappers stick. Won't smudge—can't pull loose—the paper tears before the paste would give. It speeds up the bundling room gang—and they like it.

As a Matrix Paste

Quick Stick Paste Powder makes the finest matrix paste. Fine for either backs or facing and it certainly makes a halftone stand out clear, sharp and distinct. We'll guarantee it to be better and more economical than the "mat" paste you now use. Quick Stick in 200 and 150 lb. barrels costs you only 10c a lb. and each pound goes a long way.

For Splicing Webs

Many a pressman splices his webs with "Quick Stick" without stopping the press. Do you know of any other paste that will stick quick enough and tight enough for that? Truly a barrel of "Quick Stick" Paste Powder will serve every department satisfactorily. It will pay you to place an order.

"Quick Stick" Sticks Quick

Quick Stick will mix quick, stick quick and stick tight. The best powder paste on earth. 10c a lb. in barrel lots or a 35 lb. trial carton for $4.20.

An Adhesive for Every Purpose



Our "705" Mailing Machine paste works perfectly in any standard make mailing machine. Will not clog or gum, nor does it ever harden in the fountain. Absolutely free from lumps and flows freely for rapid labeling. The labels stick. Send for a trial order. 57 gallon barrel @ 35c per gallon. 2 gallon wooden pail for trial $1.40.

COPASCO

The Perfect Semi-Liquid Desk Paste



Copasco Liquid Paste never needs water, sticks quickly, dries fast, spreads smoothly and never dries out in the bottle. 1 dozen self-closing 5 oz. desk jars only $3.00 or $1.40 a gallon in 12 gallon lots.

Write Today for Complete Catalog

The Commercial Paste Co.

Makers of the Largest Line of Adhesives
Dept. 51 COLUMBUS, OHIO

AN ANCIENT MARINER PASSETH

(*Continued from page 9*)

a member of the staff whether any particular note was being taken of the occasion. "Haven't you observed," he asked, "that the troops have been called out to parade today?"

Nobody would ever have taken him for an octogenarian. He had a splendid frame, with the chest and shoulders of an athlete. With the exception of a slight attack about two years ago, which he shook off almost immediately, his office never knew him to report sick. In his enthusiasm and his zest for life he was one of the youngest members of this newspaper family.

Mr. Bridgman loved to ride hobbies, which the office could always recognize by his anxiety to see that every one of them received due notice in our columns. Some of these were major avocations and some minor, but without any effort at classification or comparative appraisal they may be listed as follows:

Amherst College. He was a graduate of the class of '66, and boasted that he had attended every commencement since before he entered. The Meiklejohn flurry of two years ago found him as deeply interested as any undergraduate.

The Psi Upsilon fraternity. He had served as president of its executive council since 1883—an unparalleled record of fraternal service—and he was always ready to trot off to some remote chapter dedication or to investigate the qualifications of some 17-year-old sub-Freshman.

The Brooklyn Institute of Arts and Sciences.

The City College's Brooklyn branch and its classes in journalism.

The city and state park departments, the American Scenic and Historic Preservation Society, the museums, the national and international geographical societies, etc., etc.

The State Board of Regents. A member since 1917, he had taken this sometimes ornamental post with eager seriousness. He was representing the Board on the schoolship Newport when he breathed his last.

Bulgaria, Hawaii, the Sudan, the Congo. In his journeys to these places he had established contacts that were never severed, and he was constantly in communication with the big figures in those remote and diversified fields.

A continual interest was his Sunday editorial in the Standard Union. The space was reserved for him every week, and although the articles were never signed they were unmistakably his. They covered an enormous range. These, for instance, were his contributions in a specimen month, which happens to be last February:

"Celebrations by Wholesale"—a cutting exposure of the project to spend a few more millions of public money on meaningless civic ceremonials.

"Lincoln: 'Fifty-nine Years After'—appropriate to the birthday.

"Reforming the Law and Lawyers"—an examination of a bench and bar report on legalistic defects.

"Has the Port Authority Cold Feet?"—spurring a famous super-governmental body.

In addition to these were casual articles every now and then on the projects, personalties and causes dearest to his heart. His handwriting was atrocious. It was probably worse than Greeley's. He had, further, a curious habit of submitting his stuff on odd sizes and varieties of copy-paper. Further marks of the genius, of course.

Mr. Bridgman was the constant theme of discussion in his office. "And still they gazed, and still the wonder grew." One day a reporter would rub elbows with him at luncheon time at a side-arm chair place where the pie and coffee were a nickel apiece. The next day the same reporter was likely as not to be assigned to cover a luncheon given by Mr. Bridgman at the Hamilton Club to some ambassador or potentate. You could only surmise which style of refection he preferred. He walked to work, almost invariably.

When he decided to take the trip across his beloved sea on the Newport he gave out the news to the other papers, adding this characteristic paragraph of self-appraisal:

"This 'ancient mariner' has made three Peary Arctic auxiliary cruises: in the Falcon in 1894; Diana, in 1899, and Erik, in 1901, in command of the last two, and holds an honorable discharge, 'character, ability and seamanship good,' by the U. S. Shipping Commission, from his position as freight clerk at 25 cents per month in the Hawaiian Inter-Island's new Heleakala on her maiden voyage last year from Philadelphia to Honolulu."

There was an impressive muster aboard the Newport as it neared Bermuda. It may be described in Mr. Bridgman's own words, written a month before, describing a duplicate of the scene:

"Officers in spick and span new uniforms, buttons and braid bright, trousers razor-creased, the State insignia flashing, saunter on the quarter deck, the barefooted lads in spotless whites gather in groups in the waist, the familiar checked shirts of the bosn's and his mate are covered by blue brass-buttoned reefers, deck work is knocked off and a general air of watchful waiting prevails as the ship rolls steadily along on her course. At 10:45 the bugler comes to the mast, blows the warning call for inspection and muster, and soon the formations are rapidly going on. Commissioned officers on the quarter deck, abaft the mizzen mast; the warrant officers facing and just forward of them; petty officers, some wearing stripes of honorable war service, and crew in blue uniforms, or clean working clothes, on the port side, and the cadets, white-capped and barefooted, in two platoons, engineers on the port deck, department on the starboard."

But at this point Mr. Bridgman's description is dropped, and Capt. Felix Riesenberg of the Newport takes it up:

"The muster completed," said his wireless dispatch, "the ship was stopped for ten minutes, ensign and pennant half-masted and a prayer was read. Then proceeded full speed to Hamilton, Bermuda."

So, fittingly ended the last cruise of this "ancient mariner." It was the death of a good newspaper man, who had sent to his office an advance story that covered it.

BODY OF DR. BRIDGMAN LAID TO REST

"An Adventurer in Service of Mankind," is Eulogy at Impressive Funeral Service Attended by 1,000—Publishers Pay Tribute

With impressive ceremonies, the body of H. L. Bridgman, late business manager of the *Brooklyn Standard-Union*, was laid to rest Oct. 1 in Greenwood Cemetery, Brooklyn. More than 1,000 people gathered to pay last tribute to the explorer-newspaper man.

A bugler from the training ship Newport, aboard which he died at sea, sounded taps as the body was lowered into the grave. Cadets from the same ship acted as guard of honor.

"An adventurer in the service of mankind" was the description of Dr. Bridgman given by Rev. Dr. Howard Dean French, who conducted the funeral services.

At a special memorial meeting of the Publishers' Association of New York held this week, the following resolution was passed:

The Publishers' Association of New York appreciates keenly its loss and the loss of the whole community in the death of Herbert Lawrence Bridgman, its Chairman since 1910. Publisher and publicist, explorer, traveler, educator, lecturer; every facet of his career had lustre. His loyalty, his tact and his clearness of vision served admirably and worthily for thirty-eight years the movement to establish and perpetuate the co-operation of newspaper publishing interests in the United States for the common good.

Mr. Bridgman was one of those present and active in the preliminary meeting at Detroit, Nov. 17, 1886, that led to the organization of the American Publishers' Association in Rochester, Feb. 16, 1887. It was in 1911 that Mr. Bridgman was elected Vice President of the American Newspaper Publishers' Association. In 1914 he became President, and served for two years.

Mr. Bridgman's first newspaper experience was on the *Springfield Republican*. He was publisher of the *New York Press* in the first year of its existence. For almost thirty-five years he had been the successful business manager of the *Brooklyn Standard-Union*.

A native of the college town of Amherst a graduate of Amherst College, Mr. Bridgma was through life devoted to his college and hi fraternity, the Psi Upsilon; a Phi Beta Kapp man, and urgent for the higher culture o youth. Amherst made him an LL. D. I 1917 he was chosen a member of the New Yor Board of Regents.

Mr. Bridgman's faith in Commodore Pear had its base in his experience of 1894 as hi torian of the Peary auxiliary expedition, an was confirmed by his service on the Diana i 1899 and the Erik in 1901. He predicted Pear would discover the North Pole. It is no ex aggeration to say that as Secretary of th Peary Arctic Club he did more than any othe one man to help as well as to encourage Peary

A delegate to the International Polar Con vention in Brussels in 1906, and the one i Rome in 1908, President of the Department o Geography of the Brooklyn Museum of Arts an Sciences, Honorary Fellow of the Museum o Natural History and an active member of sev eral social clubs, Mr. Bridgman was a force ful public speaker and always frank in hi treatment of any subject he discussed. He ha a delightful personality, always kindly, alway sympathetic, always worthwhile. The spirit o youth remained with him, and his passing a the age of 80 years leaves a real void in thos fields of human activity where his achievement had been so diverse and so substantial. Mr Bridgman rounded out this useful life of his i a remarkable manner. Death called him in th midst of a labor of love when he was puttin his unique experience and broad training at th disposal of a group of young men while the were on a training voyage.

Resolved, That we extend to his widow an relatives the deep sympathy of this associatio and that an engrossed copy of this minute b sent to Mrs. Bridgman.

New Times Typography Booklet

The *New York Times* has issued a sec ond and enlarged edition of "Typographi cal Standards." The original edition o this booklet, which was published las year, aroused considerable interest amon advertisers and agencies, and was muc in demand. One of the most notabl changes in the edition is an insert, con sisting of four pages dealing with "Th Use of Blacks in Advertising Illustra tions in the New York Times."

World Starts Real Estate Section

The *New York Evening World*, Oct. 1 started a new daily department devote exclusively to real estate news. Roge Batchelder is real estate editor.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

The Shop-o-scope TRADE MARR

for 1924

Ready now!

A complete new campaign—our greatest—for the promotion of Christmas classified business.

Thirty pieces of strikingly illustrated publicity in complete mat form — the most elaborate and effective classified solicitor's portfolio ever printed —a new development in mail solicitation booklets —five hundred ready-written ads for all lines of businesses—and complete plans and daily service bulletins for handling the successful campaign.

Last year The Shop-o-scope created $500,000 worth of Christmas business for the 225 newspapers that used it—and caught on with advertisers and readers as no other holiday advertising campaign ever had.

This year it will double its 1923 record. And *you* can get the benefit of it—write today for the complete Shop-o-scope lay-out for your inspection!

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Otis Building Philadelphia

CLEVELAND GROCERS PLAN AD DRIVE

Urging Unusual Co-operative Campaign With Manufacturers and Wholesalers Using Dailies—Plan Suited to National Use

A co-operative advertising scheme is being advocated by the Cleveland (O.) Retail Grocers' Association which is designed to mean a full page advertisement once a week for every paper in the city eventually, and if the move is successful the association is going to carry the idea to the national association, and suggest that the plan be put in effect all over the country.

Briefly, the idea is to have the manufacturer, the wholesaler and the retailer join hands in an advertising program mapped out as follows:

To begin with, one full page will be contracted for a year's period, thus assuring the lowest advertising rate available. The four corners of the space will be alloted to the wholesalers and the side columns to the manufaturers. All the center space will be pro rated among the retailers, who will use it to urge buyers to patronize stores of the association, and to display the organization's emblem in order to get the public familiar with it.

Once the full page is started, the idea is then to branch out and include another paper, so that eventually the four dailies in the city will be carrying the co-operative ads.

The wholesalers, it must be confessed, are frowning on the plan, but the retailers are becoming more insistent, and it is probable that within another month the association will win the wholesalers and manufacturers over to its way of thinking. In this connection, the retailers have at their call the simple expedient of transferring their trade to those wholesalers who are willing, and according to members of the association who told details of the plan to EDITOR & PUBLISHER, it is not unlikely that this will be done if it becomes necessary.

PAN-AMERICAN COMMITTEE MEET

Plans for 1926 Press Congress Discussed in Washington

Members of the committee appointed to arrange for a Pan-American Press Conference to be held in Washington in May, 1926, in compliance with a resolution of the last Pan-American Congress met this week with Dr. L. S. Rowe, director of the Pan-American Union to take the preliminary steps toward the formulation of a program.

It was decided to appoint a general committee, representative to the newspapers, press associations and the organizations of the newspaper industry, and a finance committee to begin work on the conference arrangements. Dr. Rowe was authorized to send out letters to newspaper publishers and editors throughout the country asking for suggestions on the topics to be considered at the conference. Those suggestions will be given study by a committee of the governing board of the Pan-American Union which in turn will submit its views to the members of the full board.

Members of the executive committee attending the meeting in person or by proxy were Dean Walter Williams, president of the Press Congress of the World; Casper S. Yost, president of the American Society of Newspaper Editors; Wallace Odell, past president of the National Editorial Association; M. Koenigsberg, president of the International News Service; J. H. Furay, vice-president of United Press Associations, for Karl Bickel, president; John S. Bryan, vice-president of the American Newspaper Publishers Association for S. E. Thomason, president of the A. N. P. A.

Frank Noyes, president of the Associated Press was unable to attend.

TIPS FOR AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will place account of the Belber Trunk and Bag Company, Philadelphia, manufacturers "Belber Safe Lock" Wardrobe trunks.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York. Has secured the account of Lewis & Conger, New York, manufacturers of household furnishings. Will handle special campaign for The American Radiator Company in the Buffalo territory only.

Behel & Harvey Advertising Agency, 608 Hearst Building, Chicago. Placing account of Gage Brothers & Company, Chicago.

Brooke, Smith & French, S. E. corner John R. and Eliot Streets, Detroit. Reported to be placing account of the Kelvinator Company, refrigerating, Detroit.

Burnett-Kuhn Company, 605 N. Michigan avenue, Chicago. Copy on the Chicago Tribune being sent out to newspapers generally.

Nelson, Chesman & Company, 500 N. Dearborn street, Chicago. Additional advertising on Frank Harris & Sons Company, Chicago, is being distributed to newspapers.

S. A. Conover Company, 99 Chauncey street, Boston. Now handling the United Fruit S. S. Company, New York, account.

Conover-Mooney Company, 111 W. Monroe street, Chicago. Contracts are going out to a number of newspapers on the Summers Medicine Company, South Bend, Ind. Also placing advertising for the Chicago Herald and Examiner with a general list of newspapers.

Erickson Company, 381 Fourth avenue, New York. Again placing orders with newspapers in various sections for the Congoleum Company, "Gold Seal" rugs, Philadelphia.

Erwin, Wasey & Company, 844 Rush street, Chicago. Issuing contracts generally to newspapers on Forhan's Tooth Paste, New York.

Fuller & Smith, Bulkley Building, Cleveland. Placing account of The Printz, Biederman Company, Cleveland, manufacturer of Coats, Suits, Dresses.

Gardner Advertising Company, 171 Locust street, St. Louis. Now handling account of the National Enameling & Stamping Company, Milwaukee.

Gardner Advertising Company, 360 N. Michigan boulevard, Chicago. Placing the account of the Electrical Research Laboratories (Erla-Radio) Chicago.

Finley H. Greene Advertising Agency, Parsons Building, Buffalo. Reported to be placing account of the Jacob Dold Packing Company, meats, Buffalo. Also reported to be making plans for a newspaper campaign throughout the United States for the Fisher Knitting Company, neckwear, Buffalo.

Guenther-Bradford Company, 7 S. Dearborn street, Chicago. Copy on the Eureka Manufacturing Company being distributed to a general list of newspapers.

G. Howard Harmon, Inc., 171 Madison avenue, New York. Reported will use newspapers in selected sections for White, Warner & Company, Taunton, "Household" and "Quaker" ranges.

Hertz-Hadley Company, 646 N. Michigan avenue, Chicago. Page copy on the U. S. Bedding Company, Memphis, Tenn., is being sent out to southern Metropolitan newspapers.

Charles W. Hoyt & Company, 116 West 32nd street, New York. Making contracts and placing schedules with some Pennsylvania newspapers for the Penn Tobacco Company, "O. K." Cigarettes, Wilkes Barre.

Humphreys Homeo. Medicine Company, 156 William street, New York. Again making contracts with newspapers generally.

Johnson Read Company, 202 S. State street, Chicago. Orders are being issued to a general list of papers on the Premier Electric Company (Radio) Chicago.

H. W. Kastor & Sons Company, 14 E. Jackson boulevard, Chicago. The Midland Electric Manufacturing Company (Curling Irons) trying out a few towns on their advertising.

Lord & Thomas, 400 N. Michigan avenue, Chicago. Orders are going out to a general list of newspapers on the Pepsodent Company, Chicago. The new winter schedules on the Studebaker Company, South Bend, Ind., started Sunday, Sept. 21, and will run 60 inches in some papers and 75 in others. The Cellucotton Products Company, Chicago, Ill., are manufacturing a cold cream remover made of tissue paper which they expect to advertise in newspapers generally. Have secured the account of the Auto Point Pencil Company, Chicago.

Harry M. Lynch, Inc., Citizens Bank Building, Kokomo, Ind. Will place account of the John J. Hildebrant Company, Logansport, manufacturers of fishing tackle.

McJunckin Advertising Company, 5 South Wabash avenue, Chicago. Placing account of the Fryac Manufacturing Company, Rockford, Ill., manufacturers of "Fryac" Night Guide.

Miller, Black & Lewis, Inc., 36 West 44th street, New York. Simplex Fuel Oil Engineering Company, Schulse Simplex Oil Burner, New York, has placed their account with this agency.

Mitchell-Faust Advertising Company, 7 S. Dearborn street, Chicago. Disrtibuting copy to a general list of newspapers on the Friedman Manufacturing Company, Chicago.

Byron G. Moon Company, Inc., Proctor Building, Troy, N. Y. Has secured the account of Hall, Hartwell & Company, Troy, manufacturers of men's shirts, collars and athletic underwear.

P. F. O'Keefe Advertising Agency, 45 Bromfield street, Boston. Again placing orders with newspapers in selected sections for the Davol Rubber Company, "Davol" ice bags, Providence.

Porter-Eastman-Byrne Company, 22 W. Monroe street, Chicago. Advertising schedules for 1925 on the Standard Sanitary Company, Pittsburgh, Pa., are being issued with a number of additions made to the old list. Now handling account of the Marietta Stanley Company, "Sempre Jove-nay Cosmetics," Grand Rapids, Mich.

Harry Porter Company, 15 West 44th street, New York. Placing copy on contracts with newspapers for Thos. Leeming & Company, "Ben Gay," New York.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J. Placing account of McDonough Lydon Manufacturing Company, "Lydon" pads, Hoboken.

Frank Seaman, Inc., 470 Fourth avenue, New York. Placing orders with newspapers in a few selected sections for the Stewart Hartshorn Company, Hartshorn Shade Rollers, New York.

Calvin Stanford Advertising Agency, Atlanta, Ga. Has secured the account of the Charleston Lead Works, Charleston, S. C.

Staples & Staples, Inc., Mutual Building, Richmond, Va. Handling account of the Benthall Machines Company, Inc., Suffolk, Va.

J. L. Sugden Advertisnig Company, 32 West Washington street, Chicago. Has secured account of the Spengler-Loomis Manufacturing Co., Spenlo Shaving Brush, Chicago.

Thomas Advertising Service, Citizens American Bank Building, Tampa. Placing a special campaign with Florida newspapers for the Florida Citrus Exchange, Tampa.

Tuttle, Greensboro, N. C. Has secured the account of the High Point Overall Company, High Point, N. C.

first /

—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

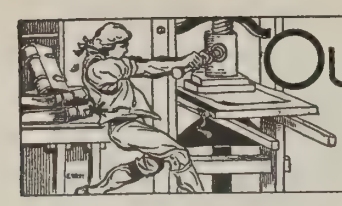
WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

AUTO PAGES
A regular feature of the Wednesday and Sunday issues.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

Results from the New York Times Magazine Section
A 228-line advertisement of Marathon Blades for Gillette model razors in the August 24 issue of The New York Times Magazine Section, yielded 2,057 orders. About 100 men called, with the advertisement, at the Best Cutlery Company, distributing office for blades. The product was almost unknown and August is not considered the most productive month.

Every month, *every* year, The Cleveland PLAIN DEALER carries MORE National Advertising than *both* Cleveland evening newspapers COMBINED.
The Plain Dealer
ONE *Medium* — ONE *Cost* ALONE *Will sell it*
WOODWARD & KELLY
350 N. Michigan Ave., Chicago
Fine Arts Bldg., Detroit
J. B. WOODWARD
110 E. 42nd St., New York

THERE is only one newspaper that is representative of the entire Dallas territory, and that is The News
The Dallas Morning News
Supreme in Texas



Our Own World of Letters

By JAMES MELVIN LEE

A NEWSPAPER curiosity is a miniature facsimile of the *London Times* especially printed for the Queen's Dolls' House which has had so much publicity in the press. This miniature facsimile is said to be the smallest newspaper ever printed. A copy can doubtless be obtained by any one connected with an American newspaper if a request is typed on the regular letterhead and sent to the business manager of the London Times.

* * *

G. P. Putnam & Sons announce for fall publications "The Fugger News Letters." The Fuggers were the Rothschilds of the Middle Ages. They had men of intelligence—as journalists were called at that time—stationed at all capitals and great ports of Europe to report what was going on. The book will be reviewed more in detail in a later issue.

The publication of this volume, however, shows that authentic news has always had a cash value the same as any other economic commodity. Banks still deal in news. Financial writers on newspapers testify to the excellence of the news letters about economic conditions sent out regularly by George E. Roberts, vice-president of the National City Bank, New York.

* * *

NO other phrase can better describe "Politics: The Citizen's Business" by William Allen White (The Macmillan Company) than to call it a newspaper book. In the first place its author is the famous editor of the *Emporia Gazette* and a great political reporter for a newspaper syndicate. Like the newspaper it has been hastily compiled—much of it during the stress and strain of political conventions—to meet an immediate need. Its language is that of the newspaper vernacular. The high spots are given in the first 128 pages and the speeches and the party platforms are put in an appendix almost twice as large as the book proper. In letter press it reminds one of a newspaper story with pivotal points on the first page and with a note that speeches in full will be found in another part of the paper.

Mr White himself has this to say about the contents:

> Naturally this book is ephemeral, scarcely more permanent than the radio itself, which brought the voices of the convention into millions of homes before the echoes of the applause had died. Surely times that take everything else so lightly may not mind a glimpsing book.

Like the newspaper story the more important things are put in what might be called the book lead—the two chapters which open the volume. These chapters are entitled "Our Unwritten Constitution" and "The Super-Citizen's Duties." If I were to give a tip to the copydesk for a headline I should mark those paragraphs in these chapters which deal with invisible government.

Mr. White pays his respects to press-agents and propaganda makers as follows:

> The half scared, meachingly militant representatives of the interests who slip into the hotel corridors of Washington, and a few of the State capitals, are the dying sons of a race of giants compared with the head of the American Federation of Labor, or the National Chamber of Commerce, or the Farm Bureau, or the League of Women Voters, or the Anti-Saloon League. The attorneys and lobbyists of the great interests are a bandy-legged tribe.

The remaining chapters of the book deal with the Republican Convention and the Democratic Convention, but at the same time they call attention to those new political forces which "organize, direct, and institutionalize public sentiment." The appendix, as I have pointed out, contains the party platforms, the nominating speeches, the keynote speeches, and the debates of the Democratic Convention. The book ends with the official statement of Robert M. La Follette, the Independent Progressive candidate for President of The United States.

Mr. White has produced a book that will be of great value as a reference text for those members of the working press who cover political matters until the first Tuesday after the first Monday in November.

* * *

IF a vote were taken among newspaper men for the periodical that was most thumbed in the office I am sure that the little monthly published by E. W. Howe of Potato Hill Farm, Atchison, Kan., would stand well toward the top, even among those who work on metropolitan dailies. I am basing this assertion upon what I have heard myself at the Newspaper Club, New York City. But this note is inserted, not to call attention to Ed Howe's Monthly, but rather as a "personal" that Farmer Howe is among the distinguished group of authors who contribute articles to *Hearst's Magazine* for October, where he prints an interesting bit of his philosophy of life in an attempt to show that success is easier than failure for the average man. Next month in *Hearst's* Howe is going to describe the "petting parties" of his high collar days.

* * *

SPACE—no editorial fib—shuts out some of the bouquets I have received from authors whose books I have reviewed in this department. Simple justice, however, does demand that I mark "Must" these paragraphs in a letter from Clarence W. Wagner of the *Baltimore Sun:*

> May I express my appreciation of the notice you gave my book, "What the Small Town Needs," in a recent issue of EDITOR & PUBLISHER?
>
> That you were surprised that I did not put down a good community weekly as the greatest small-town needs, comes as a surprise to me. Most assuredly, it was not an oversight on my part, as a very large part of my small-town experience came via the weekly newspaper.
>
> I cannot agree with you. The average small-town already has a better weekly than it deserves. Witness the very meager support accorded an enterprising newspaper; how the citizens fight against paying a decent subscription rate and how the merchants look upon a great deal of their advertising expense as a donation to the local editor.
>
> Furthermore, it would be detrimental to small-town development to excuse the average citizen of active participation in community advancement work, on the score that a good community weekly is the most important need of all. It is precisely such an argument the small-town "booster" will agree to—and in consequence, do little or nothing on his own accord.
>
> Here, indeed, is a matter for debate. I am glad you expressed yourself so frankly, and always welcome an opportunity to make my stand more clear.

A difference of opinion makes a horse race interesting.

* * *

EDITORIAL writers, especially those who cover politics, should borrow from the newspaper library the October issue of *Harper's Magazine* and read the opening article, "Politics—A Two-Handed Game," by Elmer Davis. He is not a relative of the Democratic candidate, but is the creator of Godfrey Gloom, an unterrified Democrat at Amityville, Ind., who appears periodically at the political conventions and publishes his reflections in the newspaper press.

Edward S. Martin, who sits in the "Editor's Easy Chair" of *Harper's* contributes "The Voter and The President"—a sort of "add" to the political story by Davis.

* * *

ANY newspaper man in the Middle West who wants to get a six months' leave of absence from his managing editor to travel in Europe should read the advice that William McFee gives to just such an individual in the *Bookman* for October.

Llewellyn Jones, the literary editor of the *Chicago Evening Post,* answers the question, "Is There Such a Thing as Aesthetics?"—or attempts to answer it in the same issue.

* * *

FROM time to time I have called attention to some interesting articles published in the *Atlantic Monthly* from the pen of Ernest Elmo Calkins, the well-known advertising expert of New York City. These chapters from his life have been rounded out with additional matter and published in book form under the title "Louder Please!" (The Atlantic Monthly Press). The title is especially appropriate because, as most of us know, Mr. Calkins is deaf.

The volume is dedicated to that very intimate group of mother, teacher, partner, wife, etc., who have made life a little easier for one who has lost his hearing.

The chapters about the boyhood days of the author remind me of a bit of verse I once read:

> When memory with slow, uncertain fingers
> Awakes anew the echoes of the past,
> There are some keys on which their touch long lingers,
> Some chords that vibrate to the last.

Coming to New York the author answers the following advertisement in the *New York Herald*

> MALE HELP WANTED—Printer, all-round, to set type and run press. Must have references. Give full particulars and state salary. Herald 33—

and becomes a printer and later an editor. He meets Ralph Holden, his future partner, and embarks upon the great adventure on the uncharted sea of advertising.

But why should I tell the life story so much better told with whimsical humor and charm in the volume itself?

The illustrations actually illustrate the text—as would be expected in a copy of an advertising man. There is, for example, an illustration that shows the book that made Mr. Calkins a printer, a facsimile of Vol. I, No. 1 of the *Illinois Globe* of Galesburg, Illinois, a book plate that shows the author's home, and a miniature that portrays the author at play.

This volume by Mr. Calkins, like the copy from his shop, sells itself to the reader who becomes a pleased customer.

* * *

THE employees' magazine of the *Chicago Tribune—The Tribune* is publishing a series of tales of *Tribune* typestickers by Phil Barker. The tale in the August issue tells how "a printer touched the Big Chief for $50"—but that was years ago.

THE
PASSAIC
DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

Montreal Daily Star Takes Series No. 6

The paper which is proud to call itself Canada's Greatest Newspaper has just ordered Series No. 6 of the church advertisements issued by the Church Advertising Department. The Montreal Star has used church advertising copy for the last three years, as have dozens of other newspapers.

This material is offered to help newspapers build up a constituency of church-goers. Newspaper promotion men know that such a group constitute the most stable buyers of any community—the sort that commercial advertisers want to talk to.

It is worth while urging people to go to church.

The cost of this copy—52 ads—is only 3 cents per thousand circulation per week.

For proofs address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT
A. A. C. W.
Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

THE SERVICE STATION

QUESTIONS CONCERNING THE NEWSPAPER AND ALLIED LINES WILL BE ANSWERED HERE

AN article on classified advertising appearing in a recent issue of EDITOR & PUBLISHER aroused interest in the mind of the manager of advertising of a daily newspaper in New York state, causing him to make a thorough analysis of his classified page, with startling results.

He found that indifferent salesmanship in his own office was not only costing the newspaper a heavy toll of lost lineage, but that the classified department was not as effective for advertisers as it should be, as individual ads were kept so short they did not tell a convincing or selling story.

He addressed a letter to the members of his selling staff which EDITOR & PUBLISHER is privileged to reproduce for the benefit of the advertising fraternity:

"I made a check up of one day's classified business, a total of 119 separate ads. I found that 87 of them were for three lines. The average ad for the month, I found, was only 3¾ lines.

"Just think what that means when you take it on a year's business. We all know that the more complete the description published, the better results the advertiser can secure. This is not theory; we have made it a certainty in our own columns in real estate and automobile advertising.

"Are we all working to get the greatest possible lineage within reason? Of course, your ready answer is 'Yes.' But, are you really? Do you suggest to the woman at the counter or on the 'phone that she can get better results if she tells more about her want? Or do you handle it by telling her that 'the rate is three lines for 36c for one day, 99c for three days, or $1.80 for six days, and two cents a line less if she pays cash or within eight days?" Is her mind on the advertisement or want she has, or have you turned her mind at once to the fact that the rate is based on three lines and over that will cost her more? An efficient advertisiment should be your first thought—a complete ad. Then the rate will be a secondary matter, to be discussed after the advertisement is secured.

"Take the month of August as an example: We ran 5481 insertions, the average ad being 3¾ lines in size. If we had 'sold' the customer on full description we might have added one line to each ad. What would have been the result? The customer would have secured BETTER RESULTS, the prestige of Classified Advertising would have been increased. And—note this—the revenue of our newspaper would have been increased at least $407.87 in one month. If we worked on this plan for a year, the increased revenue would amount to at least $4,000, or equal to nearly two months' business.

"Now, wait a minute! You are going too fast in your opinions. Of course, primarily the object is to increase volume, BUT we can do it and at the same time render a service to our customers. Just as an example, take this advertisement that was handed in over the counter. Read it over. Does it make you want to own this house?

> CARPENTER ST.—11-room brick house; Brown St., 12 rooms; others for rent, $30 up. Geo. W. Burns & Co., 1781-J.

"Goes in three lines, all right, but how does this one read:

> CARPENTER ST., 802—Three-story 11-room brick house on corner lot; all light, airy rooms; hardwood floors on first floor, Georgia pine floors above; all newly decorated; modern plumbing; large laundry in basement; two baths; Spencer hot water heating system; kitchen wired for electric range; lot 60 x 113 to alley; two-car garage; price $15,600, $5,000 down, balance on easy terms; possession in 30 days. Geo. W. Burns & Co., 16 East Ave.; phone 1781-J.

"How does that appeal to you, supposing you wanted to buy a house? Which one would you look at first? Space? Oh, yes, there are twelve lines in this advertisement, and the cost would be $7.20 for one week. If you care to pay for the ad now or within eight days, the costs will be only $5.76. Should the house be sold before the end of the six days, we would be pleased to refund the difference in price between the daily rate and this amount. You know, a real estate man would charge $780.00—or five per cent. to sell this property, and his method is to bring out those nice little points about the house that appeal to the prospective purchaser, and you can adopt his tactics in Classified Advertising at about 100th of the costs.

"While this is covering only real estate, the same would apply to anything for sale: What is it? What kind? What size? Why would I want it? How much is it? What is there about it that makes it specially desirable?

"You say all this takes time. Certainly. But which is best: To handle the first ad in five minutes and get $1.80 for it, or work fifteen or twenty minutes longer and get $5.76? The difference between $1.80 and $5.76 is exactly the difference between a 'copy-taker' and a 'salesman.'"

This staff letter concludes with a tabulation of the work of every member of the staff, showing conclusively who were the three-line copy takers and who were the copy sellers.

How about your classified staff, Mr. Advertising Manager, reader of this column? How will its work look in a tabulation, such as is herewith suggested by our New York state friend?

CLASSIFIED STAFF DINNER

New York World Group to Entertain Executives Oct. 15

The classified advertising department of the *New York World* will hold a dinner and entertainment at the Hotel Pennsylvania, Wednesday, Oct. 15.

About 500 persons prominent in newspaper, political and theatrical circles are expected to attend and among them will be Governor Alfred E. Smith; Lt. Governor Lunn; Ralph Pulitzer, president of the Press Publishing Company; Florence D. White, general manager of the World; J. F. Bresnahan, business manager, N. H. Botsford, financial manager, Herbert Bayard Swope, executive editor, Frank McCabe, classified advertising manager; ex-Senator William Calder; Ex-Sheriff Max S. Griffenhagen; former Secretary of State John Lyons; Frank S. Bowers, Collector of Internal Revenue and Foster Gilroy, advertising director of the World.

Some of the entertainers scheduled for the evening are Will Rogers, Eddie Cantor, Vincent Lopez and his orchestra, Marga Waldron, Ann Pennington, "The Kid Boots Company"; "I'll Say She Is Company."

The

Hoosier Market

IS A REAL MARKET

Served by

9161 Grocery and Delicatessen Stores
1369 Hardware Stores
132 Department Stores
870 Dry Goods Stores
1803 Drug Stores

This market has everything for business success; people, money, stores, transportation. Advertising campaigns are particularly successful for trade-marked package goods, confections, medicines, toilet requisites, hardware and hundreds of other necessary articles as well as luxuries.

If you have national distribution you cannot cover this great territory effectively with a scattering of outside national media. You must use Indiana Daily Newspapers, for they go into the homes, are read and believed by all loyal Hoosiers.

Indiana, with three million population—with the highest native born population of all States —over 92%—with prosperous cities and wide awake, well edited daily newspapers, has become a state worthy of the consideration of any and all National Advertisers.

Start in the "Hoosier" State

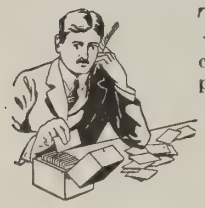
		Circulation	Rate for 5,000 lines
†††Decatur Democrat	(E)	3,276	.025
***Evansville Courier and Journal	(M) 27,040 (E) 10,868	37,908	.08
***Evansville Courier and Journal	(S)	32,502	.08
***Fort Wayne Journal-Gazette	(M)	31,274	.07
***Fort Wayne Journal-Gazette	(S)	34,657	.07
***Fort Wayne News-Sentinel	(E)	41,412	.09
***Gary Evening Post-Tribune	(E)	11,410	.05
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
***Indianapolis News	(E)	131,818	.25
***Lafayette Journal & Courier	(M) 7,372 (E) 12,875	20,247	.06
†††La Porte Herald	(E)	4,091	.025
***Newcastle Courier	(E)	4,603	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
***South Bend Tribune	(S) 19,718 (E)	20,588	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



THERE is nothing to despise in the ancient and honorable proverb: "The Things You Most Desire Lie Close About Your Feet."

A man in your own organization may be harboring the secret to a five or ten per cent lineage increase, through mere manipulation of running accounts.

The idea may be surging through his mind, but is not articulated because of daily distractions incident to routine effort.

Mr. Advertising Manager, call your assistants into your office, one by one, and let them pour out their inner-consciousness ideas which apply to your special problem. There is great waste in that spirit of isolation which creeps into the members of a staff whose noses are kept too close to divisional grindstones.

Get the boys and girls into sympathetic and articulate discussion of your paper and its advertising. Results may surprise you.

DO you have trouble in collecting in some of our accounts? One paper succeeded in collecting in approximately 30 per cent of accounts previously classified as "D. B." through this form of brief letter:

"When you apply for credit at any mercantile house, they always investigate your credit reputation.

"We like to tell such inquirers that we have always found the applicant fair and square. But we can't do that when repeated calls for payment of accounts, not only fails to bring payment, but any reply as well.

"If there is any reason why you can't pay your account of $—— with us right now, tell us the reason frankly, and we will be glad to further extend the time without endangering your reputation on our credit register.

"We know you want to maintain your credit elsewhere, and payment of our account which has now been standing for ———— will serve to keep you off the 'Red.'"—B. A. Teeters, Springfield, O.

The *La Crosse* (Wis.) *Tribune* does not rely upon the wrapper label to tell subscribers when subscriptions expire. In each paper for four days prior to expiration, there is a red slip. It contains information regarding expiration date. Many subscriptions otherwise lost are renewed, because in many business houses when a paper is dropped it is not missed. —L. J. Jellison, *Dubuque* (Ia.) *Times Journal.*

Potted plants and ferns for use indoors are splendid things at this time of the year in making homes more attractive for the winter days and nights. Consequently at this time of the year you should be able to get considerable advertising of this sort from the florists and greenhouses of your territory.—Frank H. Williams, Santa Ana, Cal.

Cards used in indexing photos filed in the morgue should carry the date when each picture was taken. This plan permits checks of the cards at intervals, making it easy to determine when new photographs of various prominent persons should be obtained.—B. A. Teeters, Springfield, O.

These are cold Monday mornings for hanging out the wash. And a good wash lady is a hard person to find. But the laundries are running! They are good prospects for some advertising at this time of the year. A series of ads on their service, the various articles they can wash well, and on the advantages of using the laundry instead of the troublesome home washing each week would make a fair sized campaign running for several weeks. Arm yourself with a few layouts. Go out after this advertising.—R. John Gibler, St. Louis, Mo.

Football season offers good contest opportunity. Last year a Nebraska paper gave free tickets to the Nebraska-Notre Dame football game for a solution of its football contest. A double page spread was equally divided into 24 spaces with an ad in each space accompanied by half a picture of the face of a Nebraska player and half his name, 12 men in all. The object was to match up the half faces, write the proper names under each picture and also give the names of the firms in whose ad the half picture were found.—George C. Marcley.

Papers running radio programs may get advertising by use of a special stunt. The program layout may be given position alongside of a radio ad. The ad has arrows pointed to the program. The question, "Will you hear this Radio program?" is added. Then radios are featured.—L. J. Jellison, Dubuque, Iowa.

A somewhat novel circulation stunt is used by an Illinois newspaper. Occasionally copies of the paper are distributed gratis for one week to non-subscribers with a circular letter which informs the non-subscriber that the newspaper will pay $10, $5 and $3 respectively for the best answers from non-subscribers at the end of the week to two questions: "What I liked best in The Journal." "What I didn't like about the Journal." The answers are then used in making the permanent sale.—B. A. T.

Feeling that advertising from dealers in bicycles had decreased too much, the advertising manager of an eastern Canada daily arranged a bicycle race of 50 miles over the highway. A cup and two medals were offered as prizes, the competition being limited to amateurs. In conjunction with the race, the advertising manager arranged two pages of special advertising and allotted wholly to dealers in bicycles, bicycle repair shops, etc. There was little difficulty in selling the two pages.—W. McNulty, St. John, Can.

If your city has a barber college send a reporter around to get a feature. Find out if it takes longer to complete their barber course, now that barbers must be adept at bobbing women's hair, too, something unheard of several years ago. —John Piper, *Des Moines Register.*

An interesting article can be written about the effect or lack of influence the radio has upon church attendance. Some ministers fear continued broadcasting of church services will decrease church attendance. Some ministers have another idea—they feel the radio gets more persons to become interested in things religious because of the broadcasting of the services. Find out the local situation by having a writer interview a number of ministers as well as other persons.—A. C. Regli, Eau Claire, Wis.

What would happen to your city if all the proposed plans of reform were adopted and put into practice. This would make a remarkable story and could be used to either boost the reforms or to ridicule them.—I. S., Washington, D. C.

An interview with monument dealers and a visit to one or more cemeteries will provide material for an interesting feature on the changing fashion in tombstone inscriptions. Elaborate carvings and verses in fancy lettering were greatly in vogue not so many years ago, but now there is usually nothing but the name and the dates of the birth and death.—Bruce Cole.

Houston Fetes New Ambassador

Herbert Houston, publisher of *Our World,* and prominent in the activities of the Associated Advertising Clubs of the World and the National Publishers' Association, gave a luncheon Sept. 30, in New York in honor of Edgar A. Bancroft, Chicago, new American Ambassador to Japan. Among the guests were Count Kabayama, one of the directors of the Kokusai News Agency, Japan; Melville E. Stone, counsellor of the Associated Press; Don Seitz, of the *New York World,* and S. S. McClure, editor of McClure's Magazine.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

strange happenings you can't explain

One of the most fascinating series we have ever offered. Little stories of curious, **true** events. Just the novelty for your feature page.

WHO SAID ANYTHING ABOUT LUCK?

By Vincent Wilcox

To run six times a week.

Send for sample articles.

Readers' Syndicate, Inc.
799 Broadway New York City

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

again
ON THE
San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By ETHEL HAYS

She Became a Metropolitan Cartoonist Overnight



FROM the wind-swept plains of Montana to Cleveland is a far cry, and rom an art student grinding away at humdrum tasks to a feature cartoonist smeared on Page 1 of a metropolitan daily is farther.



MISS ETHEL HAYES

Ethel Hays made both journeys almost overnight.

It took three days to reach Cleveland from Billings, Mont.

It took her just three hours to complete a drawing that took up four column spread on Page 1 of the *Cleveland Press* the day after she drew it.

Now, some of the largest papers in the ountry are carrying her cartoons—pa-ers like the *Pittsburgh Press, Los An-eles Record, San Francisco News, San Diego Tribune,* and others.

A style all her own won her fame. An iry, fanciful something that stares out it you from her drawings is captivating. t captivated first, H. B. R. Briggs, editor of the *Cleveland Press,* and it captivated he daily readers of the Press, if the hundreds of letters that poured into the editorial sanctum are criterions.

Miss Hayes is modest about her achievements; talks straight at you, and spreads about her some of the breezy strength of the western plains. She got her idea for wanting to be an artist while n Billings, her native city.

Riding her mustang "Powder River" about the broad prairie-land, she visioned what the wonderful westland vistas would be like if reduced to black and white drawings.

Then she went to New York and enrolled in an art school; then the war came along and fired her with patriotic zerv. She strove to get in the service; eft New York and made the long trek back to Billings to get in with her home own crowd.

No luck. The war ended; then the war department called on her to draw for its disabled vets and she hastened to Washington. For a long time she entertained soldiers in the base hospital at Camp Lewis, Wash. Then, in Colorado, Tennessee and Ohio. They liked her and they liked her work. They wanted her to teach them how to draw cartoons.

"I never had a bent for cartoons, but that gave me an idea, so I studied cartooning and here I am," Miss Hays explains candidly, looking up from her desk in the Press office.

"And here I am," epitomizes what is probably the most rapid rise from obscurity to cartoonist fame so far noted in the newspaper world, for ever since the day Miss Hays joined the Press staff the paper has never gone to press without one of her drawings.

PLAN WINDOW DISPLAYS

Huge Sum to Be Spent in Hook-Up With Newspapers

CLEVELAND, Ohio, Oct. 2.—During the next two years $100,000,000 will be spent for window display advertising as a "hook-up" to newspaper advertising, according to Carl H. Percy, president of Carl Percy, Inc., New York, in an address before the closing session of the Window Display Advertising Association annual convention here yesterday.

The newspapers will carry the message of the giant stores of the land to the public, then the window display will clinch the sale, Mr. Percy said. The theory is that a big store's advertising in the daily newspapers creates the desire to purchase, and then actual view of the articles in question, tastefully arranged and invitingly displayed, completes the combination that results in sales.

Some of the largest national advertisers in the country attended the three-day convention. The Welch Grape Juice Company, Regal Shoes, Coca-Cola, Sunmaid Raisins and firms of that caliber had representatives on the scene.

Chisholm, London Editor, Dead

Hugh Chisholm, editor of the Encyclopaedia Britannica, died in London, Sept. 29.

Explaining the

$4274

Per Capita Wealth of

Iowa

GOVERNMENT statistics show that Iowa produces farm crops to the value of over $890,000,000; livestock products to the value of over $130,000,000 and nearly $750,000,000 value of manufactured products.

Add them up. Some money!

And only 2,404,021 people in Iowa to share in the distribution of these large sums. It is obvious why Iowa leads the country in wealth per capita.

Wise National Advertisers will give such a state the utmost consideration in publicity and promotion plans.

It is a territory any advertiser needs.

Cover this wonderful market through the following newspapers

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
***Cedar Rapids Gazette .....(E)	22,671	.07
***Council Bluffs Nonpareil .....(E&S)	16,132	.05
***Davenport Democrat & Leader .....(E)	14,485	.06
***Davenport Democrat & Leader .....(S)	17,416	.06
***Davenport Times .....(E)	24,946	.07
***Des Moines Capital .....(E)	61,683	.14
***Des Moines Sunday Capital .....(S)	27,895	.14
***Iowa City Press-Citizen .....(E)	6,230	.035
***Keokuk Gate City .....(E)	5,899	.03
†††Mason City Globe Gazette .....(E)	13,405	.04
***Muscatine Journal .....(E)	7,980	.035
***Ottumwa Courier .....(E)	13,375	.05
***Waterloo Evening Courier .....(E)	16,775	.06

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924

EDITORS PLAY IN NEW HAMPSHIRE HILLS

Massachusetts, Vermont and Connecticut Press Associations Hold Fall Outing at Whitefield, Sept. 27-30 —One Hundred Attend

The fall outing of the Massachusetts Press Association, together with the Connecticut Editorial Association and the Vermont Press Association, was held Sept. 27-30 at the Mountain View House, Whitefield, N. H., with about 100 publishers, editors, business managers and their wives in attendance.

The party arrived at the hotel Saturday afternoon. A brief business session was held Saturday evening at which time several new members were elected. Sunday morning an automobile trip was taken to the base station on Mt. Washington where the party boarded the cog railway for a trip into the clouds. In the afternoon a trip was taken to Lancaster, where the members were the guests of Secretary of War John W. Weeks at his summer estate, on Mount Prospect.

Monday was devoted to automobile trips. The party left for home Tuesday morning.

Among those who participated were Gardner E. Campbell, managing editor of the *Wakefield* (Mass.) *Daily Item,* and president of the Massachusetts Press Association; Frank T. Parsons, of the *Northfield* (Vt.) *News,* president of the Vermont Press Association; O. S. Freeman, publisher *Woodbury* (Conn.) *Reporter* and *Watertown News,* and president of the Connecticut Editorial Association; John C. Brimblecom, *Newton* (Mass.) *Graphic,* and past president of the National Editorial Association; Lewis R. Hovey, *Haverhill* (Mass.) *Record,* vice-president for Massachusetts of the N. E. A.; Lemuel C. Hall, *Wareham* (Mass.) *Courier,* a member of the N. E. A. executive committee; J. D. P. Wingate, *Medford* (Mass.) *Mercury;* Joseph Low, *Melrose* (Mass.) *Free-Press;* Elmer E. Spear, *Everett* (Mass.) *Gazette;* Alfred C. Worley, *New Milford* (Conn.) *Times;* George C. Woodruff, *Litchfield* (Conn.) *Enquirer;* Harris M. Dolbeare, publisher *Wakefield* (Mass.) *Daily Item;* George S. Bennett, *Manchester* (Vt.) *Journal;* Franz A. Hunt, *Newport* (Vt.) *Express & Standard;* George H. Brewster, *Hull* (Mass.) *Beacon;* Walter D. Allen, *Brookline* (Mass.) *Chronicle;* Isaac M. Marshall, *Manchester* (Mass.) *Cricket;* George J. Desmond, *Hyde Park* (Mass.) *Gazette-Times;* Ralph C. Metcalf, *Belmont* (Mass.) *Citizen;* Robert S. Osterhout, *Hudson* (Mass.) *News-Enterprise;* Wallace Gilpin, *Barton* (Vt.) *Orleans County Monitor;* Charles E. Hadley, *Lexington* (Mass.) *Times;* J. Alex Lodge, *Manchester* (Mass.) *North Shore Breeze;* Harry B. Turner, *Nantucket* (Mass.) *Mirror;* William E. Twombly, *Reading* (Mass.) *Chronicle;* Edwin H. Leonard, *Winthrop* (Mass.) *Sun;* M. W. Hanley, *Stoughton* (Mass.) *News-Sentinel;* Charles T. Hall, *Everett* (Mass.) *Herald;* Walter F. Ellis, *Dedham* (Mass.) *Transcript.*

BANGOR COMMERCIAL CHANGES

William N. Hardy, Formerly N. Y. Bulletin M. E., Now General Manager

Several changes have been made in the *Bangor* (Me.) *Commercial* since the paper was bought by Dr. Frank H. Gordon of Bangor, owner of several silver-black fox ranches.

William N. Hardy has become general manager; Oscar E. Nelson of the Lynn *Telegram-News,* advertising manager; Leone H. Kittell, formerly of the *Worcester Post,* circulation manager. Oliver E. Hall, who has been with the Commercial for 20 years, remains as managing editor.

Mr. Hardy until recently has been managing editor of the *New York Evening Bulletin,* and for three years was managing editor of the *Boston Telegram.* He has also been in the editorial and business ends of the *Boston Post, Boston Herald, Detroit Free Press* and several New England papers.

The Commercial, under Dr. Gordon's ownership, has met with a very friendly feeling on the part of both local and foreign advertisers and business has been increased quite materially in the past month. The Commercial in the foreign field is covered by the Julius Mathews Special Agency. New equipment for all departments is contemplated. Two new linotypes have already been ordered.

Store Takes Large Ads

The May Company's department store of Cleveland broke all previous records in using space in the Cleveland afternoon newspapers—the *Press* and the *News*—Friday, Sept. 25, when the company had 12 solid pages of display matter in each of these papers. The occasion was the annual "May Day Sale" of the store. Double pages were taken in the *Cleveland Plain Dealer* the morning of the sale.

COMPLETING $400,000 HOME

Tulsa Tribune Will Occupy New Plant Early in January

Keeping pace with the boom growth of the oil city of Tulsa, Okla., which has increased 11,000 per cent in 20 years, the *Tulsa Tribune* will move into a new plant with new equipment Jan. 1. The Tribune is building a six-story structure valued at $400,000. The first three floors and basement will be used for the paper and the upper floors will be rented out as offices and for a cafeteria. The outside walls of this building are of granite trimmed in white enamel marble.

In most every department new equipment will be purchased.

The interior of the business and editorial rooms will be of mahogany finish and there will be no decorations on the walls. The Associated Press offices will be on the third floor as well as some of the private offices of the newspaper. Editorial rooms and the mechanical department will be on the second floor. The business offices will be on the first floor; press and stereotyping rooms will be in the basement.

The exterior of the building is now being completed.

The Tulsa Tribune was founded as the *Democrat.* Several years ago Richard Lloyd Jones bought the Democrat, creating the Tribune.

Mansfield (O.) Journal Appears

The first issue of the *Mansfield* (O.) *Daily Journal* made its appearance recently, with Henry L. Freking, formerly associated with Louisville newspapers as general manager, and John Leo Coontz formerly associate editor the *Nashville Tennessean,* as editor. Harry W. Cross of Zanesville, O., is news editor and Paul Vinson, of Mansfield, O., advertising manager.

Peekskill Daily Joins A. P.

The *Peekskill* (N. Y.) *Evening Star* has been elected to membership in the Associated Press.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

For Sale.
Hoe quad halftone and color web newspaper press, printing up to 32 pages in black only, or up to 16 pages with black on one side and four colors on the other. Complete stereotype equipment. Our No. 521. Baker Sales Co., 200 Fifth Ave., New York.

Press for Sale.
Hoe 32 page press for sale at attractive price. Now in daily use. Being replaced by larger machine. The State, Columbia, S. C.

For Sale.
Goss Junior Straight Line, printing 4-6-8-10-12-14-16 pages, at a speed of 20,000 per hour. With the press is a complete stereotype equipment. Can be seen in operation at any time. Daily Telegraph Printing Co., Bluefield, W. Va.

For Sale.
Goss half-tone color press, prints four colors outside and two colors inside, suitable for newspaper supplements or comics. Send for sample of its work and details. Our No. 427. A very good equipment at a low price. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines on our list; "used but good." Let us know your needs.)

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
PADUCAH SUN
Paducah, Ky.
We refer you to them for their opinion

CLINE ELECTRIC MANF'G. CO CHICAGO — NAME, SERVICE, FAME, QUALITY, CLINE WESTINGHOUSE

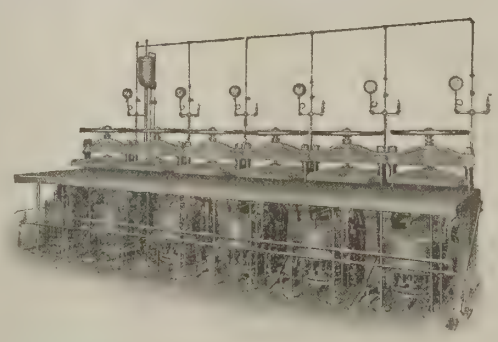
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg., Minneapolis Minn.

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

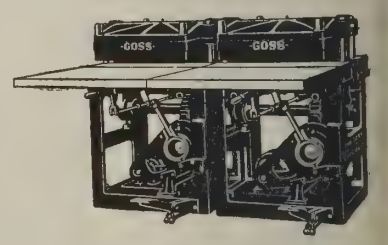
With Independent Gas-fired Steam Generators.

The quickest and the most economical Presses for the moulding and drying of Matrices.



More than 800 in use.

R. HOE & CO., 504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.



Goss Motor-Driven Steam Tables made in units of one platen, permit placing as many units as desired side by side. 30,000 lbs. "follow-up" pressure exerted during drying; automatic releases. Power is used only while platens are being raised or lowered. Write for complete catalog of Goss Stereotyping Machinery. The Goss Printing Press Co., Chicago.

GOSS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Young married man, ambitious and hard worker, desires connection with growing daily newspaper. College training, experienced as solicitor, copy writing and layout man and also as reporter. Looking for newspaper can help build up and feel himself a part of. H. K., Box 529, Elizabeth City, N. C.

Advertising Manager.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to make connection in city preferably under 50,000 by November first or before. Minimum salary $60 a week. Age 31, family. Excellent recommendations. Address Box B-867, Editor & Publisher.

Advertising Manager.
Not merely a high-class successful display manager, but also one of the best known in classified. Will take full responsibility of both. A grand investment for a paper that can afford a good manager. Try a change of pace on your advertisers. Now employed. Write Box B-858, Editor & Publisher.

Advertising Man.
Experienced, capable, energetic salesman and copy writer now employed desires a permanent position with progressive paper in city of 50,000 or upwards. Have had small city and metropolitan training, can handle all branches, foreign and classified. Married, good appearance and address, A No. 1 record. Salary or salary and commission. I want an opportunity where there are chances for growth and advancement—not just another job. Good record and reasons for desiring a change. New York, New Jersey, Pennsylvania, Connecticut preferred. What have you to offer. Nothing under $2600 considered. Box B-880, Editor & Publisher.

Business Executive.
Comptroller, executive accountant, credit manager. Highly rated ability in costs and analysis. Ten years one metropolitan publication. Now manager large transportation company. Age 38. Accustomed to salary of $5,000.00 or better. B-833, Editor & Publisher.

Cartoonist Plus.
Also experienced in retouching, advertising art layouts, desires change where there's a future if he works for it. B-840, Editor & Publisher.

Circulation Manager.
Now employed. Seeking an opportunity in Middle West where independent carrier system is used. Not content to warm a chair, wants to become part of live organization. Twelve years' experience covering all positions circulation and mail room. First class producer. Best of references. Member I. C. M. A. Address Box B-879, Editor & Publisher.

BRIARCLIFF PROGRAM READY

Recreation Features Dominate at National Publishers' Assn. Convention

Recreation features for the fifth annual meeting of the National Publishers' Association to be held at Briarcliff Lodge, Briarcliff Manor, N. Y., Oct. 7 and 8, were announced this week.

Golf tournaments, tennis matches and moving pictures are on the program. Four cups are to be awarded golf winners—the President's cup, donated by late president H. M. Swetland for lowest net score for 36 holes; Curtis cup, donated by P. S. Collins, Curtis Publishing Company, second prize; Crowell cup, donated by Crowell Publishing Company, first prize for low net, 18 holes; and McGraw-Hill cup, donated by James H. McGraw, Sr., for lowest individual net score 18 holes.

Trophies for winners of tennis matches have been provided by Bernarr Macfadden, Macfadden Publications, and William P. Ahnelt, president, Pictorial Review Company.

Situations Wanted

Circulation Manager.
15 years' experience morning, evening and Sunday papers, at liberty now. Box B-842, Editor & Publisher

Circulation Manager.
Mr. Publisher, one of the outstanding circulation managers of this country will be at leisure January 1st. Maybe you need this man. He is an executive with a record, quick to diagnose your circulation illness, knows the remedy and how to apply it. His practical experience covers many years with morning, evening and Sunday newspapers in large and medium size cities. He is neither old or young, but too big a man for his present position. He put on over 6000 new subscribers during the past four months for the paper he is now with. You are taking no chance with this man and you can get him on contract for a fair salary and bonus for cash paid increases. Write him for references, appointment and details. Address "Executive Circulation Manager," Box B-851, care Editor & Publisher. P. S.—Your inquiries will be treated with the strictest confidence.

Classified Manager.
A man, thoroughly developed in this most vital form of advertising, seeks a change. He has the touch of life to give some big paper's classified department—the ideas and ability to carry them through to that paper's readers and advertisers. Builds business by contracts, not stunts; service, not promises. Strong papers write Box B-859, Editor & Publisher.

Classified Manager.
2½ years on large daily as assistant. (Smith System.) No objection to second paper or will consider small town paper looking for a good solicitor to build up their classified. Young married man. Prefer New England or Eastern city. References from present employer. Moderate salary to start. Address Box B-874, Editor & Publisher.

Composing Room Foreman
Open for position. Best references; 34 years old; married; twelve years head of some of the best newspapers in the South. Address Box B-871, Editor & Publisher.

Desk Man.
Capable and experienced; young desk man desires place with paper of high standards where hard work, ability, intelligence and ideals count. University graduate; 24; at home with either local or telegraph. Now giving satisfaction in responsible position. Box B-876, Editor & Publisher.

Editor.
Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editor and Editorial Writer.
College man, thoroughly experienced in desk work and feature writing, seeks position in New England or middle Eastern states. Box-872, Editor & Publisher.

Editor, Managing Editor, Feature Writer.
Years of experience in the editorial departments of several newspapers, including two of best known in country, have equipped me eminently for any of above places. No advancement here probable in near future. Have contributed to several magazines and seek permanent place only. Age 33, college education, married. South preferred, but will go anywhere. B-857, Editor & Publisher.

Linotype Operator.
Fast and accurate; care of machine. Desires steady position. Can come at once. Box B-873, Editor & Publisher.

News Editor.
One of the few news executives in America whose training has included Kansas City Star, Hearst, Scripps and tabloid news methods. If you demand individuality, pep and punch, address Box B-869, Editor & Publisher.

Reporter.
Thoroughly experienced, wants position with future in town from 20,000 up. Experience both in small town and big city. Can take any kind of assignment and desk job. Steady man. B-846, Editor & Publisher.

Situations Wanted

Sports Editor.
Sports columnist and writer. Virile, vivid style. Prepared to take charge entire sports section. Prefer New York, Pennsylvania, Maryland. Best references. Address Box 221, 304 W. 31st St., New York City.

Sports Editor.
A sports editor who not only knows the sport game from top to bottom but who can write about them in an interesting manner is available to some newspaper in a live city anxious to put punch and color in its sports section. At present employed but desire change for personal reasons only. References will stand strict investigation Box B-87, Editor & Publisher.

Telegraph Editor.
Nine years experience on mid-west papers. Three years managing editor daily, 7,000 circulation. College man. B-877, Editor & Publisher.

University Graduate
wants to learn journalism. Opportunity to train a steady, intelligent and alert man to your own methods. B-868, Editor & Publisher.

What I Want
is a chance to take charge of a run down daily and build it up to leadership and profits. I can do it. Who offers me the job? B-878, Editor & Publisher.

Young Man,
36, with 2 years' experience in circulation work desires to connect with some live newspaper or magazine. At present employed as branch manager of a growing daily in the East. First-class references, and full details of qualifications and past record furnished. B-875, Editor & Publisher.

Young Newspaper Woman
with Metropolitan experience desires editorial or secretarial position with magazine, syndicate, publishing house or literary person. "Newspaper Woman, 1622 Stevens Ave., Parsons, Kans."

HELP WANTED

Advertising Salesman
Wanted by Success Magazine, two live-wire, dependable advertising salesmen. Magazine experience and acquaintance with trade essential. Addres Editor Success, 251 Fourth Ave., New York City. Do not call for appointment before writing.

Circulation Manager Wanted.
State salary and experience. Prefer man who has been district manager on large paper. Morning Journal, Daytona, Fla.

Circulation Man
Wanted by Success Magazine, a live-wire, proved circulation man, who understands all branches of his business, including subscriptions and A. B. C. requirements, and can be relied upon to live up to them while getting business. Address Editor, Success, 251 Fourth Ave., New York City. Do not call for appointment before writing.

Feature Salesman Wanted
by high-class syndicate, handling some of the foremost features in the United States. The man we want must be a live-wire and must have record of successful salesmanship. If you can fill the bill, write your qualifications to The McNaught Syndicate, Times Bldg., New York City.

Editor and Advertising Manager.
California newspaper organization has opening for two capable editors, also advertising manager, abie to make investment of $2,500 or more. Present papers dominate fields. This not a promotion proposition, but opportunity for right men to make desirable connection with going organization of high standing and which is expanding. Salary $50-$60, with investment guaranteed. Tell all first letter. Box 2551, Station D, San Francisco.

CORRESPONDENTS CLEARED

Sec. Wilbur Exonerates Them for Undelivered Speech Release

Washington correspondents have been pronounced blameless by Secretary of the Navy Curtis D. Wilbur in the matter of publication of an undelivered address, prepared by him but recalled when he canceled a speaking engagement in Denver Sept. 20. The standing committee of correspondents, therefore, has taken no action in the case, which seemed to raise a delicate question of newspaper ethics.

Publication of the address was made after it had been read by Senator Caraway of Arkansas at a political gathering in a Washington hotel.

How Senator Caraway obtained a copy of the speech has not been disclosed. His use of it drew sharp criticism not only from Washington newspaper men, but also in editorial columns of newspapers of his own political complexion, who held his reading of it violated all rules of the game.

Help Wanted

Managing Editor
in an afternoon daily, 15,000 circulation. If you have had thorough training on a newspaper of this size, write your experience in detail to the Publisher, Bayonne Times, Bayonne, N. J.

Subscription Solicitor
wanted for live weekly newspaper in rural and small city field. Southerner preferred. Pay and permanence depend on results. Good chance for hustler. Write, giving references. Box 10, Rockwood, Tennessee.

Wanted:
Advertising solicitor. Must know the game, be alive and a business getter. Position permanent. Fine field to work in. Evening Times, Sayre, Pa.

BUSINESS OPPORTUNITIES

Best Newspaper Buy in Florida
is offered in one of the most talked of towns in State. No competition. Official paper for both city and county. Net cash profits last year 34%. This year over one-third greater with no extra effort. Opportunity of lifetime for experienced, aggressive newspaper man. Price, twenty thousand, cash. No terms. Need of money only reason for selling. For full particulars send bank references to Box B-847, Editor & Publisher.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

BOOKS, ETC.

Editors.
Editors interested in government ownership are requested to send for free leaflets giving story of navy yard wages' claims. A record of inefficiency and indifference to wages found due by United States Court of Claims. As attorney acting without charge for old men and women, I appeal to editors with good red Amreican blood, please send for the leaflets. George Hiram Mann, 80 Wall St., New York.

Situations Wanted

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

NOTICE

INTERNATIONAL PAPER COMPANY

New York, September 26, 1924

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable October 15th, 1924, to preferred stockholders of record at the close of business October 6th, 1924. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Printing Inks Increase in Value

The Department of Commerce announces that, according to the data collected at the biennial census of manufactures, 1923, the establishments engaged primarily in the manufacture of printing inks reported products valued at $29,412,122, an increase of 40.9 per cent, as compared with 1921, the last preceding census year. Ninety-nine establishments made reports.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THE public things of a factory as a mammoth establishment employing hundreds of thousands of workers, yet the bulk of the American industries are made up of very small plants employing two to a score of men. What are the lesser industries of your city? Write short stories about each one telling of its products, how it has expanded, etc. It will make good reading and help to develop home consumption of home products. Advertisements can be obtained from these small factories which will help to increase a paper's size on an off day.—Harold J. Ashe, Long Beach, Cal.

"Your Column," conducted one week each by persons outstanding in various ways, will make a big hit. Permit the column conductor to make any legitimate use of the column during the time she or he is in charge. You'll find the stunt goes big in several ways.—B. A. Teeters, Springfield, O.

To bankers the Dawes plan and the German reparations pact are doubtlessly intelligible but to the laymen the wire service reports about them mean nothing. Even the editorials on those subjects are difficult to comprehend. Why can't some newspaper render a service to its readers and develop a feature that will tell us in everyday English just what the plan means in dollars and cents to us non-banking Americans?—C. A. Grimes.

The *Montreal Daily Star* runs on Saturdays an interesting column of church news entitled "The Church Everywhere," furnishing considerable general information about churches of more than purely local interest.—C. M. Litteljohn, Washington, D. C.

The names of city streets present good material for a daily or weekly feature. Many streets are named after famous personages—some local, others national—many with a history. Most readers never know who "so-and-so" street was named for until informed in this manner. Old residents might furnish interesting copy in this connection.—H. I. Hamilton.

Most newspaper readers like to read freak stories. *San Francisco Chronicle* each day runs from one to three good stories of this kind—short—on its first page under a standing head, "News Oddities of the Day," local, special dispatches and occasional stories from press associations supplying the requirements. Such a feature can be made of interest in many papers.—A. N.

Are you deriving full benefit from your market and financial pages through publishing the items most in demand in your territory? One paper wasn't certain so it published a ballot on the market page listing each of the markets and features of that department, and asking readers to check off those that interested them. Space was also left for suggestions by the reader. The replies resulted in the elimination of about 20 per cent of the markets that had been carried, and the addition of about as many new ones.—B. A. Teeters, Springfield, O.

We have a two-column set head "Did You Know That——" which we run over stories of out-of-the-ordinary local interest, such as one we ran about the four-rail hitching fence that once graced Public Square, etc. The old-timers help the feature by phoning or writing in suggestions for the weekly feature.—P. C. Reed, *Alliance* (Ohio) *Review*.

Has the retail price of coffee increased as a result of the war in Brazil, chief coffee center? Have restaurants raised prices? Is the five-cent cup of restaurant coffee doomed? Where would your coffee supply come from if the Brazil output were cut off by the revolution?—John H. A. Kelly, Norristown, Pa.

"Here's a Book I Like," is the name of an editorial column which the *Portland* (Me.) *Sunday Telegram* has inaugurated and is finding exceptionally popular. Each week some person, well known locally, is asked to name a book which he has read recently and liked; tell why he liked it and give a brief outline of the story. Two attractive features of the column are the introductory paragraph and the "Telegram Pos Crip." The introductory paragraph treats of almost anything except books, usually news events of the past week. From this a smooth transition into direct quotation of the person interviewed is made. The Pos Crip consists of a cartoon representing a miniature man registering extreme surprise who makes a sage remark about books or reading. A hand lettered two column head is used and the copy set across two columns with the Pos Crip cut at the bottom.—C. F. P., Portland, Me.

Interview the first traffic cop your community ever boasted. How did the assignment of policeman to guard and direct traffic begin? Were the police drawn into the roadway so often by congestion of horsedrawn vehicles that they finally got into the habit of stationing themselves at busy intersections? Ask the cop. What is being done today to control traffic, more serious problem now than ever?—John H. A. Kelly, Norristown, Pa.

The *Des Moines News* has offered the services of its Mr. Fixit to its readers for the purpose of investigating and securing action on complaints regarding laxity in civic affairs. Sidewalks that need to be repaired, paving which has been promised and has never materialized, trees which overhang walks and need to be trimmed, weeds that should be cut, undrained ponds which are breeding places for mosquitoes, unsanitary conditions in various sections of the city, etc., are all brought to his attention by readers. He makes a personal investigation, reports what he finds to the proper municipal authorities, and with the backing of his paper usually succeeds in having the trouble taken care of. A column dealing with the complaints he has received and the way they have been disposed of is a daily feature.—Bruce Cole.

NATIONAL ADVERTISING BULKS LARGE

(*Continued from page 6*)

In the six-day evening list are 38 newspapers, including nine of those listed under the evening and Sunday classification. Thirty cities are represented in this group, including all of the first ten.

Unique in this class of newspaper statistics is the third column of the table, giving the ratio in percentage of the national advertising to the total volume of each paper for the six months' period. There is no point in a limited table in totalling the total lineage and the national lineage of the papers listed and drawing a proportion from the result. It may, however, be significant to remind readers that the following proportions prevailed in the total lineage of the 870 newspapers whose figures were presented Sept. 13:

Morning papers, including Sunday—national was 17.6 per cent of total.

Evening papers, including Sunday—national advertising was 16.6 per cent of the total.

Evening papers, six-day only—no comparison available.

In the present table, the morning papers present a spread of 19.4 per cent, the *Miami Herald's* proportion of 11.6 being the smallest ratio listed and the *Bridgeport Telegram's* 31 per cent being the highest. Most of the ratios are included in a much narrower band, from 20 to 25 per cent.

Evening papers, with Sunday editions, are shown in this table to have extreme ratio limits of 10.9 for the *Washington Star*, and 34.3 for the *Bridgeport Post*. Two thirds of the ratios shown are below 20 per cent.

Evening newspapers, six days only, have their low ratio among those listed in the Washington Star's 11.1 per cent, and the *Boston Traveler's* 36.3 per cent. Twenty-five of the 38 newspapers listed had less than 20 per cent of their volume in national advertising.

This analysis holds half a dozen angles of interest for various branches of the advertising public, and it will be extended to the local display and classified lineage figures in forthcoming articles.

Like a Prairie Fire
the
Cross Word Puzzle Craze
Is Sweeping the Continent
Cash in on this craze, quick!
Wire for our Cross Word Puzzles, daily or weekly.
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Genl. Mgr.,
150 NASSAU ST. NEW YORK

All-Star Features
Comics
Magazine Pages
Editorials
Special Articles
Fiction
Send now for
THE GREEN CATALOG
of
KING FEATURES SYNDICATE, INC.
M. Koenigsberg, President
NEW YORK CITY

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.



"A Day In Court"
is the title of
A NEW FEATURE
by
RICHARD SELDEN HARVEY
Recent decisions of Supreme Courts That Bear on Everyday Life Told in Brief Narrative Form and Non-Technical Language
An Informative, Authentic, Popular Daily Service
Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

NEA NEA
The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
Write for samples and rates
NEA NEA SERVICE INC. NEA
1200 W. 3RD. STREET, CLEVELAND, OHIO

Mr. Publisher or Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

New England's Wealth

Measured By Its Resources

MASSACHUSETTS—Population, 3,852,356

		Circulation	2,500 lines	10,000 lines
***Attleboro Sun	(E)	5,414	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
***Fall River Herald	(E)	15,271	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
***Haverhill Gazette	(E)	16,003	.055	.04
†††Lynn Item	(E)	16,517	.06	.045
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.04	.035
†††Pittsfield Eagle	(E)	17,073	.04	.035
***Salem News	(E)	21,154	.09	.07
***Taunton Gazette	(E)	8,551	.04	.03
***Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
***Worcester Sunday Telegram	(S)	49,849	.18	.15

MAINE—Population, 768,014

***Bangor Daily Commercial	(E)	14,525	.05	.04
***Portland Press Herald	(M&S)	31,115(A)	.08	.08
***Portland Express	(E)	28,400	.10	.07
***Portland Telegram (Sunday Edition Express)	(S)	28,734	.10	.07
†††Waterville Sentinel	(M)	5,999	.035	.025

NEW HAMPSHIRE—Population, 443,683

***Concord Monitor-Patriot	(E)	5,328	.0375	.025
†††Keene Sentinel	(E)	3,518	.03	.034
***Manchester Union Leader	(M&E)	28,846	.10	.07

RHODE ISLAND—Population, 604,397

†††Newport Daily News	(E)	6,134	.0336	.0296
†††Pawtucket Times	(E)	25,711	.07	.07
†††Providence Bulletin	(E)	64,075	.17	(B).23
***Providence Journal	(M)	33,534	.10	(B).23
***Providence Journal	(S)	61,142	.15	.15
***Providence News	(E)	26,605	.07	.07
†††Providence Tribune	(E)	23,081	.10	.09
***Westerly Sun	(E&S)	4,499	.025	.025
***Woonsocket Call	(E)	13,652	.05	.05

(B) Combination rate Daily Journal and Eve. Bulletin.

VERMONT—Population, 352,428

***Barre Times	(E)	6,885	.03	.025
†††Bennington Banner	(E)	3,059	.0125	.0125
***Burlington Free Press	(M)	12,693	.05	.05
***Rutland Herald	(M)	10,548	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631

***Bridgeport Post-Telegram	(E&M)	46,117	.15	.15
***Bridgeport Post	(S)	20,565	.10	.10
***Hartford Courant	(M)	31,940	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†††Hartford Times	(E)	46,997	.12	.12
***Meriden Record	(M)	7,212	.045	.03
†††Middletown Press	(E)	7,988	.0325	.025
†††New Haven Register	(E&S)	40,106	.12	.11
***New London Day	(E)	11,429	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
***Norwalk Hour	(E)	5,624	.03	.03
†††South Norwalk Sentinel	(E)	3,771	.025	.025
***Stamford Advocate	(E)	8,994	.0375	.03
***Waterbury Republican American	(M&E)	21,951	.08	.07
***Waterbury Republican	(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
(A) Circulation daily edition only.

NATIONAL advertisers starting new advertising campaigns or those who would extend their sales and distribution, would do well to consider the advantages which are offered in these six states—New England.

Density of population—261 persons per square mile, average for the country 35.5.

Wealth of population — 40% of the nation's savings deposits are in New England. Latest figures show per capita wealth at $3306, with the average for the country at $2918.00.

New England has highly developed transportation service.

Unexcelled seaport facilities.

Highest proportion of hard surfaced roads in the country.

Large number of highly skilled workers.

Abundance of public, private, technical schools, colleges and universities.

Abundance of water power; sufficient to overcome New England's remoteness from coal mines.

This is a coveted market for manufacturers of specialties and food supplies of all kinds.

The list of papers herewith will help you to place your commodities.

RECOGNITION

Recognition is the fruit of accomplishment

The circulation record of The New York Telegram and Evening Mail since the consolidation last January has been so satisfying—the sale of the newspaper is so thoroughly local (98.5 per cent within 50 miles of City Hall) and the rates for space are so attractive—that it is no source of surprise that for seven months The Telegram-Mail has continuously ranked third in lineage, The Sun and The Evening Journal being the only New York evening newspapers with a greater total.

Among prominent national accounts that have recently made contracts with The Telegram-Mail are:

Boyce & Veeder Co. (Boyce-ite) Colgate & Co. Kops Bros. (Nemo Corsets) Royal Baking Powder Co. (Royal Gelatine) Standard Milling Co. (Hecker's Flour) Walk-Over Shoes Am. Cranberry Exchange Carbona

CONTRACTS NOW IN FORCE ON TELEGRAM-MAIL

MISCELLANEOUS
Fain Knitting Mills
Dr. R. Geyser
E. T. Hartinger
Knickerbocker Ice
Liebmann Breweries
H. G. McFadden
McCray Refrigerator
N. Y. Telephone Co.
Nulife Co.
Order of Owls
Ovington Bros.
Phila. Jack O'Brien
Ed Pinaud
M. Propp & Co.
Swift Co.
Sibley Pitman
Maison Bernard
Serv. & Comfort Sta.
Standard Oil Co.
W. & J. Sloane
Dr. Bloom
Textile Upholstery
Vacuum Cl. Spec. Co.
Westinghouse Elec.
Edw. Weck
L. E. Waterman
Yellow Taxi Corp.
Boyce & Veeder Co.
Groppers
J. Wess & Sons
Colgate & Co.
Palmolive Co.
Fred'k D. Ramm
House of Health
Lightolier Co.
Frost Lamps
N. Y. Edison Co.
L. I. Duck Growers
I. B. Kleinert Co.
Procter & Gamble
Bohn Refrigerator
United El. Lt. & P. Co.
National Woolen Ex.
Agfa Products

FOOD
Amer. Cranberry
Borden Farm Prod.
Nucoa
Cushman's
Childs
Lea & Perrin's
Easton's Mayonnaise
Empire State Dairy
General Baking
H. A. Heinz
Horlick's Malted Milk
J. M. Horton & Co.
India Tea
Joint Coffee
Thos. J. Lipton
Loft, Inc.
C. F. Mueller & Co.
Mission Garden Tea
McCann's Jam
E. Pritchard
Seeman Bros.
Otto Stahl
Salada Tea
Schraft's Stores
Shults Bread
Ward Baking Co.
Standard Milling
Liebig's Malt
Marshak Maltomilk
Corn Products
Sheffield Farms
Johann Hoff Malt
Nedick's
Royal Baking

FINANCIAL
Chase Nat'l Bank
H. L. Doherty
Dillon Read
Equitable Trust
Foster McConnell
Hornblower & Weeks
Kennedy & Co.
Liberty Nat'l Bank
Lee Higginson Co.
Lawyers' Title & Tr.
J. P. Morgan
G. L. Miller & Co.
Mech. & Metals B'k
A. E. Moysey
National City Co.
Public Service Co.
J. W. Seligman
Speyer & Co.
U. S. Mtg. & Trust
Irving Savings
Kuhn, Loeb Co.
Guaranty Trust Co.
Emigrant Ind'l Bank
Bonbright & Co.
Lehman Bros.
Central Union Trust
Henry Clews

REAL ESTATE
Andrew Brose
Conrad Glaser
Mandel Ehrich
Jos. P. Day
Hutchinski Realty

MEDICAL
Bellans
Carlsbad Prod.
Clinical Lab.
Joint Ease
Dearborn Supply
Delsen Chem. Co.
Forhans
Kem-O-Zone
Thos. Leeming
Pepsodent Co.
Paris Medicine Co.
H. S. Peterson
Reserve Remedy
Scott & Bowne
R. L. Watkins
Herpicide Co.
Carlton & Hovey Co.
Allen S. Olmsted
San-I-Sal
E. Laurence & Co.
Dr. Ward
Marmola
Potter Drug & C. Co.

S.S. EXCURSION AND TRAVEL RESORTS
C. R. R. of N. J.
Cunard S. S. Co.
Canadian Pacific
Central Hudson
D. & H. Steamboat
French Line
Furness Bermuda
Hudson Nav. Co.
Hudson R. Day Line
Italian-American
Iron Steamboat Co.
Lehigh Val. R. R. Co.
N. Y., N. H. & H.
N. England S. S. Co.
N. Y. Central Lines
Penn. System
Seaboard Air Line
United Amer. Lines
United Fruit Co.
Lackawanna R. R. Co.
International Mer. Mar.

AUTOS
Fiat
Ford Motor Co.
General Motors
Garland Auto Co.
Haynes Auto
Hupp Motors
Hudson & Essex
Nash Motors
Nordyke & Marmon
Peerless Motor
Packard Motor Car
Rickenbacher
Reo Motor Car Co.
Studebaker Corp.
Stutz Motor Co.
Standard Textile Prod.
Times Sq. Auto Co.
Willys Overland
B. F. Goodrich
Wm. Parkinson
Firestone Tires
Maxwell Chalmers

SPECIALTY SHOPS
Mme. Cluzelle
Mme. Jenne
Jno. Forsythe
Hamilton Garment
Jean Jordeau
A. Jaeckel
Kops Bros.
Nat Lewis
D. Maxon Co.
Russeks
Rhodes & Co.
Wm. Jackman
Thompson Barlow
Wagner Furs
Hudson Bay Fur
French Fur Shop
Orkins
Streng
Jahmes & Co.
Mark Cross
Crouch & Fitzgerald

JEWELRY
Gorham Co.
Tiffany & Co.

SPORTING GOODS
Abercrombie & Fitch
Winchester Stores

NEWSPAPERS AND MAGAZINES
N. Y. Evening Post
Star Pub. Co.
Street & Smith
Herald-Tribune

FURNITURE
Ludwig Bauman
C. Ludwig Bauman
S. Bauman
Curtis Co.
Cowperthwait
Geiger & Braverman
W. A. Hathaway
Clark & Gibby
Kalmus Bros.
Sachs
Deutsch Bros.
Rudolph Roemer
Prospect Fur. Co.
Flint & Horner
Spear & Co.
Lennon & Co.

MEN'S WEAR
M. Arnheim
B. V. D.
Georges
Long's Hats
Monroe Clothes
Phillips Clothing
Herbert Sanger
White & White
Cluett Peabody
Ritchie & Cornell
Finkelstein & Maisel
Sam Blum
Alfred Benjamin
Rogers Peet

DEPT. STORES
B. Altman
Arnold Constable
Best & Co.
Bloomingdale
Koch & Co.
Frederick Loeser
Franklin Simon
Saks & Co.
Stern Bros.
Jas. A. Hearn
Gimbel Bros.
Macy

SHOES
A. Alexander
Blyn Shoe
Jas. S. Coward
W. L. Douglas
Frank Bros.
Andrew Geller
G. R. Kenney
Queen Quality
Walk-Over Shoes
Cammeyer
I. Miller & Sons
Hanan Sons

MUSICAL INST'S
Aeolian Co.
Columbia Graph.
M. Hohner & Co.
Kranich & Bach
Mathushek Piano
Pease Piano Co.
Sterling Piano Co.
Rudolph Wurlitzer
Hardman Peck

TOBACCO
General Cigar
Liggett & Myers
E. Regensburg
A. Schulte
United Cigar Stores
Amer. Tobacco Co.

OPTICAL
M. H. Harris

Average Net Paid Circulation [SIX MONTHS JAN. 26-JULY 26] 220,249

Western Representative
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Tower Building, Chicago, Ill.

Publication Office
73 DEY STREET

Eastern Representative
DAN A. CARROLL
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THIS ISSUE:—THOUSANDS IN CHICAGO FOR FALL ADVERTISING CONFERENCES

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 20 | NEW YORK, OCTOBER 11, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

Features that are carefully selected and edited to build circulation for The News, New York's Picture Newspaper, and for The Chicago Tribune. The News, in four years, amassed the largest newspaper circulation in America and The Tribune is second only to The News in the morning field. The Chicago Tribune Newspapers Syndicate offers only features used regularly in The Tribune or in The News of New York.

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith.*
Gasoline Alley *by Frank King.*
Harold Teen *by Carl Ed.*
Winnie Winkle *by M. M. Branner.*
Moon Mullins *by Frank Willard.*
Smitty *by Walter Berndt.*
Little Orphan Annie *by Harold Gray*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
MOON MULLINS
By Willard
ONE ROUND TEDDY
By Sals Bostwick
LITTLE ORPHAN ANNIE
By Harold Gray

GOOP ETIQUETTE
By Gelett Burgess
W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
HEROES OF THE WEEK
Half Page by Sals Bostwick.
CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams
BURNS MANTLE
Weekly New York Theatre letter
WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly
DR. EVANS
The first and best of newspaper Medical Writers
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough
GEORGE M. COHAN
Weekly Article
WEEKLY CROSS-WORD PUZZLE
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.
LEASED WIRE Service
Foreign—National—Local
PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and The New York Daily News
25 Park Place, New York

Add a great literary critic to your staff



H. L. MENCKEN
"The rough boy among the critics."

WHEN Blue Ribbon fiction was inaugurated by the Chicago Tribune, it was an important step in the evolution of the better Sunday newspaper. It placed many American newspapers—including The Tribune—on a higher literary plane.

Another step in the same direction is a new series of weekly articles on literary subjects by H. L. Mencken. These articles will be syndicated through The Chicago Tribune Newspapers Syndicate.

Mr. Mencken is editor of the American Mercury. He is perhaps the foremost literary critic in America for his style and his ideas are so different and original that his books of literary essays become best sellers.

Features of this kind help to increase the number of intelligent readers, who are the backbone of advertising response. H. L. Mencken is the literary critic that great numbers like to read. Write or wire for rates and proofs.

The CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square *Chicago*
Buy Leadership - - and promote it!

If YOU buy
a non-standardized
composing machine
TO-DAY
and a "NEW MODEL"
is introduced
TO-MORROW
what happens
to the value
of YOUR INVESTMENT?

Intertype Standardization protects you against loss through obsolescence.

All Intertype improvements perfected from year to year have been STANDARDIZED and can be applied to outstanding Standardized Intertypes.

No Standardized Intertype has ever become obsolete.

Write for literature—or wire collect if you'd like to see an Intertype representative.

INTERTYPE CORPORATION, 50 Court Street, Brooklyn, N. Y. *Branch Offices:* CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. *Sales Offices:* BOSTON, 49 Federal Street; LOS ANGELES, 1240 South Main Street. *Canadian Representatives:* Toronto Type Foundry Co., Ltd., TORONTO. *British Branch:* Intertype Limited, 15 Britannia Street, King's Cross, LONDON, W. C. 1.

INTERTYPE

If Hotel News stands Could Talk

¶ When a Baltimorean, away on a vacation or a business trip, goes up to a hotel news stand and looks for a "home-town" paper—

¶ It's usually one of the Sunpapers that he carries away.

¶ He's been brought up on the Sunpapers and if he's the same as most other men from Baltimore, he learned what "S-U-N" spelt long before he solved the mystery of "C-A-T."

¶ They begin to read the Sunpapers early in this town of ours, and the habit sticks through life. Morning, evening and Sunday a copy is delivered at Baltimore's front door and whether there's a mat saying "Welcome" at that door or not, the Sunpaper's welcome is assured.

¶ Not many in numbers—but our out-of-town news stand sales are significant. Here at home we take more pride in the fact that the greater part of Sunpaper circulation is through carrier delivery direct to the home.

September Average Net Paid Circulation

Daily (M. & E.) . .	**244,599**
Sunday	**178,526**

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"

Philadelphia

One of America's most important

RADIO MARKETS

Radio sets and equipment are pre-eminently adapted to home use and entertainment and Philadelphia is without doubt one of the largest single markets for Radio.

There are about half a million separate homes in Philadelphia and its suburbs.

The boys and girls, as well as their parents, in this market are on the look-out for the new things in Radio and wise manufacturers are pushing the idea of Radios for Christmas gifts.

The Bulletin's Radio Columns are carefully read each day because The Bulletin gives its readers reliable and helpful information.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the six months ending September 30, 1924—

516,609 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

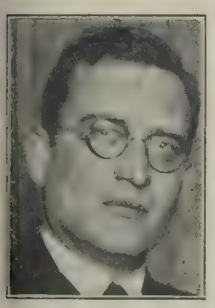
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Vol. 57 NEW YORK, OCTOBER 11, 1924 No. 20

Hoover Denounces Radio Advertising; Press Fights Super-Power Station

Newspaper Delegates at Washington Radio Conference Declare Paid Space on Air is Menace to Small Stations and Monopolistic—News Question Also Discussed

NEWSPAPER delegations to the Third Annual Radio Conference in Washington this week lined up solidly in opposition to the so-called super-power station proposal of the big broadcasting companies and aided materially in framing the compromise arrangement which will insure small power stations against injury.



WALTER A. STRONG

The newspaper representatives, speaking virtually for the 41 broadcasting stations operated in conjunction with publications throughout the country, plunged into the fight immediately upon the suggestion that super-power stations were in contemplation. The proposal of the super-power experiment was made to the conference on the opening day by David Sarnoff, vice-president of the Radio Corporation of America, and started a controversy that overshadowed all the other problems of radio development brought before the gathering.

Mr. Sarnoff announced that the Radio Corporation, the General Electric Company and the Westinghouse Electric Manufacturing Company were ready to begin the immediate erection of a great super-power station at "some point outside the city of New York," located with due regard to minimum of interference with listeners and with local stations maintained by other interests. Similar super-power stations would follow, he said, if the experiment, which will go as high as 50 kilowatts, is successful.

The newspaper delegation, as one group of the conference, entered a strong protest in connection with similar protests from other groups. Belief that super-power stations would ruin the small broadcasting stations was back of the protests, and thousands of telegrams reached Secretary Hoover and delegates adding strength to sentiment against the proposal.

The resolutions committee of the newspaper group appointed as the result of the meeting called by Walter A. Strong, chairman of the Radio Committee of the American Newspaper Publishers Association, protested specifically against removing the existing restrictions upon the power of broadcasting stations. Representatives of the *Detroit News, Pittsburgh Press, Oakland Tribune, Memphis Commercial Appeal, Los Angeles Times, Dallas News* and *Chicago Daily News*, who composed the committee, presented the following recommendations:

"Believing that the question of increased power of stations beyond the present governmental limitation of 1,000 watts is the most vital one to come before the conference, because it concerns the future satisfactory service to the great army of radio 'listeners-in,' the committee strenuously opposes removing the present restrictions on the power of stations. It is the conviction of the committee that increase power will destroy the ability of the radio listener to select his program of either local or national interest and tend toward monopolistic control of broadcasting. Any tendency looking toward control of broadcasting by a limited number of broadcasters, which necessarily follows increased power under present conditions, is most dangerous in the same way that the elimination of all but a few newspapers would be most dangerous.

"The committee believes that ample opportunity is given for full development of radio science by experimental licenses to be operated on wave lengths outside the present broadcasting bands. Retaining the present limitation of power, in the opinion of the committee, would in no way interfere with broadcasting of programs or events of national importance through successful existing stations using forms of inter-connecting broadcasting service, the cost of which, however, should be controlled on a uniform and reasonable basis. The committee pledges, so far as posible, cooperation in the broadcasting of events of national importance as suggested by the Secretary of Commerce.

"The committee believes that in the interest of the listener some method should be found to protect existing stations against new stations by sufficient differences in wave lengths and that priority rights of existing stations rendering satisfactory service to the public should be recognized as far as possible.

"In order to comply with the request of Secretary Hoover for specific recommendations on other matters, the committee recommends that government departments minimize to a greater extent interference of one form or another which makes good broadcasting service to the public difficult and impossible. It was agreed that the Department of Commerce be vested with the authority to compel stations to eliminate all harmonic transmissions and to maintain in constant use a frequency indicator approved by the Bureau of Standards. The committee pledged the publisher-broadcaster to a program of education to instruct the listener-in to avoid unnecessary interference caused by certain receiving sets.

"For the benefit of future radio broadcasting development, it was recommended that at least 10 per cent of the wave lengths below 150 meters be set aside for special use of broadcasting stations."

The question of advertising on the radio—a subject now engaging the attention of the newspapers because of the tendency to make the radio a means of advertising and publicity ventures, brought the following recommendation from the newspaper group:

"It is the belief of the committee that listeners are opposed to any form of direct advertising."

That view appeared to represent the sentiment of the majority of the conference and was expressed at the opening of the session by Secretary Hoover.

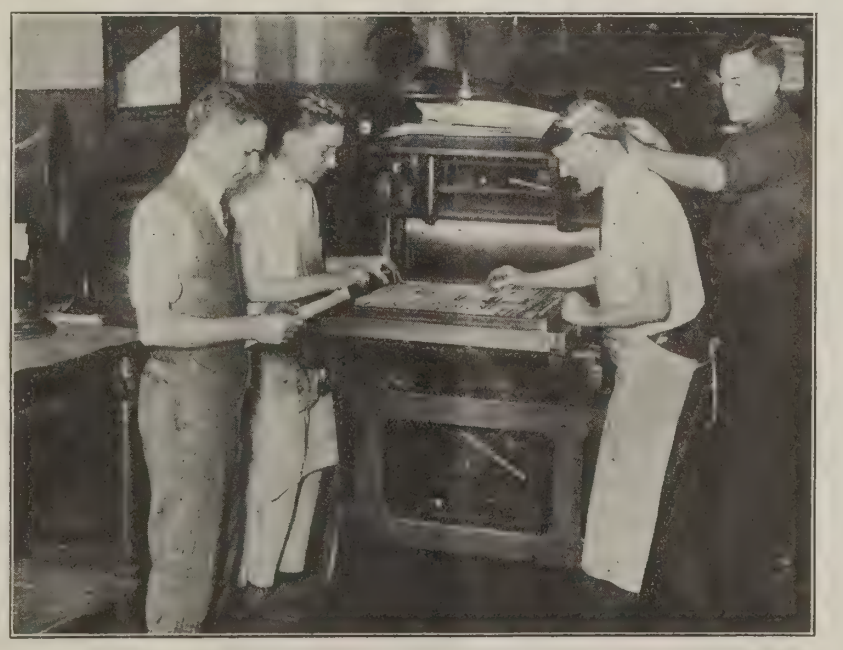
"I believe the quickest way to kill broadcasting," asserted Mr. Hoover, "would be to use it for direct advertising. The reader of the newspaper has an option whether he will read an ad or not, but if a speech by the President is to be used as the meat in a sandwich of patent medicine advertisements, there will be no radio left. To what extent it may be employed for what we call 'indirect advertising' I do not know and only experience with reactions of the listeners can tell."

Mr. Hoover explained that he did not believe there was any practical method of payment from receivers, but he suggested the possibility of mutual organization by broadcasters of a service for themselves similar to the press associations which would furnish programs of national events, arranging for the transmission and distribution on some sort of financial basis as the press associations gather and distribute news among their members.

J. R. Knowland, publisher of the *Oakland Tribune*, a member of the committee, expressed the opinion that listeners

(*Continued on page 30*)

MAKING BOX SCORE FROM RADIO



THE *New York Sun* utilized radio this week to break speed records in printing World's Series box scores.

Instead of compiling the box score from wire dispatches, a compositor working beside a radio loud speaker, set the box by hand as the game progressed.

A special room near the composing room was utilized. The compositor, Pat Scanlon, an old time baseball player, translated the play-by-play account into figures under the familiar headings, making changes inning by inning.

At the first of the ninth, when time was precious, the nearly completed box was placed in its page form on a steam table in the composing room, where from another loud speaker the few remaining plays were recorded. A nearby linotype simultaneously set the last of the play-by-play account.

Larry Shirf, make-up editor, stood by to approve the page. Jack Cunningham, stereotype foreman, directed the making of the mat.

Within 10 seconds after the last "put out" in the ninth, the mat was on the page. In less than five minutes the presses were running with the complete box score and play-by-play.

Keats Speed, managing editor of the Sun declared the system worked smoothly and without error. Wire accounts of the games were available at all times in case of radio interference. The new method eliminated the time formerly lost in handling telegraphic copy.

During the Democratic national convention the Sun used the same system to record the votes by states as they were announced from the convention hall, and that, too, was a time-saver.

INTERNATIONAL PAPER CUTS TO $70 A TON

Announces $3 Decrease Per Ton on 1925 Newsprint Contract—Move Follows Belgo Price Drop of Last Week

Newsprint prices continue their downward trend.

Added to the announcement last week that the Belgo Paper Company, Quebec, would lower its quotation to $70 a ton f. o. b. mill, International Paper Company this week stated that it, too, would quote a similar price to contract customers in 1925, marking a reduction of $3, from its present $73 a ton figure.

International dropped $2 a ton from $75 in the middle of the current year. Great Northern Paper Company, according to report, is already quoting newsprint at $70. The former concern has a capacity of about 1,000 tons daily, leading all other American or Canadian newsprint makers.

International is announcing its 1925 price earlier than usual at the request of customers.

The announcement of International Paper Company's promised reduction given out by J. L. Fearing, sales manager, follows:

"Effective Jan. 1, 1925, and continuing through 1925, the International Paper Company's price for its standard roll news to its contract customers in the United States will be $70 per ton, f. o. b. mill.

"We are making this announcement earlier than usual at the special request of many of our customers who wish to know their costs as far in advance as possible."

SERIES PICTURES SPEEDED

United Newspictures Rushes Ball Photos via Sky, Land, and Water

United Newspictures, working in cooperation with the *New York World* and assisted by representatives of the U. S. Army and New York Police scored a notable achievement in transporting pictures of the first game of the World Series from Washington to New York.

The motor boat of Gen. Robert Lee Bullard, in command at Governor's Island, was pressed into service to assist this journalistic effort.

Three representatives of United Newspictures, snapped the ballplayers on Griffith's Field.

The films, tied in packages covered with canvas and rubber, were placed in a fast automobile at 2:35 p. m., and with police clearing the way were rushed to Bolling Field, arriving at 2:55 p. m.

There a Curtis Oriole plane was in waiting, in charge of Pilot Andrews, and within three minutes of the arrival of the automobile this fast air cruiser was off on its flight to New York.

The trip from Bolling Field to Bedloe's Island was made at a speed of about ninety-five miles per hour. At 5:38 p. m. the package of pictures was dropped from the plane into the water, near the island.

The package was picked up there by Gen. Bullard's launch. From the launch they were passed to Police Patrol Boat No. 5 and taken to the Battery in four minutes.

Here an automobile owned by Newspictures was waiting and with a detail of police for an escort took the negatives to the printing and developing rooms on 8th avenue in record time.

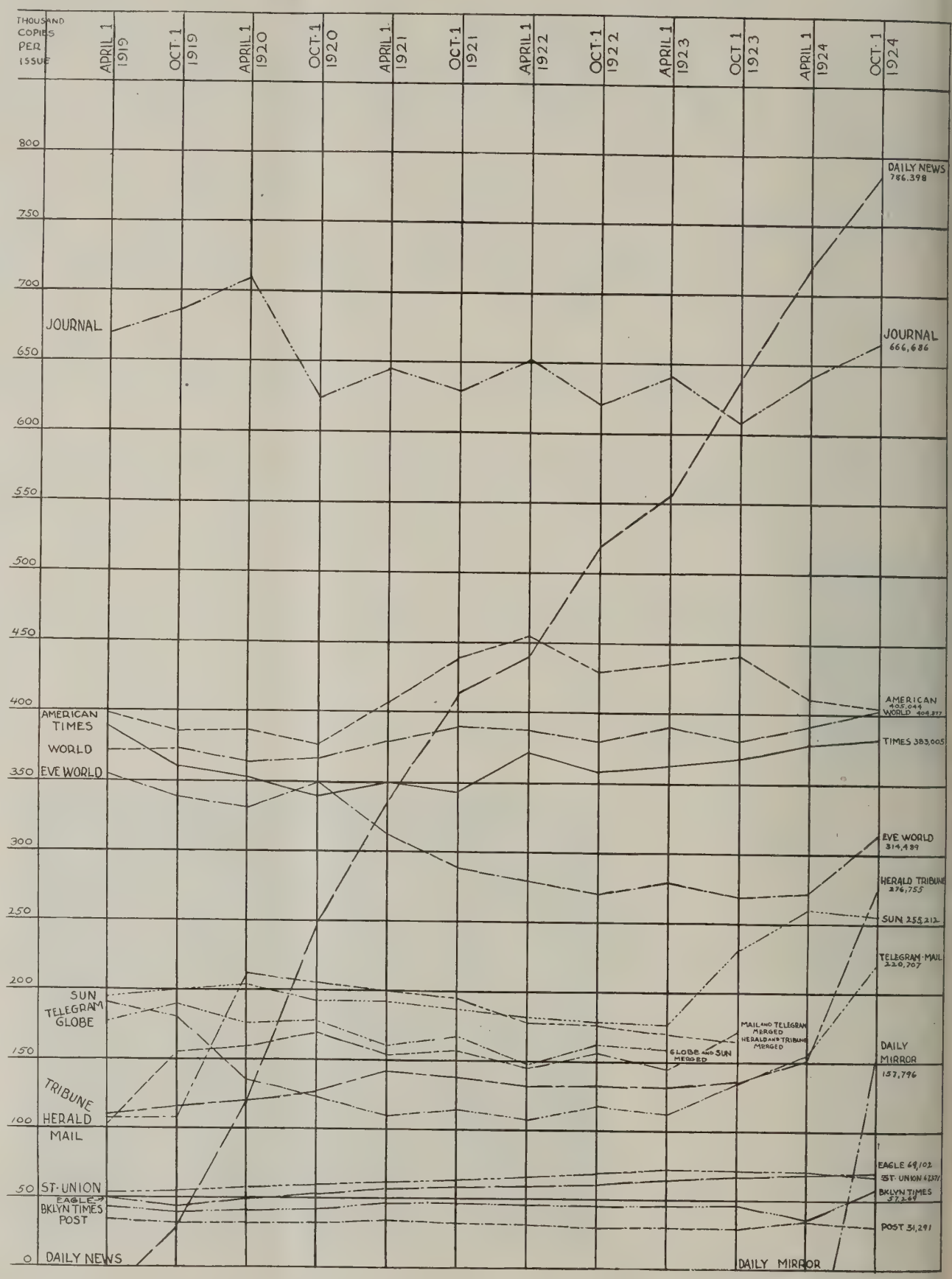
Clarke Enters Realty Field

Sydney R. Clarke, former secretary and manager of the Advertising Club of New York, is now associated with Albert B. Ashforth, Inc., real estate, New York.

N. Y. World Planning Special Section

Celebrating the Centennial of Fifth Avenue as a business thoroughfare, the *New York World* will issue on Sunday Nov. 16, a separate section devoted to this anniversary.

CIRCULATION CURVES CLIMBED IN N. Y. LAST SUMMER



CIRCULATION increases were general in New York City during the six months which ended Sept. 30, some of the papers making extraordinary gains and none losing appreciably in daily average net paid circulation. This development was to be expected in view of the several consolidations effected during the past year.

Of the three new dailies, only the *Daily Mirror* issued a statement of circulation, showing an average of more than 157,000 daily since its establishment in May. The *Graphic* and the *Bulletin* will make their maiden statements next April.

The above chart shows the course of circulations since April 1, 1919, covering the period of high circulation at the end of the war. It indicates the start and subsequent course of the tabloid *Daily News*, the only new paper to appear since the war until this year. It also indicates the absorption of the *Mail, Herald* and *Globe* and its effect, both upon the absorbers and on their competitors. It appears, incidentally, to indicate that there is still a potential army of readers for the tabloid. Despite the speed which has marked the Mirror's growth, the skyrocket trajectory of the *Daily News* was not perceptibly flattened during the six months.

Notable gains are also credited to the *Journal, World* and *Evening World, Times* and *Brooklyn Times*, and naturally to the *Herald-Tribune* and the *Telegram-Mail*, beneficiaries of recent mergers.

Tributes to Minnesota Editor

Frank A. Day, owner of the *Fairmont* (Minn.) *Daily Sentinel*, recently completed 50 years of editorship of his newspaper. Many Minnesota newspapers printed editorial tributes. He is known as "Minnesota's greatest newspaper character."

To Aid Ad Men Visiting England

Samson Clark, of Samson Clark & Co., Ltd., London advertising agency, as Hon. Secretary of the Thirty Club of London has established an information and hospitality service in the London business district for American advertising men visiting England.

CO-OPERATIVE CIRCULATION THAT WORKS

For 50 Years Philadelphia Morning Papers Have Joined Forces to Bridge Gap Between Pressroom and Breakfast Table, Speedily, Cheaply, and Completely—War Is Outlawed

By PHILIP SCHUYLER

FOR more than 50 years, the morning newspapers of Philadelphia have operated a system of city distribution unique in the annals of newspaper circulation.

Publishers have built up for themselves a miniature League of Nations, completely outlawing the possibility of war in the daily city delivery of their newspapers.

Labor troubles are unknown. Operation is extremely cheap. By the system, men of more than average intelligence take the rôle of distributors.

Morning newspapers are carried into nearly 200,000 homes by breakfast.

That is what is accomplished in Philadelphia, city of homes, and the immediate suburbs, by the unique jointly operated carrier system used there by the 4 morning dailies, the *Philadelphia Inquirer*, the *North American*, the *Record*, and the *Public Ledger*.

It is speedier than it sounds. A matter of one or two hours in the early morning finds weekday papers on Quaker City doorsteps. Sunday takes little longer, despite weightier bundles.

"Here is a city edition carrier route system that is almost 100 per cent effective," say the veteran circulators in charge.

It is a miniature League of Nations. A system that guarantees the publishers that one-third of their circulation will be placed right on the tables, almost, at Philadelphia's first meal each day.

The administration is in the hands of the four circulation managers: J. M. Annenberg, *Morning Public Ledger;* Howard Lee, *Inquirer;* James L. Farley, *North American,* and J. J. Abbott, of the *Record*.

I watched the seeming miracle performed this week. Presses started at precise minutes, although sometimes mechanical troubles bring delay. Trucks drew up to newspaper curbs with timetable regularity. Trolley cars sped along tracks, spreading newspapers from the center of the city to Willow Grove, Torresdale, Darby, Germantown, Chestnut Hill, Frankfort and surrounding suburbs.

It is in watching such spectacles that editorial men are made to consider themselves mere cogs in a huge manufacturing business and not members of a profession. Circulation managers become the all important gods, deposing the rulers of Parnassus.

How is it done?

Sit with me before the large wall map of Philadelphia and Camden in the office of a Philadelphia newspaper circulator.

See a Gargantuan spider's web of narrow streets of homes, caught here by Chestnut Hill, there by Laundale, Tacony, Pensaukin, Haddonfield, Barrington, Brooklawn, and there by the Philadelphia Navy Yard on the Delaware.

Within this spider's web live a million and a half people; people alive to the interest of news; people soon to awake and find that news in neatly folded form at their doorways.

Look closer at the map. Now you see the lines drawn in, dividing the city into routes or districts.

If you count, you will find there are 261 of these routes. Each one is owned by a carrier.

They are worth money, these routes. The man who owns one has the right to distribute the four morning dailies in his territory. He buys his weekday papers from the publisher at 1 1/16 cents and sells them for two. Sunday he pays 7 and sells for 10.

These prices depend upon whether or not he pays his bill by the 15th of each month for all papers received the previous month. Otherwise, the price becomes 1¼ for the dailies and 7½, Sundays. But the circulators claim that in nearly all cases bills are promptly paid.

The total value of the 261 routes is estimated at half a million dollars. They are bought, sold, transferred like houses. In his route the owner is czar. Yet his route, and its disposition, lies in the publisher's hands. Failure to pay all to the newspaper, may cause a route owner to lose his route, which may be turned over by any of the publishers to a worthier man.

Prices of these routes on the market ordinarily range from $2,000 to $25,000. Only the other day, however, one route owner refused $25,000 for his district. One man may own 2 or 3 routes, as is frequently the case, as long as he takes good care of them and gives honest and fair service to all papers.

When the routes were first divided up by the morning newspapers, they were given to men selected by the publishers. These men were allowed to build up their routes. In time they came to have their present monetary value.

Here. Be specific. Pick out on the map a $10,000 territory. It is in the northwest section of the city, bounded on the south by York street, on the north by Alleghany, and on the west by 29th. Three squares east, west, south and north. In it are 3,000 homes.

To operate a typical district it requires one manager and 3 carrier boys, on the average. A $10,000 district yields the investor between $90 to $100 a week.

A man with so much money to invest is superior in intelligence to the ordinary newspaper distributor. He is a small business man. He is given a month's credit by the newspapers. Each subscriber means money in his pocket. He fights to keep him, and gives efficient service. He sends the bills for the four different newspapers and collects. Then he pays the bills he owes the publishers through the circulation managers and makes adjustments to his orders.

To help him the publishers have devised and placed in operation in all the different routes a uniform collecting system. The same type of book to keep accounts is used by all morning dailies. Collections are made usually every two weeks.

"This part of the distribution system doesn't cost the publishers a cent," one is told. "They can't lose."

After studying the map, now wait for city edition press time. It is 2:30 a. m. News of the day has been collected from the city, state, and distant lands, stereotyped, clamped to cylinders and the pressman has thrown forward the lever. Huge octuple presses are roaring. Three of the papers which have early street editions have been selling their newspapers since 9 o'clock. Trucks have carried other editions to trains.

The bundles of papers, which now move from the delivery room, are for Philadelphia homes. They are thrown into trucks and carried to designated trolley car stops.

Ten freight trolley cars weekly and 15 Sundays are used by the four newspapers co-operatively to supply the 261 districts. Aboard each trolley, each newspaper has one messenger, who is under the direction of the publishers. Each newspaper has several of the messengers in charge. Follow a bundle of papers with me. You are standing on the balcony which surrounds the upper wall of one of the press rooms, with its mammoth octuple presses. It is 2:50 a. m. The sound is deafening. Boys at delivery tables wrap and stamp deftly. Move out into the street and you are almost choked by gas from the line of trucks, which soon loaded speed down narrow Philadelphia streets to the trolley cars. At 2:50 the first car starts from the city's center to Frankfort. At each district on the way the car stops. Carriers stand at the track nearby their routes, ready to receive their bundles and begin the actual house-to-house delivery.

In quick succession down different lines these trolleys follow one another until by 5 o'clock in the morning, the last one has reached its destination. It takes each trolley approximately an hour and a half to make all its route calls.

Distribution of Philadelphia Sunday newspapers calls for an even more elaborate system than weekdays. More trucks are put into service and trolley cars take longer trips. On Sundays the four morning papers control a freight trolley which goes from the center of Philadelphia through Camden to Atlantic City, distributing papers along the way. At Atlantic City bundles are placed on waiting trucks to be carried to routes in that neighborhood.

In the matter of the Sunday newspapers, Philadelphia is one of few large cities, if not the only one, where all the sections are sent out intact, or completely "stuffed." Before the papers leave their four respective offices, they are ready to be sold.

Now that the paper is distributed and maintained by the carriers, how do the four circulation managers increase their subscription lists. There are tricks in this trade. The managers are all silent. The other fellow might learn his best trick. One way, open to all, of course, is that three of the newspapers have their canvassers.

The distribution system is carried out, say the circulators, with very little discord, and never any labor trouble, which of course will never be tolerated in Philadelphia. Bad weather fails to disrupt it completely. There has never been a day when the newspapers were not on doorsteps before breakfast of the average worker.

Fifteen years ago one of the old papers attempted to break away from the system. Then the plan demonstrated itself as a League of Nations. After a year of devastating isolation, the deserter returned to the fold. Such is the co-operation of the publishers.

The carriers all work together. They have banded themselves into a society called the Morning Newspaper Carriers' Beneficial and Protective Association. Members describe it as a social, beneficial and intellectual society.

HIGH LIGHTS OF PHILADELPHIA'S UNIQUE CIRCULATION SYSTEM

TO distribute approximately 200,000 newspapers daily, the four morning newspaper publishers of Philadelphia are today operating a co-operative system, which has stood the test of 50 years.

Philadelphia and Camden, both cities of homes, have been divided into 261 routes, which are owned by the carriers, but controlled by the publishers.

These routes are worth money. The total value is estimated at half a million dollars. They are bought and sold like houses. Prices range from $2,000 to $25,000 for individual routes, according to their location.

To operate a typical route, it requires one manager and three carrier boys. A $10,000 district yields the investor between $90 and $100 a week.

In his route, the owner is Czar. Yet his route, and the disposition lies in the publishers' hands. Failure to pay accounts to the newspaper, may cause an owner to lose his route, which may be turned over by any of the publishers to a worthier man.

Ten trolley cars, operated jointly by the publishers, bring newspapers to the carriers at their different routes.

From start to finish, it requires but one hour and a half to place 200,000 morning newspapers on Philadelphia doorsteps.

ON-TO-HOUSTON NEXT

Robert Thornberry's $500 Offer to London Publicity Club Members

The sending of the first British delegate to the 1925 A. A. C. W. Convention at Houston, Tex., has just been settled, though the identity of the actual delegate will remain a mystery for a while yet. Robert Thornberry, last year's president of the Publicity Club of London, told the members of that body he would give £100 towards the expenses of one of the club members to be present at the Houston Convention next year. Ways and means of selecting the delegate have yet to be discussed but the members will suggest to the committee of the Club the means by which the award shall be made. It is expected that this will take the form of a competition for a paper on some phase of advertising

Robert Thornberry is advertisement manager of the *London Daily Graphic*, popular penny picture paper owned by Graphic Publications, Ltd., one of the important groups of successful newspapers under the control of Sir William and J. Gomer Berry.

TOLEDO WEEKLY BLADE SUSPEND

Famous Weekly Sold to Farm Life of Spencer, Ind.

The *Toledo Weekly Blade*, for years one of the greatest weekly newspapers in the country, passed out of existence with its issue of Thursday, Oct. 9. The circulation was purchased by *Farm Life*, a monthly magazine published in Spencer, Ind.

Since the *Weekly Blade* was founded in 1836 it has had only four editors. The last of these, Jack Warwick, is now devoting his time to writing the editorial paragraphs for which he is famous, and editorials for the *Toledo Blade*, daily edition.

The Weekly Blade's circulation was at its peak in 1908 with a total of 255,000. Warwick has been editor of the Weekly Blade for more than 19 years.

The letters of Petroleum V. Nasby (E. R. Locke) appeared originally in the Weekly Blade.

Daily Relinquishes Marine Exchange

The Marine Exchange, founded by the *San Francisco Examiner* about 25 years ago has been merged with the organization operated by the Chamber of Commerce. Newspapers and Merchants heretofore receiving coastwise shipping news through the Examiner will be taken care of by the Chamber of Commerce.

"The live wire editor is the one that reads these ideas and adopts the ones that will fit his community," comments the Sooner State Press, official organ of the Oklahoma Press Association, referring to the EDITOR & PUBLISHER "Hunch" department.

LOCAL DISPLAY FIGURES ANALYZED

Forty-Seven Morning Papers and 93 Evening Papers Listed as Carrying 3,000,000 Lines or More During First 6 Months

Daily newspapers which averaged 500,000 lines or more of local display advertising each month during the period January 1-June 30, 1924, are listed in the three tables on this page, as the second in a series of advertising lineage analyses presented by EDITOR & PUBLISHER. The first, covering national advertising, appeared last week. The newspapers are classified as "morning and Sunday," "evening and Sunday," and "evening six-day."

Forty-seven morning newspapers are included in the first table, five of which have no Sunday editions.

Forty-one evening and Sunday newspapers qualify for inclusion in this table, and the daily editions of fifteen of these newspapers are also listed in the "evening, six-day" table, which comprises a total of 67 newspapers.

Leading all newspapers in volume of local display advertising is the *Detroit News*, with an evening and Sunday volume of 9,765,084 agate lines. This paper leads the evening six-day list with 7,839,790 agate lines, which total is also ahead of the *Chicago Tribune's* figure of 7,569,577 lines, topping the morning and Sunday roster.

Second in the evening and Sunday local display lineage and among all those listed is the *Washington Star*, with 8,617,032 lines. The Star is third in the evening six-day list, its total of 6 252,017 lines being exceeded by the *Chicago Daily News* volume of 6,507,323 lines.

The *Los Angeles Times* is second in the morning and Sunday listing, with 7,569,577 lines, and the *New York Times* is third, with a local volume of 7,157,924 lines.

Fourth place in the evening and Sunday list goes to the *St. Louis Post-Dispatch*, with 7,095,760 lines, but the smaller cities appear fourth in the morning and Sunday and evening six-day tabulations. The *Miami Herald*, which printed the largest total volume for the period among Southern newspapers, takes fourth place in the morning and Sunday field, with 6,267,114 lines, and the *Scranton Times* is fourth in the evening six-day compilation, with 5,984,405 lines.

The third column of the tabulation, showing the percentage ratio of local display to total volume of these papers, will bear plenty of study by publishers and advertising space-buyers.

Analysis of the lineage figures for 870 newspapers printed in EDITOR & PUBLISHER of Sept. 13, shows that local advertising averaged 59.4 per cent of the total volume of morning papers, and 66.9 per cent of the total volume of evening papers.

In this table, morning papers exhibit a spread between 39.3 per cent and 87.4 per cent, with most of the papers between 50 and 65 per cent.

In the evening and Sunday table, the extreme percentage ratios are 45.2 and 86.2, with the bulk of the ratios between 55 and 70 per cent.

In the evening six-day field, the low ratio is 52.3 and the high is 88.3 per cent. Most of the ratios are included between 60 and 75 per cent.

In fairness to the readers of this table and to the newspapers it includes, it should be noted that two, possibly three, morning and Sunday newspapers whose totals no doubt entitle them to inclusion, are omitted, either because they did not furnish the necessary figures, or furnished them in unadaptable form.

The next article of this series will appear in an early issue.

MORNING AND SUNDAY

Newspaper	Total Lineage Jan. 1 to June 30, 1924	Local Display Lineage Jan. 1 to June 30, 1924	Percent Ratio of Local to Total Lineage
Chicago Tribune ..... (m)	8,771,193	4.198.785	47.9
Sunday ed ..... (s)	5,856,888	3.370.782	57.5
Total ..... (ms)	14,628,081	7,569,577	51.7
Los Angeles Times ..... (ms)	14,904,470	7,496,062	50.3
New York Times ..... (m)	8,002,410	4.614,482	57.6
Sunday ed ..... (s)	5,290,722	2,543,432	48.0
Total ..... (ms)	13.293.132	7,157,924	53.8
Miami Herald ..... (m)	6.315.960	4,442,571	70.3
Sunday ed ..... (s)	2,389,247	1,824,543	76.3
Total ..... (ms)	8,705.207	6.267,114	71.9
Los Angeles Examiner..... (ms)	12,225,783	5,896.611	48.2
St. Petersburg Times*..... (m)	6,820,422	5,647,908	82.8
Wilkes-Barre Record* ..... (m)	7,332,997	5,582,091	76.1
Utica Press* ..... (m)	5,499,875**	4,949,966	90.0
Memphis Commercial Appeal. (m)	4.953,116	2.950 808	59.7
Sunday ed ..... (s)	2,501,506	1,628,872	65.1
Total ..... (ms)	7,454,622	4,579,680	61.4
Cleveland Plain Dealer .... (m)	5,884,564	2,783,662	47.3
Sunday ed ..... (s)	3,646,986	1,794,044	49.2
Total ..... (ms)	9,531,550	4,577,706	48.0
New York American ..... (m)	2,971,756	1,582,912	53.2
Sunday ed ..... (s)	4,836,342	2,923,968	60.5
Total ..... (ms)	7,808,098	4,506,880	57.7
New Orleans Times-Picayune ..... (m)	5,255,645	3,114,378	59.2
Sunday ed ..... (s)	2,748,000	1,380,523	50.2
Total ..... (ms)	8,003,645	4,494,901	56.1
San Francisco Examiner ... (m)	4.936,522	1,825,321	36.9
Sunday ed ..... (s)	4.226.801	2,442,539	57.7
Total ..... (ms)	9,163,323	4,267,860	46.5
San Jose Mercury-Herald.. (ms)	5,731,390	4,165,476	72.6
Toledo Times ..... (m)	1,430,604	1,100.341	76.9
Sunday ed ..... (s)	3,628,282	2,997,706	82.6
Total ..... (ms)	5,058,886	4,098,047	81.0
San Diego Union ..... (ms)	6,841,660	4,082,582	59.6
Rochester Democrat & Chronicle ..... (ms)	7,799,657	4,047,200	51.8
New York Herald Tribune. (ms)	6,206.288	4,028,370	64.9
Kansas City Star ..... (m)	4,626,487	2,246,357	48.5
Sunday ed ..... (s)	2,682,524	1,688,818	62.9
Total ..... (ms)	7,309,011	3,935,175	53.8
Minneapolis Tribune ..... (m)	5,115.904	3,017,812	59.0
Sunday ed ..... (s)	2,026,759	914,176	45.1
Total ..... (ms)	7,142,663	3,931,988	55.0
Tampa Tribune ..... (ms)	5,832,568	3,870,090	66.5
Hartford Courant ..... (m)	3,437,823	2,373,283	69.0
Sunday ed ..... (s)	2,166,943	1,467,153	67.7
Total ..... (ms)	5,604,766	3,841,436	68.5
Schenectady Gazette* ..... (m)	5,159,833	3,689,035	71.5
Greensboro News ..... (m)	3,298,666	2,473.100	74.9
Sunday ed ..... (s)	1,493,422	1,314,570	88.0
Total ..... (ms)	4,792,088	3,687,670	76.9
Baltimore Sun ..... (m)	4,223,514	788,522	18.6
Sunday ed ..... (s)	3,149,397	2,879,081	91.1
Total ..... (ms)	7,472,911	3,667,603	49.0
Indianapolis Star ..... (m)	3,678,777	1,859.325	50.4
Sunday ed ..... (s)	2,922,153	1,773,435	60.7
Total ..... (ms)	6,600,930	3,632,760	55.0
Detroit Free Press ..... (m)	4,362,638	1,934,940	44.3
Sunday ed ..... (s)	3,181,934	1,687,420	53.0
Total ..... (ms)	7,544,572	3,622,360	48.0
Albany Knickerbocker Press ..... (ms)	5,052,714	3,581,690	70.8
Wheeling Register ..... (m)	2,346,638	1,926,736	82.1
Sunday ed ..... (s)	1,714,594	1,626.436	94.9
Total ..... (ms)	4,061,232	3.553.272	87.4
Boston Globe ..... (m)	4,007,454	2,024,039	50.5
Sunday ed ..... (s)	3.301,428	1,491,297	45.1
Total ..... (ms)	7,308.882	3.515,336	48.1
Allentown Call ..... (ms)	5,228,566	3,455,508	66.0
Omaha World-Herald ..... (ms)	5,928.657	3,440.143	58.0
New York World ..... (m)	4,772,826	1,441,884	30.2
Sunday ed ..... (s)	3,827,288	1,940.656	50.1
Total ..... (ms)	8,600,114	3,382.540	39.3
Philadelphia Public Ledger. (ms)	5,415,103	3,378.084	62.4
Louisville Courier-Journal . (m)	2,840,550	1,058,307	37.2
Sunday ed ..... (s)	2.884.411	2,084,830	72.2
Total ..... (ms)	5,724,961	3,358,851	58.6
Dallas News ..... (m)	3,536.395	1,738,762	49.1
Sunday ed ..... (s)	2,630,860	1,597.875	60.7
Total ..... (ms)	6,167,255	3,336,637	54.1
Fort Wayne Journal-Gazette ..... (ms)	5,273,184	3.323,544	63.0
Paterson Call* ..... (m)	4,611,973	3.290.365	71.3
Norfolk Virginian-Pilot ... (ms)	4,504.346	3,275,370	72.7
St. Louis Globe-Democrat.. (m)	4,349.736	2,096,907	48.2
Sunday ed ..... (s)	2,518,932	1.177.923	46.6
Total ..... (ms)	6,868,668	3.274.830	47.6
Little Rock Gazette ..... (m)	3.050,522	1,933.476	63.3
Sunday ed ..... (s)	1,703,996	1.296.204	76.1
Total ..... (ms)	4,754,518	3.229,680	67.9
Portland Oregonian ..... (m)	4,728.262	2,058,994	43.5
Sunday ed..... (s)	2,464.672	1,061,032	43.0
Total ..... (ms)	7,192.934	3,120,026	43.3
Asheville Citizen ..... (ms)	4,489,422	3,113 222	69.9
Pittsburgh Gazette-Times... (m)	3.107,482	1,728,286	57.2
Sunday ed..... (s)	2,344,888	1,354.346	57.7
Total ..... (ms)	5,452,370	3.082 632	56.9
San Francisco Chronicle ... (m)	3 224.774	1,769.208	54.8
Sunday ed..... (s)	2.015.360	1,293 502	64.1
Total ..... (ms)	5,240,134	3,062,710	58.4
Birmingham Age-Herald... (ms)	4,181.940	3.020,206	72.2
Rochester Herald ..... (ms)	3,897,690	3,003,014	77.0

*No Sunday edition.
**Classified lineage not included.

EVENING AND SUNDAY

Newspaper	Total Lineage Jan. 1 to June 30, 1924	Local Display Lineage Jan. 1 to June 30, 1924	Percent Ratio of Local to Total Lineage
Detroit News ..... (es)	15,568,672	9,765,084	62.7
Washington Star ..... (es)	12,630,291	8,617,032	68.2
Pittsburgh Press ..... (es)	12.341,056	8,133.202	65.9
St. Louis Post-Dispatch .... (es)	11,733,400	7,095.760	60.4
Columbus Dispatch ..... (es)	10,776.342	7,022,598	65.1
Birmingham News ..... (es)	8.005.340	5,682,656	70.9
Dayton News ..... (es)	8.230.576	5,632,900	68.4
Dallas Times-Herald ..... (es)	7,451,876	5,558.801	74.6
Oakland Tribune ..... (es)	8,784,888	5,400,682	61.4
Canton Repository ..... (es)	7,408,408	5,210,812	70.3
Cleveland News & Leader... (es)	6,842,286	4.847,964	70.8
Buffalo Times ..... (es)	5,508,412	4,703.720	85.3
Utica Observer-Dispatch ... (es)	6,021,484	4,615,856	76.6
Minneapolis Journal ..... (es)	7,286,266	4,584,463	62.9
Atlanta Journal ..... (es)	7,139.482	4,579,372	64.1
Milwaukee Journal ..... (es)	9,082.859	5,439,266	59.8
Trenton Times ..... (es)	6,595.343	4,485,109	68.1
Long Beach Press ..... (es)	6,589,577	4,377,772	66.4
Denver Post ..... (es)	6,944,112	4,054.288	58.3
San Antonio Light ..... (es)	5,421,976	4,031,916	74.3
Seattle Times ..... (es)	7,065,926	4,013,156	56.8
Brooklyn Eagle ..... (es)	8,804,036	3,982.458	45.2
Peoria Star ..... (es)	5,666,782	3,941,390	69.9
Charlotte News ..... (es)	4,562,176	3,813,940	83.6
Houston Chronicle ..... (es)	6,669,222	3,781,484	56.7
Memphis News-Scimitar ... (es)	4,740,750	3,778,208	79.7
Davenport Democrat & Leader ..... (es)	4,374,268	3,770,636	86.2
Springfield, Ohio, News ... (es)	4,994,192	3,769,402	75.4
South Bend Tribune ..... (es)	5,337,174	3,750,253	70.2
Kalamazoo Gazette ..... (es)	5,009.676	3,736,376	74.5
Paterson Press-Guardian ... (es)	5,177,559	3,665,248	70.8
Terre Haute Tribune ..... (es)	4,796,708	3,614,996	75.3
New Orleans Item ..... (es)	4,854,402	3,478,309	71.6
Erie Dispatch-Herald ..... (es)	4,577,954	3,341,477	73.0
Detroit Times ..... (es)	5,340,371	3,336,076	62.4
Knoxville Sentinel ..... (es)	4,876,515	3,333,687	68.3
Portland Express ..... (es)	4,927,777	3,295,344	66.8
Portland Oregon Journal ... (es)	5,590,172	3,176,824	56.8
New Orleans States ..... (es)	4,183,775	3,166,321	75.7
Jackson Citizen-Patroit .... (es)	4,366,651	3,105,976	71.1
Syracuse Herald ..... (es)	4,764,776	3,027,502	63.5

EVENING SIX DAY NEWSPAPERS

Detroit News ..... (e)	11,548,642	7,839,790	67.8
Chicago Daily News ..... (e)	10,274,341	6,507,323	63.3

(*Continued on page 7*)

MAGAZINE MEN NOW ASK NEWSPAPER CO-OPERATION IN POSTAL FIGHT

National Publishers Association Meeting at Briarcliff Asks United Front Against Kelly Wage Increase Bill— S. N. P. A. and N. E. A. Pledge Support

RENEWAL of united co-operation on the part of publishers against the threatened $20,000,000 increase in second class postal rates was urged at the fifth annual convention of the National Publishers Association held at Briarcliff Lodge, Briarcliff Manor, N. Y., Oct. 7 and 8.

Possibility that certain publishers might organize a distribution system of their own and entirely forego use of the mails for second class delivery was also held up for discussion.

Postal discussions, forming the most important business of the first day, were preliminary to a scheduled get-together meeting of publishers' postal representatives, called by the postal committee of the American Newspaper Publishers Association to be held at the University Club, Chicago, next week.

At Briarcliff, A. C. Pearson, chairman of the postal committee, presented the N. P. A. viewpoint towards the proposed rate raise. He was followed by Urey Woodson, *Chattanooga* (Tenn.) *News,* representing the Southern Newspaper Publishers' Association and Wallace Odell, *Tarrytown* (N. Y.) *News,* former president of the National Editorial Association.

All three pledged their organizations' support to fight the Kelly Bill, providing for an increase of wages for postal clerks, which, recently vetoed by the President, now appears on the calendar for early action as unfinished business at the next short session of Congress in December.

Pearson, reviewing activities of the publishers towards a decrease in postal rates, was forced to admit defeat, although he pointed out that threatened increases have been forestalled, temporarily, at least.

He frankly declared that the big guns must now be trained exclusively against a raise in rates, which, he said, appears imminent even though the Kelly Bill failed a second time in passing the President.

Pearson opened his postal report by discussion of A. N. P. A.'s break from the American Publishers' Conference, which was carrying on an organized drive for rate reduction. He characterized A. N. P. A.'s fight for the McKinley Amendment calling for 50 per cent reduction in second class postage which passed the Senate, as a "good gesture."

"Now the possibility arises," he said, "that the Kelly Bill with its demands for salary increases for postal clerks will be taken up a second time and passed over the President's veto.

"The Postal Department's deficit is now more than $50,000,000. The salary increase would have to be made up in two places, parcel post and second class."

The magazine men, as represented by the N. P. A., are of the opinion that the newspaper publishers are paying far too little attention to this threatened rise, Pearson brought out. He has sent a bulletin to 12,000 publications urging their support, and will soon issue a second one.

"It appears at present as if the raises in second class rates will be made in the first and second zones" he said. "This is a direct slap at the newspapers."

Woodson, representing the S. N. P. A., who followed Pearson, pointed out that his association was a pioneer in working for the postal zone law. He deplored the present lack of interest on the part of newspapers in what he called their "imminent peril."

Odell, offering the support of the N. E. A. to the N. P. A. and other publishers' associations in their fight against postal rate increases, asked for reciprocal support of his organization.

The possibility that the publishers might be forced to operate their own delivery system, excluding entirely use of the U. S. mails, was touched upon by E. V. Lucas, head of the recently organized transportation department of the N. P. A.

The transportation department last month carried out a test at Westfield, N. J., which, Lucas said, proved that a delivery system could be worked out which would be as efficient as that now offered second class mail by the Post Office, and less expensive.

The convention elected Arthur J. Baldwin, McGraw-Hill Company, president; F. L. Wurzburg, Conde Nast Publications, Inc., secretary, and Roger W. Allen, Allen Business Papers, Inc., treasurer. Frederick W. Hume continues as executive secretary.

As advocated by the late H. M. Swetland, 1923-24 president of N. P. A., members this year drew up and adopted a code of ethics and business practices.

Golf winners were: B. A. Mackinnon, *Pictorial Review,* 36 holes, 155, President's Cup; L. W. Keys, *Pictorial Review,* 36 holes, 158, Curtis Cup; Eugene Kelly, *Musical Courier,* 18 holes, 75, Crowell Cup, and Marvin Pierce, *McCall's Magazine,* 18 holes, 80, McGraw-Hill Cup.

Members of the National Advertising Commission of the A. A. C. W. elected at the convention were A. J. Crockett, *Modern Priscilla;* Herbert Houston publisher of *Our World,* and A. H Melville, Conde Nast Publications, New York.

San Francisco Ad Drive Indorsed

The various civic organizations of San Francisco have indorsed the proposition of the Real Estate Board to raise a large fund to advertise the city. The realtors quota of $15,000 has already been subscribed.

Evening and Sunday

(*Continued from page 6*)

Newspaper	Total Lineage Jan. 1 to June 30, 1924	Local Display Lineage Jan. 1 to June 30, 1924	Percent Ratio of Local to Total Lineage
Washington Star .....(e)	9,396,831	6,252,027	66.5
Scranton Times .....(e)	7,547,904	5,984.405	79.3
New York Journal .....(e)	7,394,870	5,935.370	80.2
Pittsburgh Press .....(e)	8,562.792	5,887,616	68.7
Los Angeles Herald .....(e)	9,312.898	5,838.378	62.6
Flint Journal .....(e)	7,228,410	5,656,784	78.2
Philadelphia Bulletin .....(e)	9,935.787	5,636.388	56.7
Indianapolis News .....(e)	9,038,574	5,631,906	62.3
Grand Rapids Press .....(e)	7,372,176	5,417,160	73.4
St. Petersburg Independent..(e)	6,125,574	5,384.694	87.9
Toledo Blade .....(e)	7,632.953	5.238.341	68.6
Hartford Times .....(e)	6,771,048	5,205,705	79.8
New York Sun .....(e)	6,815.856	5,138,256	75.4
Columbus Dispatch .....(e)	7,765.988	5,128,447	66.0
Wilkes-Barre Times-Leader .(e)	6,253 378	5,122 094	81.9
Baltimore Evening Sun .....(e)	9,281,108	5.022.625	54.1
Appleton Post-Crescent .....(e)	5,745,810	4 997.860	86 9
Newark News .....(e)	9,366,489	4,875.426	52.0
St. Louis Post-Dispatch ....(e)	7,327,040	4,843.440	66.1
Cincinnati Times-Star .....(e)	7,143,479	4,817,323	67.3
Pittsburgh Chronicle-Telegraph .....(e)	6,277,138	4,652.102	74.1
Cleveland Press .....(e)	7,384.160	4,617,816	62.5
Altoona Mirror .....(e)	5,809.748	4.546.542	76.5
Los Angeles Express .....(e)	6,215.454	4,513,964	72.6
Rochester Times-Union .....(e)	6,072,248	4,435,648	73.0
Philadelphia Evening Public Ledger .....(e)	6,046,032	4,405,291	72.8
Akron Beacon-Journal .....(e)	5,527,424	4.391,500	79.4
Providence Bulletin .....(e)	6,666.547	4,323,945	64.8
Long Beach Telegram .....(e)	6,687,478	4,315.738	64.6
Johnstown Tribune .....(e)	5,366,942	4,303,096	80.1
Dayton News .....(e)	6,268.625	4.271.064	68.1
Pasadena Star-News .....(e)	6,342.840	4,236.218	66.8
Buffalo News .....(e)	7,390,139	4,163.604	56.3
Chicago American .....(e)	5,742,528	4,143 819	72.1
Richmond News-Leader ....(e)	6,105.904	4,095,364	67.0
Milwaukee Journal .....(e)	6,529,105	4,061.454	62.2
Dayton Herald .....(e)	5,207,328	3.988 936	76.6
Utica Observer-Dispatch ....(e)	5,210,464	3,963,120	76.0
Canton Repository .....(e)	5,611,902	3,940.625	66.6
Elizabeth Journal .....(e)	5,220,516	3,848.278	73.7
Cleveland News .....(e)	5,266,386	3,845,964	73.0
Reading Eagle .....(e)	5,963,524	3,789,604	63.5
Camden Courier .....(e)	5,036,492	3,763,441	74.7
Binghamton Press .....(e)	5,304,071	3,715,346	70.0
San Diego Tribune .....(e)	5,218,066	3,710,350	71.1
Columbus Citizen .....(e)	5,214,846	3,674,160	70.4
Minneapolis Journal .....(e)	5,609,875	3,673,727	65.4
Dallas Times-Herald .....(e)	5,120,292	3,671,456	71.7
Niagara Falls Gazette .....(e)	4,479,228	3,613,680	80.6
Spokane Chronicle .....(e)	5,117,638	3,544,212	69.2
Toledo News-Bee .....(e)	5,083,086	3,525.830	69.3
San Francisco Call-Post ....(e)	4,626,640	3,478,937	75.2
Mt. Vernon, N. Y., Argus ..(e)	3,942,854	3,441,130	87.2
Davenport Times .....(e)	4,637,136	3,412,430	73.6
Trenton Times .....(e)	5,072,244	3,386,743	66.7
Albany Times-Union .....(e)	5,102,130	3,385,068	66.3
Long Beach Press .....(e)	5,135,279	3,356,856	65.3
San Diego Sun .....(e)	4,722,116	3,356,360	71.0
Evansville Press .....(e)	4,342,828	3,319,176	76.4
Norfolk Ledger-Dispatch ...(e)	4,725,000	3,284,946	69.5
Kansas City Star .....(e)	5,532,932	3,116 975	56.3
Lansing State Journal .....(e)	4,662,516	3,115,868	67.9
New York Evening World ..(e)	3,951,176	3,084,170	78.0
Davenport Democrat & Leader .....(e)	3,462,924	3,060,752	88.3
Marion, Ohio, Star .....(e)	3,812,169	3,019,814	79.2

RICHMOND CHOSEN FOR 1925 N. E. A. MEET

Date of Convention to Be Set Later— Tours to Historic Points Including Trip to Washington and Mount Vernon

C. H. Hotaling, of St. Paul, Minn., executive secretary of the National Editorial Association, announced Wednesday, Oct. 8, that Richmond had been selected as the meeting place for the fortieth annual convention of that organization. The exact date has not been fixed upon but will if possible be such so as not to conflict with the dates to be named for the World's Press Congress. Richmond was selected after a personal visit of President Marble to Virginia and after considerable correspondence assuring favorable railway rates.

Not only the Virginia Press Association, but civic groups in all parts of the State joined in the invitation which brought the meet to Virginia.

Present plans are that after spending three days in Richmond for the convention and visiting places of local interest a visit will be made to Williamsburg, once the capital of the state, thence to Jamestown and Yorktown, returning to the train at White Hall for Newport News and Norfolk, where a day will be spent in viewing the points of interest in Hampton Roads and the great shipbuilding plant at Newport News. Then the special train will carry the party to Lynchburg, Roanoke and on to Natural Bridge. Among other points to be touched will be Lexington, the site of the Virginia Military Institute, and Washington and Lee University. The party will be given an opportunity for a trip through Luray Caverns, thence to Charlottesville for a visit to Monticello the home and burial place of Thomas Jefferson, also to the University of Virginia. A visit to Staunton, the birthplace of the late Woodrow Wilson, will be made. From Staunton, the party will proceed to Harrisonburg, New Market and Endless Caverns and Winchester and Harper's Ferry. It is probable that the route will be via Leesburg, the ancient capitol of Loudoun County, where in 1812 the records of the State Department of the Federal Government were taken.

Arriving at Washington, D. C., the party will be carried by special train to Fredericksburg for a tour of that historical section. On returning to Washington a boat trip will be made to Mount Vernon the home and burial place of George Washington, with a return by electric cars with a stop at Alexandria to visit the home of Paul Jones, and other points of interest.

More than 500 editors are expected.

NEW FLORIDA DAILY

Lakeland Evening Ledger Launched by Farabee and Mullen

The *Lakeland* (Fla.) *Ledger,* a new evening newspaper made its appearance recently with a 32-page edition. The paper is published by the Ledger Publishing Company, owned jointly by Earl and Charles G. Mullen, and S. H. Farabee.

Mr. Farabee and Mr. Earl Mullen formerly published newspapers in North Carolina. Charles G. Mullen until recently was general manager of the *Tampa* (Fla.) *Times.*

NEA service and full leased wire reports of the International News Service are being used. The company purchased a building to house the daily.

Central N. Y. Press to Meet

Central New York Press Association is scheduled to meet at Syracuse University, Syracuse, Oct. 11.

A. N. P. A. to Vote on Fall Meeting

Whether or not the American Newspaper Publishers' Association will hold annually a fall convention in addition to its regular April meeting, will be decided this week at Chicago.

BIG CHICAGO PRESS CONFERENCES THIS WEEK

A. B. C. Meet Nucleus of Important Gatherings—Bureau to Discuss Publicity Ruling—A. A. A. A. to Establish Market Research—Inland Expects Crowd

MORE than 1,000 newspaper publishers and advertising men will make Chicago's famous Loop their stamping ground next week to shake hands over banquet tables and discuss in joint business meetings problems common to both professions.



O. C. Harn

Newspaper's $600,000,000 industry will best be represented, probably, at the eleventh annual convention of the Audit Bureau of Circulations, to be held at the Hotel La Salle, Oct. 16 and 17, at the call of O. C. Harn, National Lead Company, president, and Stanley Clague, director.

The A. B. C. convention has now for five years been made the rallying point of publishing and advertising interests on the North American Continent. Year by year, says the current A. B. C. Bulletin, Chicago as the autumnal focal point of publishing and advertising interests has grown in importance.

This year the Chicago meetings during the week of Oct. 13-18, clustering around the A. B. C. sessions, are those of the American Association of Advertising Agencies, Inland Daily Press Association, the postal committee of the A. N. P. A., Agricultural Publishers' Association, National Industrial Advertisers' Association, United Typothetæ of America, Open Shop Employing Printers' Association, Committee in charge of the bureau of advertising of the American Newspaper Publishers' Association, and the board of directors of the Newspapers' Executives' Association.

THE annual meeting of the A. B. C. will open at 10 o'clock Friday morning, Oct. 17, in the Red Room of the Hotel La Salle. President O. C. Harn will preside. Featuring the convention, will be the joint banquet of A. B. C. with the A. A. A. A. at the Drake Hotel Friday evening.

The morning session will be taken up by the president's report; the tenth annual report of the board of directors and reports from the departmental meetings.

Election of directors will take place Friday afternoon. The present members of the board of directors whose terms will expire and who will be reappointed or whose successors will be named are:

O. C. Harn, National Lead Company; Ralph Starr Butler, United States Rubber Company; John Murray Gibbon, Canadian Pacific Railway Company; L. L. King, Goodyear Tire & Rubber Company; and G. Lynn Sumner, International Correspondence Schools, representing the advertisers.

E. I. Mitchell, Mitchell-Faust Advertising Company, Chicago, representing advertising agents.

David B. Plum, *Troy* (N. Y.) *Record*, representing newspapers.

F. W. Stone, *American Review of Reviews*, representing magazines.

Marco Morrow, the Capper Publications, representing farm papers.

Mason Britton, McGraw-Hill Company, Inc., representing business papers.

At the newspaper divisional meeting of the A.B.C. there will be considerable discussion centering around the question: "Shall the present publicity rules of the bureau, governing use of the bureau's figures and the use of the name and authority of the bureau in comparative, competitive advertisements be amended?"

Present publicity rules of the bureau read as follows:

A publisher-member of the Bureau is permitted to publish in his own or other publications, or in circular form when using the name and authority or the figures of the Bureau:

Total *net paid* circulation *on his publication only*.

The divisions of net paid circulation as shown in Paragraph 8 of publisher's statements or auditor's reports, *on his own publication only*.

The first page of either the publisher's statements or auditor's reports *on his own publication only*.

The entire report—either publisher's statements or auditor's reports—*on his own publication only*.

In Directories, use of figures shall be confined to Paragraph 8, but date and whether publisher's statement or auditor's report as authority shall always be shown.



Stanley Clague

Publishers are *not permitted* to use the Bureau's figures concerning competitors, either through the direct or implied authority of the Bureau, in any advertising matter.

One group advocates the abolition of the present publicity rules in their entirety. The members of this group claim the Bureau has performed its full duty in issuing publisher's statements and audit reports. If interim claims are made by publishers which are eventually proven to be not in accordance with the facts, the responsibility for accepting them must rest with the advertiser or advertising agent. They also urge that where audit reports do not agree with the publisher's statements, the right shall be given to competing publishers to publicly call attention to the findings of the Bureau.

This might, in the opinion of those opposing this policy, result in injustice being done to a publication where the variation between the circulation statement and audit report was inconsequential, but magnified for competitive purposes. It is also claimed that by allowing the use of excerpts from the reports, without other correlating facts, injustice might result.

Another group advocates the maintenance of present restrictions regarding audit reports, claiming that the publisher's statement figures are public property and not the figures of the Bureau, competitors shall have the right to use the figures, if the name and authority of the Bureau is not used, either direct or implied. The difficulty of defining "direct or implied authority" is obvious.

The third group advocates the continuation of the present rules, with possibly amending the present restriction concerning the number of competitive reports allowed to each publisher. The present rule provides that only thirty copies of competitive reports can be supplied. Suggestions have been made that this number might be increased to fifty, seventy-five or one hundred copies.

The argument in favor of the continuation of the present restrictions—while irksome in some cases—is that to abrogate them would result, as stated by one publisher, "in endless bickerings among competing publishers."

Whether the bureau provide further penalties where audit reports show variations between the publisher's statements and the audit reports is another question to be considered.

The following suggestion has been made:

Let the publisher's statement carry a statement something like this: "On the last audit report on this publication, deductions totalling————were made for these reasons: (listing reasons)."

Let each publisher's statement carry a definite declaration that all of the allowances for unsold, late delivery, missed copies, returns, etc., have been properly deducted from the total of net paid as shown in the statement, and prescribe some adequate penalty for cases where the subsequent audit shows that these deductions have not been made.

Of considerable importance among scheduled discussions at the A. B. C. convention is the matter of determining the difference between morning and evening newspapers. During the year this question has been brought up repeatedly before meetings of the board of directors. Several evening newspapers established such early morning editions that the problem was raised as to whether a new and distinct paper was not thereby formed.



David B. Plum

The questions, "What is a morning paper?" and "What is an evening paper?" were contained in a questionnaire recently issued by the A. B. C. to newspapers on 14 points.

Out of a total of 158 replies to the morning paper question, 24.70, the largest percentage declared for indefinite limitation. In the evening field, 24.06 per cent, also the largest number, were likewise indefinite. The next largest number, 23.43 per cent, classed a morning newspaper as one issuing editions between the hours of 12 midnight and 12 noon, while 20.89 per cent declared an evening newspaper was one issued between the hours of 12 noon and 12 midnight.

Replies to these two questions, together with the remaining 12 of the questionnaire, will be placed in the hands of the A. B. C.'s newspaper division for discussion.

Other questions are:

Where a reward is given for securing a single subscription should it be regarded as a premium or a club raiser offer?

Correspondents and service copies. Should exchange of checks qualify them as paid? Should the pre-date edition of an evening paper be allowed to carry a Sunday date line?

Should contest subscriptions paid for by contestants be recognized as paid circulation?

Returns. Should allowances covering late and missed copies be accepted as such, or should all allowances be considered as representing unsold and equivalent to returns?

Are contests of permanent benefit to a newspaper?

Should the press run in Par. 12 be shown in percentages rather than actual figures?

Should country editions of metropolitan newspapers carry local advertising?

Should present classification of dealers and independent carriers be divided to show independent carriers separately from dealers?

Condition of collections. Should present system be abolished and show only arrears up to one month and three months and three to six months?

How can suburban or trading territory be adjusted to meet the divergent claims of morning and evening newspapers as to its limits?

What safeguard can be put around bonus and salaries to prevent the eating of papers?

When a premium is given, should any reduction in the regular subscription price be permitted?

To each departmental of the A. B. C. will be submitted the following recommendation from the board of directors:

"Resolved, that the managing director be requested to suggest to each division of the bureau the election by the division

(*Continued on page* 28)

SPEARHEAD OF CHICAGO SKYLINE



The new Tribune Tower, nearing structural completion, will be a new sight for the newspaper and advertising people meeting in Chicago next week.

"STICK TO THE JOB" IS VETERAN'S ADVICE

President G. B. Dealey of Dallas News Celebrates 50 Years' Continuous Service, Oct. 12—Began as Office Boy and Advanced to the Top—Employes Tender Anniversary Banquet

FIFTY years of continuous service with one institution, loving and sticking to his job, without desire to leave it—and without offers to change employment—such is the record that will be rounded out on Oct. 12 by George Bannerman Dealey, president of A. H. Belo & Co., publishers of the *Dallas Morning News*, the *Dallas Evening Journal*, the *Dallas Semi-Weekly Farm News* and the *Texas Almanac*. In celebration of his golden anniversary, a banquet will be given at 2 o'clock of that day in the Palm Garden of the Adolphus Hotel, with the 515 officers and employes resident in Dallas and a number of those from other cities present. It is rated as a happy circumstance that the anniversary falls on Sunday, the one day of the week upon which it is possible for all employes of these newspapers to absent themselves for a time from their posts of duty.

Mr. Dealey began his service with this publishing concern on Oct. 12, 1874, at the age of 14, as office boy. Forty-five years later he was elected to the presidency of the institution, after it had many times multiplied in plant, personnel and volume of business. His was a steady climb, not a meteoric flight. He went upward step by step, missing none; step by step, steadily. When he had gotten to the top, the employes staged a celebration. In responding to the felicitations of the occasion, Mr. Dealey said:

"My attainment to my present place is not so much due to any perfection in me as to the fact that I stuck to the job, and that is the advice that I would give to others. Always stick to the job."

Upon other occasions Mr. Dealey has referred to the fact that never since he has been connected with this institution has he been offered a position elsewhere.

"This," he has said, "I account an honor, for it has indicated a wide realization of the fact that I had a good job and was satisfied with it."

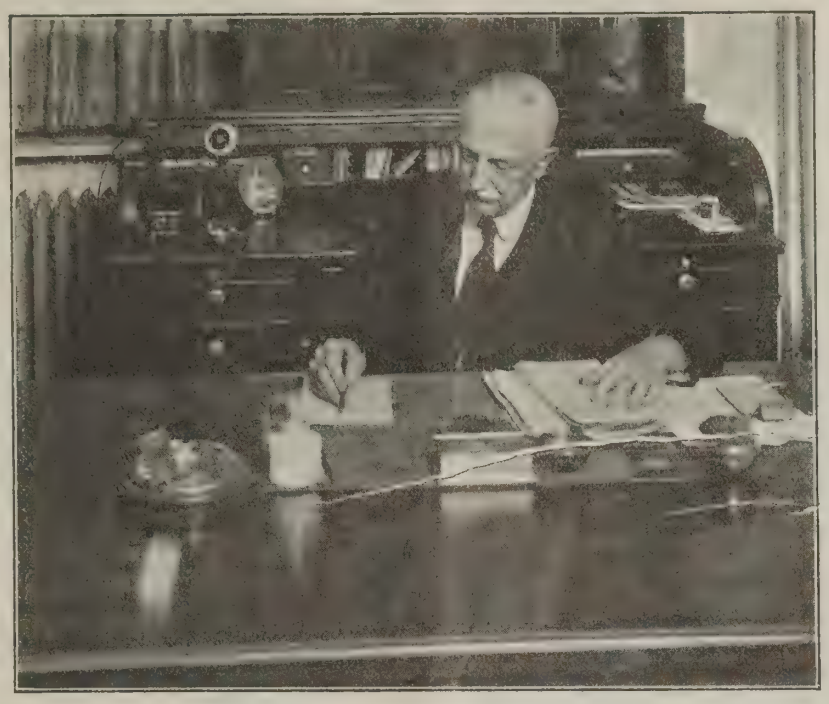
Mr. Dealey began his newspaper career with the *Galveston Daily News*, 32 years after that newspaper had been launched back in the days of the Republic, and at a time when it was owned by the firm of Richardson, Belo & Co. Somewhat after the fashion of the peripathetic country newspaper man of that time, he let it be known that he had "come to stay." The difference is that he stayed, whereas the itinerant publisher did not.

He stayed in that job of office boy, collector, etc., for some six years, during which time, to paraphrase Pinafore,

"He polished them up so spic and spang,
That they made him the ruler of the whole she-bang."

That is to say, in those office boy days he laid the foundation for his rise to the top. The promotions began in 1880, when he was made foreman of the mailing department. Soon thereafter, in this position, he had the honor of explaining the workings of his department to former President U. S. Grant, who was on his trip around the world.

About the same time, young Dealey had an opportunity to render an unusual service, and he did it. Houston had laid a yellow fever quarantine against Galveston. The *Galveston News*' gateway to most of the state was through Houston, which it reached over the line of the Galveston, Houston & Henderson Railroad. With this gateway closed, the Galveston News was bottled up. But the cork was pulled in this way: The Gulf, Colorado & Sante Fe Railway was then under construction from Galveston northwestwardly, its end-of-track then being at Alvin, some 18 miles out. The News was sent out on that line to Alvin, from which point it was forwarded by wagon to rail connections a few miles outside the limits of Houston. That was the first time the Santa Fe carried the United States mails, and young Dealey, duly sworn in as a postoffice employe, was in charge.



George B. Dealey at Work.

It was about this time that a big change had come in the affairs of the Galveston News. Colonel A. H. Belo in 1875 had acquired the interests of Willard Richardson in the property. In 1881, the business was incorporated under the title of A. H. Belo & Co.

It was not long until a change of larger import came, and for it Mr. Dealey went in training. This was the founding of the *Dallas Morning News*. That venture, without precedent, was in contemplation as early as 1883. Mr. Dealey was sent all over northern Texas, visiting nearly every town of consequence, to estimate the probable circulation of the Dallas News, if started. This trip occupied several months. Then, successively, he served as a regular traveling agent for the News, as agent and correspondent at Waco, and as head of the Houston bureau. Finally, in the Summer of 1884, he was located in Dallas as the business manager of the Dallas Morning News, which it had been determined to start on Oct. 1, of that year.

For a little more than 20 years he continued in that position of business manager, directing a very successful and steadily growing business. Early in 1906 he was elected to the office of vice-president and general manager of the corporation, and early in 1920 to the office of president. By this time, the corporation had four publications—the two daily Newses, the *Dallas Journal*, started in 1914; the *Semi-Weekly Farm News*, and the *Texas Almanac*. In March of 1922 the corporation sold the Galveston News to W. L. Moody, Jr., of Galveston, in order to concentrate attention upon its Dallas publications.

Mr. Dealey was born in Manchester, England, Sept. 18, 1859, and came to the United States with his parents in 1870. He had attended the primary schools in Liverpool, and in Galveston he attended the public schools and also a night school. Before entering the service of the News he had worked in a number of business houses in Galveston. He was married on April 9, 1884, to Olivia Allen, of Lexington, Mo. They have five children, three daughters and two sons. The sons are in the service of A. H. Belo & Co., Walter A. as assistant general manager, and E. M. (Ted) as a staff correspondent of the News.

Mr. Dealey's interests center in or radiate from the newspapers of which he is the head. The Who's Who list sums them up thus: LL.D Southern Methodist University, 1921; Pres. United Charities; Hon. V. P. Nat. Housing Assn.; bd. govs. Am. City Planning Inst.; v. p. Nat. Municipal League; v. p. Am. Civic Assn.; 1st v. p. Southwestern Polit. Science Assn.; 2d v. p. Associated Press (1923-4); men. Tex. Hist. Soc., Am. Political Science Assn. Independent Democrat. Presbyn. Scottish Rite Freemason (hon. 33 deg. Ma. Red Cross of Constantine. Clubs: Nat. Press (Washington, D. C.), Country Critic (Dallas), Winslow Park (Ark.) Home, Alice Circle (Highland Pk.).

At the banquet, they are to have on exhibition the little old desk at which "Georgie" Dealey sat and worked when he started as an office boy 50 years ago.

Joseph J. Taylor, the "colyumnist" of the News, is to officiate as toastmaster, and the speakers are to be Thomas Finty, Jr., W. H. Benners, Edwin B. Doran, John F. Lubben, M. W. Florer, Ennis Cargill, Mrs. J. B. Peabody, vice-president of the corporation, and finally Mr. Dealey himself. Charles M. Seay is to pronounce the invocation. A musical program will be given, including songs by Mrs. Albert E. Smith and Miss Evelyn Finty, and violin numbers by Captain Emmett Peck.

As testimonials, Mrs. Peabody is to present to Mr. Dealey a solid gold medal, and the employes of A. H. Belo & Co., one of the 50 solid gold watches that Gruen has made to celebrate the fiftieth anniversary of that concern, both bearing appropriate inscriptions.

That Mr. Dealey's example and his advice, "Always stick to the job," have had effect is seen in the fact that 40 other persons to be present at the banquet have been in the service of A. H. Belo & Co. for 21 years or more, and that many others are nearing their majority in that sense. The 40, with the year of their start with A. H. Belo & Co., are as follows:

Charles M. Seay, 1879; John F. Lubben, 1881; J. D. Lorentz, 1883; A. W. Hughes, 1884; William Greene Sterett, 1885; Thomas M. Rinehart, 1885; Arthur M. Allen, 1885; L. L. Daniels, 1885; De Witt McMurray, 1886; Charles H. Blake, 1886; H. G. Stephenson, 1886; M. W. Florer, 1887; W. A. Page, 1891; W. H. Benners, 1891; W. M. Davis, 1892; George T. Ross, 1894; Thomas B. Baldwin, 1894; J. E. Taggart, 1895; R. B. Cammack, 1895; Edwin B. Doran, 1895; C. H. Taggart, 1896; F. B. Richmond, 1896; Thomas W. Porter, 1897; Tom Finty, Jr., 1897; W. L. Maynard, 1897; W. M. Thornton, 1898; A. P. Vaughan, 1898; George W. Morriss, 1899; John Sneed, 1899; A. L. Harper, 1899; T. E. Cornelius, 1900; W. E. Graul, 1900; H. W. Maxwell, 1900; H. C. Scott, 1900; L. E. Hamilton, 1900; Miss Jennie Hogg, 1901; Harold Ward, 1902; W. S. Adair, 1902; W. A. Wright, 1903; James A. Maddox, 1903.

DALLAS NEWS PAYS TRIBUTE TO ITS READERS ON 40TH BIRTHDAY

UNDER the caption "The News Seeks to Pay a Debt of Honor" the following editorial appeared in the *Dallas News*, on Oct. 1, that newspaper's 40th anniversary:

"By some strange reversal of the rightful order of things it is the custom among us to receive greetings and felicitations upon attaining a birthday. Rather ought the child to honor his parents on the anniversary of that day of sacrifice, and institutions themselves might do the like for those who have raised them up and held them high through good fortune and adversity. In that feeling the *Dallas Morning News* enters upon its fortieth year today.

"Thirty-nine years ago today the News had its first morning in Dallas. But, reckoned from the beginning of the enterprise which brought the News to Dallas, its traditions and its policies find their root in the days of the Republic of Texas. To its sustenance and growth many able men now dead gave the best that was in them. For their goodly gift their successors pause today in grateful acknowledgment.

"But the prestige of the News can not be fully explained by the loyalty of employes living or dead. Unsuspected by themselves and little acclaimed by others, thousands of citizens of Dallas and of Texas have really made the News. You who read have had your part. The News is human enough to wish to thank you.

"What you have allotted to its business support has helped, of course, for the News is by necessity a business establishment. But on a finer scale of values the outstanding contribution of a subscriber to the News is the countenance of his patronage. The overlooking of that is easy. And yet upon just that rests the character, the integrity—the moral fiber, if you please, of the News.

"According as you and thousands of others approve, the News has strength. It were a base spirit indeed which had no room for gratitude that so generally that approval has been enjoyed. The giving of it, perhaps, was not meant as a favor. Rather it has been the expression of a community of purpose, a continuing desire for fidelity to truth, faithfulness to principle and friendliness to man. Where the News has erred, you have condemned it—and forgiven it. Where it has led aright, you have praised it—and given it aid.

"You have been, in short, a neighbor to the News, and as a neighbor the News could not wish you else than godspeed and happiness."

BOYCE-ITE WON NATIONAL DISTRIBUTION IN A YEAR THROUGH NEWSPAPERS

Remarkable Success Attributed Directly to Newspaper Advertising—Used Small Town Dailies First, Then Entered Larger Centers

By HAMMOND EDWARD FRANKLIN

JUST about a year ago the first advertisement for Boyce-ite, a concentrated product for use in gasoline, was published at Hartford, Conn., in a small tryout campaign. Today this product may be bought anywhere throughout the country and is selling in tremendous volume. A large measure of credit for this result is accorded the newspaper of America.

Recently the executives of the Boyce & Veeder Co., Inc., Long Island City, N. Y., have been checking over their sales to find which markets have been weak and which strong. It is more than a coincidence that any weak spots in Boyce-ite sales are where the company did not use newspaper advertising, and the sections where sales made the best showing are where liberal newspaper space was used. The company plans to go into weak territories shortly with powerful newspaper campaigns.

The company put on a crew of four men to call on the dealers in and near Hartford in advance of the advertising. Six dollars' worth, the price of ten packages, was all the men wished to sell each dealer, the order to be filled through whatever jobber the dealer preferred. The advertising was not to be billed until the advertising had appeared. The company believed that if the product "took on" in Hartford, it would all through the country.

The makers of Boyce-ite had been warned by some "advisers" that the product could not be marketed other than through an exclusive jobber in each section, that newspaper advertising would fall down, that newspaper co-operation "didn't mean anything" and that there were other and better ways to get their product over quickly.

At Hartford the interest and co-operation extended by newspaper executives was convincing proof that the long-faced prognostications offered by pessimists were made up 99⅔ per cent of "bosh," at least so far as Boyce-ite was concerned. A large degree of help was extended in information and in direct assistance to the sales force from the start. Results at Hartford were encouraging, although the tryout indicated the wisdom of shaping the container to fit the pocket of all makes of cars and of using larger and more dominant space rather than small space published often.

The advertising was in charge of Dorrance, Sullivan & Co., New York.

"Great credit must be given the newspapers of the various trading centers on Boyce-ite for their co-operation in the matter of arranging route lists and analyzing markets before sales crews were placed in the territories," Horace Cleveland, vice-president of Dorrance, Sullivan & Co., outlined. "The work of preliminary analysis proved to be invaluable particularly in the timing of the sales campaigns.

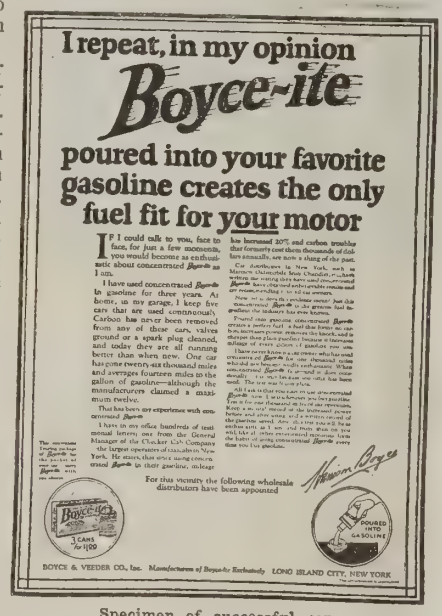
"Adverse business conditions reported would tend to hold off our work on a market until the complexion of it had changed. On the other hand, particularly favorable reports such as the announcement of heavy crops or the resumption of manufacturing activity would point to the advisability of working the market immediately.

"The reports received from the newspapers were checked with the Federal Reserve reports and those of statistical organizations. Thus, the sales work and newspaper advertising were planned to hit a market when most receptive, when money was being spent."

The company learned from its experience the value of cultivating the smaller towns around the large centers first, a method of attack which is not fully appreciated by all manufacturers out for increased distribution.

The publisher of the smaller city paper is likely to know the local dealers personally. There is not so large a territory to cover with salesmen, nor are the dealers likely to be quite so hard-boiled and skeptical.

At Poughkeepsie, N. Y., for instance, the business manager and editor of the newspaper are friends of the jobber, whereas in a large center it is seldom so close a personal relationship exists. So Boyce & Veeder Company started up activity in the smaller places around the big center, placing small stocks and getting demand stirred up, knowing that when the supply ran out the dealers would apply to jobbers in the big centers, who thus would hear a call for the product and be more interested when the big markets were invaded. The cost of advertising in smaller places was much less than for metropolitan campaigns.


I repeat, in my opinion
Boyce-ite
poured into your favorite gasoline creates the only fuel fit for your motor

IF I could talk to you, face to face, for just a few moments, you would become as enthusiastic about concentrated Boyce-ite as I am.

I have used concentrated Boyce-ite in gasoline for three years. At home, in my garage, I keep five cars that are used continously. Carbon has never been removed from any of these cars, valves ground or a spark plug cleaned, and today they are all running better than when new. One car has gone twenty-six thousand miles and averages fourteen miles to the gallon of gasoline—although the manufacturers claimed a maximum twelve.

That has been my experience with concentrated Boyce-ite

I have in my office hundreds of testimonial letters, one from the General Manager of the Checker Cab Company the largest operators of taxicabs in New York. He states, that since using concentrated Boyce-ite in their gasoline, mileage has increased 30% and carbon troubles that formerly cost them thousands of dollars annually, are now a thing of the past.

Car distributors in New York, such as Morrison Chevrolet, Inc., Chandler, Franklin, are using the Boyce-ite and recommend Boyce-ite. Save the cost of new parts, time and car repairs, and like it—let us prove it.

Now, as a step in confidence owner! Just this concentrated Boyce-ite in the gasoline and let gasoline the mileage it has ever known.

Poured into gasoline, concentrated Boyce-ite creates a perfect fuel—a fuel that burns so completely that more power removes the knock, and is cheaper than plain gasoline because it increases mileage of every gallon of gasoline you use.

I have never known a car owner who had used concentrated Boyce-ite for one thousand miles who was not a Boyce-ite enthusiast. When once poured Boyce-ite into—and it does come easily. I am sure you will be one who has been used. The first step is yours.

All I ask is that you start to use concentrated Boyce-ite. Let it do for you what it has done for others. Keep a car owner's record of the mileage before and after using, and a written record of the gasoline saved. Are it is true as I say it is, you will like it as well and more than do you will like the idea of using concentrated Boyce-ite every time you buy gasoline.

Harrison Boyce

For this vicinity the following wholesale distributors have been appointed

BOYCE & VEEDER CO., Inc. Manufacturers of Boyce-ite Exclusively LONG ISLAND CITY, NEW YORK

Specimen of successful copy.

Before New York was approached directly, Stamford and Greenwich, Conn., were thoroughly canvassed, distribution being followed by local advertising campaigns. Poughkeepsie and nearby territory were combed, then advertising was run. In New Jersey, the same line of approach had been followed at Newark, Jersey City, Paterson, Hackensack, Elizabeth and Trenton. This all broke the ice for the venture into New York.

The same plan followed elsewhere also meant that the metropolitan newspaper advertising re-covered the adjoining smaller places. The experience of Boyce-ite indicates that publishers of the smaller newspapers are right in claiming a part of contracts issued for national advertising campaigns.

Harrison Boyce (who is inventor of the Boyce Moto-Meter), president of the company, after experimenting with various sizes of copy, concluded the most effective for his sales results was to open with full pages and follow with advertisements of not less than 1,000 lines. Large space made the proposition have more importance and the story stick out more strongly. The reaction to the advertising in each city was prompt. For instance, the company found it could advertise in a city like Cincinnati on Friday and in the next Thursday's mail receive orders from the jobbers in that city. The introduction campaigns varied in length from a month to six months, according to local conditions.

Every advertisement appeared over Mr. Boyce's signature. It sounds more like one man talking to another than writing. The heading is of strong hand lettering and the border distinctive. Space is left for insertion in 18 point Cheltenham bold of the names of wholesale distributors.

"I repeat, in my opinion BOYCE-ITE poured into your favorite gasoline creates the only fuel fit for your motor," one head-line affirms.

A diagram shows a can being poured into the tank and another diagram shows the three-can box.

The latest development is Boyce-ite Treated Gas, termed "The only fuel fit for your motor," also being advertised over Mr. Boyce's signature in the newspapers as local gasoline distributors are lined up.

To distinguish it from ordinary gasoline, this is blue-green in color and may be seen through a visible pump on its way into the tank cars.

A reward of $5,000 was offered by Mr. Boyce to nail false rumors spread about his product. This was featured in large newspaper space. In another advertisement, testimonials were featured. Another stressed using the product continuously. Magazines and some outdoor display have been used as well as helps for dealers.

Results talk.

The first can of Boyce-ite was sold to the consumer Sept. 10, 1923, at Hartford. On June 12 of this year the company had attained national distribution, with 95 per cent of the country's area covered, and more than 90 per cent distribution in that area. The company started with a small factory at Long Island City. Now it is operating a large plant at Farmingdale, Long Island, with a capacity of 150,000 cans a day, and this plant is being doubled in size and capacity to meet the demand.

At a conservative estimate, since September of last year, more than 10,000,000 cans of Boyce-ite have been sold.

Could this result have been obtained without the help of the newspapers? "Roll your own" answer.

TO DISCUSS POSTAL RATES

A. N. P. A. Calls Special Meeting for Chicago Next Week

At the call of the postal committee of the American Newspaper Publishers Association, of which J. D. Barnum, publisher of the *Syracuse* (N.Y.) *Post-Standard* is chairman, a special meeting of publishers will be held at the University Club, Chicago, next week, to discuss postal legislation.

The Southern Newspaper Publishers' Association will be represented at the meeting by Urey Woodson, publisher of the *Owensboro* (Ky.) *Messenger;* Homer Guard, representing the Inland Daily Press Association, and Frederick W. Hume, National Publishers Association.

A. G. Newmyer, president of the S. N. P. A. is also vice-chairman of A. N. P. A's. postal committee.

SEPTEMBER LINEAGE GREATEST FOR MONTH IN NEW YORK NEWSPAPER HISTORY

NEW YORK'S newspapers carried more advertising during September, 1924, than they have ever printed during that month, the opening of the Autumn campaigns. The total was 14,200,418 agate lines, 4,178,816 lines more than last September, and 1,364,802 lines ahead of the previous record for the month, which was made in 1922. The great gain over September, 1923, was due chiefly to the lack of advertising for eight days during the pressman's strike in 1923.

There is no doubt, however, that the trend in New York advertising is sharply upward. Ten of the thirteen papers whose existence dates back of 1924 enjoyed the heaviest September patronage of their history. Only one fell behind the curtailed September, 1923 lineage. The total business of the Herald and the Evening Mail, listed last year but not now as individuals, was 1,138,906 agate lines. The lineage of the newcomers, the Mirror and the Bulletin, totals 556,268 agate lines. September, 1923, had five Sundays against four in 1924, but received the advertising benefit of only four, due to the oft-mentioned strike of the pressmen.

These and other definite indications that advertising is climbing again, appear in the tables which follow:

SEPTEMBER, 1924-1923

Pages 1924	Pages 1923		Percentage of Total Space	1924	1923	Gain	Loss
1,260	974	American	8.5	1,206,792	913,642	293,150	.....
....	804	Herald	...	.....	§736,822	.....	.....
1,262	778	Herald Tribune	9.4	1,333,986	628,436	705,550	.....
814	....	*Mirror (Tabloid)	2.5	359,010	‖.....	.....	.....
1,068	816	News (Tabloid)	3.5	500,636	285,886	214,750	.....
1,746	1,116	Times	17.9	2,531,332	1,433,464	1,097,868	.....
1,262	906	World	11.1	1,576 226	1,126,548	449,678	.....
350	....	*Evening Bulletin	1.4	197,258	**.....	.....	.....
1,112	648	*Evening Journal	8.6	1,223,742	630,378	593,364	.....
....	404	*Evening Mail	...	.....	¶402,084	.....	.....
714	506	*Evening Post	2.5	367,900	397,288	.....	29,388
686	454	*Evening World	4.8	680,406	419,044	261.362	.....
856	504	*Sun	8.0	1,139,532	601.640	537,892	.....
638	480	*Telegram and Mail	5.3	748,592	††540,070	208,522	.....
1,122	800	Brooklyn Eagle	9.7	1,377.046	1,049,342	327.704	.....
518	442	Brooklyn Times	2.8	302,468	339,500	52.968	.....
558	478	Standard-Union	4.0	565,492	517,458	48,034	.....
13,966	10,110	Totals		14,200,418	10,021,602	4,178,816 Net Gain.	.....

*No Sunday edition.
¶Telegram and Mail combined January 28, 1924 Sunday issue discontinued March 16, 1924.
††Evening Telegram carried 118,056 lines in the 5 Sunday issues of September, 1923; this lineage is included.
§Herald and Tribune combined March 19, 1924.
**Evening Bulletin first issue June 19, 1924.
‖Mirror (Tabloid) first issue June 24, 1924.
General strike of the New York newspaper pressmen September 18 to September 26, 1923, inclusive.

SEPTEMBER, 1924-1918

	1924	1923	1922	1921	1920	1919	1928
American	1,206,792	913,642	891,362	788,818	815,126	935 638	701,797
Herald	.....	736,822	982,604	967,058	1,041,284	755,556	573,890
Herald Tribune	1,333,986	628,436	724,190	753,188	799,570	707,858	328,750
Mirror (Tabloid)	359.010	.....	.....	.....	.....	.....	.....
News (Tabloid)	500,636	285,886	252,596	257,694	181,804	.....	.....
Times	2.531.332	1,433,464	2,074.500	1,851.767	1,897,614	1,785,816	1,240,057
World	1,576,226	1,126,548	1,527,720	1,176,962	1,524,068	1,562,780	1,387,429
Eve. Bulletin	197.258	.....	.....	.....	.....	.....	.....
Eve. Journal	1,223,742	630.378	938,506	919,910	793,936	785,234	512,630
Eve. Mail	.....	402,084	468,138	490.212	500,280	371,892	243,687
Eve. Post	367,900	397,288	316,930	378,494	416.094	405.483	255,711
Eve. World	680,406	419,044	636,952	737.182	723.496	624.650	377.953
Globe	.....	‡.....	565,798	645,092	563,202	718,238	427,993
Sun	1,139,532	601,640	756,480	706,318	737,914	755.718	425,648
Telegram and Mail	748.592	540,070	584,950	542,536	540.294	730.156	656,165
Brooklyn Eagle	1,377,046	1,049,342	1,250,910	1,112,568	1,097.764	1,033,718	699,665
Brooklyn Times	392,468	339,500	253,154	296,588	316.538	†.....	†.....
Standard Union	565,492	517,458	610,826	559,572	698,786	573,092	471,537
	14,200,418	10,021,602	12,835,616	12,813,959	12,647,770	11,745,829	8,302,912

†Figures not recorded.
‡Sun and Globe combined June 4, 1923, name changed to Sun March 10, 1924.

Decade of Detroit News Rotogravure Proves Its Worth



TEN YEARS ago The Detroit News introduced its Rotogravure Section to Michigan. At that time there were few newspapers that foresaw the ultimate possibilities of Rotogravure. The News was one of these pioneers and benefited almost from the start. At the inception of the Rotogravure Section the circulation of The Sunday News was 110,000. Circulation began to rise immediately. By 1916 it reached 170,000. Then the Rotogravure Section was increased to eight pages and the circulation again began to rise. Now it is well over 285,000. Inasmuch as no other change in editorial content of so equally radical a nature took place during this period the Rotogravure Section must be given the credit for much of the great circulation increase of The Sunday News, which now surpasses even that of its week day issue.

Advertisers wishing to cover the rich Detroit field and to take the utmost advantage of the great circulation of The Sunday News should use this perfect attention compelling medium. The Detroit News has led in Rotogravure advertising from its inception and printed so far this year 95% more Rotogravure advertising than the second Sunday paper.

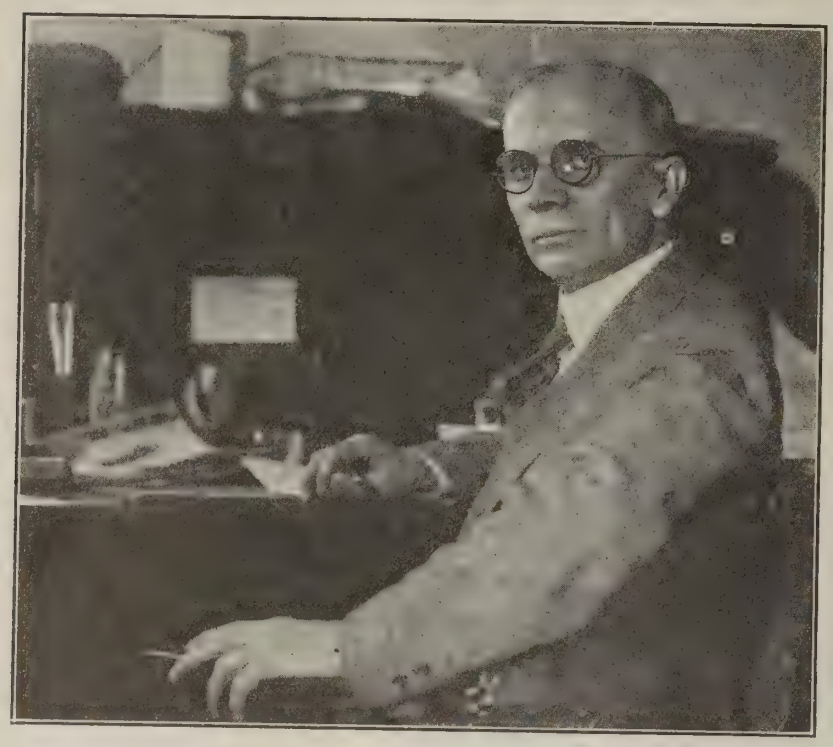
The Detroit News

News Square — Detroit, Michigan

Greatest Circulation Week Day or Sunday in Michigan

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



FREDERICK B. FORBES—Editorial Success Depends on Business Success.

"THE first requisite of a newspaper is that it be a commercial success. If it can't pay its way, it will soon seek to perform any public function except that which it fulfills in the sheriff's sale."

So believes Frederick B. Forbes, managing editor of the *Philadelphia North American,* a serious, straight-thinking newspaper executive.

"Now, please do not misunderstand me," he requested. "Do not think me one of those cynical newspaper men who believe that a newspaper is exclusively a mercantile proposition. While it is true that newspapers are privately owned, it is equally true that the constitution and the statutes endow newspapers with special privileges and powers, and also impose on newspapers profound obligations of public service.

"But, before they can perform such public service adequately, they must be made business successes. If a newpaper is not a paying proposition it soon becomes a very impotent weapon with which to fight the battles of the public. So whatever ideals of public service a newspaper may have, its first duty to the public is to make it a business success.

"The fundamental principle of such success is to make an entertaining paper, and the basis of an entertaining newspaper is news.

"To get and to keep readers and to keep the confidence of the public the newspaper's news must be first, last and always honest.

"The editor who poisons news is the most despised figure in the newspaper world. Editorials denouncing this practice would fill a library if collected, and yet, many of the very editors who have written such editorials have been guilty of the practice. They salve their consciences with the unction that they are guiding public opinion for righteousness. But every poisoner of news thinks he is doing it in a good cause. There is only one honest course, and that is to be honest. Print the news, decide on what has its first call on your space by the standard of readers' interest.

"While the circulation department of a newspaper sells the product, no amount of enterprise, no premium or other schemes can keep up the sales if the newspaper itself does not attract and keep readers.

"It is the business of a managing editor as the director of production, to see that his paper presents the news honestly, clearly and concisely. He should have men about him who can select that which has the widest interest and present it in the most attractive way. He should then add to his paper entertainment in proportion to the need of the season, by the selection of timely, atractive and interesting features. This formula backed by progressive business policies will make it possible to publish a successful newspaper in any field.

"The editor will then have an instrument for tremendous good in promoting honest government and in developing clean public opinion.

"But, unless the paper is made first of all with a view to its selling qualities, he will find that the editor has a weak weapon with which to fight the public wrong or promote the public good.

"Summing up, I would say honesty, impartiality, fairness and conciseness in presenting news and a discriminating taste in selecting entertaining features are the fundamentals of a managing editor's work."

Ever since he was 14 years old, Forbes has had intimate contact with newspaper offices, and today knows the business thoroughly.

When he first started newspaper work, it was as printer's devil on the *Carbondale* (Pa.) *Leader,* a bi-weekly. His first assignment was to man a broom and sweep out the entire shop. Next he was intrusted with the important duty of building the office fire.

From this work, he became a journeyman printer, working in job shops in Pennsylvania and New York until he was 19 years old, when he returned to Carbondale to become teacher in one of the public schools.

He had a knack for writing and was a conscientious student. He read law and passed the bar examinations, but then decided that he did not want to practice. Instead, he heard again the call of the newspaper, and became editorial writer on a Carbondale daily. This was when he was 22 years old.

After a short time, he left Carbondale to become editorial writer on the *Scranton Republican,* where he remained 3 years, transferring to the *Williamsport* (Pa.) *Grit.*

In 1905, he joined the staff of the Philadelphia North American as copy reader. Within four months he was promoted to assistant managing editor. For seven years he combined this position with that of special writer, spending considerable time on out-of-town stories. He covered the Roosevelt campaign at this time for the North American.

At the end of four years of this work, he began writing editorials exclusively, being with E. A. Van Valkenberg, editor. He was made managing editor in 1914 and has held that position ever since.

Concentrated Circulation

Of the more than 250,000 intelligent, ready-to-buy, able-to-pay, average daily purchasers of The Sun, 97% live in New York's trading area.

The Sun has a larger proportion of its circulation in the territory that New York advertisers prefer than any other New York newspaper.

The Sun

New York City

Average net paid circulation exceeding 250,000

Calls Meeting of German Dailies

August J. Fertig, editor of the *Cleveland Waechter & Anzeiger,* and president of the German Newspaper Publishers' Association, has called a meeting of the German dailies in the country, to be held in Chicago, Oct. 14.

The object of the German paper publishers meet is to get a more representative membership from their ranks in the A. B. C., according to Mr. Fertig.

Cleveland Dailies Gain Circulation

Every newspaper in Cleveland showed substantial circulation gains for the last six months in the circulation figures published Oct. 3. The *Plain Dealer* rose from 192,000 to 210,000 daily average; the *Press* jumped from 187,000 to 194,000 daily average (six business days a week); the *News* rose from 161,000 to 164,000 daily average and the *Times and Commercial* jumped from 21,000 to 26,400 daily average (six business days a week.)

Canadian Newsprint for Britain

The Canadian Export Paper Company is looking forward to a new field opening in England as a market for Canadian newsprint as the result of a contract entered into by Price Bros. & Co. with the *London Daily Express* for the shipment of a large quantity of newsprint to England regularly. The amount covered in the agreement is understood to be in the neighborhood of 15,000 tons, which would cover a daily production of 50 tons for a whole year, and run in the aggregate at present prices to over $1,000,000.

Railroads Increase Ad Budget

The original $1,000,000 advertising campaign previously planned by the Chicago, Burlington & Quincy, Northern Pacific and Great Northern railroad companies will be increased to $1,500,000, it has been decided by the traffic managers and agricultural experts of those roads after a tour of Montana, Idaho and Washington State. The officials conclude that now is the best time to advertise that section.

MORNING PAPERS THE *GET ACTION SAME DAY*

CINCINNATI from a Buying Standpoint

As four newspapers serve the Cincinnati market, the advertising or agency man is up against a difficult problem to select the newspaper best fitted to his needs.

Three of these newspapers claim complete coverage and two out of the three argue circulation.

But in this market there is one paper that is PREDOMINANT: The Cincinnati Enquirer. Its Sunday edition covers practically every home in town, and its daily circulation is with the upper and the strong middle class—the class that earns over 82% of Cincinnati's total income.

The Enquirer offers a kindly audience to advertisers—and an intimate and influential interest in every account that it carries.

Our Merchandising Dept. will furnish route lists, surveys, etc.

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers



In St. Louis more than 500 National Advertisers use the POST-DISPATCH *Exclusively*

More than 500 National Advertisers, coming from great and small advertising centers in the United States, depended entirely upon the Post-Dispatch to introduce and maintain the sale of their products in St. Louis and the Great Southwest during the first six months of 1924.

This striking endorsement of the Post-Dispatch is not restricted to any class or price of merchandise. Keen advertisers in every line have found success in this great territory through CONCENTRATING their advertising in ONE newspaper, the Post-Dispatch, which has sales-making influence both with the merchant and the consumer

These successful National Advertisers, like Home Merchants, measure the value of advertising by the results it produces—that is why the Post - Dispatch published 42% of all the National Advertising carried by the four St Louis newspapers during the first six months of 1924.

Ask the Home Merchant why he, too, prefers the Post-Dispatch, and he will tell you that for more than 25 years the business men in the 15 important divisions of retail selling in St. Louis have found the Post-Dispatch more productive than any other newspaper. During the first six months of 1924 the preference of these Home Merchants was so emphatic that they used 53% of all of their newspaper advertising in the Post-Dispatch alone, more than in all three other newspapers COMBINED.

Here are a few of the 500 National Advertisers who used the St. Louis POST-DISPATCH exclusively during the first six months of 1924:

Ask any of these Exclusive Advertisers WHY they Concentrate

A. B. C. ELECTRIC WASHERS
AMERICAN THERMOS BOTTLE
ANDREW JERGENS CO
AZUREA PERFUMES
BEEMAN'S GUM
BERRY BROS. VARNISH
BLUHILL CHEESE
BOYLES OLD ENGLISH WAX
BUTTERFIELD & CO., FRED
BUTTERICK PUBLISHING CO
CARACO SHAMPOO
COHEN, GOLDMAN & CO
COLGATE & CO. (FAB)
CREME ANGELUS
CROSSLEY RADIO CORP
CROWN CORSET CO.
DEL MONTE CANNED FRUITS
DJER KISS PERFUME
EASTMAN KODAKS
EDUCATOR SHOES
EIGIN WATCHES
EL PRODUCTO CIGARS
ENOZ CHEMICAL CO
FIRESTONE APSLEY RUB CO
FLEISCHMAN CO
GENERAL PHONO CO
GREBE & CO., A. H.
GREEN RIVER
HEARST'S AMERICAN WEEKLY
HENNAFOAM.
HICKORY GARTERS
HOFSTRA
HOLLAND FURNACE CO
HOOVER VACUUM SWEEPERS
HOT POINT PRODUCTS
HOUBIGANT PERFUMES
ILLINOIS REFRIGERATOR CO
IELKE MARGARINE
JOHANSEN BROS. SHOE CO
JOHN RUSKIN CIGAR.
JOHNSON FLOOR VARNISH
KAUFMAN & BROS., CHAS
KIMLARK RUGS
KIRK CO., JAS. S
KLEEN HEAT OIL BURNER
LA FRANCE MFG. CO.
LA MAY FACE POWDER.
LANDERS FRARY & CLARK
LEE UNIONALLS.
LEGGETT & CO., FRANCIS H
LIEDERMAN, EARL E
LISTERINE.
LLOYD MFG. CO
LORRAINE HAIR NETS
LUX.
NIAGARA WALL PAPER CO
NORTHERN PAPER MILLS
NUBONE CORSET CO
NUJOL.
ONYX HOSIERY
PARAPAD CO.
PICTORIAL REVIEW
PHOENIX HOSIERY
PLUTO WATER
POMPEIAN CO
PROCTOR & GAMBLE
Q. R. S. MUSIC ROLLS
RADIO CORP OF AMERICA
RAND CO.
RUBBERSET CO
SALADA TEA.
SIMMONS BEDS
SONORA PHONOGRAPH.
S. O. S. ALUM CLEANER
STANDARD OIL CO (FLIT)
STANDARD TEXTILE CO
STEARNS ELECTRIC PASTE
STORY & CLARK.
STREET & SMITH.
SUNBEAM ELECTRIC IRON
SWEETHEART SOAP
SWOBODA, A. P
TINTEX.
THOR ELECTRIC WASHERS
UNDERWOOD & CO., WM.
U. S. RUBBER CO. (JAR RINGS)
VAN RAALTE SILKS
WARNER BROS. CORSETS
WASMUTH ENDICOTT
WENATCHEE APPLES.
WHITTALL RUGS.
WOMAN'S HOME COMPANION
YEAST FOAM.
YUCATAN GUM
ZONITE



ST. LOUIS POST-DISPATCH

FIRST IN ST. LOUIS CIRCULATION - FIRST IN ADVERTISING - FIRST IN EVERYTHING

NATIONAL ADVERTISING OFFICES

EASTERN ADVERTISING OFFICE: World Building, New York
R. A. Fletcher, Manager. Telephone Beekman 4902.

DETROIT OFFICE: General Motors Bldg.

SAN FRANCISCO OFFICE: 564 Market St.

LOS ANGELES OFFICE: Title Insurance Bldg.

WESTERN ADVERTISING OFFICE: Mallers Building, Chicago
P. L. Henriquez, Manager. Telephone Dearborn 4636.

KANSAS CITY OFFICE: Coca Cola Bldg.

SEATTLE OFFICE: Securities Bldg.

JUNIUS B. WOOD OF CHICAGO NEWS SOLE CIVILIAN ON SHENANDOAH

Brilliant Correspondent Adds to Distinction on Historic Flight—Covered Arms Conference and Japan's Quake—Called "Pershing's Pet" in War

THE Shenandoah, giant dirigible of the United States navy, will sail through columns and columns of newspaper space during the next 17 days on her history making flight from Lakehurst, N. J., to the Pacific Coast and back a distance of 7,000 miles.



JUNIUS B. WOOD

And the sole newspaper man on board, the writer who will be responsible for a great share of those columns, is Junius B. Wood of the *Chicago Daily News*, war correspondent and adventurer.

Of course all press associations and many newspapers applied for the right to have their respresentative the single civilian allowed in the dirigible's gondolas to give the public its news from the air of the Shenandoah's journey.

But, when the ship glided away from her mooring mast at Lakehurst this week, Wood was the only newspaper man allowed to go. The answer why is the story of Wood's newspaper career.

Wood, known as "the newspaper man who is always going somewhere," was recalled from the Far East, where he covered the Japanese earthquake, in order that he might personally make application for a place with the crew of the Shenandoah on its trip to the North Pole, which former Secretary of the Navy Denby was planning. Before Wood arrived in Washington, Denby had resigned and the North Pole trip was abandoned.

It naturally followed that the strong recommendations of Wood which had been placed before the navy department and the high regard felt for him by men like Gen. Pershing and Admiral Moffett, sufficed, with the approval of the various press associations, which knew him as a square dealing, competent correspondent to win for him the distinction of being the dirigible's only civilian passenger on its present cross-continent flight.

For ten years Wood has been looking for trouble in distant lands. Usually he has found it. Previous to going far afield for news, he had won, by enterprise and hard work, the distinction of being recognized as "The Best Newspaper Reporter in Chicago."

A graduate of the University of Michigan, where he made a record as an athlete—he was a mile runner on the track team, running second in the western collegiate meet in 1897 and again second in the meet of 1898—he took to newspaper work as a duck takes to water. His reputation for getting whatever he went after was soon well established and, being a glutton for work, he was usually accommodated with the most difficult and most spectacular assignments.

Wood was at Vera Cruz with the American Marines after they captured that city. He was with General Pershing on the celebrated chase of Villa into Mexico and he participated in many of the weird adventures of that expedition. His exposure of the shocking condition of the American Army airplanes endeared him to the army officers who suffered from that situation. When the United States entered the war he reached France before General Pershing, and stayed in France and Germany until the American troops began to come back from beyond the Rhine.

Wood won unique distinction with the American forces, not only because he was in the front trenches with them much of the time and under fire innumerable times, but because in battles he made it his special duty to tell in his dispatches what individual soldiers did. The consequence was that his long reports on what happened to fighting men of Massachusetts, Pennsylvania, Iowa, and the other States read like so many rolls of honor. These chronicles of the achievements of individual doughboys are still treasured in thousands of American homes.

Wood and General Pershing had achieved a special liking for each other. Envious correspondents called him "Pershing's Pet." Not infrequently Pershing would use Wood's vigorous pen to make known conditions that needed rectifying. On trips of inspection by the Commander in Chief, Wood frequently was the one civilian member of the party. Because he was fearless, outspoken and not to be bullied or terrified by any number of stars on an Army uniform, he was accepted throughout the Army as a valued champion of fighting men of all ranks. He was especially liked by the fighting Generals because he was always at the front and was always endeavoring to get the exact facts regarding any action that had been fought. As an example of his thoroughness, it may be said that for weeks after the Armistice he scoured France and Germany, interviewing hundreds of officers and privates to discover evidence that would settle the great dispute between the First Division and the Rainbow Division regarding which of them won the famous race to Sedan.

When the war was over and the American soldiers had mainly returned home, Wood also came back and soon was sent by the Daily News to the Far East, where for many months he traveled through Siberia, Manchuria, China, Japan and the Philippines, reporting conditions in those countries. When the Limitation of Armaments Conference was about to meet in Washington, Wood was ordered back to assist his newspaper at the conference, because of his special knowledge of conditions in the Far East. The conference over, Wood returned to the Orient by way of Europe and Asia Minor and traveling across the Arabian Desert. Previous to the Japanese earthquake of September, 1923, Wood and his wife had been making their home at the Grand Hotel in Yokohama. Just a few days before the earthquake Wood started for Mukden to interview the Manchurian War Lord, Chang Tso Lin, while Mrs. Wood went to a Japanese summer resort outside of the city. The Grand Hotel was destroyed by the earthquake and many persons were killed.

Since Wood's return from the Orient a few months ago he has written some notable articles.

Protests from various sources over the arrangements for covering the news of the transcontinental flight of the Navy dirigible Shenandoah has caused Secretary Wilbur to instruct the commanding officer of the ship to see that no favoritism is shown or advantage given to the *Chicago Daily News* because Mr. Wood is the press observer aboard the ship.

Apparently captions put upon Mr. Wood's first story the day the Shenandoah left Lakehurst, N. J., and a Chicago Daily News copyright line also carried, gave the impression that the News was representing that Wood was covering the story exclusively for the News, or at least every advantage was being taken of the fact that he was a News man.

An exchange of messages between Secretary Wilbur and the publisher of the Daily News resulted in assurances from the newspaper that Wood represented all news services on a basis of equality.

SONGS OF THE CRAFT

(Written exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

THE ERUDITE.

I am a linguist, verging on renown.
My mind runs glib to every written tongue;
Rare the derivatives I can't trace down—
I hunt them early and I catch them young.
Scarce is the patois I have not dug through
Of race extinct and hidden *parlez vous.*

Masters there are who search the chiseled word
Of hieroglyphics and the cuneiform,
Writing down sounds of signs they've never heard,
Bringing them cold from stone to make them warm.
I who would use them, bide my time and hook them
From those back pages where the Wise Men book them.

Thus do I delve, when I must have a phrase
To round a period, to impress a mind;
Knowing the Dictionary secret pays
When one gets credit for an easy find!
Thus I became a Wise Guy in my town,
Known as a linguist verging on renown.

MOST NEWS
The largest morning daily circulation in Pittsburgh
The Pittsburgh Post
MORNING AND SUNDAY
Daily Circulation 118,000
Sunday Circulation 175,000
Member A. B. C.

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia
and GROWING!

First Choice in Tulsa

The Vandever Dry Goods Co., opening a new department store home, selected The Tulsa Tribune to carry a special section of advertising.

The Tribune published an 18-page section—the largest ever run for any Oklahoma department store.

The fact that The Tribune is first choice IN TULSA is food for thought by national advertisers who want to use the logical medium to sell to Tulsa and vicinity.

The TULSA TRIBUNE
Published Evenings and Sunday Mornings
GREATER READER INTEREST MORE FEATURES
BETTER RESULTS in Tulsa and Tulsa's Trade Territory Than Any Other Tulsa Publication.
If it's good for the local advertiser, it's good for the national advertiser

WHAT THE A. B. C. REPORTS WILL NEVER TELL NATIONAL ADVERTISERS ABOUT COLUMBUS, GA.

HERE'S A CLOSE-UP of the ENQUIRER-SUN by A. T. ROBERTS Vice-President Southland Pecan Co.

SOUTHLAND PECAN COMPANY
GROWERS AND SHELLERS
Office of the Vice-President.
COLUMBUS, Ga., Sept. 9, 1924.

Mr. Julian Harris,
Editor Enquirer-Sun,
Columbus, Georgia.

Dear Mr. Harris:

I question whether any but a newspaper man can fully appreciate the distinction accorded The Enquirer-Sun and you, and the city of Columbus as well, when a writer such as Ernest Gruening and a magazine of the character of The Century singles you out from among all the Southern editors as the outstanding exemplar in the South of editorial independence and ideals.

Four years as advertising manager of The Enquirer-Sun gave me a better understanding of how little the "business office tail wags the editorial dog" at No. 15 Eleventh street than could be possible for a man less familiar with the inside workings of the newspaper.

I have lost business many times where a less rigorous editorial honestly might have left the way open for a regular triumph of space.

Yet I never felt like making any apology to an advertiser, or groups of advertisers, who felt aggrieved by the editorial policy of the Enquirer-Sun. That very honesty and fearlessness of the editorial department was a matter of pride to me rather than an irritation.

Cordially yours,
A. T. ROBERTS.

The article to which Mr. Roberts refers appeared in the September issue of the Century Magazine—an article which mentioned the Enquirer-Sun as among the newspapers whose editorial and news policies are completely divorced from business office control.

As a matter of fact, there are a number of such newspapers, particularly among the smaller dailies of the country, so that the Enquirer-Sun accepts the compliment with the reservation that it was merely fortunate in being singled out by Mr. Gruening.

However, we would not be human if we were not immensely gratified by Mr. Robert's expression of continuing interest and faith in the Enquirer-Sun.

EDITOR ENQUIRER-SUN.

For one thing—*The A. B. C. reports will never tell them that in Columbus, Georgia, The Enquirer-Sun* — THE MORNING NEWSPAPER—*led in the amount of Department Store and Ready-to-wear advertising last month by thousands of lines.* Here is the September, 1924, record in Department Store and Ready-to-wear advertising:

The *Enquirer-Sun*	61,757 lines
The Afternoon Paper	34,450 "
Enquirer-Sun's lead	27,307 "

Nor do the A. B. C. Reports show that also in Classified Advertising The *Enquirer-Sun* in September, 1924, led the Afternoon Paper in Columbus, Georgia, by thousands of lines. Here is last month's record in Classified:

The *Enquirer-Sun*	57,743 lines
The Afternoon Paper	40,378 "
Enquirer-Sun's lead	17,365 "

Combining the Department Store, Ready-to-wear and Classified advertising for September, 1924, the figures begin to show The *Enquirer-Sun's* leadership—a lead of 44,672 lines over the Afternoon Paper in the foregoing named classifications.

But—

In Columbus, Georgia, in September *the Afternoon Paper led the Enquirer-Sun in National Advertising by 54,568 lines.*

Why?—

Because the average agency handling national accounts looks at the A. B. C. reports and observing that the Afternoon Paper has more circulation than The *Enquirer-Sun,* lists the evening medium, often without further investigation.

Fortunately—

The Department Stores of Columbus *are not interested in A. B. C. reports.* What they want is *results.* They know that The *Enquirer-Sun's* subscribers have a far greater per capita purchasing power than those of the afternoon paper—and they advertise accordingly. *A. B. C. reports don't tell about that.*

These merchants who put the bulk of their advertising in the morning newspaper also know that The *Enquirer-Sun* possesses the confidence of its readers. And accordingly, for them, the circulation of the Morning Newspaper—now well in excess of 7,000—is preferable to that of the afternoon paper. *This information is not given in A. B. C. reports.*

The *Enquirer-Sun, which is a member of the A. B. C.,* is edited and owned by Julian Harris. It was the first paper in the South to attack the Klan. And it is continuing its fight against all who seek to arouse racial prejudice or foment religious intolerance. In short, The *Enquirer-Sun* not only produces a maximum of results in its territory, but is, in addition, the type of newspaper in which any advertiser should be glad to have his copy appear.

Represented Nationally

by THE S. C. BECKWITH SPECIAL AGENCY

New York Chicago St. Louis Detroit Atlanta
San Francisco Los Angeles Kansas City

R. HOE & CO. SOLD TO BANK SYNDICATE

Guaranty Company of N. Y. Heads Group Which Purchases Famous 121-Year Old Company From Hoe Heirs, Arthur I. Hoe Alone Retaining His Interest—80,000 Shares Preferred Stock, $4,500,000 First Mortgage Bonds Being Sold.

ALL heirs but one of Robert Hoe, founder of R. Hoe & Co., printing press manufacturers, New York and London, have sold their interests in the company to a syndicate of bankers headed by the Guaranty Company of New York.

The concern now becomes R. Hoe & Co., Inc.

Arthur I. Hoe alone remains as one of the larger stockholders among the Hoe heirs.

The amazingly important transfer marks the first time in the history of the famous firm, established in 1803, that the Hoe family has not held the majority of stock.

Richard Kelly remains as president. The present executive management is held intact, although additions will be announced later.

An excess of $11,300,000 tangible assets is shown on the balance sheet as of June 30, 1924.

Dominick & Dominick, members of the New York Stock Exchange, are now offering an issue of 80,000 shares, at $50 a share, of Class A stock, preferred and participating, of the new corporation, and 160,000 shares of common stock, while the same house, with the Guaranty Company of New York, and Edward B. Smith & Co., are selling $4,500,000 first mortgage 6½ per cent gold bonds.

The bonds are dated Oct. 1, 1924, to mature Oct. 1, 1934.

Proceeds of these bonds and the Class A stock and the common stock are to be used for retirement of $800,000 of mortgages and for purchase of the assets and business of R. Hoe & Co.

The bonds are secured by a first mortgage upon all plants of the company in the United States, and by pledge of the stock of the British subsidiary.

The bond prospectus states additional authorized bonds may be issued to the extent of 70 per cent of the cost of additions and betterment to the properties, provided earnings available for interest in two years preceding have averaged at least twice requirements upon all first mortgage obligations then outstanding and those which it is proposed will be issued.

The company gives its average annual net earnings for the past six years, as $1,250,000. Net earnings for six months ended June 30, 1924, were $523,893.

Net earnings for the different years are listed as follows: 1918, $1,137,276; 1919, $1,425,425; 1920, $815,243; 1921, $1,198,812; 1922, $1,454,600; and 1923, $1,473,281.

The fact that earnings of the current year are somewhat below the average is said by President Kelly to be due to delays in shipment and the inclusion of high-cost materials, resulting from the strike in the latter part of 1923.

"In this strike the company was completely successful," Mr. Kelly writes in the prospectus, "and as a result has established its plants on an open shop basis."

Main offices and plant of the company are located on Grand street, New York, covering two entire city blocks and parts of three others, comprising more than 20 acres of floor space.

In addition there are 16 acres of land and 110,000 square feet of floor space in the recently purchased plant at Dunnellen, N. J., while subsidiary works in London, England, occupied continuously in making printing machinery for the European markets, are, according to claim, larger than those of all other printing press manufacturers of Great Britain combined.

Employes of the three plants number more than 3,700. Branch offices are maintained in Boston and Chicago.

This mammoth manufacturing enterprise is the growth of 121 years, a history that closely parallels that of mechanical printing.

Although Gutenberg printed his first book from movable types about the year 1450, little improvement or advancevancement was noted during the next 300 years. It was not until 1798 that the first press built of iron instead of wood was devised, and even then it was nothing but a modification of the old hand press such as was used by Guttenberg.

Robert Hoe, the first, came to this country from England in 1803 and established a carpenter business in New York City with Matthew and Peter Smith, his brothers-in-law. From building wooden hand presses, they worked into the design and manufacture of iron frame machines, and in 1822 the Smith press, the first iron hand press in which the toggle-joint principle was employed, was put on the market. In rapid succession thereafter they developed the Washington hand press, the precursor of all modern hand proof presses, the first flat-bed and cylinder press used in the United States, and the first single-cylinder and double-cylinder flat-bed presses.

In 1833 Robert Hoe died and was succeeded by his eldest son, Richard March Hoe, who, with Robert Hoe, the second, and Peter Smith, carried on the business until 1836.

Under him the company kept steady pace with the demands of the newspapers and other printers for improved and more rapid presses, the most striking developments being the rotary type-revolving machines for newspaper printing, the first one of which was placed in the office of the *Philadelphia Ledger* in 1846; the development of machinery for making curved stereotype plates; the invention of the first roll-fed continuous printing rotary press in 1871; the first four-page wide newspaper press in 1874; the invention and perfection of the rotary folder, and the introduction in 1881 of the triangular former folder, which made possible the modern high-speed newspaper press. In 1915 R. Hoe & Co. developed and patented automatic ink pumping mechanism for high-speed newspaper presses.

After the death of Richard March Hoe in 1886, Robert Hoe, third, became the head of the firm and carried it on up tions, developments and improvements followed one another rapidly, more than keeping pace with newspaper growth.

Since 1828 the company has also specialized in the manufacture of saws, and it was not only the first American producer of circular saws, but the originator of the famous inserted-tooth saw now used almost universally.

The business has been conducted as a corporation since 1910, although owned in its entirety by the immediate heirs of Robert Hoe, third.



Keeping the Telephone Alive

Americans have learned to depend on the telephone, in fair weather or in foul, for the usual affairs of the day or for the dire emergency in the dead of night. Its continuous service is taken as a matter of course.

The marvel of it is that the millions of thread-like wires are kept alive and ready to vibrate at one's slightest breath. A few drops of water in a cable, a faulty connection in the wire maze of a switchboard, a violent sleet, rain or wind storm or the mere falling of a branch will often jeopardize the service.

Every channel for the speech currents must be kept electrically intact. The task is as endless as housekeeping. Inspection of apparatus, equipment and all parts of the plant is going on all the time. Wire chiefs at "test boards" locate trouble on the wires though miles away. Repairmen, the "trouble hunters," are at work constantly wherever they are needed in city streets, country roads or in the seldom-trodden trails of the wilderness.

Providing telephone service for this great nation is a huge undertaking. To keep this vast mechanism always electrically alive and dependable is the unending task of tens of thousands of skillful men and women in every state in the Union.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
BELL SYSTEM
One Policy, One System, Universal Service

first IN CENTRAL OHIO
COLUMBUS IN CIRCULATION & ADVERTISING

94,150

Sworn government statement for the 6 mos. ending March 31, 1924.

Advertising Leadership

The Dispatch leads all other Ohio newspapers in advertising (first 9 mos. 1924), exceeding the next largest (Cleveland) paper by over 1,000,000 lines. For the first 9 months the Dispatch exceeded the other Columbus Newspapers combined by 2,592,357 lines.

DISPATCH . . . 15,383,656 lines
SEC. PAPER . . 7,469,697 lines
THIRD PAPER . 5,321,602 lines

462 exclusive national advertisers first 9 mo. 1924

362 exclusive local display advertisers first 9 mo. 1924

MAKE CENTRAL OHIO YOUR TEST MARKET

The Columbus Dispatch
OHIO'S GREATEST HOME DAILY

In New Orleans it's THE ITEM

Certified Dry Mats Made In America!

An Announcement and a Pledge.

PUBLISHERS and stereotypers realize and appreciate the "economic soundness and humaneness" of the cold process of stereotyping. That is why the dry mat has made such rapid strides in recent years.

Fully fifty per cent of the American dailies that stereotype have discarded the obsolete wet mat hot process and now use the dry mat cold process, and it has been predicted in some quarters that by 1928 every U. S. daily newspaper will be using dry mats exclusively.

Many publishers and stereotypers, while realizing the value of the dry mat, have hesitated to adopt it for the simple reason that the source of supply in the U. S. has heretofore been in the hands of but one manufacturer. Today American-made **Certified Dry Mats** are available, and publishers and stereotypers are assured of a free and competitive market. American dailies need no longer depend on foreign supply with its uncertainties, and with an open market in the U. S. publishers and stereotypers cannot afford to do so.



Where Certified Dry Mats Are Made—West Groton, Mass.

By manufacturing in America we have assured the security and continuity of supply so essential to the newspaper business as well as the dry mat itself. Publishers and stereotypers need no longer hesitate about discarding the time-consuming, expense-devouring steam table, roll-your-own wet mat process. The time-saving, economic cold process of stereotyping has arrived and is here to stay.

Certified Dry Mats are new in name only. The manufacturing process is that of the well-known Claus Ideal dry mats which have been in use for many years throughout Europe and for the past four years in America. In extensive tests made here during the preliminary stages of manufacture we have developed an all-American dry mat which embodies the experiences, needs and preferences of our publishers and stereotypers.

We cheerfully acknowledge our deep feeling of appreciation and gratitude to the craft for their constructive criticisms, and the painstaking tests which they have made in the friendliest spirit of co-operation.

So we come to you with a time-tried and proven quality, checked up as it were, by the prospective users themselves. And with Quality will go hand in hand a Service which publishers and stereotypers will not be long in recognizing and adopting as their own.

The officers and personnel of this company are all well versed in the dry mat business and are familiar with the requirements of our newspaper plants and stereotype job shops. Our business policy may be summed up in the slogan *"Profits through Service,"* and we are all heart and soul bound to make this slogan a living force in the dry mat business.

Now a word as to price. While **Certified Dry Mats** are made and sold on the basis of Quality, first, last and all the time, our prices will always be the lowest consistent with the high quality standards governing this business.

Certified Dry Mats have the heritage of twenty years of experience to maintain as well as to back them, and it is our conviction that this reputation will not only be carried forward but augmented by the daily performance of American-made **Certified Dry Mats** in the newspaper plants and stereotype job shops of the country.

If you want to be assured of results in your stereotype department, not once in a while, but day in and day out the year round, you will need **Certified Dry Mats.** Samples are yours without any charge or obligation—just indicate the kind of equipment you employ such as casting box, press and the number of casts you must have from each mat, and we shall furnish you with the **Certified Dry Mat** made specially for your needs, and quote you prices as well as supply you with any other information you may desire.

A trial in your own plant will demonstrate to you what Certified Quality and Certified Service can be made to mean to you in your business.

We are now ready to serve you, and we welcome the opportunity to put **Certified Dry Mats** to the test.

Geo. A. Kubler,
President.

Certified Dry Mat Corporation

342 Madison Avenue **New York, N. Y.**

TRADE MARK

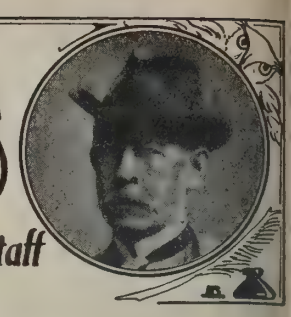
MADE IN U.S.A. BY THE CERTIFIED DRY MATS ORIGINAL CLAUS IDEAL PROCESS

"Profits Through Service"

Copyright 1924 C. D. M. C.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

COPYRIGHT 1924 BY EDITOR & PUBLISHER—ALL RIGHTS, INCLUDING FOREIGN RIGHTS, PROTECTED.

Herald the First to Use the Atlantic Cable

Another clash occurred between the Herald and Tribune, in a dispute as to which paper received the first special dispatch by the new Atlantic Cable. Said the Herald:

"The Tribune claims the first special news despatch through the Atlantic cable. Unfortunately for this claim it is upset by the facts. The first Herald special despatch from our correspondent in London through the cable was the following:

"'HERALD SPECIAL TELEGRAM.

"'QUEEN'S HOTEL, LONDON, July 28, 1866.

"'An armistice of four weeks from yesterday has been signed by Prussia, Austria, Bavaria and the other German states.

"'The propositions embrace a lasting peace over the whole continent of Europe.'

"This despatch, received at a late hour of Monday night, was published in the Herald on Tuesday morning, July 31. It was sent around from this office to the Associated Press as soon as possible, but only appeared in one other journal than ours on Tuesday morning, and that journal was the Tribune."

The Tribune's first special was dated July 30, and The Herald went on to say:

"This was published in the Tribune, Herald and other journals of the Association on Wednesday, Aug. 1, the next day after the publication of our special despatch. This settles the question, and the Tribune has done very well in being only a day or two behind the Herald, and with this, as the facts will carry it no further, it ought to be content."

The original cable of 1858 worked only a few days when it broke, and it was on July 29, 1866, that Cyrus W. Field sent the first despatch, after the new cable had been laid to Heart's Content, Newfoundland, saying, "We are in telegraphic communication with Ireland." This memorable message marks the inception of the world's present complete cable service. Messages then cost $5 a word and were naturally restricted to the barest skeleton outline of the news.

It was on June 28, 1867, that Mr. Bennett first drew attention to another editor destined to become nationally famous, in the person of Charles A. Dana, formerly managing editor of the Tribune, who had disagreed with Greeley and was forced to resign; had made a failure of the *Chicago Republican,* and had returned to New York, it was reported to start a new penny evening paper. His extreme political views Mr. Bennett considered would render the success of the enterprise very problematical, and he concluded his editorial with a most lucid statement as to the causes of the Herald's marvellous success as follows:

"The Herald started as a penny paper; for at that time enterprise supplied the place of capital; in fact, enterprise was then unknown to the press. We did not run the paper as a party organ. We knew better than that, for we saw a field before us that was unoccupied and plunged confidently into it. An independent journal was then the great want of the country. The appreciation of that fact and the consciousness of the ability to supply it stood us in place of capital. Our success raised a host of competitors. About 20 penny papers were started, and of all of them the Sun alone remains. Our rivals endeavored to imitate us in all but the essential point. They forgot that it was to our independence and freedom from party ties we owed the greater share of our success, and they fell into the hands of political schemers. The result was of course failure. The opportunity which they lost they can never recover. The Herald occupies exclusively the ground which they might have divided with it."

On Dec. 3, 1867, Mr. Bennett, in his richest vein of satire commented on President's Johnson's nomination of Mr. Raymond, editor of the *Times,* and of Mr. Greeley for diplomatic posts.

Raymond was rejected by the Senate, after his nomination, the Herald said:

"As a reward for one who had supported the President and was a member of the same party which had raised him to his high office, but the Senate had become radical and spurned this man of moderate and compromising tendencies. * * *

"The confirmation of Greeley's nomination as Minister to Austria by the Senate was quite natural. He is as radical as the Senate, or more radical, and consequently his nomination passed without the least difficulty. But the strangest thing is that the President should have nominated him. He has been throwing dirt at Johnson for the last two years. The Tribune has so besmeared the President with filth that the readers of that journal can no longer recognize his features or form. The charges have been rung in the coarsest Five Points epithets, over and over again, to blacken him in the eyes of the public. The man whom he has appointed Minister to Vienna has called him a drunkard, a debauched sot, renegade, liar, scoundrel and everything else vile. What a commentary on the ways and doings of Presidents!

"However it may be that the President considers Greeley's appointment a good stroke of policy. He may think that Greeley will be out of the way of doing mischief. * * * *

"In his coon-skin boots, white coat and slouched hat, we can imagine the benign smile upon his countenance as the beautiful ladies of the Court of Vienna crowd around this unique specimen of American Republicanism. * * * *

"To make the mission perfectly agreeable to his taste and truly representative of our country under the new order of things, the only other thing to be done is to send with him full-blooded plantation negroes from the South as Secretary and attaches of Legation."

Greeley eventually declined the honor of being Minister to Austria, and President Johnson, being asked about it, replied:

"I wished to give the Senate a chew of very bad tobacco."

And Greeley did the spitting—as the Herald said:

"He spat on the nomination and the confirmation—President, Senate and all together; and that is an end of Greeley's diplomacy!"

(*To be continued next week*)

"193 PROMINENT AND SATISFIED NEWSPAPER SUBSCRIBERS—WHY?"

Our service was started in June 1919 — *with these subscribers:*—

Boston American: Boston Herald-Traveler: Boston Post
Boston Transcript: New Haven Register: Baltimore News
Springfield Union: and The Worcester Telegram-Gazette

The following month we added these subscribers:—

Hartford Times: Detroit News: Buffalo Courier-Enquirer
Buffalo News: Ithaca Journal-News: and The Sioux Falls Argus-Leader

That was the start — and so our list continued — but more important to us was the fact that our subscribers stuck—year in and year out. Every one of the above is still with us.

Surely our checking proof service must have made good.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

Ask the Canadian Pacific about Canada — CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway through its Bureau of Canadian Information will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York, and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are considering the establishment of your industry in Canada, either to develop your Canadian business or export trade, you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to Canadian industrial raw materials. Information as to such raw materials as well as upon any practical problem affecting the establishment of your industry, including markets, competition, labor costs, power, fuel, etc., is available.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

Canadian Pacific Railway Company

Department Colonization and Development
C. P. R. Building

Windsor Station, Montreal, Can. — Madison Ave., at 44th St., New York. — 165 E. Ontario St., Chicago, Ill.

A REGION OF
Super-Expansion

There is no other region in the world of like area equal to the **South** in its possibilities or limitless opportunities for merchandising your product.

The increase in diversified agricultural production, lumber, minerals, and manufacturing in the **South** has opened a most fertile and profitable market for advertisers of every class.

The **South** no longer ships all its raw material to the East and North, but she is now manufacturing, in her own cotton factories, over 60% of all cotton used in American plants.

The most striking feature of the **South's** progress, in mill and factory, is the fact that expansion not only has been persistent but has run ahead of the country as a whole.

This same story of progress is true in every line of endeavor throughout the **South.**

Never before was there such a time to establish "good will" and buying habits for advertised merchandise. The market of the **South** offers vast and increasing opportunities for the American manufacturer.

The **Southern** market is ready and anxious to buy those products which are sold under a trade mark, and it has the means to pay.

For information regarding the cash buying power of these individual markets, these listed dailies are authorities.

	Circulation	2,500 lines	10,000 lines
ALABAMA			
***Birmingham Age-Herald (M)	30,930	.08	.08
***Birmingham Age-Herald (S)	49,177	.10	.10
***Birmingham News (E)	75,304	.18	.18
***Birmingham News (S)	83,228	.18	.18
***Mobile News-Item (E)	11,217	.05	.05
***Mobile Register (M)	20,227	.07	.07
***Mobile Register (S)	31,962	.085	.086
FLORIDA			
***Daytona Daily News (ES)	3,165	.03	.03
***Florida Times-Union, Jacksonville (M&S)	39,226	.09(.10S)	.09(.10S)
***Miami Herald (M)	19,492	.06	.06
***Miami Herald (S)	23,404	.07	.07
***Orlando Sentinel (M&S)	5,965	.035	.035
†††St. Petersburg Independent (E)	7,236	.04	.04
***Tampa Times (E)	14,770	.05	.05
***Tampa Tribune (M&S)	29,685	.07(.08S)	.06(.07S)
GEORGIA			
**Augusta Herald (E)	15,095	.05	.05
**Augusta Herald (S)	15,554	.05	.05
***Macon Telegraph (M)	23,878	.07	.07
***Macon Telegraph (S)	25,135	.07	.07
***Savannah Morning News (M), 19,882 (S)	21,880	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	19,395	.06	.06
**Lexington Leader (S)	19,368	.05	.05
***Paducah Sun (E)	8,759	.04	.04
NORTH CAROLINA			
***Asheville Times (E)	7,096	.04	.04
***Asheville Citizen (M)	10,277	.055	.055
***Asheville Citizen (S)	11,009	.055	.055
***Greensboro Daily News (M)	22,424	.07	.06
***Greensboro Daily News (S)	29,807	.07	.07
**Raleigh News and Observer (M)	29,921	.07	.07
**Raleigh News and Observer (S)	33,403	.07	.07
***Winston-Salem Sentinel (E)	15,025	.06	.06
SOUTH CAROLINA			
***Columbia Record (E)	15,695	.05	.05
***Columbia Record (S)	15,366	.05	.05
***Columbia State (M)	22,028	.06	.06
***Columbia State (S)	23,079	.06	.06
***Greeneville News (M)	18,214	.065	.06
†††Greenwood Index Journal (E&S)	4,378	.025	.025
***Spartanburg Journal (E)	3,799	.04	.04
***Spartanburg Herald (M) 6,014 (S)	8,023		
TENNESSEE			
***Chattanooga Times (M)	24,122	.08	.08
***Chattanooga Times (S)	24,355	.08	.08
†Nashville Banner (E)	54,189	.11	.11
†Nashville Banner (S)	53,069	.12	.12
VIRGINIA			
***Danville Register and Bee (M&E)	12,225	.05	.05
***Danville Register (Sunday)	7,890	.05	.05
***Newport News Times-Herald (E)	7,660	.05	.05
***Newport News Daily Press (S&M)	5,725		
***Roanoke Times & World-News (M&E)	25,048	.07	.06
***Roanoke Times (S)	17,596	.07	.06
**Staunton News-Leader (M), Leader (E)	6,424	.035	.035

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
** A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

MIXED
CONTINUOUSLY COMPOSED

The specimen newspaper ad shown below is just an example of the many ways in which continuous composition of mixed faces saves time and reduces production costs in the newspaper composing-room. The operator of a Model 26 can set every line of such an ad without leaving his keyboard.

The faces used in setting this ad are as follows:

24 Point Bodoni Caps in upper auxiliary magazine
NEW SPRING SUI

18 Point Bodoni Italic—Caps in lower auxiliary
HANDKERCHIEFS

Lower Case in cap channels of main magazine
Ready For Your Survey In

10 Point Bodoni with Italic and Small Caps n upper main magazine
Diagonal Cheviot By ROTHSTEIN *Priced*

10 Point Bodoni Bold with Italic in lower case and center channels of lower main magazine
STATE Blue-Gray *A SPECIAL Today*

All of these faces are *instantly available* for new composition or corrections and any or all of them can be set continuously in the same line as desired.

MODEL 25

TWO MAGAZINES of the Standard Model 5 type, interchangeable in both positions on the machine and also with all Linotypes using the Model 5 magazines. Magazines may be split or full length, in either or both positions.

MODEL 26

TWO MAIN MAGAZINES. Standard Model 5 magazines, interchangeable in either position on the machine. Magazines may be split or full length, in either or both positions.

TWO AUXILIARY MAGAZINES. Wide auxiliary magazines, interchangeable with those of Single Keyboard Models 14 and 22. Each auxiliary magazine will carry a complete alphabet and figures or a corresponding number of special characters of any kind.

CONTINUOUS COMPOSITION. Faces from the two main magazines and from the two auxiliary magazines may be assembled in the same line and mixed at will. The auxiliary magazine will accommmodate 24 and 30 point display faces and condensed faces up to 60 point, as well as advertising figures, accents or special characters of any description.

MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

the Licensed Vehicle ... issued a summons for both Mahoney and Larney to appear before him.

... charged last Saturday disappearing with his cab for two days while in an intoxicated condition. At the time he took the badge and book

... Magistrate Ober... missed the case.

The entire situation could be cleared up, Larney said after giving vent to his

... companies were bonded. At present there are only eight inspectors for the 16,000 cabs in the city. Larney said

A Blue-Gray Diagonal Cheviot Spring Suit; 3-Button Coat; Tailored Expressly For Us By ROTHSTEIN, *Priced at* $45

❖

A Plain Blue Unfinished Worsted Spring Suit; Tailored Expressly For Us By ROTHSTEIN, *Priced at*.. $50

❖

Our Special for Today—White Oxford Basketweave Shirts Come With Collar Attached Or Collarless. This Remarkable Shirt Has Never Been Equaled In Popularity, Because It Has Never Been Equaled In Value. *Specially Priced at* $1.95

NEW SPRING SUITS AND TOP COATS

Ready For Your Survey In Those Smartly Conservative Styles Which Alone Command The Approval Of The Well-Dressed Man.

JOSEPH SMART
Men's Clothier *Haberdasher*

STATE AND MARKET STREETS

SPECIAL ***SPECIAL***

Men's Fine Imported IRISH LINEN

HANDKERCHIEFS

in plain white or with hand-embroidered initials. Handkerchiefs that will retain their crispy newness in spite of the constant trips to the laundry. *Packed six to a box*—they provide an opportunity at today's price! *Six for*..... $2.00

Dayli... $5,000 i... of Morris... Lexington... and thrusti... basement. ... free the ro... store and ... stones.

The jew... one of the... passed con... the price of... pin.

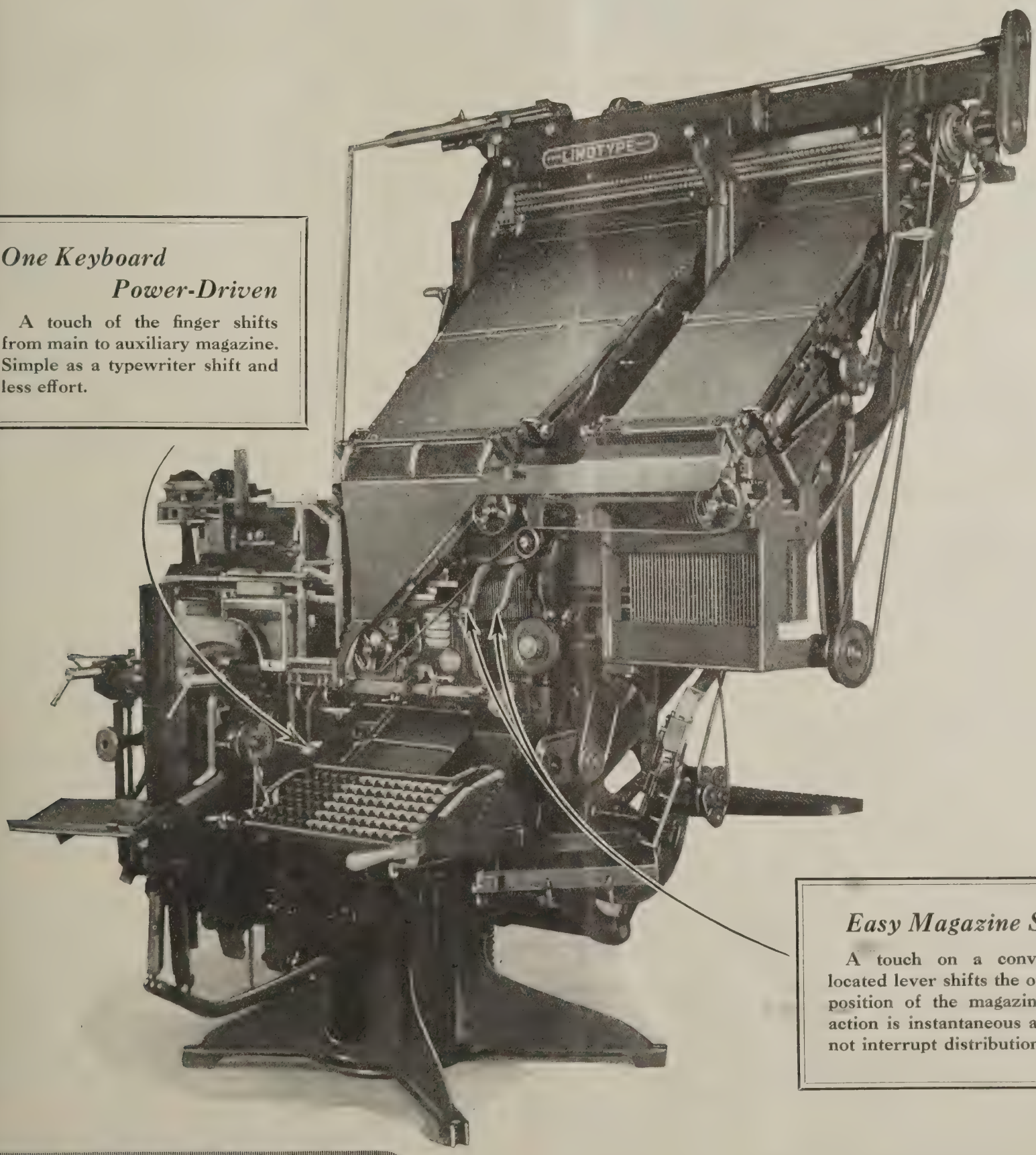
Politi... In Ph... Gen.

Improve... tions, ... Bette... Signs

WAS... conditio... ported ... cal ag... excelle...

FACES

CONTINUOUSLY DISTRIBUTED



One Keyboard Power-Driven

A touch of the finger shifts from main to auxiliary magazine. Simple as a typewriter shift and less effort.

Easy Magazine Shift

A touch on a conveniently located lever shifts the operative position of the magazines. The action is instantaneous and does not interrupt distribution.

TADE **LINOTYPE** MARK ®

Composed entirely on the Linotype with the exception of the hand-lettered display line.

EDITORIAL

$70 NEWSPRINT

THE contract level for newsprint for 1925 is apparently being arranged by the mill interests at $70 per ton, which is a $5 reduction from the general price as of January 1, 1924, and a $2 reduction from the price now being quoted by International Paper Company. International Paper Company makes its $70 announcement this week. Several weeks ago EDITOR & PUBLISHER announced a $70 price for Great Northern and other companies.

The $70 per ton rate is $20 or more above pre-war contract levels.

The more favorable paper price situation should by no means be regarded as an invitation to relax vigilance in the matter of newsprint conservation. Anyone who has even casually studied the statistics lying behind the paper making industry knows that, while all is clear sailing today, there is a mathematical certainty of trouble in the future if newsprint is not conserved, if reforestation is not undertaken in a broad way by the government or if a substitute for spruce is not found, which seems unlikely.

Because newsprint is cheaper will publishers use it to print increasing volume of low rate advertising to such an extent that newspapers will become unhealthy, through unweildly bulk and indigestible content? There is such a thing as making daily newspapers too large. It is a sensible business proposition to sell smaller spaces at higher rates, if such spaces yield the service which an advertiser seeks to obtain.

How many items in today's paper can conceivably challenge and hold the interest of 100 *per cent of readers—how many cannot possibly interest five per cent? If you know your city and your people you can make a true analysis of interest in percentages. The results might surprise you.*

STATE CONTROL

PROFESSOR ALLEN SINCLAIR WILL, of Columbia University, addressing the New Jersey Newspaper Institute last week, made a curious suggestion leading to state control of newspapers. After discussing the magazine's criticisms of newspaper mergers and economic consequences to newspaper workers, Professor Will was quoted as having said:

"In the absence of any form of state regulation, as in the medical and legal professions, professional journalism is falling into some conditions which impair its usefulness to the public.

"It is in the interest of the freedom of the press to keep the hands of the state off the newspaper profession. If, however, public pressure for remedial measures should become imperative, the least objectional beginning might be a state registration of newspaper men—that is, of editors, assistant editors, copy readers, reporters and special writers.

"The law might provide that the State Department of Education in each commonwealth be required to register such workers, without charge, upon voluntary application, entering the name, age, birthplace, and place of residence of each applicant, together with a record of his newspaper experience.

"Such registration data ought to be open to public inspection. It would convey no special privilege or legal status. The official enrollment of the serious-minded newspaper men and women of experience would have some effect in stabilizing the profession without interfering with it. After the results of this mild experiment became clear, other steps in the same direction, if any might be considered."

If it is in the interest of the freedom of the press to keep hands of the state off, as EDITOR & PUBLISHER earnestly believes, why invent means leading directly to that end?

Why do subscribers "stop" your paper? If you can accomplish the difficult task of getting them to tell the truth about it, you may quickly remove the havocing monkey-wrench. The best way to find out is to write a candid letter or make a personal call.



ST. MATTHEW

Chapter V—14-15

Ye are the light of the world. A city that is set on a hill cannot be hid.

Neither do men light a candle, and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house.

STICKING TO THE JOB

WHEN the 515 officers and employes resident in Dallas, Tex., of the A. H. Belo & Co., publications, meet tomorrow in the Palm Garden of a Dallas hotel to felicitate George Bannerman Dealey, on the occasion of his fiftieth year of "sticking to the job," they may be assured that many hundreds of invisible hands are in spirit extending to the honored guest from many cities of this country.

In faithful devotion to his local task Mr. Dealey has won national reputation among newspaper men as an executive of uncommon skill, a practical idealist in professional relationships, a good citizen, as his long list of affiliations with civic and religious movements plainly indicates, and newspaper man through and through.

Half a century in one job is an enviable span, when much has been accomplished. "Always stick to the job," is the slogan Mr. Dealey gives to us on this occasion. He of course assumes that the job is fitting the man and the man is fitting the job. He means that everlastingly sticking at a newspaper job, in normal conditions, wins the best rewards. He means that patient, tolerant, earnest, judicious and enterprising work for the newspaper that makes you its life-time choice yields delightful compensations. He contrasts the fixed, planned career with one which goes by fits and jerks, here and there, without balance or true objectivity.

EDITOR & PUBLISHER joins with Mr. Dealey's friends in cordial congratulations on this occasion, with lively anticipation of many added years of "sticking to the job," both for the sake of Mr. Dealey and the newspapers he ably serves.

"The out-standing public service of the American press today is its handling of business news and its interpretation thereof," says Merle Thorpe, editor and publisher of The Nation's Business.

October 11, 1924 Volume 57, No. 20

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; $4 a year; foreign $5; Canadian $4.50

CIRCULATION FRIENDS

THE greatest single gift that a circulation manager can make to a newspaper is to establish the fact that the dealers and boys of his city believe, with sound reason, that the newspaper is their best friend. We do not mean that prizes must be offered, picnics given in summer, theatre tickets showered, although the best circulators we have known have long taken such paternal interest in their customers, being always on the look-out to do them some substantial favor. What we particularly mean is that the dealings between the agents of the newspaper and its selling clientele be on a high plane of individual justice and good nature.

In the bustle and extremely hard work incident to swift newspaper distribution there is often a tendency to sharply cut the corners of courtesy, and sometimes ignore seemingly small grievances which look big in the eyes of a boy or an adult who may feel that life is none too easy. The sympathies of the class composing city news selling forces are very keen. An injustice to one, is an injustice to all.

There are doubtless occasions when a firm hand must be used, but the sort of brutality that once characterized the business in the great cities was a black piece of destruction of newspaper property, to say the least. The new method of scientific circulation is open-handed justice and the up-building of business friendships. Drivers, in the rush of delivery work, may have no time for pleasant conversation, but they may act as business men toward good customers. There is no telling how much havoc a single delivery man can work if his slant is to brow-beat and abuse dealers and boys, and practice sharp tricks upon them. He is the representative of the newspaper and what he does reflects the whole newspaper organization in the eyes of the customer.

"Every little movement has a meaning all its own," to recall the old song, in circulation work. Much of it is detail. Thus the circulator with infinite patience to judiciously handle small affairs is a prize man for any publisher.

There is such a thing as an occasional encouraging letter from the office to a news dealer, in appreciation of some act of co-operation. There is such a thing as a friendly call upon some poor devil who has had hard luck and needs a boost. There is such a thing as convincing, by such contacts, the new dealers and carriers of a city that your newspaper is an unfailing friend.

Even as you often know what is in a man's heart by his facial expression, so you may often judge the character of a retail shop by its display advertising.

BLOW AT RADIO ADVERTISING

"I BELIEVE that the quickest way to kill radio broadcasting would be to use it for direct advertising."

So said Secretary of the Department of Commerce, Herbert C. Hoover, this week before the National Radio Conference.

Last week the following statement appeared in this column: "EDITOR & PUBLISHER urges the conferees to consider 'publicity' radio advertising as not only destructive of established advertising principles, but as a menace to the radio industry."

Mr. Hoover struck out straight from the shoulder in his condemnation of radio advertising. "If a speech by the President is to be used as the meat in the sandwich of two patent medicine advertisements, there will be no radio left," was his pointed view.

We predict that radio advertising will be discontinued. Not only is it unscientific as advertising, but destructive in many ways. The industry will find other means to make broadcasting profitable, if indeed the sale of equipment through broadcasting does not offer sufficient opportunity for profit.

Mr. Hoover's suggestions regarding super-continental broadcasting of entertainment, which includes news of major events, merits the close consideration of newspaper interests. Is the American press to be superseded in the flash news function? It's up to the organized press.

PERSONALS

ROBERT P. SCRIPPS, editorial director of the Scripps-Howard Newspapers, has purchased the $250,000 estate of Reginald M. Lewis, one of the show places of Ridgefield, Conn., for a summer home.

Rev. A. H. Moore, editor of the *St. Johns* (Que.) *News* and a director of the Canadian Weekly Newspapers' Association, has left Montreal to undertake his new duties as president of the University of King's College, Halifax.

Walter Thomas Layton, C. B. E., editor of the *London Economist* is now touring Canada and will shortly proceed to the United States.

Herbert J. Fowler, publisher of the *Binghamton* (N. Y.) *Morning Sun,* was a visitor in New York the past week.

Eugene Bolles, publisher of the *Newark* (N. J.) *Courier,* spent several days in New York this week.

IN THE BUSINESS OFFICE

MURRAY R. SCHWERENS, formerly connected with Albert Frank & Co., is now with the financial advertising department of the *New York Evening Post.*

Leslie Tyler has been appointed general manager of the *Scranton* (Pa.) *Republican,* succeeding W. J. Pattison, formerly of New York, who recently sold his interest in the Republican to Col. L. A. Watres, of Scranton.

B. F. Grant, general manager of the *Salt Lake City Deseret News,* and his son recently participated in a buffalo hunt on Antelope Island in Great Salt Lake, near Salt Lake City.

Hobson G. Savoie has been made business manager of the *Faribault* (Minn.) *Daily News* and will continue also as advertising manager. Leonidas St. Martin becomes office manager and will have charge of circulation and classified advertising.

A. R. Tuohy has become advertising and business manager of the *Manila* (P. I.) *Daily Bulletin,* succeeding Ralph B. Clark, resigned. Clark plans to get into the British newspaper field on a Hongkong daily. Tuohy was advertising manager of the Bulletin four years ago.

Roy F. Homer, recently circulation manager of the *Salt Lake City Deseret News,* has been appointed city manager of the Rocky Mountain Agency of a Kansas City life insurance company.

Harold L. Goldman, classified advertising manager of the *Baltimore Sun,* returned Sept. 26 from a five weeks' trip abroad, accompanied by Mrs. Goldman.

W. P. Lyon, business manager of the *San Jose* (Cal.) *Mercury Herald,* who is visiting in New York, gave a luncheon Oct. 4 to a number of advertisers and advertising agents. A film of San Jose and the Santa Clara Valley was shown.

Louis F. Gautier, circulation manager of the *New York Commercial,* has resigned to take up publicity work in New York. F. Adams, of the circulation department, has succeeded him.

IN THE EDITORIAL ROOMS

DON SKENE, of the *Chicago Tribune* foreign staff, who covered the world fliers from England to the United States, is visiting his home in Portland, Ore. He formerly worked on the *Portland Oregonian.*

Malcolm W. Bingay, managing editor of the *Detroit News,* was elected one of the candidates for the Masonic thirty-third degree at the recent Masonic meeting in Boston. The degree will be conferred next year.

Frank H. Bloomer, veteran reporter of the *Buffalo Evening News,* is in a New York hospital to undergo an operation for war injuries received while he was serving in France as a lieutenant in the 108th Infantry.

Oliver W. Tuttle, radio editor of the *San Francisco Examiner,* has resigned to become manager of KPO, a local station. He is succeeded by E. A. Charlton, lately real estate editor of the Examiner.

George C. Taft, assistant church editor, *Detroit News,* has purchased the *Shelburn* (Ind.) *Enterprise,* a weekly publication, and took possession October 1.

E. Lawson May, for three years assistant city editor of the *Manila* (P. I.) *Daily Bulletin,* going there from the United Press, is returning to the United States, via Suez, arriving in New York about the first of the year. May's home is in Hutchinson, Kan.

Paul W. Meredith has joined the staff of the *Providence Evening Bulletin* as a re-write man.

Conrad Alexander, formerly of New York, has been made city editor, *Yakima* (Wash.) *Herald.*

H. Sherman Mitchell, former owner of the *Ferndale* (Wash.) *Record,* has joined the editorial staff of the *Walla Walla* (Wash.) *Bulletin.*

Miss Mary Hanlon, society editor of the *Manila* (P. I.) *Daily Bulletin,* spent the month of September in Northern China on a buying trip.

Constantine Rassis, on the exchange desk of the *Detroit News,* was elected secretary of the American Chess Conference recently at Cedar Point, Ohio.

John B. Long, Jr., city editor of the *Omaha Bee,* and Mrs. Long are parents of a daughter, Annette Victoria.

Abraham Lincoln Finestone, formerly on the *Southbridge* (Mass.) *News,* is attending the University of Missouri School of Journalism.

J. L. McLean has joined the staff of the *Miami* (Fla.) *Daily News* as copy reader.

Bernard E. Meyers, copy reader, *Detroit News,* and Mrs. Meyers are parents of a son, born Sept. 27.

E. C. Penrose, of the *Salt Lake City Desert News* editorial department, is convalescing at his home following an operation.

Marjorie Stoneman Douglass, of the *Miami* (Fla.) *Morning Herald* staff, has resigned to do publicity work.

E. Clarke King, Jr., formerly manager of the branch office of the *Syracuse* (N. Y.) *Herald* at Fulton, is now in publicity work in Detroit.

Morris J. Harris, recently with the United Press at Philadelphia and for three years previously with the *Tokyo Japan Advertiser,* has joined the editorial staff of the *Manila* (P. I.) *Daily Bulletin.*

Elwood Lloyd, financial writer for the *Los Angeles Evening Herald,* has returned home, after a business trip to Chicago recently.

John Gunther, of the staff of the *Chicago Daily News,* left last week for a trip to England.

Raymond S. Tompkins, of the editorial staff *Baltimore Sun,* has resigned to become publicity director of the United Railway Company of Baltimore, Md.

Miss Mary Esther Tull is a new reporter on the *Frederick* (Md.) *Daily News.*

HOLDING NEW POSTS

ALBERT W. BAILEY, from exchange desk, *Detroit News,* to *Chicago Herald-Examiner.*

John Ryckman, from the *Chicago Evening Post,* to re-write desk, *Chicago Daily News.*

George F. Collins, from court reporter, *Worcester Telegram,* to staff, *Springfield* (Mass.) *Republican.*

Jack Hohenberg, from *Seattle* (Wash.) *Star,* to staff, *New York Daily Graphic.*

C. Francis Evans, from staff, *Binghamton* (N. Y.) *Morning Sun,* to *Springfield* (Mass.) *Republican.*

Rhodes MacPhail, from *Miami* (Fla.) *Herald,* to copy desk, *Miami* (Fla.) *Daily News.*

Hugh G. Croll, from staff, *Cleveland Times and Commercial* to staff *New York Daily News.*

Edward H. Lewis, Jr., from staff, *Springfield* (Mass.) *Republican,* to *Hartford Courant* staff.

WITH THE SPECIALS

GEORGE B. DAVID COMPANY has been appointed to represent the *Asheville* (N. C.) *Times.*

FOLKS WORTH KNOWING

REGINALD COLLEY, former advertising manager of the *Fargo* (N. D.) *Forum,* has joined the headquarters staff of the Associated Advertising Clubs of the World as assistant to Earle Pearson, educational director. Colley will give special attention to the organization of new clubs and will assist in the educational work among established clubs.



REGINALD COLLEY

A graduate chemist from the North Dakota Agricultural College, Class of 1915, Colley first spent several years as deputy fruit inspector for his state.

During trouble along the Mexican border in 1917 he served in the army as first lieutenant, being promoted to captain in the World War, when he served 19 months in France.

He attended the international advertising convention in London as a delegate from the Fargo Club. He is familiar with advertising club work, having been president of the Town Criers Club of Fargo, and has been a member of the board of governors of the club since he quit the chair. He assisted in the direction of an educational course in the Fargo Club which attracted wide attention two years ago, as one of the largest advertising club study classes in any small city in the country. The course was based on the book by Ruth Leigh, "The Human Side of Retail Selling," which the national Educational Committee was featuring at that time.

Knill-Burke, Inc., publishers' representatives, have opened an Atlanta office in the Constitution Building.

MARRIED

A. H. MONTGOMERY, manager editor of the *Clinton* (Ill.) *Daily Public,* to Miss Bertha Van Howe in Chicago, Sept. 27.

Miss Helen V. Jenkins, for five years on the proofreading staff of the *Joliet* (Ill.) *Herald-News,* to Angus E. Saxon, of Lockport, Ill., Oct. 1.

Vera Brown, reporter for the *Detroit News,* to A. Maxwell McKenzie, a consulting engineer in Detroit, recently.

PRESS ASSOCIATION NOTES

OTIS SWIFT, cable editor, United News, New York, left this week to take charge of the Chicago bureau.

E. L. Powell, correspondent for the Associated Press in Manila, spent the month of September in Canton, Hongkong and Shanghai, China.

CHANGES OF OWNERSHIP

BURNS HEGLER, former editor of the *El Dorado* (Kan.) *Daily Times,* recently part owner of the *Wichita Falls,* (Tex.) *Record News,* has sold his Texas interest and will return to Kansas.

Miss Anna Himrod, owner of the *Ironton* (Minn.) *News,* has bought the *Brainerd* (Minn.) *Tribune* from R. S. Wilcox.

W. E. Phipps has sold the *Medford* (Ore.) *Clarion* to L. B. Tuttle, formerly publisher of the *Elgin Recorder,* and James W. Young, formerly a printer at Calgary, Can.

SPECIAL EDITIONS

BLOOMSBURG (Pa.) *Morning Press,* 112-page 12th County Fair edition, Oct. 4.

Tulsa (Okla.) *Tribune,* 18-page section Sept. 28 on the opening of the new Vandevers department store.

Peoria (Ill.) *Evening Star,* 16-page edition on Greater Peoria Exposition and National Implement Show.

Fairmont (Minn.) *Daily Sentinel,* a 28-page Golden Jubilee edition Sept. 29.

Sheridan (Wyo.) *Post-Enterprise,* annual fair edition, Aug. 31.

Rice Lake (Wis.) *Chronotype,* a 24-page, fiftieth anniversary edition, Sept. 3.

SCHOOLS

A COURSE in "The Country Newspaper" has been added to the curriculum of the University of Missouri School of Journalism this year. The students, under the supervision of Prof. John H. Casey, will issue a weekly country newspaper for Boone County, Mo., in which the university is located. The *Columbia Herald-Statesman,* a private enterprise of long standing, has been taken over by the School of Journalism for this purpose. It is also planned to publish a regular feature story magazine this year.

Ralph D. Casey, associate professor of journalism in the University of Oregon, completed work for the degree of master of arts at the University of Washington during the summer quarter.

NEW PLANTS AND EQUIPMENT

Little Rock (Ark.) *Daily News* has installed a new Intertype.

The editor who uses the free information bureau conducted by Frederic J. Haskin provides a special representative in Washington for every one of his readers.

Obituary

JAMES G. CHILDS, 74, for many years publisher of the *Akron* (N. Y.) *News,* died recently while in a physician's office awaiting treatment for heart trouble.

CHARLES B. GLASE, 50, manager of the service department of the *Los Angeles Daily Journal,* died suddenly Sunday, Sept. 28.

GEORGE G. PENDELL, 56, former editor and publisher of the *Waverly* (N. Y.) *Free Press,* died recently.

OSCAR LUCAS, former city editor, *Victoria* (B. C.) *Times,* died recently, following an operation.

MRS. HARRY LEDUC, wife of Harry Leduc, assistant sport editor of the *Detroit News,* died Sept. 28, following an operation.

LEON B. CAMERON, 45, editor of the *Wellsboro* (Pa.) *Gazette* and brother of Peter G. Cameron, Secretary of Banking of Pennsylvania, died at his home in Wellsboro, Oct. 2.

FRANK E. WIXON, for 15 years a member of the editorial staff of the *Watkins* (N. Y.) *Review,* is dead after an illness of three months.

JACK T. FORD, 43, for many years a printer on the *Spokane* (Wash.) *Chronicle,* died in Seattle Sept. 26.

CHARLES SCHEUER, publisher of the *Ventnor* (N. J.) *News,* dropped dead Oct. 5 on the boardwalk in Ventnor.

FRED J. BROWN, 54, city editor of the *New Albany* (Ind.) *Tribune,* died Oct. 4. Born in Plymouth, Ind., Mr. Brown entered the newspaper business at South Bend when 20 years old. Two years later he joined the staff of the New Albany Tribune and had remained with that paper ever since.

ARCHIE C. SMITH, 62, editor of the *Storm Lake* (Ia.) *Pilot-Tribune,* died Oct. 1, at his home after a long illness. He was former county recorder and prominent in northwestern Iowa politics. He had served as internal revenue collector at Dubuque and assistant secretary of state.

GEORGE F. RODGERS, 52, founder of the Rodgers Paper Company, Salem, Ore., died Sept. 29 as the result of injuries sustained in an airplane accident.

WILLIAM A. FINNEGAN, 35, street circulation manager for the *Houston* (Tex.) *Press,* died Wednesday, Oct. 1, from injuries received in an automobile accident.

WILLIAM W. TOLLADY, a printer in the employ of the *Vancouver* (B. C.) *Sun,* was killed Aug. 3 in an automobile accident.

EDWARD HINE JOHNSON, 70, of Philadelphia, vice-president and manager of the American News Company died at Southampton, N. Y., recently.

MRS. ANNE EBERBACH AUGSBURG, wife of Paul D. Augsburg of the editorial staff of the *Chicago Tribune,* died suddenly at her father's home in Conway, Pa., recently. Mr. and Mrs. Augsburg were married in Chicago last December.

MRS. HONORE CHASSE, 59, former managing editor of *Quebec L'Evenement,* died Sept. 23. For 11 years she had charge of the newspaper, retiring 3 years ago when it was sold to J. H. Fortier of Quebec.

JOHN R. O'NEAL, 56, a printer formerly employed on the *Uniontown* (Pa.) *Morning Herald,* died recently.

GEORGE K. BIRELY, one of the owners of the Great Southern Printing Company, publishers of the *Frederick* (Md.) *Daily News* and the *Frederick Post,* died at his home at Frederick recently.

COL. W. G. STERETT DEAD

Veteran Dallas News Washington Man Was Friend of Presidents

Col. William Greene Sterett, 77, for many years Washington correspondent of the *Dallas* (Tex.) *News,* died at his home in Dallas, Tuesday, Oct. 7.

Col. Sterett was the close friend of Presidents, Cabinet officials and members of Congress.

Colonel Sterett came to Dallas in the early '70s. He was one of the editors of the old *Dallas Evening Times* before the establishment of the Dallas News, the staff of which he joined only a short time after the News began publication in Dallas, on Oct. 1, 1885.

He served the News as an editorial writer and as staff correspondent at State and national capitals and at national conventions.

OREGON VETERAN DIES

Addison Bennett, 79, of Portland Oregonian Succumbs to Fall

Addison Bennett, 79, dean of Oregon newspaper men, died Sept. 30, in Portland. Death was the result of a fall a few days earlier by which he fractured his hip.

Up to the time of his injury Mr. Bennett was active as a special writer for the *Portland Oregonian.* He joined the Oregonian staff almost 20 years ago. Mr. Bennett was born in Orange county, New York, Jan. 8, 1845, and began his newspaper work in Wheeling, W. Va., at the close of the Civil War. He worked later in Zanesville, O., and in 1879 went to Kansas where he founded the *Pearlette Call,* later going to Dodge City. Bennett next moved to Garden City and soon owned 17 papers in this part of Kansas. When the boom broke he went to Denver and from there to Baker, Ore.

Some 22 years ago Mr. Bennett founded the *Irrigon* (Ore.) *Irrigator.* Although published in a town of only a few hundred people the Irrigator was soon known all over the country through Mr. Bennett's column of "Rabbitville" notes which were quoted everywhere. It was his Rabbitville column that attracted the attention of the Oregonian and led to his employment by that newspaper.

"JOHNNY" O'BRIEN DEAD

Veteran San Francisco Police Reporter Was Idol of the Force

"Johnny" O'Brien, veteran police reporter on the *San Francisco Examiner,* died from apoplexy Oct. 7. O'Brien was an idol of the police force and "Johnny" always got the "inside stuff."

About 20 years ago, O'Brien, with a policeman, surprised a burglar at work. The holdup man pressed his revolver against the policeman's body. O'Brien jammed his hand between the hammer and firing pin. The police force presented O'Brien with a handsome watch. This watch was taken by a pickpocket. When word went out that it was stolen, the entire force went to work. O'Brien got the timepiece back in 24 hours.

O'Brien came from Carson City, Nev., and was trained by Sam Davis, a chum of Mark Twain.

Bridgman Wills Estate to University

Herbert L. Bridgman, late business manager of the *Brooklyn* (N.Y.) *Standard-Union,* left his estate to the University of the State of New York. Mrs. Helen Bartlett Bridgman, his widow, is to receive the income from the estate for life. Two grandchildren have conditional claim on the income. Bridgman had been regent of the University for many years.

THE
PASSAIC
DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

ASSOCIATION CHIEFS

JOHN H. HARRISON, editor of the *Danville* (Ill.) *Commercial-News* and president of the Illinois Press Association, learned the printer's trade in the office of his father's newspaper, the *Lebanon* (Ind.) *Pioneer.* He did college newspaper work while attending Depauw University at Greencastle, Ind.



JOHN H. HARRISON

In 1888 he got his first assignment on the old *Indianapolis Sentinel.* That first assignment was to interview Benjamin Harrison, then the Republican nominee for president. Later he was three years on Chicago newspapers. Then for two years he was press agent of the Hagenbeck-Wallace circus, followed by service for a theatrical syndicate operating houses in Indianapolis, Toledo and Columbus.

In 1897, he went to Danville, Ill., where he has been located ever since. He began with a small paper, one of four then published in a city of 14,000 people. Danville now has 40,000 people and Mr. Harrisons' paper has grown from 900 circulation to 22,000 with three editions daily.

In 1923 he was elected president of the Illinois Press Association. He has also been president of the Illinois Daily Newspaper Association.

Daily Launches Retail Organ

The *Greenville* (S. C.) *Piedmont* has begun publication of *The Business Booster,* an 8-page monthly organ for retailers. George R. Koester, publisher of the Piedmont, is editor.

M. H. de YOUNG HONORED

San Francisco Chronicle Publisher Feted on 75th Birthday

M. H. de Young, publisher of the *San Francisco Chronicle* was given a luncheon Oct. 2, by business, professional and artistic leaders of San Francisco in honor of his 75th birthday.



M. H. DE YOUNG

More than 200 representative men and women joined in paying tribute to Mr. de Young as a lifelong promoter of the industrial, commercial and artistic development of San Francisco.

"He has done more single-handed, without the aid of societies or organizations, for the city he loves so well than any other man could possibly do," said George H. Baron, curator of the M. H. de Young Memorial Museum in eulogy.

"I am inspired by the great man, whom we are met today to honor," Senator S. M. Shortridge declared speaking in tribute at the banquet. "For, if there has been a great newspaper, guided and inspired by a great mind and one that has stood four square under all conditions, in victory or defeat and for the principle of protection, that great newspaper, the San Francisco Chronicle, has been inspired by its owner and publisher Gen. M. H. de Young.

Toronto Firm Plans Ad Drive

Using Canadian newspapers, the Woods Underwear Company, Ltd., Toronto, will shortly start a campaign to promote sale of a new line of underwear under the name of Lancaster. R. C. Smith & Son, Ltd., Toronto, will handle the account.

The Shop-o-scope
TRADE MARK



Get in on it this year —without fail!

It's better than ever —and last year 225 newspapers voted it the best Christmas classified campaign on record.

Write today for your sample Portfolio—and make sure of a good December for your newspaper!

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

ASSOCIATIONS AND CLUBS

ADVERTISING SPECIALTY ASSOCIATION elected Frank A. Geiger of Geiger Bros., Newark, N. J., president at the Twenty-first Annual Convention just held in Chicago. Other officers elected were: 1st vice-president, Edward N. Ferdon, president, Blanchard Company, Aurora, Ill.; 2nd vice-president, H. C. Boyeson, president, H. C. Boyeson Company, St. Paul, Minn.; treasurer, J. B. Carroll, president J. B. Carroll Company, Chicago. Mrs. Bernice Blackwood was re-elected executive secretary.

Advertising Club of St. Louis recently elected R. Fullerton Place, editor of house organs, president; C. E. Williams, retail shoe dealer; Felix Coste, D'Arcy Advertising Company, and E. L. Hill, *St. Louis Globe-Democrat,* vice-presidents; Douglas Williams, Southwestern Bell Telephone Company, secretary, and P. M. Fahrendorf, Fisher-Brown Advertising Agency, treasurer.

National Poster Advertising Association will hold its annual convention in Detroit, Oct. 13 to 18. W. C. Hunt of the Walker & Company, is in charge of the arrangements. The Canadian Poster Advertising Association will meet for its annual convention in Windsor on Oct. 16. S. S. Scane of Chatham, Ont., is making the arrangements.

New York Advertising Club's Export Advertising Round Table held its first session of the coming year Tuesday, Oct. 7. At the regular meeting of the club on Tuesday of this week Fred B. Smith, of the Federated Council of Churches, who has just returned from Europe, spoke on conditions abroad. Mr. Smith went overseas to attend the A. A. C. W. convention at Wembley, and has spent the past two months touring the Continent.

Sphinx Club, New York, will hold its first dinner of the season at the Waldorf-Astoria Hotel Oct. 14. The 100th anniversary of Fifth avenue will be celebrated. Principal speakers will be Robert Grier Cooke, president, Fifth Avenue Association, and Horace A. Saks, head of the new Saks Fifth avenue store.

New York Editorial Conference at luncheon Oct. 4 discussed plans to better the editorial policies of technical and trade journals. James Dalton, industrial editor of *Motor,* complained that technical papers were too funereal in tone and urged injection of more reader interest.

Baltimore Press Club members are to be given the opportunity to hear issues of the Presidential campaign discussed by representatives of the three parties the evening of Oct. 15. Speakers will be Hon. John H. Bartlett, First Assistant Postmaster General, former Governor of New Hampshire, Republican; Hon. Norman H. Davis, New York, former Secretary of State, Democrat; and Hon. John J. Blaine, three times Governor of Wisconsin, Progressive. Judge T. J. C. Williams, Press Club president, will preside.

Six-Point League, New York, newspaper advertising representatives society, will hold a special meeting of its executive committee Oct. 21 to vote on the question of adopting a name more descriptive and better fitting. Joseph F. Finley, of Story, Brooks & Finley, Inc., is president. First of the League's fall round-table luncheons will be held Oct. 28, to be continued the last Tuesday of each month.

Press Club of Chicago recently elected Everett E. Friganza, assistant editor of the *Bell Telephone News,* president. Other officers are Paul Hughes, vice-president; Harold J. Bromley, vice-president; Robert E. Belcher, treasurer; Charles M. Carr, secretary.

Associated Business Papers, Inc. announces the admission to membership of the *Architectural Forum,* New York.

New England Advertising Clubs has decided to make "Know New England" the theme of its annual convention to be held at Hartford, Conn., Nov. 16 to 20. Frederick W. Bliss, of the Town Criers, Providence, was elected chairman of the New England district at a recent meeting of the executive committee, when the local pride campaign was agreed on.

Bosshard Succeeds Bridgman

Theodore Bosshard has been appointed business manager of the Brooklyn Standard-Union, succeeding the late Herbert L. Bridgman. Bosshard has been assistant business manager for about two years and prior to that was managing editor of the Standard Union for many years.

Injured News Man Improving

Joseph S. Jordan, who writes the column "Sought, Seen and Heard" for the *New York Evening Post,* was reported slightly improved on Oct. 9, at the Broad Street hospital, where he was taken Friday, Oct. 3, suffering from a fractured skull as the result of a fall. He uses the pen name of Mann Hatton. Until recently he was the legislative correspondent at Albany for the *New York Evening World.* He came to New York from San Francisco in the year 1910.

CANADIAN GROUPS MEET

Alberta, British Columbia and Yukon Editors Gather in Vancouver

Members of the Alberta, British Columbia and Yukon press associations, held a joint two-day convention in Vancouver on Oct. 3 and 4. Visiting pressmen were greeted by J. A. Bates, Mission, B. C., vice-president of the B. C. Association, in the absence of Hugh Savage, Duncan, B. C., president, now in England. The welcoming address was responded to by John Mackenzie, president of the Alberta Press Association. Reports of officers and discussion of advertising matters followed.

A question box, presided over by J. M. Walker, *Okanagan Commoner,* was a feature of the first day, during the afternoon of which delegates were guests of the Vancouver Harbor Commission on a tour of the harbor.

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of **Salt Lake City.**

The Deseret News

HE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

Why Gannett Likes His Ludlows

Mr. Frank E. Gannett, Editor and Publisher of Gannett's Empire State group of daily and Sunday newspapers, controls the following papers that circulate chiefly in the heart of New York State.

Rochester Times-Union
Utica Observer-Dispatch
Elmira Star-Gazette
Elmira Advertiser
Elmira Telegram
Ithaca Journal-News

IN writing of his experience with his Ludlows, Mr. Gannett says: "I never hesitate to recommend the Ludlow to any publisher. We have two in Rochester, two in Utica, one in Elmira and one in Ithaca. I don't believe we could get along without them. It was difficult at first to sell me on the Ludlow because I could not see in advance any saving of time or money, but I have been convinced that the Ludlow is a very profitable investment, and any publisher who does not look into it with an open mind is missing a chance to save money."

Superintendent Parmiter of the Utica Observer-Dispatch backs up the statement of Mr. Gannett by adding: "For true economy, low maintenance cost and capacity for unlimited out-put under tremendous pressure. we believe the Ludlow superior to any other system."

The three basic ideas that have made Ludlow success possible are: (1) Simplicity of construction, (2) Unlimited type on slugs, with great range from six to sixty point, including bold and extended faces, and, (3) Speed in operation. In fact, the money-making advantages of the Ludlow System of matrix composition for display is now admitted by successful printers.



The extent of your profits this year may be determined largely by the quantity of Christmas advertising carried by your paper during the next few weeks. There is still time for you to fully investigate the Ludlow System and to equip your plant for meeting the peak load of Christmas business.

With less than an hour's instruction any printer can learn to operate the Ludlow.

Say the word, and we will write you fully about the Ludlow, and send you specimens of new Ludlow typefaces from six to sixty point that will increase the attractiveness of your paper.

Ludlow Typograph Company
2032 Clybourn Avenue
San Francisco: Hearst Bldg. CHICAGO New York: World Bldg.

LUDLOW QUALITY COMPOSITION

WHAT'S WHAT IN THE FEATURE FIELD

MEL RICHARDS, Chicago illustrator and designer, who has been connected with some of Chicago's leading advertising agencies, has entered the syndicate field with a one-column comic feature of his own creation headed "Sadie Says," being the illustrated remarks of, according to the advertisement, "a genuine newspaper lady," inclined to be philosophical and witty. The new syndicate Richards has established goes under the name of Richards & Richards, with headquarters in Chicago.

It developed upon the Ledger Syndicate, Philadelphia, to give a new twist to the cross word puzzle craze. Their latest variation is entitled "Cross-Word Celebrities" and it is conducted by O. L. Griffith. When the puzzle is completed correctly, the left hand vertical column spells the name of a well-known person, the celebrities ranging from Norma Talmadge to Gene Sarazen.

Chief John Kenlon, of the New York Fire Department, veteran of 50,000 fires on land and sea, has written a series of five articles for the Metropolitan Newspaper Service, New York, telling of facts of heroism by firemen which he has witnessed, or which have occurred under his administration of the department. Some of the rescues include acrobatics at great heights and show the flashes of resourcefulness to which firemen are put in the pursuit of their calling.

F. J. Clode, formerly with the Bell Syndicate and Metropolitan Newspaper Service has joined the sales staff of the Ledger Syndicate, Philadelphia.

Prof. Norman Roy Appleton, B. S., M. S. and Dick Carson, world war veteran, members of the Lewis Wilson Appleton Jr., Syndicates, Philadelphia, have just left for Colorado. After a short stay there, they will proceed to Arizona on horseback, gathering material along the way, bringing their trip to an end at the Indian Reservation.

Herman Bernstein, editor, will sail from New York for Europe, Nov. 15, to write a series of 100 daily articles for the Federal Feature Syndicate, New York, under the caption "Close-ups of Europe." He will remain abroad about 4 months, visiting, among other places, England, France, Poland, Jugo-Slavia, Turkey, Palestine, and Egypt.

W. O. McGeehan, sporting writer, who conducts the "Listening Post" for the New York Herald Tribune Syndicate, has returned to New York, after a hunting trip at Creek des Prairies and La Tuque, northern Quebec, where he shot a bull moose with a 56-inch spread of antlers.

John Held, Jr., who draws "O Margy!" for the United Feature Syndicate, New York, was this week elected constable of Wilton, Conn., artist colony.

R. M. Brinkerhoff, creator of "Little Mary Mix-Up" for the New York World Syndicate, and Mrs. Brinkerhoff have returned from a pleasure trip abroad.

Paul V. Collins, former Republican candidate for Governor of Minnesota, and newspaper writer, who now conducts his own editorial syndicate from Washington, D. C., has been touring the Northwest writing politics for the *Washington Star*. His regular syndicate feature runs under the heading "In Today's Spotlight."

Eddie Cantor, comedian, beginning Nov. 15, will write a weekly humorous article for newspapers through the United Feature Syndicate, New York.

Richard S. Bond has discontinued the Business Story Syndicate, Philadelphia, and the Joke Syndicate, both formerly owned by him, and is now devoting his full time as commercial broadcaster and writer of a trade paper series of business stories.

Irvin S. Cobb, whose humorous stories are syndicated by the McNaught Syndicate, has spent several weeks hunting in and about the Lake Edward country in northern Quebec.

FLASHES

A spectacle of wasted energy is a hundred motorists blowing their horns at a traffic cop on a congested downtown crossing.—*Pittsburgh Gazette-Times.*

With the first report of army graft and profiteering in China, we'll know it's a real war.—*Syracuse Post-Standard.*

If the Prince wants to take part in a real American sport he should try apartment hunting.—*New York Evening World.*

A family budget is a good thing, and of course the car's expenses appear right at the top.—*Cleveland Times & Commercial.*

"Hoist on his own petard" means what happens to the gas stepper.—*J. R. W. in Milwaukee Journal.*

Understanding of the reason for China's civil war is vague in America. There may be some who, taking into account their own experience, believe it due to a failure to standardize the mah jong rules.—*New York Herald Tribune.*

It takes a red-nosed man with a greasy vest and a soiled collar and a cheap cigar, with his feet on another chair, to put the proper emphasis into the words, "These women reformers make me weary."—*Altoona Tribune.*

It is pretty hard to get Grand Jury proceedings that suit ex-Secretary Fall.—*Philadelphia Record.*

Any apartment house owner who puts an anti-boiled-cabbage clause in his lease will never have a vacant apartment.—*New York American.*

Arthur Brisbane is about to erect a 30-story apartment house in New York, and yet there are people who say the newspaper editorial has lost its power.—*Worcester* (Mass.) *Telegram.*

Proposed outline for a modern yarn: They met one morning in a barber shop.—*Detroit News.*

Perhaps Mars just drew near to observe the result of what he did in 1914.—*New York Telegram and Evening Mail.*

They have solved the divorce evil in Russia; it isn't an evil—*Columbia* (S. C.) *Record.*

We can't help thinking that a course in a cooking school would do a lot more to glorify the American girl than Ziegfeld ever did.—*New York Herald-Tribune.*

If there should come another war, the common people should demand that it be fought out by the gentlemen who are inventing all the deadly war engines we read about.—*Columbia* (S. C.) *Record.*

Increased Circulation

Means More Business for National Advertisers

FIGURES submitted by the Audit Bureau of Circulations for the year show a marked increase in the circulation of the Altoona Mirror.

For the year ending JUNE 30, 1923, the report showed 25,265 net paid subscribers.

For the year ending JUNE 30, 1924, the report shows 26,549 subscribers, or an increased circulation of 1284 daily.

For the six months ending JUNE 30, 1924, the report shows

27,034

Altoona is growing. Her population is increasing. Business is good.

The ALTOONA MIRROR is the favorite newspaper. The A. B. C. statement will prove it.

USE ITS COLUMNS TO TELL YOUR STORY

The ALTOONA MIRROR

ALTOONA, PA.

BUSINESS DIRECT

Mother-Earth is the Foundation of OHIO'S Prosperity

OHIO'S buying power, as always, comes from her soil. While an industrial leader, Ohio measures her wealth by returns from her soil in agriculture, minerals and other natural resources.

Agriculture in Ohio is the backbone of the state's wealth. It produces vast quantities of vegetables, cereals, hay, fruits, nuts, dairy products, wool, honey, wax and livestock amounting annually to nearly $1,000,000,000.

Its mineral wealth includes coal, iron, glass sand, clays, salt, petroleum, natural gas, limestone, sandstone, gypsum, mineral waters, some potash and pyrite.

Ohio ranks fourth in mineral wealth extracted from mother-earth. Bituminous coal is produced in thirty counties taking approximately 45,000,000 tons annually.

Oil production is very great, the total value being around $45,000,000 per year.

In the production of fireclay and the making of pottery, Ohio stands first in the nation and in the world.

All the agricultural districts, mining districts and manufacturing centers are covered by this list of newspapers, and advertisers can get their story before all classes and all people in Ohio.

National advertisers should choose

"OHIO FIRST"

		Circulation	2,500 lines	10,000 lines
***Akron Beacon Journal	(E)	40,558	.10	.10
***Akron Times	(E)	24,499	.06	.06
***Akron Sunday Times	(S)	24,468	.07	.07
†††Bellefontaine Examiner	(E)	4,706	.02	.02
†††Cincinnati Enquirer	(M&S)	76,789	.17-.35	.17-.35
†††Columbus, O., State Journal	(M)	43,588	.12	.11
†††Columbus, O., State Journal	(S)	43,588	.12	.11
†††Conneaut News Herald	(E)	3,095	.0225	.0225
††Dover Daily Reporter	(E)	5,046	.025	.025
††Ironton Irontonian	(M)	3,400	.0179	.0179
Kenton Democrat	(E)	2,500	.014	.014
***Lima Republican-Gazette	(E&S)	11,742	.05	.05
Lorain Journal	(E)	4,866	.025	.018
***Middletown Journal	(E)	4,345	.025	.025
†††Newark American-Tribune	(E)	7,893	.025	.025
New Philadelphia Times	(E)	7,904	.025	.025
Piqua Call and Press Dispatch	(E)	6,142	.03	.03
†††Portsmouth Sun and Times	(M&E)	18,879	.06	.06
†††Portsmouth Sun-Times	(S)	13,112	.04	.04
***Springfield Sun	(M)	13,272	.035	.035
***Toledo Blade	(E)	109,123	.27	.25
***Youngstown Vindicator	(E)	27,441	.07	.07
***Youngstown Vindicator	(S)	27,441	.07	.07

††Government Statement, Sept. 30, 1923.
†††Government Statement, April 1, 1924.
***A. B. C. Statement, April 1, 1924.

BIG PRESS CONFERENCES AT CHICAGO

(*Continued from page* 8)

of a divisional committee of five, whose duty it shall be to bring before the board, either in writing or in person, any suggestions which they may consider desirable for the welfare of their division or any member thereof; such divisional committees to be elected for a period of one year."

Schedule for the departmental meetings follow:

The Advertiser Division will meet in Room 104, Hotel La Salle; President O. C. Harn, National Lead Company, in the chair.

The Advertising Agents' Division will meet in Room 103; Director Walter Hine, of Frank Seaman, Inc., presiding.

The Newspaper Division will meet in the Red Room; Director Walter A. Strong, *Chicago Daily News,* will preside.

The Magazine Division will meet in Room 102; Director Stanley R. Latshaw presiding.

The Farm Paper Division will meet in the East Room; Director B. Kirk Rankin, *Southern Agriculturist,* in the chair.

The Business Publication Division will meet in Room 210; Director E. R. Shaw, Power Plant Engineering, in the chair.

LONG PROGRAM FACES INLAND PUBLISHERS

WHAT it considers will be the most important annual meeting it has ever held is scheduled for the Inland Daily Press Association at the Morrison Hotel, Chicago, Oct. 14 and 15.



GEORGE D. LINDSAY

Sessions will be opened by the report of George D. Lindsay, publisher of the *Marion* (Ind.) *Chronicle,* president, to be followed by the annual accounting of Wil V. Tufford, secretary.

One of Mr. Lindsay's chief activities as president during the past year has been the direction of a drive to obtain new Inland members. Election of new members and their introduction to the present membership will follow immediately after the secretary's report.

Stuart H. Perry, *Adrian* (Mich.) *Telegram,* heads the list of speakers on the first day, with the topic "Contempt of Court Abuses."

Second on the program is George W. Purcell, *Vincennes* (Ind.) *Sun,* on "First Newspapers in Inland States." Purcell has made a study of old newspapers and will also have an exhibit of some 100-year-old newspapers of Indiana, Illinois, Ohio, Kentucky, Virginia, Mississippi, Louisiana, Vermont and New York. Among them will be souvenir copies of Volume 1, No. 2, of the *Indiana Gazette,* Aug. 7, 1804, containing an account of the Hamilton-Burr duel.

The program for the first morning will close with an address by Prof. Willard G. Bleyer, of the School of Journalism, University of Wisconsin, on "The Importance of Maintaining High Editorial Standards."

Luncheon this first day will be addressed by Col. Arthur Johnson, U. S. A.

With but one break, the afternoon session will be devoted to talks on newspaper advertising. Mrs. E. O. Susong, *Greenville* (Tenn.) *Democrat Sun,* opens the afternoon speeches with an address on "A Woman's Experience as a Newspaper Publisher." Then will follow: Jesse F. Mattesson, chairman, newspaper committee, A. A. A. A. on "National Advertising in Newspapers; Ralph Shannon, *Washington* (Ia.) *Journal,* "Getting the Personal Touch in Advertising," and Jason Rogers, New York, on "How to Double the Volume of National Advertising in Newspapers."



WIL V. TUFFORD

Reports of the different committees feature the morning program of Oct. 15. These reports will be made and subsequent discussions led by the following committee chairmen:

A. L. Miller, A. B. C. Committee; Arnold L. Guesmer, Federal Tax; Homer Gard, Postal; Will O. Feudner, Labor; E. H. Harris, Cost Finding, and E. P. Adler, Paper.

Free publicity will be held up for discussion under the leadership of L. I. Noyes, of the *Ironwood* (Mich.) *Globe,* first speaker after the committees have concluded their reports. Frank T. Carroll, *Indianapolis* (Ind.) *News,* president of the Newspaper Advertising Executives, will talk on his association, and either W. P. Strandborg or Joe Carmiechael, president of the Public Utilities Advertising Association, will speak on "Public Utilities and the Press."

On this day the Inland luncheon will have as guest of honor, Hon. Frank O. Lowden, former Governor of Illinois, who will speak on "The Relation of the Newspaper to the Farm Era."

Circulation, classified advertising, and state press associations will occupy attention during the afternoon. Robert S. Weir, *Syracuse Journal,* president of the International Circulation Managers' Association, will explain the aims of his organization, while H. L. Williamson, secretary, Illinois State Press Association, will speak on the "Functioning of a State Press Association." Basil L. Smith will discuss "Standard Classified Advertising."

Featuring the entertainment side of the program will be a theater party on Wednesday evening to "The Beggar on Horseback," arranged by President Lindsay through the courtesy of S. E. Thomason, business manager, *Chicago Tribune,* president of the American Newspaper Publishers' Association. Robert B. Harbison, western sales manager of the International Paper Company, has extended golf privileges to all Inland members to play at Olympia Fields. A golf tournament is scheduled for Oct. 13.

MARKET RESEARCH IDEA IS FOUR-A TOPIC

WHEN the American Association of Advertising Agencies opens its eighth annual convention at the Drake Hotel, Oct. 16 and 17, one of the subjects to be discussed of particular interest to newspaper publishers will be the establishment of the A. A. A. A. Market Research Department, recently announced by Stanley Resor, president, through EDITOR & PUBLISHER.



STANLEY RESOR

Resor this week declared no director for this department had yet been named, the final appointment being held over until the matter can be acted upon by the association's entire membership in Chicago.

According to plan, the Research Department will make a "qualitative" analysis of newspaper and magazine circulations in the United States and will in no sense be in competition with A. B. C. It is confidently expected by the creators that the department will be a saving to both advertising agencies and publishers. Trade areas are to be surveyed without bias.

The Research Department, James O'Shaughnessy, executive secretary of the A. A. A. A., this week told EDITOR & PUBLISHER, will also take charge of the "comprehensive data regarding all publications of the world, collected and tabulated by the association during the last year and a half in co-operation with the United States Department of Commerce."



JAMES O'SHAUGHNESSY

"These files, which we now have in our possession," O'Shaughnessy said, "include the advertising rates, circulation, size of columns, screen used, standard rate card information, and the age and stability of all newspapers and other publications in every considerable city of the world.

"Carbon copies of this tabulated information have been filed with the Government, where they are now available to any applicant. The government copies, however, are not manifold and must be inspected in Washington, whereas, the can be sent out from our New York office to A. A. A. A. members.

"The Department of Commerce collected the material for these files through consuls, special agents, commercial attaches and trade investigators in all parts of the globe. They are practically com

First eight months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

Reason-Why Copy For Your Churches

Help your churches to have a constructive message in their display space. It is not enough to say "Come to Church." Here is one of the 52 ads offered by this Department as Series No. 6, designed for use on behalf of all the churches in your town.

AND THEN THE SLIP

"This man was a trusted cashier for twenty years," said the underwarden as a visitor watched a man in the office of a state penitentiary.

The story was the old one of temptation becoming too much for a man who had handled the money of another for two score years. One slip spoiled his life and that of his wife and children.

A man may struggle against temptation for more than twenty years and get no credit for the times he might have slipped and didn't. The one time he does slip tears down the whole structure he had built so carefully—and hundreds of men in (name of town) know how easy it is to slip!

But if we are to believe the testimony of men who have wanted to slip but didn't, and those who have slipped and then "came back," the Bible and the Christian religion are restraining forces and assistants of supernatural power which can be had by any man who desires the help.

Every church in (name of town) is eager to help the man or woman who knows he must fight a battle which, if lost for a day, means the wreck of his life.

Let the churches help you. Talk with any pastor.

Use of this entire series of 52 ads may be purchased by one paper in a town for 3 cents per week per thousand circulation. For full set of proofs address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World
383 Madison Ave. New York City

e and have been kept efficiently up-
late."
'Shaughnessy pointed out that these
are of particular value in developing
ign markets for American products.
"We believe," he said, "that foreign
ertising is necessary to the main-
nce of domestic advertising. Often
y producing American factories must
abroad or go broke.
When I was abroad this summer, I
hundreds of American products in
opean stores. But they were not be-
extensively advertised. If they were
ertised, their sale would be far greater,
output of American factories could
ncreased, price to the domestic con-
er reduced, the total business enlarged
great additions made to domestic ad-
ising appropriations."

The first business, therefore, of the Research Department, he pointed out, would be concerned with adjustment of these files to more efficient use.

Undoubtedly the matter of the Research Department will be brought up before the friendly get-together luncheon, which the A. A. A. A. will give to about 1,000 publishers on Thursday at the Hotel La Salle.

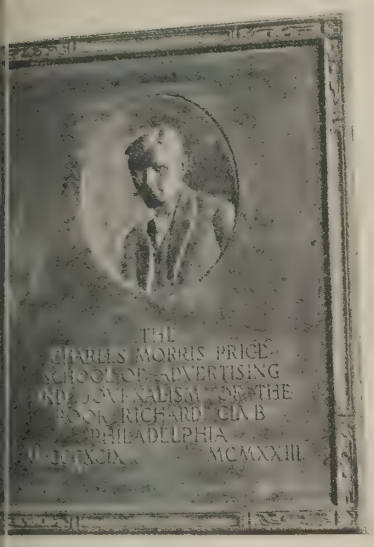
President Resor will talk briefly at this luncheon, to be followed by William H. Johns, of the George Batten Agency, chairman of the A. A. A. A. board of ex-presidents; O. C. Harn, National Lead Company, A. B. C. president; and A. W. Erickson, of the Erickson Company.

The annual directors' meeting of the A. A. A. A. is to be held Oct. 15.

Election of officers will be held Oct. 17.

PHILADELPHIA POOR RICHARDS LAUNCH FIRST ENDOWED AD CLUB SCHOOL

HE Charles Morris Price School of Advertising and Journalism was in-
rated by the Poor Richard Club of
adelphia at a luncheon at the Belle-
Stratford Hotel on Thursday, at-
ed by the Mayor of the city, many
ing educators and about 300 Poor
ardites and their friends.
he school starts with an endowment
$30,000 given to the Poor Richard



by Michael G. Price, the entire
e of his son, Charles Morris Price,
many years a member of the Poor
ard Club, who was lost at sea in the
diterranean in November, 1922.
Irvis A. Wood, of N. W. Ayer &
president of the club, who presided,
of the generosity of the father who
lost his only son, of the kindly heart
had prompted this action in a modest
that the Poor Richard Club was in
unique position of having received
irst endowment of any club in the
try for educational purposes, and out-
the progress of advertising during the past 50 years. He told of an experience that befell his late associate, F. Wayland Ayer, who was largely responsible for the success of N. W. Ayer & Son, and who as a young man resigned his position as a teacher to take a job in an advertising agency.

One day, a man whom he had approached for business told him he regretted his move—that he didn't think advertising a respectable business, and that if he really needed help he would be glad to give it to him. "F. W." retired as gracefully as he could, but in the next interview informed his friend that if advertising was not respectable he, personally, would try to make it so. Mr. Wood said the establishment of this school was a milestone in the progress of advertising.

The school opened on Tuesday in the Poor Richard rooms, with an enrollment of 115 and some 500 applications. Instruction is under guidance of the Poor Richard Club and direction of Messrs. Lutz and Mulvey.

Bartley J. Doyle, past president of the Poor Richards, paid tribute to Charles Morris Price. He had a bent for journalism, he said, was quiet, and unassuming and liberal. He was sure the poor Richard Club, with the aid of this fund and the backing of the father who stood ready to assist in every way, could do everything that was necessary to make both the advertising and journalistic courses successful.

The Poor Richards have the support of Dr. Smith of the university, the president of the Board of Education and the other leading educators of Philadelphia.

They are planning to place in their club rooms a bronze memorial tablet as shown in the accompanying cut.

Schnackenberg Leaves Hearst

Planning to devote all his attention to a public accounting practice for publishers, John H. Schnackenberg has resigned from the staff of the Hearst General Management, with which he has been associated since 1921.

UBLIC LEDGER MAGAZINE PAGES

The Ultimate in Art Layout and Subject Selection

New Front Cover in four colors; Complete Story Page; Seven Feature Pages; Edith Burtis' Fashion Page; Humorous Art Page in pen and ink—"Vignettes of Life" by Frank Godwin.

For Samples and Terms Wire

EDGER SYNDICATE
EPENDENCE SQUARE PHILADELPHIA

Experience
The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE
342 Madison Avenue New York City

THE JIJI SHIMPO
Tokyo

"In Japan, the Buyers Read The Jiji"

PRESS FIGHTS SUPER-POWER RADIO

(*Continued from page 3*)

doubtless would be opposed to direct advertising, and the same view was advanced by James M. Cleary, of the *Chicago Tribune,* who was a member of the general committee of the conference dealing with the problems confronting the newspaper group.

Secretary Hoover in part said:

"In the whole history of scientific discovery there has never been a translation into popular use so rapid as in radio telephony. So late as the year before I became Secretary of Commerce there were no broadcasting stations. At the end of four years 530 are in operation. The sales of radio apparatus have increased from a million dollars a year to a million dollars a day. It is estimated that over 200,000 men are now employed in the industry, and the radio audience probably exceeds 20 millions of people.

"I have been convinced that development could only be accomplished by organized cooperation of the industry itself.

"Experimental broadcasting upon a national scale during the past year has now brought us to the stage where we know it can be done. The local material available for the local program is not in my view enough to maintain assured interest, and therefore the industry, or to adequately fulfill the broadcasting mission. So far as the art has developed, I think we all agree that for accuracy and regularity of reception we can depend only upon the local broadcasting stations. My proposition is that the local stations must be able to deliver every important national event with regularity. The local station must be able to bring to its listeners the greatest music and entertainment of the nation, but far beyond this it must be able to deliver important pronouncements of public men, it must bring instantly to our people a hundred and one matters of interest. To this it must add its matters of local interest. This can only be accomplished by regularly organized interconnection on a national basis with nationally organized and directed programs for some part of the day in supplement to more local material.

"It is our duty to consider the possibilities and potentialities of interconnection as a regular daily routine of the nation. Unless it be systematically organized we cannot expect its continuation. I realize that this matter, except insofar as it may be fostered and encouraged, does not lie in the Government. It would be unfortunate indeed if such an important function as the distribution of information should ever fall into the hands of the Government. It would be still more unfortunate if its control should come under the arbitrary power of any person or group of persons. We have promises of super radio and we have promises of interconnection of wired wireless. If there are several methods, it means that we might have several alternative programs always available. But whatever the method of interconnection may be, we are lacking in a definite organization of a national system of programs and a basis of support.

"I believe that the quickest way to kill broadcasting would be to use it for direct advertising. The reader of the newspaper has an option whether he will read an ad or not, but if a speech by the President is to be used as the meat in a sandwich of two patent medicine advertisements, there will be no radio left. To what extent it may be employed for what we now call indirect advertising I do not know and only experience with the reactions of the listeners can tell. I do not believe there is any practical method of payment from the receivers.

"I wish to suggest for consideration the possibility of mutual organization by broadcasters of a service for themselves similar to that which the newspapers have for their use in the press associations, which would furnish programs of national events and arrange for their transmission and distribution on some sort of a financial basis just as the press associations gather and distribute news among their members.

"It is of some interest to classify and study the ownership of the stations. So far as the Department knows, of the present stations, 196, or over one-third, are owned and operated by manufacturers of or dealers in radio apparatus, whose interest is of course apparent. Department stores and similar mercantile concerns add 39 to this number, and publishers 41, making a grand total of 276 known stations, of which 44 may be said to have a direct interest in the publicity legitimately resulting from their own broadcasting. On the other side we have 85 educational institutions, 35 churches, 12 city and state agencies, 12 clubs, 4 schools, 2 state or city agencies, and 1 church, all of which may be said to operate from more altrustic motives."

Representatives of newspaper broadcasting stations and radio news services and publications who took an active part in the conference were: Carl H. Butman, *Washington Radio News;* Howard E. Campbell, *Detroit News;* James M. Cleary, *Chicago Tribune;* Captain Stephen L. Coles, Radio Magazine of *New York Herald-Tribune;* R. G. Call, *Portland Oregonian;* W. M. Dewey, *Chicago Evening Post;* William G. H. Finch, International News Service; David Grimes, *Radio in the Home;* Arthur H. Halloran, editor of *Radio;* E. H. Hansen, *New York World;* Robert D. Heinl, Listening In on the United States; Volney D. Hurd, *Aviator Service Monitor;* Lamden Kay, *Atlanta Journal;* Israel Klein, Newspaper Enterprise Association; L. M. Lamm, *Radio Digest;* Arthur H. Lynch, *Radio Broadcast Magazine;* Harry J. Marx, *Radio Digest;* Henry M. Neely, *Radio in the Home;* Charles A. Segner, *Chicago Evening Post;* Arthie M. Stevens, Universal Service; Walter A. Strong, American Newspaper Publishers Association; R. M. Rolan, *Cleveland News-Leader;* D. C. Wilkerson, Radio Writers' League; Mrs. A. C. Jenkins, *Chicago Daily News;* T. R. Williams, *Pittsburgh Press;* Miss Judith C. Waller, *Chicago Daily News.*

NORRIS A. HUSE JOINS WESTCHESTER DAILIES

Former General Manager United Features, Now Business Manager, Mount Vernon Argus and New Rochelle Standard-Star

Norris A. Huse has become assiciated with Westchester Newspapers Inc., proprietors of the *Mount Vernon* (N. Y.) *Daily Argus,* and *New Rochelle Standard-Star* as business manager. Mr. Huse is a former Nebraska publisher and also has been prominent in the field of advertising and newspaper business making in both the east and west. He comes to Westchester Newspaper Inc., from the United Features Syndicate, of New York, where he has been the general manager, and where his business ability brought about a big increase in the volume transacted by this important and well known organization.



Norris A. Huse

His newspaper career began in Norfolk, Neb., where he was associated with his father and brother in the publication of the *Norfolk News* in both the business and editorial departments, afterwards succeeding to its control and direction. The success that he achieved here was indeed noteworthy as the paper gained a circulation of 10,000 although the city in which it is published, only has a population of 6,000.

His work here attracted the attention of Courtland Smith, then president of the American Press Association, and Mr. Huse was invited east to develop the advertising in the foreign field for the association, the representative for 7,000 weekly newspapers. He became vice-presiden and continued in this work for a space o four years. On the sale of the organiza tion, he accepted the general managershi of the United Features Syndicate.

Mr. Huse is a graduate of the Univers ity of Nebraska and was appointed b the governor as the state chairman of cit izens for the welcome home of the soldier from the World War. In every under taking both in his home state and in Ne York where he has resided since takin up his work there, he has won distin guished success, and he enjoys the conf dence and esteem of his country-wide ac quaintance in the publishing business.

Lou Holland Resting

On advice of his physician, Lou Ho land, of Kansas City, A. A. C. W. pres dent, has given up all active participatio in his business interests and in his at tention to association affairs to take complete rest. His travels in the pa two years in the interest of the A. A. W. have taken him more than 40,0 miles, and he has been under heavy strai

Prints Edition on Kraft Paper

Monroe (La.) *News-Star* printed a 4 page special edition on brown Kraft pap recently to celebrate the opening of new paper mill of the Brown Paper Com pany of Monroe.

The Market Barometer

will give your readers at a glance the movement of the markets' transactions noting particularly high, low, close and net change of 25 Rails, 25 Industrials and average of the 50 stocks combined, together with number of shares traded-in on the market, showing today, yesterday, last week and last year and includes also high, low, close and yield of all issues of Liberty Bonds.

With

The Market Barometer

there is an excellent market lead covering all the stock, curb and bond markets. Ready at 7 p. m. nightly in approximately 250 words, f. o. b. night press toll wire, New York.

Write or wire us regarding this and other business and financial features for your morning editions.

INTERSTATE COMMERCIAL NEWS SERVICE
38 Park Row, New York

The Cathedral Towns of England

NORWICH

Norwich was at one time the second city in England. It is still a busy centre and provides abundant interest for the visitor. The Cathedral, mainly Norman work, is one of the noblest in the country. Its cloisters are exceptionally fine and well preserved. A beautiful crocketted spire rises above the tower and gives to Norwich that splendid silhouette which makes it comparable only to Salisbury.

The massive castle, containing a museum second only to London; St. Andrews Hall, the Guildhall, St. Peter Mancroft Church, the 13th Century Bishops Bridge and a wonderfully preserved Merchants house of the 15th Century, all contribute towards making Norwich one of the most interesting of English towns.

London & North Eastern Railway from Liverpool Street Station, London

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent

LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

New Haven Register
is New Haven's Dominant Paper
Circulation over 40,000 Average

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

First

In nine months of this year The New York Times published 19,005,044 agate lines of advertising, a gain of 1,662,576 lines over the corresponding period of 1923, and an excess of 6,544,346 lines over the second New York newspaper.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

***Present average circulation 126,763**

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

EVENING HERALD
Los Angeles, Calif.
Gained 7,249 Daily Average Circulatio

Sworn Government Statement, Six Monti Ending March 31, 1923, 166,300 Daily. S Months Ending March 31, 1924, 173,5 Daily. Increase in Daily Average Circul tion, 7,249.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New Yor
G. Logan Payne Co., 401 Tower Bldg., North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., Sa Francisco, Calif.

NEWSPAPER COPY SOLD UTILITY STOCK AND APPLIANCES AT LOW COST

Remarkable Results in Conclusive Figures Reported by Central Main Power Company—Electric Washer and Vacuum Cleaner Drives Reaped Sales

EDITOR & PUBLISHER *herewith presents the third of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.*

A TWO months' newspaper drive selling washing machines resulted in sales of 108 per cent of the quota.

A vacuum cleaner campaign sold 190 cleaners in a month at a cost of $1.95 apiece.

A six weeks' customer ownership campaign netted the sale of 2,368 shares of stock at the regular price, $107.50.

These are experiences of the Central Maine Power Company, Augusta, Me., in its early 1924 newspaper advertising.

Data books list the Central Maine Power Company as having 65,000 customers, many of them large users of power for manufacturing purposes; a capital investment of $18,272,941; kilowatt hours generated last year numbered 146,136,610. The company makes this interesting comment on its advertising:

"Our first campaign of the year had as its objective the sale of 135 'Easy Washers' and it turned out a real success. We used six newspaper advertisements during January and February. We sold 147 machines at an advertising cost of $4.70 apiece or approximately 2¾ per cent of the machine cost. And furthermore, we found that demonstrations were easy to give as customers became acquainted with the aims of the campaign.

"In April we had a vacuum cleaner campaign which centered around a new cleaner called 'The Cempco,' a machine we had made under our own trade name. This campaign ran for a month and we tied the newspaper work up with some direct mail, extra sales solicitation and demonstrations.

"The advertising cost was $370.88; we sold 190 cleaners during the four weeks.

"Along different lines we have been running a series of advertisements on our 7 per cent preferred stock, which we are selling to customers and the public with much of the appeal directly to Maine people.

"Every so often, to keep our customers sold on this security, we run a series of advertisements just to check up on the general advantages of owning our security.

"This year, from February 7 to March 24, we put out a group of advertisements headed, 'A Series of Advertisements to Explain Why C. M. P. Preferred is a Good Investment.' Our objective was to sell more stock and also to keep our shareholders sold on the stock they already owned.

"During the six weeks period we spent $1,305.56 for advertising. We sold for cash 2,368 shares of stock at our regular price of $107.50 per share. In addition, a large number of shares were sold for delivery at some future date and these shares were not counted in the above total.

" * * * The value of newspaper advertising is great. Especially do we keep everlastingly at it in the sale of our preferred stock."



All copy in this series was less than 36 inches in size. It brought sales.

Federal Council Promoting Church Ads

The Federal Council of Churches has sent a series of 12 advertisements to all local church federations, to special groups that will work together where there are no federations, and to individual congregations in thousands of communities suggesting that these advertisements or similar ones be used in the local daily newspapers. Copies were also sent to business managers of newspapers asking them to co-operate in getting the campaign under way. Arthur E. Hungerford, Baltimore, Md., is the publicity advisor for the council.

Princess Writing Ad Copy

Madame la Princesse Lucien Murat of France has joined the ranks of advertisement writers. In a recent issue of the *Paris Le Matin* there is a column write-up describing the wonders of a dress-making establishment in the fashionable Avenue des Champs Elysées above her name.

Will Charter Boat to Houston

Portland (Ore.) Ad Club has decided to charter a boat to take its members to the convention of the A. A. C. W. at Houston, Tex., May 10-14. The other 38 Pacific coast delegations will be invited to join the Portland group for the trip, prorating the cost.

To Help Small Stores Advertise

The United States Chamber of Commerce has issued a new bulletin, entitled "Small Store Advertising," which includes recommendations as to amounts to be spent for advertising by small stores, deduced from statistics established by the Harvard Bureau of Business Research.

Advertising Course Opens Next Week

New York Advertising Club's course in advertising and selling will open Thursday, Oct. 16, with a lecture on "Can Your Product Be Advertised?" by H. H. Duete, general sales manager of the Borden Sales Company. The course consists of 40 lectures by men prominent in advertising and selling.

HERMAN BERNSTIEN

DISTINGUISHED foreign correspondent for fifteen years with the *New York Times, Herald, Sun* and *American,* with many notable beats to his credit, including the acquisition of the WILLY-NICKY TELEGRAMS, is sailing on a four months' trip to Europe and the Near East November fifteenth, under exclusive contract with the Federal Feature Syndicate.

MR. BERNSTEIN will visit England, France, Germany, Denmark, Norway, Sweden, Poland, the Baltic States, Switzerland, Austria, Italy, the Balkans, Turkey, Palestine, Egypt and Russia (if the Soviet government will permit him to enter the country following his articles on Soviet Russia published in the *New York Herald* and forty other newspapers).

LISTENING in on the cross currents and undercurrents of life in these countries, MR. BERNSTEIN will write a striking and novel daily feature:

CLOSE-UPS OF EUROPE

One Hundred Days in the New Old World

By HERMAN BERNSTEIN

IN THESE ONE HUNDRED CLOSE-UPS—a 750-word letter, six times a week, for four months—Mr. Bernstein will give to your readers:

Trenchant, penetrating articles telling what is going on behind the scenes with the leaders in politics and thought;

Colorful, human interest stories of the day-by-day life in these old and new nations;

Illuminating interviews with the high and the low, the great and the humble, with every sort of person who can throw light on what Europe is thinking and doing.

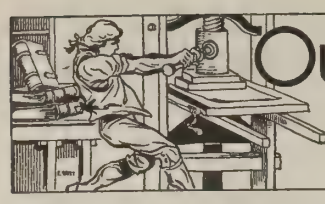
HERMAN BERNSTEIN'S One Hundred Close-Ups will not interfere with your regular foreign service. They will be something new and different, for he will ferret out the striking human side of Europe that regular correspondents of necessity do not handle in their daily routine.

The First Release, "CLOSE-UPS OF ENGLAND," will be ready January fifth.

This is the first announcement of this notable feature.

Write or Wire for Rates and Exclusive Territory.

THE FEDERAL FEATURE SYNDICATE
160 Fifth Avenue New York City



Our Own World of Letters

By JAMES MELVIN LEE

THAT newspapers are not colored, but are colorless, is the opinion expressed by Carl Dickey in his article, "Honesty in Printing the News"—the second of a series, "The Truth About Newspapers," now running in *The World's Work*. In a half-whimsical, half-truthful way he sums up the opinion held by certain critics of the press as follows:

> The publisher calls the managing editor and demands to know whether the news has been properly colored, the financial news duly twisted, the proper proportion of inaccuracy, bias, and press agents' propaganda displayed in the news, and upon receiving an affirmative answer, he replies: "All right, let's go to press. We've got a perfect newspaper."

Mr. Dickey frankly admits that there is less charm today in the presentation of news than when Charles Anderson Dana ran the old *New York Sun*. He does, however, pay a fine tribute to Kirke L. Simpson, who covered for the Associated Press the story of the burial of the Unknown Soldier in Washington. He makes the same point about headlines that he does about news stories in the matter of mode of treatment. By way of illustration he reprints the famous headline of "Boss" Clarke, who was night city editor of the *Sun* for more than 30 years. This headline put over the story, which told of the finances of two city architects who pleaded poverty but admitted having turned over property to their wives, was:

"WE'RE BROKE," SAYS HORGAN.

"Sure," Says Slattery, "But Our Wives Are Doing Fine."

To illustrate the point that the coloring of news is rarely intentional he puts in a box the placard found on the walls of the news room of the *New York Illustrated Daily News*—the paper with the largest morning circulation in this country:

> Accuracy is of First Importance. It is better for this newspaper to be a little slow and right than fast and wrong.
>
> There is a superstition that a popular newspaper must be full of fakes. This newspaper is certainly popular, but everybody on it does his best to avoid fakes.

I, for one, wish that writers about American newspapers would keep in the morgue that old Gimbel story about which we have heard enough—and to spare. Another Gimbel story, in my opinion, would have been much more to the point. A member of the Gimbel family in Philadelphia was arrested for profiteering. Some of the Philadelphia papers printed this fact; others did not. Later this Gimbel was freed from the charge by the courts. The papers which had not published his arrest were put in the most embarrassing position of informing their readers that a man had been declared innocent when nothing had been printed to tell why he had been arrested. For once at least, the newspapers that printed the facts had their just reward.

Mention is made in the article of the survey of the Pittsburgh papers during the steel strike of 1921. This survey, made by the Inter-Church World Movement, was published in book form under the title "Public Opinion and the Steel Strike." (Harcourt, Brace & Co.) I have been frequently asked why I have not mentioned that book in this department—a question I will answer now. The book was published before this department was started. In the second place no one could review the book without an endless amount of research impossible for me to undertake on account of the distance. I have, however, reached one or two conclusions about the contents of the volume. The book is marketed under the direct assertion that the analyst of the Pittsburgh newspapers was at one time Washington correspondent of the *New York Evening Sun*. Now a survey made by the man who has had the great honor of being Washington correspondent of a great New York newspaper is entitled to most serious consideration. But the trouble with this volume is that I am unable to find out when the analyst held that great honor, though I have often taken the matter up with Daniel A. Poling, Vice-Chairman of the Commission of Inquiry and pastor of the church of which my wife is a member. The newspaper in question informed me that the analyst mentioned was never its Washington correspondent, though at one time he did do some special work for it in Washington—a big difference, in my opinion, when one is looking for extreme accuracy in matter of presentation.

Nowhere in the volume can one find any account of the attempt of Pittsburgh newspapers to get news from strike leaders. I maintain that no survey is worthy of that name where there is such an important omission. The alleged investigation becomes, not a survey in the true sense of that term, but an indictment. I ask in a survey that the same standard of honesty of purpose and accuracy of reporting be applied as should be applied in testing the news columns of the press. The newspapers of Pittsburgh may or may not be entitled to the epithet "the prostitute press" but so far as this survey of the Inter-Church World Movement is concerned the case is not proven—in my opinion. I know how hard some reporters on Pittsburgh papers worked to get news from the strikers' point of view and I also know how they were treated at strike headquarters.

The conclusion reached by Mr. Dickey is:

> The American press, despite the fire of criticism, does a fairly good job of telling the news of its own community, the nation, and the entire world. It is trying to expand its scope of service beyond its already large realm of usefulness, and its faults are due more to keen competition and deleterious influences, which will pass away, than to lack of high ideals which the entire profession cherishes but does not fulfill. The fact that the press is so roundly abused and criticized is a good sign; it shows that America takes its newspapers seriously, that the press is a vital element in our national life, and that a general desire exists to see our newspapers improved and lifted to a higher plane of influence, prestige, and service.

This second article in the series, "The Truth About Newspapers," is illustrated by photographs of Victor F. Lawson, publisher of the *Chicago Daily News;* Carr Van Anda, managing editor of the *New York Sun;* Hilton U. Brown, general manager of the *Indianapolis News;* Frank W. Taylor, Jr., managing editor of the *St. Louis Star,* and Selah Merrill Clarke, who has already been mentioned in this comment.

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

KANSAS

is an agricultural state. 1924 is its best crop year in a decade. The towns and cities share with the farmers in the new prosperity. Topeka, the capital city, is the buying center for the rich Kaw Valley.

Primary Distribution

Owing to the class of its merchants, its strategic sales territory and the cooperation given by the CAPITAL, most national advertisers include Topeka in their primary distribution campaigns.

Topeka Daily Capital
Member A. B. C.
Arthur Capper, Publisher — Marco Morrow, Asst. Publisher

HELPING Dallas to grow from a small town into a fine city has been The News' great privilege. Helping to build a finer city, of far more splendid ideals and attainments will be The News' supreme destiny.

The Dallas Morning News
Supreme in Texas

first!
—in circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

"FIRST IN PUBLIC SERVICE"
The World.
MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago — General Motors Bldg. Detroit

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., New York.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Weekly Column

A WEEKLY COLUMN OF QUIPS AND JESTS
Timely and real live matter. Write for sample.
Rosen Associates, 7131 Manse St.,
Forest Hills, New York.

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune
No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.
FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By THEODORE SCHEEL

His Youthful Diversion Was Drawing Soldiers in School Books



THEODORE "BUDDIE" SCHEEL, cartoonist for the Tri-Feature Syndicate, says he entered "this tough existence" Oct. 21, 1898, in St. Louis, Mo., entirely unconscious of what was in store for him.

As a schoolboy his favorite diversion was drawing soldiers in school and library books—an artistic pursuit which cost his father many a fine.

Upon entering high school an ambition to be a bookkeeper actuated him, and he registered for a business course. Three years later he entered business at $4 a week in the mailing department of a hardware concern. Later he entered a real estate office where he remained for five years without piling up a much higher salary. All the time drawing of caricatures interested him. And so, it was not hard at this time for a girl acquaintance to persuade him to quit his job and enter the St. Louis School of Fine Arts.

Upon leaving school he free-lanced for a time.

"Then I tried the advertising route and landed as a staff artist of a new weekly publication," Scheel relates. "I made a few sketches for it then the blamed thing up and died. Then I looked at my bank roll, discovered there enough to take me to New York, took the train and arrived in town.

"I walked the streets visiting every corner and circle but had no luck at all, and so I grabbed a train for Philadelphia, lasted one day there and then back again to New York. Then the Democratic Convention happened and some of my sketches sold and the bank-book sang again.

"Then the Tri-Feature Syndicate gave me office space and now it's a daily cartoon for sport and radio fans."

ORGANIZING NEW PRESS SERVICE

Spanish Newspaper Man Plans to Give Europe Constructive News

Constructive news from Canada, United States, and South America is in great demand in Europe, according to Enrique Des Champs, Spanish newspaper man, who arrived in this country this week to make arrangements for a press association he plans to organize, Jan. 1, to be known as the International Press Bureau, with headquarters in Paris and Madrid.

He said he had also obtained contracts from the South American governments, promising to furnish him with the type of news he desires.

Des Champs expects to make similar arrangemens with the U. S. and Dominion governments.

To connect the 8,000 newspapers who it is claimed desire service of the proposed press association, Des Champs declared he had signed contracts with two telegraph companies who have agreed to grant him a low rate.

Des Champs will be managing director of the International Press Bureau. He was formerly on the staff of the *Madrid Grafico* and has spent 38 of his 50 years as a newspaper man.

JOURNALISM CONFERENCE

Illinois Press Association Meeting at Champaign-Urbana

Two banquets, both addressed by prominent speakers, feature the journalism conference and the annual meeting of the Illinois Press Association being held at the University of Illinois, Champaign-Urbana, this week, Oct. 9-11. John H. Harrison, *Danville* (Ill.) *Commercial-News,* is president.

On Thursday evening the association's annual banquet was held in the University's Great Hall, with Lee A. White, of the *Detroit News,* principal speaker.

The "President's Dinner" was scheduled for Friday, Oct. 10. Dr. David Kinley, University president, was to deliver an address of welcome, and speakers were to be Frank W. Scott, director of the University's journalism, and James T. Williams, Jr., editor-in-chief, *Boston Transcript,* on "Militant Aspirations of American Journalism."

Other speakers on the program were: A. L. Bowen, *Illinois State Journal;* Charles Mead, Geneva; I. S. Dunn, president of the Southern Illinois Press Association; John B. Sheets, Oblong, and Ernest Gruening, formerly managing editor of the *New York Tribune,* on "Journalism as a Profession."

Permanent roads are a good investment —not an expense

Road Building Far Behind the Automobile

Millions now recognize the automobile as a necessity. It is no longer a luxury for the few. Sixty per cent of its use is for business.

Because of this the modern paved highway has become an economic necessity.

Yet although the mileage of Concrete Roads and Streets has been steadily increasing, our highway system today lags far behind the automobile. The great majority of our highways are as out of date as the single-track, narrow gauge railway of fifty years ago.

Such a condition not only seriously handicaps the progress of the automobile as a comfortable, profitable means of transportation, but also holds back commercial, industrial and agricultural advancement in practically every section of the country. It is costing taxpayers millions of dollars annually.

Highway building should be continued and enlarged upon.

Your highway authorities are ready to carry on their share of this great public work. But they must have your support. Tell them you are ready to invest in more and wider Concrete Highways now.

PORTLAND CEMENT ASSOCIATION

111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

THREE PENNSYLVANIA PRESS GROUPS TALK SHOP AT STROUDSBURG

150 Editors Attend Two-Day Session October 3-4—Bickel and McKernon Speak—Recreation Features Are Plentiful

PENNSYLVANIA publishers and editors combined business with pleasure at the meetings of the Associated Dailies, Weekly Newspaper Association, and State Editorial Association held at Stroudsburg, Friday and Saturday, Oct. 3 and 4. Business sessions were plentifully interspersed with recreation features, including sightseeing trips to Delaware Water Gap and the Pocono Mountains. About 150 attended the interesting sessions.



JOHN L. STEWART

The general dinner Saturday night climaxed the sessions. John L. Stewart, of the *Washington Observer* and president of the Associated Dailies, presided. Addresses were delivered by Judge Samuel E. Shull, of Stroudsburg, C. N. Andrews, of the *Easton Free Press,* Charles B. Spatz, of the *Boyertown Democrat,* and president of the Pennsylvania Weekly Newspaper Association, H. L. Williamson, of Springfield, Ill., and George S. Dougherty, a former captain of detectives of New York City.

Friday's business session was addressed by H. M. Donovan, of the advertising firm of Donovan and Armstrong, and Karl A. Bickel, president of the United Press Associations. The business sessions Saturday morning were addressed by Edward McKernon, superintendent of the eastern division of the Associated Press, John Reitinger, Philadelphia manager of the Associated Press, George J. Campbell, of the *Pittsburgh Law Bulletin,* State Congressman Benjamin H. Ludlow, Leonard Ormerod, information manager of the Bell Telephone Company, and Charles M. Meredith, of Quakertown.

Between the Friday and Saturday meetings a golf tournament and dance were staged. Motor trips were arranged for wives and daughters accompanying the newspapermen.

A silver cup, "The Paste Pot Trophy," was presented for competition in the annual golf tournament by William L. McLean, Jr., of the *Philadelphia Bulletin.* Competition for this cup is open to all newspaper golfers of Pennsylvania, and it is to become the permanent property of the player winning it three times (not necessarily consecutively) in annual handicap medal play.

George E. Graff, of the *Williamsport Sun,* was awarded the trophy for this year, and Charles R. Long, of the *Chester Times,* was runner-up. They were presented with individual trophies, as was Charles R. Spatz, of the *Boyertown* (Pa.) *Berks County Democrat,* who won the novice competition.

Judge Shull, in his address, urged the retention of the present judicial system. Corruption in the executive and legislative branches of the government, he declared, can easily be corrected, but the breaking down of the judicial branch will shake the confidence of the people in the government.

Mr. Williamson outlined the organization of the Illinois Press Association and recommended one big press association for the state of Pennsylvania. It should charge reasonable dues, he said, and maintain an office with a paid secretary.

Mr. Ludlow, in addressing the Saturday morning session, dwelt upon the systems of taxation existing in the state.

Although the three associations were the guests of the city of Stroudsburg, all arrangements were made by Colley S. Baker, editor of the *Stroudsburg Record and Times-Democrat,* N. A. Frantz, president, and A. F. Everitt, city editor of the same paper.

Among the publishers and editors attending were: E. J. Lynett, *Scranton Times;* C. N. Andrews, *Easton Free Press;* John L. Stewart, *Washington Observer;* J. H. Zerbey, and J. H. Zerbey, Jr., *Pottsville Republican and Morning Paper;* Robert McLean and William L. McLean, Jr., *Philadelphia Bulletin;* George J. Campbell, *Pittsburgh Law Bulletin;* Elmer L. Stoll, secretary, Publishers' Association of Pittsburgh; John J. Mead, *Erie Times;* Herbert D. Brauff, *Reading Tribune;* E. L. Clifford, *Pottsville Republican;* C. J. Smith, *Allentown Call;* Charles R. Long, *Chester Times and Republican;* C. R. Meredith, *Quakertown Free Press;* Charles K. R. Schropp, *Lebanon News;* W. J. Sanborn, Lansdale; Howard W. Paige, *Legal Intelligencer,* Philadelphia; George Ross Esselman, *Lancaster Law Review;* Howard Reynolds, Boyertown; Charles Spatz, Boyertown; William Hower, Bryn Mawr; Elwood Moser, *Norristown Register;* Irving Haywood, *Conshohocken Reporter;* John G. Zock, *Lititz Express;* Mrs. Estelle Steele, *Mechanicsburg Journal;* Fred C. Godcharles, *Milton Miltonian;* Frederick Stapz, *Bucks County Democrat;* Joseph F. Biddle, *Huntington;* C. S. Yeager, Ephrata; H. E. Grosh, *Lititz Express;* C. H. Heintzelman, *Coatesville Record;* A. H. Swing, Coatesville; J. R. Deershuck, *Hazelton Plain Speaker;* Henry Walser, *Hazelton Standard Sentinel;* Wilmer E. Crow, Harrisburg; Gus Steinmetz, *Harrisburg Telegraph.*

Former N. Y. Publisher Dies

Robert Edwin Bonner, 71, for many years publisher of the *New York Ledger,* died at his home in Lenox, Mass., Oct. 7. He was born in New York, son of the late Robert Bonner, and was graduated from Princeton University in 1876. He was a member of the University, Princeton, Lotos and Press Clubs of New York and the Nassau and Ivy Clubs of Princeton.

CITY STAFF "STEPS ON IT" WHEN TWO MURDERS BREAK ON DEADLINE

"AN illustration of why newspaper men tear their hair out instead of bobbing it," says Ferman A. Wilson, news editor of the *Miami* (Fla.) *Daily News,* an evening publication, in a communication to EDITOR & PUBLISHER, "is found in a recent day's routine on the Daily News, and probably a record for deadline spot news was established.

"The deadline on the News for the noon edition is 10:55. On the day in question at 10:56, just as the first page was being rolled, the police reporter jammed through a telephone call from police headquarters, 'Hold the noon. Miami cafe man's son just murdered.'

"Back came page one and way was cleared for an eight column 120 point streamer. The account of the murder was set in 'takes' and at 11:12 newsboys were selling papers containing a fairly complete account of the crime which had been committed 27 minutes before.

"There was a scramble for art and possible news of the capture of the so far unidentified slayer. The next edition was the home with the deadline at 1:40. It had been a hectic—with cap H spasm—but the shooting story was complete, the cuts were in and our gang was all but ready to wander out into the merry sunshine and lap up a lawful lemonade when the telephone rang.

"Sure enough it was the police reporter. 'Woman just shot and killed her husband on the postoffice corner.' Whatever corner she killed him on, it meant another sudden shift in makeup. Two streamers were quickly made to bloom where one had before.

"Again, the story of a sensational crime, committed amid the crowds of the city's busiest corner, was rushed into type and the paper poured out into the streets.

"It should have been enough and to spare for one day, but the police had to capture the slayer in the first shooting just as the final edition was ready to go to press.

"John Livingstone, formerly of the *Chicago Tribune* staff, was the police reporter covering both stories."

NOTHING REGISTERED

Going out to lunch, the department store advertising manager handed a copy of "Poor Bob's Almanak" to his office boy, and told him to fertilize his mind a bit.

When he returned he asked the kid what he thought of it, and got this:

"Aw, you think you're reading a darned good story, and the first thing you know you bust your nose up against the BROOKLYN STANDARD UNION.

"Naw, nothin' to it."

Poor Bob's Almanak

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Every month, *every* year, The Cleveland PLAIN DEALER carries MORE National Advertising than *both* Cleveland evening newspapers COMBINED.

The Plain Dealer
ONE *Medium*—ONE *Cost* ALONE *Will sell it*

WOODWARD & KELLY
350 N. Michigan Ave., Chicago
Fine Arts Bldg., Detroit

J. B. WOODWARD
110 E. 42nd St.,
New York

TRENTON N E W JERSEY

It serves an industrial city of 129,000, also prosperous suburban territory.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Four transcontinental railways, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

You can blanket the rich and prosperous territory of Tacoma and South west Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 N. Michigan Ave., Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST—by Merit

ILIES TO ADVERTISE FLORIDA

ociation Votes $5,000 Fund to Tell Merits of State

ssociated Dailies of Florida at a re- meeting at West Palm Beach voted 00 to be spent in advertising the state, the sum to be raised by member papers.



W. A. Elliott

The following officers were elected: President, W. A. Elliott, business manager, *Jacksonville Times-Union;* vice-president, Lew B. Brown, *St. Petersburg Independent;* secretary-treasurer, C. C. Coddington, *De Land News;* ctors, Herb Felkel, *St. Augustine ord;* Harry Brown, *Lakeland Star-gram;* D. H. Conklin, *West Palm h Post;* Ross Reeder, *Miami Daily s;* W. M. Glenn, *Orlando Sentinel;* G. Mullen, *Tampa Times;* F. P. es, *West Palm Beach Times.*

meeting of the Associated Press , embracing a membership of 31 ida papers, took place coincident the Associated Dailies gathering.

TIPS FOR AD MANAGERS

Wallis Armstrong Company, 16th & Locust ts, Philadelphia. Will place account of Philadelphia Storage Battery Company, delphia, manufacturers of "Philco" bat- .

rge Batten Company, 383 Madison ave- New York. Placing orders wtih news- s for Julius Kayser & Company "Kayser s" New York, and Larus Bros. Co., eworth Smoking Tobacco," Richmond, Va.

ckman Company, 120 West 42nd street, York. Placing copy with some New nd newspapers for the Procter & Gamble any "Ivory Soap," Cincinnati.

mas M. Bowers Advertising Agency, 304 abash avenue, Chicago. Copy schedules sent to a general list of newspapers on nd Manufacturing Company, Chicago.

mpbell-Ewald Company, General Motors Detroit, Mich. Southern papers are re- g 6-time schedules on the Burroughs g Machine Company, Detroit, Mich.

tham Advertising Agency, 3 West 29th , New York. Again placing orders with apers in various sections for Wimel- r & Rice, "Wear Right Gloves," New .

lister Clark, 350 Madison avenue, New Has secured the account of the Brillo Company, Brooklyn.

over-Mooney Company, 111 W. Monroe , Chicago. Orders are going out to news- s in the southwest on the Cudahy Pack- ompany, Chicago.

iske-Everett, Inc., 19 West 44th street, York. Now handling account of Powell's late Mills, candy, New York.

rs, Watrous & Company, 360 N. Michi- avenue, Chicago. One time orders, 260 are being distributed to a selected list wns on Schleicher, Inc., (metal radiator ure).

rles H. Fuller Company, 629 S. Wabash e, Chicago. Placing the account of the Packing Company.

rles C. Green Advertising Agency, 450 venue, New York. Placing a campaign dison Mazda Lamps in newspapers in York City, New York State and New .

y H. Greene, Parsons Building, Buffalo. ecured the account of W. H. Comstock any "Dr. Morse" Indian pills, Morristown, Reported to be placing account of the n Mfg. Company "Kondon Catarrhal " Minneapolis.

ri, Hurst & McDonald, 58 East Washing- reet, Chicago. Has secured the account vid Adler & Sons Company, Milwaukee, acturers of men's and young men's over- and suits. Reported to be placing ac- of the Bradley Knitting Company, an, Wis.

ig-Hooper Company, 74 New Montgomery San Francisco. Placing orders with Western newspapers for the Silverton Pipe Company, Silverton, Ore.

os Advertising Company, Inc., 9 East street, Chicago. Handling account of aige-Detroit Motor Car Company, De- manufacturers of "Paige" and "Jewett" biles.

L. Jones Company, 38 S. Dearborn Chicago. A general list of newspapers robably be used on the advertising of rt H. Frost, Inc., Chicago.

Ralph H. Jones Company, First National Bank Building, Cincinnati. Placing account of the Estate Stove Company, Hamilton, Ohio, manufacturers "Estate" cooking and heating appliances.

Klau-Van Pietersom-Dunlap-Younggreen, 417 Sycamore street, Milwaukee. Has secured the account of the L. J. Mueller Furnace Company of Milwaukee.

Kling-Gibson Company, 220 S. State street, Chicago. A list of metropolitan newspapers is being used on C. U. Williams & Son, Bloomington, Ill. (Oilomatic Heater).

LaPorte & Austin, 21 East 40th street, New York. Placing orders with some newspapers in lower New England for the White Oak Coal Company, New York.

Lennen & Mitchell, Inc., 366 Madison avenue, New York. Making contracts with newspapers in selected sections for P. Lorillard & Company, "Old Gold Tobacco," New York.

Alfred Levy, 171 Madison avesnue, New York. Placing orders with some New York newspapers for the Root Mfg. Company, "Root's" Tivoli underwear, Cohoes, N. Y.

Robert M. McMullen Company, 522 5th avenue, New York. Making contracts with newspapers in varicus sections for the American Cranberry Exchange, "Eatmor" cranberries, New York.

Maxwell, McLaughlin & Company, Inc., 30 North Michigan avenue, Chicago. Placing account for the Burson Knitting Company, Rockford, manufacturers "Burson" full fashioned hose.

Newell-Emmett Company, 120 West 32nd street, New York. Placing orders with Southern and Western newspapers for Liggett & Myers Tobacco Company, "Granger Rough Cut," New York.

Daniel E. Paris, 80 Boylston street, Boston. Reported to have secured the account of the Samoset Chocolate Company, Boston.

Potts-Turnbull Advertising Company, 6 N. Michigan avenue, Chicago. Sending out copy generally on the Portland Cement Company, Chicago.

William H. Rankin Company, 1 West 37th street, New York. Placing orders with newspapers in various sections for the American Tobacco Company, "Buckingham Smoking Tobacco," New York.

Joseph Richards Company, 247 Park avenue, New York. Again placing orders with newspapers generally for the Gould Storage Battery Company, New York.

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with some Ohio and New Jersey newspapers for the Indian Motor Cycle Company, Springfield, Mass.

R. E. Sandmeyer & Company, 153 North Michigan avenue, Chicago. Placing account of the Pullman Couch Company, Chicago, manufacturers of couches.

Schl Advertising Agency, 360 N. Michigan avenue, Chicago. Contracts and copy are being sent to a list of western newspapers on the D. B. Scully Company, Chicago. (Syrup).

Calvin Stanford Advertising Agency, Connally Building, Atlanta. Has secured the Dixie Metal Products Company, Birmingham, account.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with some Southern newspapers for Penick & Ford, Brer Rabbit Molasses, New Orleans and New York.

Wood, Putnam & Wood Company, Oliver Ditson Building, Boston. Has secured account of the Taunton Knitting Company, Madewell Union Suits, Taunton.

GOLF WRITERS FORM CLUB

Henry L. West, Washington Post, Elected President at Merion, Pa.

Henry L. West of the *Washington Post* was elected president of the National Association of Golf Writers, an association formed by representatives of more than 60 newspapers who covered the national amateur golf championship at the Merion Cricket Club at Merion, Pa., recently. O. B. Keeler, *Atlanta Journal,* was chosen vice-president, and Francis J. Powers, *Cleveland News,* secretary-treasurer.

An executive committee, consisting of the officers and Kerr N. Petrie, *New York Herald-Tribune;* Perry Lewis, *Philadelphia Inquirer;* L. B. Paton, *Boston Herald,* and A. T. Packard, *Chicago Post,* was also elected.

The association will co-operate with the United States Golf Association in obtaining proper facilities for reporting national tournaments and in advancing the interests of the game.

Newark Press Sale Denied

Former United States Senator Joseph S. Frelinghuysen of New Jersey in a statement to Editor & Publisher this week denied published reports that in company with a group of bankers he had purchased the *Newark* (N. J.) *Press,* evening tabloid, launched Sept. 23 with Joseph J. Fiske as publisher. Attempts to reach Mr. Fiske were unavailing.

This Fact Constitutes

West Virginia

A Great Food Market

West Virginia does not produce, and never has been able to produce, enough food to sustain her people. Her industrial centers are very largely reliant upon food imported from another state.

FOOD ADVERTISERS

Will do well to stop and consider West Virginia as a market.

It is a market that should be considered. The people of West Virginia have more money to spend than double their number in many of the more congested sections.

With 1,500,000 people, wholesalers and consumers are generally within the influence of the daily newspapers, so that they can be very economically addressed by newspaper advertising.

Tell these people in their daily newspapers, the merits and advantages of your goods. These dailies, listed below, will work with you and get your message over in West Virginia.

They Localize National Advertising

		Circulation	Rate for 5,000 lines
Bluefield			
***Telegraph	(M)	11,073	.05
Telegraph	(S)	14,259	.06
Charleston			
***Gazette	(M)	20,057	.07
***Gazette	(S)	24,932	.08
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Huntington			
***Advertiser	(E)	11,176	.04
***Herald-Dispatch	(M)	13,750	.04
***Herald-Dispatch	(S)	13,637	.04
Martinsburg			
***Journal	(E)	4,542	.03
Morgantown			
Post	(E)	5,085	.025
Parkersburg			
***News	(M)	7,185	.025
***News	(S)	8,759	.025
***Sentinel	(E)	7,641	.03

***A. B. C. Statement, April 1, 1924.

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

NEWSPAPER paragraphs have for many years been very popular. In the last few years the movies have done a great deal to increase the popularity of paragraphs and lately many business concerns have been employing "wise cracks" to attract attention either to their products or stores.

A very effective way of advertising these paragraphs and the newspapers which run them is to reprint them on cards which can easily be placed in newsstands, barber shops, pool rooms, restaurants, and other places.

The paragraphs selected should of course, have a laugh in them, be very short, and not refer to any controversial subject such as prohibition. They can be printed on small cards, six by ten or eleven and changed weekly. Small cards, because they take up little space, have a much better chance of getting and staying in windows.

We have been using such cards for more than a year with excellent results. Here is a typical card:

"ABOUT THE ONLY DISEASE NOT AFFLICTING POLITICS IS LOCKJAW"

A Paragraph from
Your (Name Paper)

Get The ———— for Best Sport News

The paragraph should stand out. Next bring out the name of the paper. Carry in small type the last line.

We know storekeepers who have as many as a score of cards in different parts of their windows and stores. When we miss passing the signs around one week we get kicks. Compare this with the difficulty everyone has in getting the average advertising sign posted.

* * *

Want ads help circulation to such an extent that we believe circulation managers should include an ad on want ads in every piece of promotion literature. The want ad managers will be glad to reciprocate by including with transient bills envelope inserts advertising some feature.

* * *

We read a large number of exchanges and are struck often by the lack of office advertising. When we assume that readers know all about our features and departments we are giving them credit for more discernment than they have. We have known features to run in dailies for months without being noticed by intelligent readers.

One day at lunch I heard a big publisher say that his paper did not carry a comic which I knew his paper had been running for at least six months. Of course we don't expect publishers to read their own papers thoroughly but they might authorize some office advertising so their readers would get to know their papers better.

Often a person will read a feature and not like it. That may not be a disparagement of the feature; the reader might have dyspepsia. Then a forceful ad may attract that reader's attention to that feature he passed by and he may become a devotee of it.

We believe thoroughly in advertising features and departments. They should be exploited continually both for the benefit of the regular readers and the transient buyers. And the copy should give reasons why a feature is worth reading. The necessity of close attention to layout has been driven home so strongly by H. Frank Smith in his Editor & Publisher articles that we will not dwell on that subject, but refer you to his stuff. It's immense and has been very helpful to us.

* * *

Circulators are often repelled from doing single mail promotion because of the cost of getting names and addresses of prospects. This problem can be beaten, we believe, successfully by addressing circulars direct to box numbers. We have used this method with good results and we know many papers that employ it regularly.

To be sure a person who gets a piece of mail wants to see his name on it but a circular is a circular and all the pains of filling in names and addresses carefully cannot make it a personal message.

Sending matter direct to box numbers lessens the cost of a campaign greatly. First the expense of getting the names is eliminated. Then the cost of mailing is greatly reduced because the box numbers can be set up in galley form just as a mailing list and the envelopes addressed with a mailing machine.

To illustrate: If 50 pieces are sent to each route to as many boxes only one galley of type is needed from which as many sheets as are required can be printed. The set up should be: Box 1, Box 2, Box 3, etc. Space should be left at the bottom for a stenographer to fill in twice the names of the post offices; once for the last paper in the club and the second time for the wrapper. In this way labels for 10,000 boxes can be made very quickly and mailed just as easily.

Anyone not sure about the post office regulations governing the mailing of circulars direct to box numbers can get the information from the Post Office Department.

A good way to avoid having circulars lie around country post offices is to notify the postmasters a few days ahead that circulars are coming addressed to box numbers. Samples may be sent out in the same way.

* * *

A proverb contest at this time of the year usually pulls well.

* * *

House organs are multiplying almost as rapidly as picture papers. About every week we get a new paper put out especially for carriers and newsboys. Most of these papers we cannot praise very much. They seem to us to miss the mark entirely because they are too preachy. There are too many dont's in them and too many directions and too many articles by District Manager Sweeny on what a successful carrier should do.

We believe that a carrier's house organ should contain 90 per cent news and features in which boys are interested and about 10 per cent propaganda and that should be sugar coated. Furthermore, a carriers' paper should have a price on it and carriers should pay for it. The price need not be more than a quarter a year but there should be some charge so the boys will value the paper.

POET CHARGES PLAGIARISM

Brings Suit Against Los Angeles Oil Man and Publisher

John G. Neihardt, Missouri poet, has brought action in the U. S. District Court in Los Angeles, charging infringement of copyright of a poem which, according to Neihardt's bill, was reproduced in public print as purporting to have been written and signed by C. C. Julian, Los Angeles oil man. Mr. Julian is jointly accused with the Vanderbilt Newspapers, Inc., the Illustrated Daily News Publishing Company, Inc., and Cornelius Vanderbilt, Jr., as official of these companies.

The poem, according to Neihardt, was first printed under the title "Battle Cry" in a book of poems called "Man Song," published in 1909 by Mitchell Kennerly and copyrighted for 28 years. When published by Julian in an advertisement of the Julian Companies and appearing in the *Illustrated Daily News* of Jan. 11, last, it was entitled "Undismayed," Neihardt charges.

Neihardt is asking that the court award him $1 for every copy of the Illustrated Daily News which contained the advertisement, which would total $143,158, based on the newspaper's own statem of circulation, this sum to be sha jointly by the defendant companies persons.

To Discuss Price Increase

Newspaper proprietors in France again talking of raising the price of daily paper from 15 to 20 centimes; t is, nominally from three cents to four, cording to *Comoedia*, a Paris newspa It is the provincial newspapers which bringing the question of an increase fore the press of the country, it sta and the matter is to be discussed at early meeting of the newspaper owners France.

Hosiery Campaign for Canada

Julius Kayser & Co., manufacturers Italian silk underwear and hosiery, announced an extensive hosiery adver ing campaign in Canadian newspapers Ontario, Quebec, British Columbia, berta and Manitoba.

again
ON THE
San Francisco Chronicl
Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle
HOLLISTER
CIRCULATION ORGANIZATION
717-715 COM'L EXCHANGE BLDG
LOS ANGELES, CAL.

love and adventure in the woods of Louisana
A stirring romance of unusual type. The adventurous spirit of old France lives again in these modern descendants of early French settlers.
THE PAINTED WOODS
By Nevil Henshaw
Keep your readers guessing with this splendid serial—just ready.
Readers' Syndicate, Inc.
799 Broadway New York City

Los Angeles Time
The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.
World Leader in Advertising for Three Consecutive Years

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

Our Features:
Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
Ed Hughes
O. O. McIntyre
Penrod and Sam
Nellie Revelle
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others
The McNaught Syndicate, Inc.
Times Building, New York

AUTOMOBILE FEATURES
Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other
BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY
The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Mr. Publisher or Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

WHAT THEY ARE SAYING

PUBLIC DEMANDING ADVERTISED GOODS

"THE public has reached a point where it actually rebels at purchasing non-advertised merchandise or service. People want a feeling of security, and if goods or service are not advertised, there is a lack of this feeling of guaranty."—Paul A. Anderson, before 41st Annual Convention, Laundry Owners' National Association.

* * *

PROSPERITY AT HAND

"I CAN'T see anything but prosperity. There was a real depression during the past year, but, strange as it may seem, our business has been the greatest of any year in the company's history, with the exception of one year during the war. This proves to me that business is on its feet again and is moving forward with confidence."—L. C. Walker, President, Shaw-Walker Company.

* * *

REFERENDUM AND RECALL

"NEWSPAPERS can be a very great power for good or ill, but they can't be much of a power for ill because they have to work openly. You have crooked politicians and judges and dog catchers, but every day you have the referendum and recall on your newspapers. What the public square was to Athens and Rome, the newspapers are to America. La Follette and Coolidge and Davis talk every day in the public square, which is the newspaper, just as the Romans talked in the Forum."—Arthur Brisbane.

* * *

JOURNALISTIC VIRILITY

"A PAPER may be carefully edited, cover its field broadly and be put together in an attractive manner, it may be able to instruct, and yet be lacking in authority and influence. It will then be a good paper, but not a great one. It will follow, not lead. . . . The publisher with ideals will not be satisfied with any routine success achieved at the expense of virility. He will exercise and insist on courage wherever courage is called for in preference to 'playing safe.'"—James H. McGraw, president, McGraw-Hill Company, Inc.

* * *

COPY DECIDES ADVERTISING SUCCESS

"ADVERTISING does not always bring direct results; in many cases it merely earns the consideration of the prospective buyer. If it does that it is worth every cent you paid for the space. Trick headings and clever headings in your copy do not succeed. You must head ads with the needs of the prospective customer. Don't decide how much space you will buy and then write an advertisement to fit that space. Write the ad and then decide on the space. You will get better results. If your copy is right, nothing can make your advertising campaign a failure, but if it is wrong, nothing can make it a success."—Carl Byoir, President, International Consolidated Chemical Company, New York, before Des Moines Ad Club.

* * *

THE PRESS UNDER INQUIRY

"THE press is now undergoing a careful scrutiny by the people. We have only recently had news of the inquiry into the conduct of our newspapers to be undertaken by several learned societies. In the magazines and weekly periodicals, and on the platform, the newspapers and their performance of their task are a constant topic. The press is being examined in the light of faithfulness to its trust. That is a healthy sign; it would be bad indeed if a public servant were to go unminded by the people. * * * The American people have shown that they approve newspapers which nail their policies to their mastheads and fearlessly and honestly support them with fair judgments openly arrived at. Criticism of professional subservience comes oftenest from radical writers; yet in no press is the rule of policy more dogmatic, is the regimentation of editorial writers more exacting and disciplined, than in the radical newspapers and weeklies."—Louis Wiley, Business Manager, *New York Times*, before New Jersey Press Institute.

ADVERTISING AGENCY AFFAIRS

ADVERTISING agency business in Los Angeles, Cal., appears to be booming, according to the number of firms which have recently moved into larger quarters.

Smith & Ferris has moved into a new two-story brick home, which was especially constructed for them at 739 South Hope street. Reception days were held from Oct. 2 to 9.

The Earl R. Obern Company, advertising counsellors, moved into larger quarters in the Lincoln Building, 742 South Hill street, Oct. 1. Although but a month old, officials declared more space was found necessary to permit the segregation and enlargements of several departments.

Logan & Stebbins has also taken new and larger offices in the new Insurance Exchange Building, Los Angeles.

James A. Devine, formerly associated with W. Montague Pearsall, has announced the opening of his own offices at 1270 Broadway, New York, where he will conduct a general advertising agency.

William Prager has joined the copy writing staff of the Dakan Advertising Agency, Seattle, Wash., succeeding Allen Mades, who resigned to join the advertising department of the *Seattle Post-Intelligencer*.

The David Company, an advertising organization, has been incorporated in St. Paul by R. H. and Q. J. David and J. C. Fabbrini, president, secretary-treasurer and vice-president respectively.

Granvill C. Sewell has joined the staff of the Chambers Advertising Agency, of New Orleans, Louisville, and New York. He was formerly with the Adamars Agency of St. Louis, and with the Reddick Agency before the latter was taken over by the Dorland Agency.

C. C. Carr, president of the C. C. Carr Advertising Agency, St. Petersburg, Fla., visited New York recently, where he gave a luncheon to resort advertising managers of New York newspapers at the Advertising Club of New York.

What You Ought To Know
About Illinois

Now, more than ever before, the buyers of advertising space seek plain facts on the papers themselves and on the conditions in their circulating territory.

Below are facts and figures on conditions in Illinois which will be of real help to the general advertiser in planning and advertising campaign to cover this prosperous state.

Area—Illinois ranks 23rd in size.

Population—It is 3rd among the states with 6,485,280 individuals.

Density—Illinois has 115.7 persons per square mile.

Wealth—Its total wealth is over twenty-two billion which is exceeded by only two other states.

No. of Farms—Over 237,000 farms, whose value is over six and a half billion dollars, makes it rank second in the Union.

Value of Crops—Illinois' crop value is third with $864,000,000.

Livestock—Illinois ranks fifth in value of livestock with $142,000,000.

Manufacturing—As a manufacturing state, Illinois ranks near the top—having 18,595 factories employing over 805,000 people and producing over $5,400,000,000 worth of manufacturing goods.

Go after business in Illinois now. The papers listed here are leaders. They serve an immense intelligent family of buyers.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News .....(E)	16,982	.06	.06
†††Chicago Herald & Examiner.....(M)	335,747	.55	.55
†††Chicago Herald & Examiner.....(S)	1,050,949	1.10	1.10
†Chicago Daily Journal.....(E)	123,026	.26	.24
***La Salle Tribune .....(E)	3,162	.025	.025
***Moline Dispatch .....(E)	10,569	.045	.045
***Peoria Star—(E) 29,102 .....(S)	21,733	.075	.06
***Rock Island Argus .....(E)	10,513	.045	.045
***Sterling Gazette .....(E)	5,921	.04	.04

***A. B. C. Statement, April 1, 1924.

†††Government Statement, April 1, 1924.

†Government Statement, Sept. 30, 1924.

POLITICAL MEN DEPLOY AS CAMPAIGN WARMS

Washington Denuded of Correspondents Who Take Road With Presidential Candidates—"Situation" Writers Comb Doubtful States

By SAM BELL

(*Washington Correspondent*, EDITOR & PUBLISHER)

WASHINGTON, Oct. 8.—Except for the period of the national conventions, when Washington newspaper men move en masse to the convention cities, Washington, at the present time, is shyer of reporters than ever before. The departure this week of the La Follette campaign train with nearly a dozen correspondents aboard had added to the denuding of the capital.

The newspaper men accompanying Senator La Follette are: Paul Haupert, Associated Press; Kenneth Clark, International News Service; Fraser Edwards, United Press; Winder Harris, Universal Service; George E. Authier, *New York World;* John W. Owens, *Baltimore Sun;* Henry M. Propper, *New York Herald-Tribune;* Louis Stark, *New York Times,* and James L. Wright, *Cleveland Plain Dealer.*

Already a number of correspondents have been out on situation stories, some of them going as far as the Pacific Coast. David Lawrence, of the Consolidated Press; Mark Sullivan, of the *New York Herald-Tribune,* and Arthur Sears Henning, of the *Chicago Tribune,* led the first invasion of the west. Gould Lincoln, of the *Washington Star,* is now in California, after a swing through the states largely known as La Follette territory, and Carter Field, of the *New York Herald-Tribune,* is writing a series of articles on the California situation.

Four men, representing the *Philadelphia Public Ledger* and *New York Evening Post,* have divided the country and are furnishing a daily page of political news in the Ledger and the Post. Clinton W. Gilbert has been stationed in Chicago to write daily stories. Louis Seibold is covering New England and the middle Atlantic states and will go as far west as Illinois and Michigan. Robert Barry has the border states and the debatable southwest. Mr. Barry will go as far north as Iowa, while George Nox McCain has the northwest and on through to the coast.

James P. Hornaday, of the *Indianapolis News,* left Washington this week for Indianapolis and a hunt for middle-west political news. Gus Karger, of the *Cincinnati Times-Star,* who was in the far west recently, goes out again shortly to remain until election. Another correspondent who will follow La Follette and investigate the situation in the west, is Roy Roberts, of the *Kansas City Star.*

VANCOUVER STAR SOLD

New Daily Purchased by Gen. V. W. Odlum, Member of Parliament

Vancouver (B. C.) *Star,* 8-page evening daily founded about 3 months ago by Charles E. Campbell, has been sold by its founder to Gen. Victor W. Odlum, Liberal member-elect to Parliament.

General Odlum was for some years editor of the old *Vancouver World,* recently bought by the *Vancouver Sun* and made into the *Vancouver Evening Sun.* He has assumed personal direction of the *Star* and has associated with him as president of the publishing company and as a contributor to the *Sar's* columns his father, Prof. E. Odlum.

Canadian Publishers Entertained

The British Columbia Institute of Journalists entertained the proprietors of the Vancouver and New Westminster dailies at dinner in Vancouver on Oct. 1. The guests included F. N. and W. J. Southam, Ottawa, of the firm of Wm. Southam & Sons, publishers of the *Vancouver Province;* Senator J. D. Taylor, publisher of the *New Westminster British Columbian;* R. J. Cromie, *Vancouver Sun;* Brig.-General V. W. Odlum, *Vancouver Star.* Each addressed the gathering, which was presided over by C. A. Sutherland, president of the Institute.

Gould Heads Baseball Writers

James M. Gould of the *St. Louis Star* was elected president of the Baseball Writers Association at its annual meeting in New York, Oct. 7. Denman Thompson of the *Washington Star* was elected vice-president and Henry P. Edwards, *Cleveland Plain Dealer,* secretary and treasurer.

Idaho Daily Suspends

Coeur d'Alene (Idaho) *American,* morning paper, suspended publication recently. The American was purchased about six months ago by G. R. Scott, publisher of the *Coeur d'Alene Press.* The Press is the only daily in Coeur d'Alene now.

N. Y. Post Adds "Football Extra"

The *New York Evening Post* last Saturday announced that throughout the season it would publish a football extra each Saturday, giving final scores and details of important games.

Daily Offers Subscriber Insurance

The *Crookston* (Minn.) *Daily Times* offers, for $1 a year, to present and future subscribers a "special press accident policy" under which $1,000 will be paid for loss of life, amounts ranging from $500 to $1,000 for loss of limbs, etc., and $10 per week for three months in case of injury from any travel accident.

Scranton Printers Get $4 Increase

Newspaper printers in Scranton, Pa. have just been awarded an increase of $4 a week. The scale runs from Oct. 1, 1924 to Oct. 1, 1925.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
Goss Junior Straight Line, printing 4-6-8-10-12-14-16 pages, at a speed of 20,000 per hour. With the press is a complete stereotype equipment. Can be seen in operation at any time. Daily Telegraph Printing Co., Bluefield, W. Va.

For Sale.
Three Hoe single-platen pneumatic steam tables, complete with aprons and gas-heated steam generators placed under each table. Can be used as separate units. In A-1 condition. Present day quotation $3,000 complete. Price reasonable. Immediate delivery. Syracuse Journal, Syracuse, N. Y.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Folding Cylinders for Scott Press: We have for disposal at $100.00 each f.o.b. Detroit, one cylinder complete for two cylinder folder and one cylinder complete for three cylinder folder. These were spare equipment and have never been used.

Auditor, Detroit News
Detroit, Mich.

For Sale.
Goss half-tone color press, prints four colors outside and two colors inside, suitable for newspaper supplements or comics. Send for sample of its work and details. Our No. 427. A very good equipment at a low price. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines on our list; "used but good." Let us know your needs.)

Used Newspaper Presses

Scott 24-page press,
prints 4 to 12 pages 24000
and 16, 20 or 24 pages, collected 12000 per hour, length page 23 9/16, 8 columns to page.

Hoe Right Angle Quadruple Press
with two tapeless folders, now printing Chattanooga Times, length page 22¾ inches, 8 columns to page.

Available for Early Delivery

Walter Scott & Co.
PLAINFIELD, NEW JERSEY
441 Monadnock Block, CHICAGO — 1457 Broadway, NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

GOSS
STEREOTYPING MACHINERY

The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
ERIE TIMES
Erie, Pa.

We refer you to them for their opinion

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

Don't "Pig" Metal
It Wastes Money

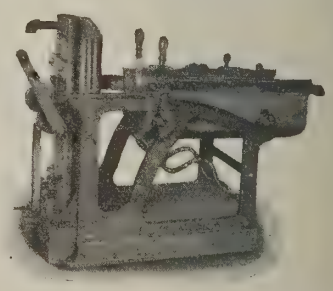
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould



It is essential to Success to be the first out with the News—and Minutes count. This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick-cooling for rapid Casting.

If It's a Hoe, It's The Best

R. HOE & CO.
504-520 Grand Street, New York, N. Y.
7 South Dearborn St., Chicago, Ill. — 7 Water St., Boston, Mass.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Manager
seeks new connection; present position five years, over fifteen years' advertising experience. Can take entire charge, local, foreign; write convincing copy. Will go anywhere. Best references. Box B-892, Editor & Publisher.

Advertising Manager.
Not merely a high-class successful display manager, but also one of the best known in classified. Will take full responsibility of both. A grand investment for a paper that can afford a good manager. Try a change of pace on your advertisers. Now employed. Write Box B-858, Editor & Publisher.

Advertising Man
wants to affiliate with newspaper in city of 75,000 to 150,000. Newspaper experience seven years. Now doing promotion work. Married, age 29. Ability to direct staff, organize, promote special business and procure results. Best references as to character and ability. Box B-896, Editor & Publisher.

Advertising Manager.
Eleven years' experience as copywriter, salesman, executive. Successful, clean, conscientious, hard working. Wish to make connection in city preferably under 50,000 by November first or before. Minimum salary $60 a week. Age 31, family. Excellent recommendations. Address Box B-867, Editor & Publisher.

Advertising Solicitor.
A two-fisted young fellow who believes that hard work achieves results is now open for a proposition. Age 37. Twelve years' experience in the field of hard knocks. Now employed without opportunity of advancement. A leader in the field and a real producer. Pleasing personality without the ruffles. If you appreciate ability here is an asset. Executive ability but not seeking titles. Apply B-888, Editor & Publisher.

All Round Newspaper Man
Desires to assist some publisher or business manager where there is opportunity to learn the business end of the newspaper. 25, aggressive, with 5 years' experience as solicitor and classified manager on paper of 23,000 circulation. Two and a half years' university training. I can help in your advertising department, but its the business experience I want. Best of references. Box B-890, Editor & Publisher.

Book Reviewer, Columnist.
Young man 23 years old wants change of atmosphere and work after spending two years on one of New England's leading small papers. Would welcome a position in any live city in the United States with an up-to-date newspaper. Desires to work into editorial, column, book reviewing or theatrical line. Graduate of leading Eastern college. So far has done plenty of reporting, copy reading, and sport work. Has been sporting editor of both morning and evening editions, state editor and telegraph editor. Frequently sent out through the state on assignments. Would be glad to go to any place in New England for interview that might lead to position. Box B-891, Editor & Publisher.

GETTING INTO PRINT

IF you build a new plant or put over a worth-while scheme you want everyone to know about it. So, you get it into print.

If you want a man to fill a vacancy; if you want a job; if you want capital or equipment; or if you want to sell your old equipment, why not

Get It Into Print

in

The Market Place of the Newspaper

Situations Wanted

Cartoonist
Desires position that can offer better future than the one he now holds. Experienced in all newspaper art. B-900, Editor & Publisher.

Circulation Manager.
Possessing ability to increase circulation on some newspaper solicits publishers' propositions immediately. Best of references to publisher in need of my services. Address Box B-893, Editor & Publisher.

Circulation Manager.
Now employed, wants to change. I have increased the circulation over 17,000 in less than 6 months of the paper I am now with. An able executive. A man with vision and full knowledge of his responsibilities. Will consider any part of the United States. At liberty after Oct. 10th. For full particulars write Box B-902, Editor & Publisher.

Circulation Manager.
Can produce, want salary and bonus proposition on Western newspaper under 15,000 circulation. Have best references, married man; now connected with large paper. B-889, Editor & Publisher.

Circulation Manager.
General experienced, well-balanced executive, economical producer, circulation minimum cost, desires opportunity with publisher seeking permanent regular subscribers. B-885, Editor & Publisher.

Circulation Manager.
Energetic young man, unmarried, with seven years' of circulation experience on morning and evening papers. Capable of handling circulation in town of less than 60,000; open for position at once. Can give the best of references. Willing to accept salary according to results attained. B-887, Editor & Publisher.

Circulation Manager
Thoroughly competent to manage large or small daily, desires immediate connection with daily in New York or metropolitan area. Experienced through over 25 years' executive connections in circulation work. Enjoys confidence of newsdealers in all parts of country. Available immediately. B-881, Editor & Publisher.

City Editor
Desires position with mid-western or eastern daily. Excellent all-around desk experience. Capable, dependable, ambitious. Young and married. Now employed. Box B-899, Editor & Publisher.

Classified Advertising Manager.
Change of ownership necessitates change. 15 years' newspaper experience; 9 years' classified experience on prosperous eastern daily, 5 years as manager. 29 years old, married. Will go anywhere. Minimum salary $3500. Correspondence solicited. Address B-894, Editor & Publisher.

Classified Manager.
A man, thoroughly developed in this most vital form of advertising, seeks a change. He has the touch of life to give some big paper's classified department—the ideas and ability to carry them through to that paper's readers and advertisers. Builds business by contracts, not stunts; service, not promises. Strong papers write Box B-859, Editor & Publisher.

Composing Room Foreman
Open for position. Best references; 34 years old; married; twelve years head of some of the best newspapers in the South. Address Box B-871, Editor & Publisher.

Editor.
Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editor and Editorial Writer.
College man, thoroughly experienced in desk work and feature writing, seeks position in New England or middle Eastern states. Box-872, Editor & Publisher.

Managing Editor, Editorial Writer
or columnist. Former news executive now in magazine work wants connection on daily in East. Good reason for desiring change. Has strong record of accomplishment. Can submit samples. Best of references. B-897, Editor & Publisher.

Managing Editor for Small Daily.
Widely trained news executive, business and circulation builder available for Eastern paper where future and part ownership in addition to salary are assured. Columbia graduate; 14 years' experience, including 5 years N. Y. Times as well as small cities. Now Army officer, recently handling Plattsburg Camp publicity. B-884, Editor & Publisher.

New York Newspaperman.
15 years' editorial experience wants 6 hour a day job with trade journal or publicity bureau. B-901, Editor & Publisher.

Reporter
With three years' city editor experience, six on assignments and desk, desires position. Some eastern training. College journalism graduate. References, available immedaitely. Reasonable salary to start. Box B-895, Editor & Publisher.

Situations Wanted

Sports Editor.
A sports editor who not only knows the sport game from top to bottom but who can write about them in an interesting manner is available to some newspaper in a live city anxious to put punch and color in its sports section. At present employed but desire change for personal reasons only. References will stand strict investigation. Box B-870, Editor & Publisher.

University Graduate
wants to learn journalism. Opportunity to train a steady, intelligent and alert man to your own methods. B-868, Editor & Publisher.

University Graduate.
Wis. journalism and advertising graduate desires position in Middlewest. Some experience. E. W. Neese, 140 W. Gilman street, Madison, Wis.

Washington Writer
Experienced on political and general subjects would like to associate with Democratic newspaper as contributing editor. Highest references and specimens of work furnished. Address B-898, Editor & Publisher.

HELP WANTED

Advertising Manager.
For Ohio evening daily, college town 6,000; county-wide circulation, no opposition, ample plant, capable management. Permanent to man desiring to locate in desirable community. Some stock in company available to right man, if he feels he would like interest. Tell all about yourself first letter. Address "Ohio," care Editor & Publisher.

Wanted:
Advertising solicitor. Must know the game, be alive and a business getter. Position permanent. Fine field to work in. Evening Times, Sayre, Pa.

Wanted.
Experienced advertising man to solicit regular business and special features for evening paper in city of 25,000. Must be capable of writing copy and making layouts. Pleasing personality and willingness to work equally as essential. Unless you can produce do not answer this advertisement. Write, giving complete information and salary expected. Address P. O. Gorder, Advertisnig Manager, Palm Beach Times, West Palm Beach, Florida.

BUSINESS OPPORTUNITIES

Daily Wanted.
Young executive, energetic, capable, wants interest in progressive eastern daily. Will invest up to $10,000. Connection with future investment considered. Address B-886, Editor & Publisher.

Daily Newspaper.
Owner of only daily newspaper in fine residential city with many thriving industries, located in New York State, will sell with or without real estate. Well equipped. Making profits $15,000 annually besides good salary to owner. $50,000 cash down, balance reasonable terms. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

Wanted.
Small daily or weekly in New Jersey; state price, full details first letter. Write Box B-883, Editor & Publisher.

CIRCULATION BUILDERS

125% More Circulation for Another Daily.
The Alexandria Daily News, Alexandria, Ind., will gladly answer your letter of inquiry as to our service. Write the publisher, K. J. Sullivan, and inquire about the results of our circulation and advertising campaign for the News. Have us develop your territory for you this year. Don't delay; write today. Indiana Circulation and Advertising Co., Tosey E. Flack, Shelbyville, Indiana.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

NOTICE

INTERNATIONAL PAPER COMPANY
New York, September 26, 1924.

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this company, payable October 15th, 1924, to preferred stockholders of record at the close of business October 6th, 1924. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of EDITOR & PUBLISHER

published weekly at New York, N. Y., for October 1, 1924.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared J. B. Keeney, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, business manager, promotion manager and circulation manager are:

Publisher, James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.
Editor, Marlen E. Pew, Wading River, L. I., N. Y.
Managing Editor, Arthur T. Robb, Jr., 175 Linden St., Rockville Centre, L. I., N. Y.
Business Manager, J. B. Keeney, 606 West 135th St., New York, N. Y.
Promotion Manager, Fenton Dowling, 51 Vreeland Ave., Rutherford, N. J.
Circulation Manager, George Strate, Y. M. C. A., 8 E. 3rd St., New York, N. Y.

2. That the owners are:

THE EDITOR & PUBLISHER CO., 63 Park Row, New York, N. Y.; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

J. B. KEENEY,
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1924.

HENRY F. REALANDER,
Notary Public.

(My commission expires March 30th, 1926.)

BRITISH CONVENTION URGED

Committee to Discuss Advertising Meeting for 1925 to Sustain Organization

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

The necessity for a continuance of the work of the excellent organization responsible for the Advertising Convention at Wembly, in July last, in the Direction of a British Convention for next year has already been urged in EDITOR & PUBLISER. The latest plea for this comes from Mr. Sydney Walton, C. B. E., who in an editorial in the *Advertising World* says that says that representative advertising men in London and the Provinces agree that it would be well to hold a British Advertising Convention each year.

"In our opinion," he continues, "steps ought swiftly to be taken towards this end. We suggest that Manchester or Leeds, Bristol or Newcastle, Glasgow or Aberdeen—it matters not which town—should through its local club invite the holding of an Advertising Congress within its borders during next year. The particular town or city would make itself responsible for the preparations. In this way a British Parliament of Publicity would pass in pilgrimage from city to city, and the organization and comradeship which the last Convention brought must not be allowed to fade."

The matter will come up for discussion at the meeting of the Committee in October—the first since the close of the Convention— and it is practically certain that there will be a unanimous vote for a British Convention in 1925 for District 14.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER



"GEE! if I were in that man's place I'd make his business buzz."

"He is a good shopkeeper, but he doesn't know how to sell his service."

"This bird has a brilliant idea, but he keeps it to himself—if he would take space and say so-and-so, he would put it over big."

You hear men saying these things in every town. Such criticisms are usually true. This is where the advertising man steps in and develops new business. The advertising man who possesses a nose for news concerning business opportunities is an invaluable newspaper asset.

When you see a merchant struggling along because he does not knew how to attract the public eye—go in and give him your lecture. He may resent it at first, but you will set his thinking machine in motion and he will likely take more kindly to your talk the second time you call. Do not forget that the average business man is about totally devoid of any imagination, except for his specialty.

Imagination is the advertising man's stock in trade. Put your ideas to work for your clients, real or prospective. It is dangerous and wholly mistaken policy to attempt to tell a merchant "how" unless you have learned what his problems are and have studied them to find a solution, as a lawyer or doctor studies his case. Get his story, if his situation is unusual, and then go after him for space with a real selling programme behind it.

FARMERS have sold their crops and now have some cash on hand. Suggest to your implement dealer that he do some advertising and get the farmers to start payment on the implements they expect to buy next year. It is easier for them to pay now, and the dealer will boost his sales in an otherwise slow season. If you work up a campaign of about five or six ads, you stand a big chance of getting your implement dealer interested enough to tell you to go ahead and run them.—R. John Gibler, 2100 Pine St., St. Louis, Mo.

Now is the time of the year when fruit eating ought to be more general than it generally is because of the prophylactic effect of fruit on the digestive system. Advertising men can arm themselves with some facts along this line that would appeal to houswives and then go forth to secure ads from the larger fruit markets and stands. The wholesale fruit interests of New Orleans recently ran an attractive and spacious ad in the New Orleans States under the caption of "Eat More Fruit." Advertising men should be able to secure ads in some cities that would be scattered out over several weeks, making a real campaign out of the affair.—A. W. Roe, New Orleans, La.

"Play Safe—Deal with a Trustworthy Druggist" makes a good heading for a double column spread on druggists who advertise infrequently. The plan went big for a three months' run once a week in Ohio.—B. A. T.

Do the paperhangers in your town ever advertise? This is an ideal time for a small campaign urging people to have their houses papered and made bright for the winter months. School children should have a bright, cheerful room in which to play and study these dark days. A campaign of this kind ought to bring business to the paper hangers in their "off" season.—R. John Gibler, St. Louis, Mo.

The *Halifax Morning Chronicle,* is conducting a ten weeks' contest in which prizes amounting to ten dollars are offered each week for the three best photographs of the Beauty Spots of Nova Scotia. Linked up with the newspaper's advertisement are the advertisements of various firms in the city carrying kodaks and photo supplies.—V. G. Dawson, Halifax.

Which are the first stores in your city to open for business in the early morning? There are always some restaurants, tobacco stores, etc., that open for business early so as to get the patronage of the early morning workmen. Why not get ads from all of these stores and group them on a page under an appropriate heading in which all early morning workers would be urged to patronize them?—Frank H. Williams, Santa Ana, Cal.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

"THE BIG CHIEF" is the heading of a series of articles being run in the Indianapolis News. Each day one of the big men of the city is the subject of the story. His work, hobbies and civic activities are included. A picture of the man is carried under the heading. This will make you a good feature.—Lewis Hyman, *Pharos-Tribune,* Logansport, Indiana.

Both news and editorial material was furnished the *Washington* (D. C.) *News* recently in interview with a number of leading realtors. It was shown that the actual tendency in the city was lower rentals for dwellings. Much valuable data was furnished the average householder in the enumeration of the average rentals for various types of quarters, as it enabled him to make personal comparisons on a subject that hit him where he lives.—C. M. Littlejohn, Washington, D. C.

Have you ever tried a series of articles on athletic games not commonly played? The stunt went big for one paper, as well as providing a novelty for the youngsters of the community who proceeded to try some of the games.—B. A. Tuters, Springfield, Ohio.

The *Salt Lake City Tribune* recently sent a reporter to get a story from prominent educational authorities on the teaching of grammar today. Professors at the university and heads of grade schools were both interviewed. A very interesting and useful report of what the school authorities thought about grammar and how the students acquired and used it was the result.—Fred Bennett.

Who are the consuls and vice consuls in your city? What countries do they represent? Why do these nations have consuls there when some others, possibly larger ones, do not? What type of cases do these consuls handle? What interesting experiences have they had? Many are not natives of the nation represented. How did they get the jobs?—T. E. Steward, Minneapolis, Minn.

Winfield, Kan., Daily Merged

E. P. Greer, founder of the *Winfield* (Kan.) *Daily Courier* in 1872, has sold the Courier to his competitor, W. G. Anderson, owner of the *Winfield Daily Free Press.* Winfield now becomes a one paper town. The Courier started as a weekly, and became a daily in 1884.

Nine-Page Ad for St. Paul Daily

The *St. Paul Daily News,* Oct. 3, carried a nine-page advertisement on the opening of a new department store. It was claimed to be the largest single advertisement ever published in the Northwest.

Barnbrook Resigns

H. J. Barnbrook, sales manager of the Basil L. Smith System, Inc., classified advertising specialists, has resigned, effective Oct. 1. He is not ready yet to announce his future plans.

Answering a Question:

Leacock is pronounced to rhyme with "peacock."

And we are proud as that gay bird over the steady growth of the Leacock list.

If his weekly fun isn't being printed in your territory, we'll be happy to take you on.

METROPOLITAN NEWSPAPER SERVICE

Maximilian Elser, Jr., Genl. Mgr.,
150 NASSAU ST. NEW YORK, N. Y.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

NFA NFA

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

Write for samples and rates

NFA NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO NFA

Try the Sunday Anecdote Feature-
"With the Notables"
by
Robert D. Heinl
Washington D.C

All-Star Features

Comics
Magazine Pages
Editorials
Special Articles
Fiction

Send now for
THE GREEN CATALOG
of
KING FEATURES SYNDICATE, INC.
M. Koenigsberg, President
NEW YORK CITY

The
Immortal Stories
of
The Bible
Told in Simple Words
for
Children

"The Children's Bible"
by
HENRY A. SHERMAN
and
CHARLES FOSTER KENT
is a
Daily Feature
That
Means Home Circulation

Write for Samples.
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Over—
200,000
CIRCULATION
in less than 3 years.
—because Detroiters want it.
DETROIT TIMES

Red and Gold Are Creeping in Among the Foliage of the Northern Hills

THE chill winds are sweeping across lakes and in the cities people step along with more snap and ginger.

Here and there throughout the state, county fairs are attracting great crowds who marvel at the wonderful exhibits of vegetables and prize cattle.

All this means that the autumn, in all its glory and renewed energy, has its first grip on this mighty state of giant industries, wonderful farms and famous dairies.

It means that New York State—the greatest state in the Union—is welcoming an autumn of greater prosperity, greater health, greater accomplishments, and greater anticipations than ever before in history.

It means that it is time to start the fall campaign of advertising—and make it a big one.

Don't miss a single big city in this wonderful state. Don't miss even the most distant corner where there may be located a town or village.

The list of progressive New York State newspapers presented here gives you the opportunity to cover completely this wonderful state. Increased circulations indicate a greater desire on the part of everybody in New York State to be up to the minute in politics, business and social life.

Advertisers who realize and fully appreciate these conditions, will begin, at once, their fall campaigns in the daily newspapers of New York State, where the atmosphere of autumn has renewed energy in industry and just now is reaping the fruits of the farmer's effort —all of which spells wealth for New York State and its people.

	Circulation	2,500 Lines	10,000 Lines
***Albany Evening News (E)	18,746	.08	.08
***Albany Knickerbocker Press (M)	30,537	.10	.10
***Albany Knickerbocker Press (S)	52,354	.13	.13
†††Auburn Citizen (E)	6,429	.04	.035
***Batavia Daily News (E)	8,728	.04	.04
*Brooklyn Daily Eagle (E)	67,646	.22	.22
*Brooklyn Daily Eagle (S)	77,839	.22	.22
***Buffalo Courier and Enquirer (M&E)	78,058	.18	.18
***Buffalo Courier (S)	118,603	.25	.22
††Buffalo Evening News (E)	125,618	.25	.25
***Buffalo Evening Times (E)	100,236	.18	.18
***Buffalo Sunday Times (S)	100,005	.18	.18
***Buffalo Express (M)	48,019	.14	.12
***Buffalo Express (S)	55,407	.18	.14
†††Corning Evening Leader (E)	8,307	.04	.04
***Elmira Star-Gazette Advertiser (E&M)	32,915	.11	.11
**Geneva Daily Times (E)	5,537	.04	.04
***Glens Falls Post-Star (M)	9,065	.035	.035
***Gloversville Leader Republican (E)	6,877	.035	.035
***Gloversville Morning Herald (M)	5,927	.03	.03
***Ithaca Journal-News (E)	7,308	.04	.04
***Jamestown Morning Post (M)	10,515	.04	.035
*Middletown Times-Press (E)	6,714	.03	.03
***Mount Vernon Daily Argus (E)	9,490	.05	.05
*Newburgh Daily News (E)	11,591	.05	.05
New Rochelle Standard-Star (E)	7,000	.04	.04
†††The Sun, New York (E)	260,026	.60	.54
†New York Times (M)	352,100	.70	.686
†New York Times (S)	569,623	.90	.882
*New York Herald-Tribune (M)	270,159	.594	.576
*New York Herald-Tribune (S)	316,585	.6435	.624
†New York World (M)	404,377	.595	.58
†New York World (S)	404,377	.595	.58
†New York Evening World (E)	314,489	.595	.58
**Niagara Falls Gazette (E)	18,103	.055	.055
***Port Chester Item (E)	4,426	.03	.03
***Poughkeepsie Star and Enterprise (E)	12,098	.05	.05
***Rochester Times-Union (E)	66,574	.20	.18
†††Syracuse Journal (E)	42,103	.14	.14
*Troy Record (M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†Government Statement, Sept. 30, 1924.
†††Government Statement, April 1, 1924.

The Road to FINANCIAL ADVERTISING

THE banks and investment houses of America are coming more and more to realize that the newspapers with the best financial pages not only attract the investors and, therefore, deserve financial advertising but give the best results to the advertiser.

Many recruits are being added daily to the army of investors and they can all be reached only by newspapers which aim to protect their readers from misinformation by giving them promptly the reliable news of the financial world.

The Consolidated Press Association's financia service is conceded to be in a class by itself both in completeness and integrity. And there is no better way to increase the volume of financial advertising than by making good financial pages.

With leased wires connecting fifty-five cities from coast to coast, the C. P. A. distributes daily, besides a financial service of high quality, a number of dispatches on business news, sports, international and national affairs together with general news features of gripping human interest—a well-balanced report for the newspaper that really wants to win the confidence of all classes of readers.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Building	Spreckels Bldg.	19 Rue d'Antin

JOURNALISM LIBRARY
...t to be taken from this room

THIS ISSUE:—READ STUART H. PERRY ON CONTEMPT OF COURT!

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 21 NEW YORK, OCTOBER 18, 1924 By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign 10c Per Copy

Figures—or Failure?

Figures are "dry and uninteresting" only to those who can't count over ten—or under a million.

To most of us figures are daily bread, clothes and rent—we *must* "figger or fail." The more we study the figures bearing on our business, the better we understand that business.

To all who do business in the Chicago market, advertising figures are of interest and value. They are even vital to success. Therefore, the figures showing how the world's greatest merchants distribute their advertising among Chicago newspapers are important—very important—to all sagacious business men.

Distribution of Department Store Advertising among Chicago newspapers from January 1st to September 30, 1924:

	Agate lines	Comparison Agate lines
The Daily News	5,050,589	5,050,589
The American	2,232,231	2,232,231
The Daily Tribune	1,757,332	
The Journal	1,307,874	
The Daily Herald-Examiner	590,508	
The Post	506,830	
Sunday Papers		
The Sunday Tribune	1,426,177	
The Sunday Herald-Examiner	889,190	
The Daily News' excess over the next highest score		2,818,358

From these figures, showing an *increased* margin of leadership on the part of The Daily News, it is evident that advertisers who "check up on results," as these merchants do, are placing more and more of their business in

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

205,569

the largest circulation
of any Cleveland daily newspaper

exceeding Cleveland's second newspaper by more than 10,000 copies

exceeding Cleveland's third newspaper by more than 40,000 copies

239,322

the largest circulation
of any Cleveland Sunday newspaper

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLEY
350 N. Mich. Ave., Chicago
Fine Arts Building, Detroit

R. J. BIDWELL CO.
Times Building

Los Angeles, Cal.
742 Market St.
San Francisco, Cal.

The Plain Dealer
has the BUYERS!

The Plain Dealer

The Plain Dealer **ALONE** *Will Sell It*

Reprinted from The New York Herald Tribune, Oct. 11, 1924

The Most Successful of Newspaper Mergers

WHEN the New York Tribune purchased The New York Herald and combined the two papers, it took over a great name, a great tradition, and one of the most discriminating of reading publics.

What has been the result of the effort to weld these two great newspapers together and to unite their two reading publics? The answer is in the circulation figures.

The first six months, the critical period in every merger, are now past. The circulation statement of the New York Herald Tribune, filed with the Post Office Department for the six months ending September 30, 1924, shows a net paid circulation of more than 92 per cent. of the combined circulations of the New York Herald and New York Tribune as filed separately for the same six months of 1923.

The duplication between the two papers before the combination amounted to between 7 and 8 per cent. Therefore there has really been a 100 per cent. consolidation of the two reading publics.

No merger in the history of American journalism has approached this union of two entire circulations. It is a unique and extraordinary success.

We are glad to share this good news with our readers. Their advice, their criticism, their encouragement have aided profoundly in the making of the Herald Tribune, old in its traditions and distinction, new in its completeness, its varied interest, its broader news and public.

The New York Herald Tribune

The sworn statement of circulation, filed with the Post Office Department on October 1st, shows that the net average daily circulation of the New York Herald Tribune for the six months ending September 30th, 1924, was 276,755.

The net paid averages of the Daily and Sunday issues separately were:

Daily 270,159
Sunday 316,585

Holiday Buying in

Philadelphia

Philadelphians will have plenty of spending money for holiday buying of all kinds.

Where they spend it and what they spend it for is largely a matter of who influences them in favor of his goods.

The right kind of advertising started now and continued regularly will help any manufacturer who seeks sales for his merchandise in this market.

Automobiles, household equipment, electrical appliances, radio outfits, toilet articles, candies can be brought to the front in point of sales.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the six months ending September 30, 1924—

516,609 copies a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18. Charter Member Audit Bureau of Circulations.

Vol. 57 | NEW YORK, OCTOBER 18, 1924 | No. 21

Newspaper Members of A. B. C. Name Board to Advise Directors of Their Needs

Publicity Rules Unchanged By Dailies—Plum Renominated as Newspaper Director—950 Registered for Newspaper Meeting—Bell, Guest, and Prof. Bowman Banquet Speakers

CHICAGO, Oct. 16.—Maintenance of control of the Audit Bureau of Circulations in the hands of the advertiser members, and at the same time giving other branches a greater voice in its activities, appears to be the chief development of the eleventh convention of the A. B. C. today.

This solution of a chronic complaint was advanced by the board of directors in response to repeated agitations for greater representation on the board by publisher members. Typical of these requests was this one submitted to the Inland Daily Press Association's meeting this week by its special committee on A. B. C. relations:

"As a means toward meeting present needs, your committee strongly recommends the creation, by election from the newspaper members of the Audit Bureau of Circulations of a Committee of five to seven members, and the official recognition of such a committee by the A. B. C. as an advisory and a consulting committee authorized to bring to the attention of the directors of the A. B. C. suggestions, criticisms or claims from the newspaper members which, in the judgment of such committee, should be presented to the board; that such committee should review all by-laws and standards of practice affecting newspaper members, investigate complaints arising from newspaper members and report findings to the directors of the A. B. C. and that such committee should make a report of its activities to the annual meeting of the newspaper division of the A. B. C. membership. The final authority for decision and action, remaining in the board of directors of the A. B. C., would not be affected by such a committee, but it is believed that the effect of such a committee would be to simplify the work of the board and to improve relations between the Bureau and publishers, giving to publishers a more ready opportunity for a hearing on their suggestions or complaints."

Six divisional meetings were held Thursday afternoon at the La Salle Hotel following a luncheon by the A. A. A. A. They were: Advertisers: O. C. Harn, Chairman; Agents: Walter Hine, Chairman; Newspapers: Walter A. Strong, Chairman; Magazines: Stanley R. Latshaw, Chairman; Farm Papers: B. Kirk Rankin, Chairman; and Business Papers: C. R. Shaw, Chairman.

The newspaper departmental meeting was held in the Red Room with an attendance of 250 and a registration of 950.

A recommendation of the Board of Directors for election of a divisional committee was approved and five members were elected as follows:

Two representing evening papers, T. R. Williams, *Pittsburgh Press,* and Galt Burns, *Washington Star;* representative of morning papers: E. Lansing Ray, *St. Louis Globe-Democrat;* fifth member, owner of both morning and evening papers; Gardner Cowles, *Des Moines Register and Tribune.*

The newspaper men voted overwhelmingly in favor of the present publicity rules without amendment and it was voted on motion of John M. Schmid, *Indianapolis News,* to change the board rules to permit an opposition paper to have 100 copies of its competitor's reports instead of 30 as at present.

Question three: "Shall the bureau provide further penalties where Audit reports show variations between publishers, statements and audit reports?" was left to the discretion of the A. B. C. Board of directors.

The newspaper department favored calling a single subscription secured by club raiser as a premium subscription. Correspondence and service copies are not to be counted as paid circulation. The present ruling regarding predate editions of evening papers was sustained.

On the question "Should contest subscriptions paid for by contestants be recognized as paid circulation?" the vote was to count the first subscription as paid, all others as bulk sales.

On the question of returns, it was voted to leave the rules as they are.

Questions as to what is a morning paper and an evening paper were laid on the table.

David B. Plum, *Troy Record,* was nominated to succeed himself as the director representing newspapers; Walter A. Strong, *Chicago Daily News,* is the other newspaper director. It was the unanimous vote to take no action at this time in other matters proposed for consideration by board of directors.

Action of the departmentals will now be reported formally to the annual membership meeting on Friday and approved or disapproved by vote of the entire membership, meeting as EDITOR & PUBLISHER goes to press.

The joint annual dinner of the Audit Bureau of Circulations and American Association of Advertising Agencies Friday evening at the Drake Hotel was attended by more than 800 daily newspaper men. National advertisers, and agents, O. C. Harn, president of the A. B. C., and Stanley Resor president of the agencies, presided as joint toastmasters.

Speakers were Chancellor John E. Bowman, whose theme was "Spirit of Achievement"; Edward Price Bell, for many years on foreign service for the *Chicago Daily News* and dean of the London corps of foreign correspondents, on "Journalism and Statesmanship as Allies"; and Edgar A. Guest, *Detroit Free Press,* who expressed "Some Thoughts of a Newspaper Man."

"Ten years ago the three big divisions of advertising interests in this country united forces to lift an obstruction from the path of business progress, namely, unscientific purchase of advertising circulation," said President Harn in his annual message. "The large attendance at each of the annual meetings of this Audit Bureau testifies to the belief in and continued healthy interest in the success of the organization which was the result of this coalition of forces. Yet no matter how wholeheartedly we recognize our success, I doubt if any of us here realizes the degree in which the success of our movement has affected business. We have been too close to it. The changes that have come about have been so gradual that we take each day's situation as normal.

"This summer I had opportunity to compare our mature manhood with what we looked like ten years ago. The effect was startling. England, insofar as circulation statements are concerned, is where we were ten years ago, or even longer ago than that.

"One of the largest advertisers in England told me during the convention at Wembley that not an advertiser nor an agent could come within 50 per cent of guessing the real circulation figures of a majority of the publications of Great Britain. The newspapers and magazines are quite willing that this condition should continue. The equanimity of the circulation romancer is easily understood. But that of the good papers—those which under the conditions which we have developed in America would have the most to gain by an audit bureau such as ours—is not so easy to comprehend. They oppose or are luke-warm toward the movement for circulation verification because they feel that they enjoy a reputation for 'influence,' aside from all considerations of quantity of circulation and that any exposure of quantity would put them at a disadvantage.

"There is some opposition also from another source to an auditing organization on the plan of our A. B. C. Some of the advertising agents of Great Britain would like to have an auditing service but they want to keep it in their own hands. Our own agencies had this idea in the early days but so narrow a conception of agency service could not endure. It was only when the agencies recognized a broader mission that they began to develop into the splendid organizations we have today.

"In spite of the short vision which some of our British publisher and agency friends have today, there are some able men in both classes who are working hard for an Audit Bureau patterned after our own organization. Aided by them the advertisers of England organized a meeting at Wembley as a part of the advertising convention at which the subject was thoroughly discussed. With the exception of a masterly presentation of the subject from the standpoint of the British advertisers' needs by Stuart Hirst, of Leeds, the addresses were all by Americans, members of the A. B. C. Louis Wiley, of the *New York Times,* Stanley Resor, president of the American Association of Advertising Agencies and Bernard Lichtenberg of the Alexander Hamilton Institute, testified in convincing and detailed manner to the satisfaction

(*Continued on page* 6)

J. W. YOUNG, A. A. A. A. WESTERN COUNCIL CHAIRMAN, GREETED DELEGATES

WHEN members of the American Association of Advertising Agencies gathered in Chicago Oct. 16 and 17, for their national convention, they found greeting them, James W. Young, chairman of the western council of the A. A. A. A.



J. W. YOUNG

As Mr. Young is vice-president of the J. Walter Thompson Company, most of the advertising men will know him. They probably have known him for the capable man and the hard worker that he is, a man who has earned his position as a leading figure in the advertising realm through sheer ability and serious effort.

James W. Young began his career at the age of twelve, starting business as a mailing boy in the publication mailing room of the Western Methodist Book Concern in Cincinnati. He remained with this house for ten years, and at the end of that period has won the title of advisiting manager. In the period of transition from mailing boy to manager, he was successively make-up man on one of the publications, then secretary to the general manager, then assistant advertising manager and final' advertising manager.

In 1909, Young went to New York as mail sales manager of the Ronald Press Company. Three years later he joined the Cincinnati office of the J. Walter Thompson Company as a copy-writer. His ability gave him the managership of the office in 1914, which position he retained for two years.

He returned to New York following that, assuming the position of vice-president of the J. Walter Thompson Company, in charge of production. In 1917 he was sent to Chicago to help organize the western division of his company, and he has been a prominent figure in the Chicago advertising field since.

At the last meeting of the Western Council of the A. A. A. A. in October, 1923, Young was made its chairman.

He has the reputation among advertising men of being a man with vision and a planner. He is industrious and capable, a clever, high-powered man.

POSTAL COMMITTEES PLAN CAMPAIGN

Will Ask Post Office for Hearing Before Its Report to Congress—Keep Zones, Cut Rates, Is General Policy

(*By Telegraph to* Editor & Publisher)

Chicago, Ill., Oct. 15.—Postal committees of the several regional publishers' organizations met at a dinner conference Tuesday night as guests of the American Newspaper Publishers Association postal committee. Pending postal legislation and rates were exhaustively discussed.



L. B. Palmer

A resolution was adopted to the effect that efforts should be made to obtain relief from wartime rates and to oppose all increases by co-operating with other organizations, whenever possible.

Questions of postal administration, however, such as horizontal salaries, the resolution stated, are matters to be settled by Congress.

It is understood that the Southern Newspaper Publishers Association continues its allegiance to the American Publishers Conference, as will the National Editorial Association, but the A. N. P. A. and the Inland are not now so affiliated. The opinion of the newspaper people here favors retention of the zone system and reduction of wartime postal rates, and leaving to Congress such extraneous questions as salary increases to postal employes. The majority favor equalization of salaries, if necessary, rather than horizontal increases.

L. B. Palmer, manager of the A. N. P. A., presided. Those present included: A. N. P. A.—A. L. Miller, S. E. Thomason, J. D. Barnum, E. H. Baker, and Elisha Hanson, Washington representative; S. N. P. A.—A. G. Newmyer, Col. Robert Ewing, M. E. Foster, Wiley Morgan, Walter Johnson, Capt. Cranston Williams; Inland—C. J. Robb, Homer Gard, James Powell; National Editorial Association — George W. Marble.

TO MEET IN HOUSTON

Newspaper Executives Plan Addresses Before A.A.C.W. Groups

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 16—Newspaper advertising is to have a more prominent part in the next convention of the Associated Advertising Clubs of the World, it was determined by the officers and directors of the Association of Newspaper Advertising Executives here today. The association will meet at Houston in conjunction with the A. A. C. W. next spring, the board decided. A tentative program outlined at the meeting, over which President Frank T. Carroll presided, calls for addresses on newspaper advertising at the various departmental sessions of the big convention.

NEW YORK TIMES' RECORDS

Largest Weekday Issue and Greatest Lineage Reached This Week

The *New York Times* this week hung up two new records.

For the first time in its history, the issue of the newspaper on Thursday, Oct. 16, ran to 52 pages, with 275 columns of advertising. This was the largest week-day number the Times has ever printed, according to B. T. Butterworth, advertising manager.

The record for volume of advertising, Butterworth said, was reached last Tuesday, Oct. 13, when 291 columns were printed in a 48-page paper. On this date, according to the advertising manager, 24 columns of advertising had to be omitted, because of lack of space. The Times was able to make this advertising record Tuesday, because, Monday being a holiday, there were no financial tables printed, and this space was turned over to advertisers.

La Prensa Sets Record

The *Buenos Aires La Prensa* on Oct. 14, published a 30-page edition, which the management claims breaks all advertising records for South America for a regular week-day edition. The newspaper published 60,000 separate advertisements, including 58 columns of classified.

Intertype Declares Dividend

The Intertype Corporation announced a 10 per cent stock dividend this week on the common stock in addition to the regular quarterly cash dividend of 25 cents a share, both dividends being payable Nov. 17 to stockholders of record Nov. 1.

Florida Bi-Weekly Becomes Daily

M. M. Lee, editor and publisher of the *Winterhaven* (Fla.) *Chief*, has converted his bi-weekly newspaper into a daily, and has been elected to Associated Press membership. The Chief was established as a bi-weekly in 1911.

TO PROBE CLASSIFIED MISREPRESENTATION

Censorship of "Cure-All" Ads Also to Be Discussed at Southeastern Classified Meet Set for Atlanta, Oct. 20-21

Close investigation of misrepresentation in classified advertisements will feature the annual southeastern convention of the Association of Newspaper Classified Advertising Managers to be held in Atlanta, Ga., Oct. 20 and 21.



John L. Irwin

Censorship of medical advertisements and so-called "cure-all" remedies will also be discussed.

Considerable misrepresentation, classified managers believe, occurs in classified advertisements sent southern newspapers, seeking to influence negro and unskilled labor to migrate to northern and eastern states in large numbers.

John L. Irwin, of the *Des Moines Register-Tribune*, president of the national association, will address the meeting.

Sessions will be called to order Monday morning by A. T. Miller, classified manager of the *Nashville Banner*, chairman of the southeastern convention, and national secretary. Howard Haire, *Atlanta Constitution*, will deliver the address of welcome.

Other speakers and their subjects will be: George B. Morgan, *Nashville Tennessean*, "Classified Advertising and the Small Newspaper"; Louis J. Fenkel, *Atlanta Georgean*, "Development of Voluntary Business," and J. W. Mann, *Lexington Leader*, "Ten Business-Building Ideas."

In addition to the opening address, Irwin is also scheduled to speak on the "A. N. C. A. M., What It Is," and "The Classified Journal." Miller will talk on "Sidelights of the Columbus Convention."

Entertainment features will include a banquet Oct. 20, at the Ansley Hotel, followed by a theater party, and an automobile trip to Stone Mountain and other points of interest.

AIR MAIL RUSHES AD

N. Y. Times Receives Proof of Copy from Coast in 3 Days

Air mail was put to important advertising use this week, when on Tuesday, Oct. 14, the *New York Times* received from its San Francisco representatives an order and a proof of a page advertisement of the Bank of Italy, San Francisco, to be inserted in the Friday issue.

Postmarks on the package, which contained the full page coated proof, indicated that it had been mailed in San Francisco late on the evening of Oct. 10. The layout included special hand-drawn type and a facsimile of the seal of the bank, so that it was necessary to send the proof to obtain identical reproduction. The package was three days in transit. Texts of advertisements have frequently been sent by telegraph, but so far as is known this is the first time that proofs of a special layout have been rushed across the country by airplane mail.

INDUSTRIAL AD GROUP ENDORSES A. B. C. RULE

Think Occupational Analysis of Trade Paper Circulation Good—Julius Hall, Belting Maker, Named President

Chicago, Oct. 15.—Some 600 men, representing more than a dozen local associations, attended the convention of the National Industrial Advertisers' Association at the Edgewater Beach Hotel, Oct. 13 and 14. The convention was the first to be held separately from that of the Associated Advertising Clubs of the World, and was called because few members were able to go to London.

E. T. Gundlach, of the Gundlach Advertising Agency, Chicago, explained the three processes in making copy effective: getting attention, developing an appeal and causing action. The successful industrial advertisement which merely attracts the attention of readers in general and fails to attract the prospective buyer, fails, Mr. Gundlach declared. He urged printing industrial advertisements in small type if the space gained were filled judiciously. Mr. Gundlach also declared that it had been found not necessary to advertise continuously, but that "splurging" at times and holding back at others had been found more profitable. He outlined a method of checking on the effectiveness of advertising by observing not only sales but the number of callers and the number of mail inquiries as well.

The association adopted a resolution endorsing a uniform A. B. C. statement on occupational analysis of business papers.

Among the principal speakers were E. St. Elmo Lewis, vice-president of Campbell-Ewald Company, Chicago, and lecturer in the Wharton School of Finance, University of Pennsylvania, on "My Viewpoint on Industrial Advertising of Today," and Bennett Chapple, of the American Rolling Mill Company, Middletown, Ohio, on "The Future of the National Industrial Advertisers' Association." A paper by Herbert Hoover, Secretary of Commerce, on "Elimination of Waste in Distribution," was read in Mr. Hoover's absence.

The following officers were elected: President, Julius Hall, Link Belt Company, Chicago; vice-president, Bennett Chapple, American Rolling Mill Company, Middletown, Ohio; secretary, J. R. Hopkins, Chicago Belting Company, Chicago; treasurer, C. H. Connell, Weller Manufacturing Company, Chicago. Directors—George F. Chimo, Brown Hoisting Company, Cleveland; Keith J. Evans, Joseph T. Ryerson & Sons, Chicago; Ezra W. Clark, Clark Trucktractor Company, Buchanan, Mich.; F. R. Davis, General Electric Company, Schenectady, N. Y.

The exhibit committee appointed is: P. L. Thompson, Western Electric Company, chairman; G. D. Crain, *Class Magazine;* and Herman Groth, William H. Rankin Company.

McCLURE AGAIN HEADS NATIONAL COMMISSION

"Advertising Holiday" Planned as Part of Houston Convention to Demonstrate That Ads Cut H. C. L.

Chicago, Ill., Oct. 14.—W. Frank McClure of Chicago was re-elected chairman of the National Advertising Commission at the annual meeting held at the Hamilton Club. Theodore G. Morgan of Montreal was elected vice-chairman to succeed George S. Fowler of New York and Charles F. Hatfield of St. Louis was re-elected secretary of the commission. The commission will hold its next meeting in Detroit, the tentative dates being Jan. 15-16.



W. Frank McClure

A. H. Melville of Conde Nast Company, Harry Tipper of the United Publishers Corporation and A. J. Crockett of Modern Priscilla have been appointed to represent the N. P. A. on the National Advertisers Commission.

John H. Logeman, chairman of the A. A. C. W. convention exhibit committee, announced that he was working with the Mayor of Houston for the establishment of an "advertising day" in connection with the convention of the A. A. C. of W. in Houston, May 10-14. On this day, Mr. Logeman stated, all city offices, public schools and all stores in Houston will be closed in order that the lesson that advertising lowers the cost to the consumer may be demonstrated.

AD BUREAU WANTS TO GROW

New Members Will Be Sought to Permit More Aggressive Work

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 16.—Committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association met at the office of the Bureau here this week to consider important developments in a number of prospective national accounts. W. F. Rogers, *Boston Transcript*, chairman, presided. Others present included George M. Rodgers *Cleveland Plain Dealer;* John B. Woodward, *Chicago Daily News;* David B. Plum, *Troy Record;* Director William A. Thomson, Associate Director Thomas H. Moore and Chicago Manager Guy Davis.



W. A. Thomson

It is understood representatives of the Bureau were in conference here this week with the new advertising committee of the Investment Bankers Association, of which John MacGregor, Pittsburgh, is chairman.

The Bureau's work is now well organized, with offices in charge of competent newspaper representatives in New York, Chicago and San Francisco. The present budget tops $100,000 a year, but the necessity for more aggressive administration is so great that a drive for new members will shortly be inaugurated, it is said.

Armstrong New Chief

Andrew R. Armstrong of the *New York World's* pressroom was installed as president of New York Newspaper Web Pressmen's Union No. 2, which succeeds Local No. 25, disbanded as a result of the outlaw strike of newspaper pressmen a year ago.

RESEARCH PLAN IS CHIEF TOPIC OF AGENTS

National Advertising Now Totals $300,000,000 a Year, a 20 Per Cent Growth Over 1923, and New Project Aims to Increase That Sum and Its Productivity

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 16. — "Advertising agencies are facing the biggest step forward they ever have taken," James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, at the opening session of that organization's eighth annual convention Oct. 16, at the Drake Hotel.

"Total advertising appropriations for 1924 show an increase of 20 percent over last year," Mr. O'Shaughnessy declared. "The association has been instrumental in effecting enormous savings to national advertisers and in increasing the productive power of advertsing by standardizing and simplifying advertising methods and practices.

"Marketing research in its scientific and modern proportions has been developed by the members of the A. A. A. A. working with an interchange of experience and associational guidance. The present volume of advertising is accredited in a large measure to that scientific development of research," he said. "Now, the association is undertaking to carry on marketing research in national scope. It is undertaking big tasks which it would not be possible for a single agency to perform. Reports from various committees submitted to the convention show that there is closer and more sympathetic co-operation with the various groups of publishers than ever before in the history of advertising. The A. A. A. A. will extend this work of committee contact and studying of the advertising field."

Mr. O'Shaughnessy asserted that the capable manner in which agencies handle the problem of advertising is one of the greatest forces in American business, the cessation of advertising would have an effect upon business comparable to what would result from a breakdown of the country's railroads.

"In such an event business in the United States would be paralyzed within a short time," se said. "That is what advertising means to the production and increase of industries in this country."

Mr. O'Shaughnessy outlined in a statement the plans made during three days of closed sessions of the A. A. A. A. for making still more advertising in the national field a certainty.

William J. Boardman, of George Batten Company, New York, was another speaker at the session. He reported on the convention of the Associated Advertising Clubs of the World, at London. English-speaking peoples, he declares, recognize that advertising has come to stay. The convention proved, he added, that the enormous amount of advertising that is being done is one of the greatest stabilizing factors in the world's business.

Charles W. Hoyt, of New York, spoke on the other aspects of the convention.

The convention was attended by some 200 agencies men from all parts of the country.

It joined the Audit Bureau of Circulations in its dinner at the Drake Hotel on Oct. 17.

American Association of Advertising Agencies entertained the official family of the Audit Bureau of Circulations and some nine hundred publishers and newspaper executives at luncheon here today at Lasalle Hotel.

Stanley Resor, president, presided, and at head table were seated: Urey Woodson, William McLoughlin, George D. Lindsay, Stanley Clague, W. F. McClure, Hon. E. T. Meredith, O. C. Harn, W. C. Young, Jesse F. Matteson, L. B. Palmer, Ernest Mitchell, Louis Wiley, E. W. Chandler and others.

"This is a day of large scale production," said President Resor. "Heretofore the agents have been dining on the publishers so we decided to get you all here together. It is a great pleasure, I assure you. We have not forgotten the days when we could meet you all face to face, days when we learned a good deal, but it is more difficult now. Business has grown so enormously, and complexities of life are so many we thought it would be a good plan to get you all together as our guests. That's all there is to it."

John Benson, former president, said he was going to cover a large subject in few minutes by telling guests some few things about the A. A. A. A.

"The 'Four A's' was organized seven years ago to improve the advertising agency business, before then in backward condition. We have standardized agency service. We have safeguarded the credit of our members through a functioning finance committee, maintaining a business-like ratio between liquid assets and liabilities. In seven years we have had only one member failure and he paid out 100 cents on the dollar. We have standardized forms and blanks, eliminating the old small-type jokers, thereby eliminating friction and establishing confidence. We are also considering the question of free publicity. Agency competition must be constructive, not destructive. We have promoted a fraternal spirit among agents. Compensation has been standardized as well, on the basis of 15 and 2 per cent, thereby eliminating the possibility of favoring one publisher over another for financial consideration. All in all, we have helped to harmonize the triangle of interests—publisher, advertiser and the agent. We believe that the successful advertiser is your best friend and our best friend, that he is a wise magazine publisher who gives credit to other media, and a wise newspaper publisher who does likewise. We hope the time will soon come when all publishing groups will proceed along this line of the advertiser first.

"We are hoping to establish some of the fundamentals of circulation and buying power and are devoting great deal of our energies along that line for sound practice."

O. C. Harn, president of the Audit Bureau of Circulations, said the bureau was started ten years ago and all advertising interests are debtors to it for the constructive policies it adopted and maintained.

Agents had to come to realize it was to their interest to be big and broad in their dealing with publishers. He spoke of the wonderful London convention and of activities and high standards maintained by leading American agents. He thought American agencies twenty-five years ahead of British agencies in service and conception of the high public service of their calling.

A. W. Erickson, former president of the A. A. A. A., spoke at the luncheon, saying, "The 'Four A's' is your side partner, who works for you every day and many nights. All the 'Four A's' want is intelligent co-operation. Maintain your rates and protect the agent. Service builds advertising, and that is the only sure way to make money. We have 5,000 clients who spend $300,000,000 a year. I hope you get your share."

RADIO "ADVERTISING" A LUSTY INFANT A. T. & T. OFFICIALS DECLARE

Broadcasting of News and Advertising Not a Menace to the Press, They Say, Pointing Out Recent Instances as Proof

THE demand for radio advertising is mounting sharply, officials of station WEAF New York, operated by the American Telephone and Telagraph Company told EDITOR & PUBLISHER this week, although they object to calling radio publicity "advertising."

Requests from firms for "space on the air" are coming in so fast it is necessary to refuse a great number in order to leave space on the program for broadcasting news events, such as the World's Series, just finished, and football games.

Secretary of Commerce Hoover's statement that direct advertising will kill radio, made at the Third Annual Radio Conference at Washington last week, is supported by officials of WEAF.

"We have always fought direct advertising," they declared. "We have stringent rules prohibiting the mention of price, place of purchase, or any other form of direct advertising in program features broadcast from our station. Every speech placed on the air is carefully read in advance so that this objectionable feature can be blue-penciled.

"Our aim now is to boost the quality of indirect advertising. We are making a real effort to improve the programs presented by buyers of radio time."

WEAF objects to the term "radio advertising" becaues it suggests the type of advertising printed in newspapers and magazines.

WEAF station employs four salesmen to sell "space on the air." The technique of radio advertising is well known to all radio fans.

From the loud speaker the announcer's voice says:

"Now you will be entertained by the Happiness Boys, broadcast by courtesy of the Happiness Candy Stores, New York City.

For advertising of the above type WEAF charges $200 for 10 minutes. A musical program is alloted a half hour's time for the same price. The price for morning broadcasting is half of the evening charge for the same time.

Just as with newspaper advertising contracts, radio advertisers are allowed a discount for several "insertions." A discount of 10 per cent is given for a contract of 10 talks or more. Firms broadcasting musical programs get the discount on 13 or more appearances.

The "good will" aspect is stressed in the sale of space on the air. More than 250 firms have purchased radio advertising in New York, among them the American Chicle Company, Bank of America, Gold Dust Corporation, Great Atlantic and Pacific Tea Company, National Carbon Company and the United States Sugar Association.

The immediate interest of radio fans recently was centered on the broadcasting of the World's Series by stations WEAF and WJZ, New York. Hooked up with WJZ were stations WGY, Schenectady, and WRC, Washington.

New York circulation managers declared they had no statistics showing that broadcasting of the games either aided or hampered street sales.

J. C. Willever, vice-president of the Western Union Telegraph Company in charge of the commercial department said it is his opinion newspapers are wrong in taking the attitude that broadcasting of news events hurts circulation.

"Personally I am convinced newspapers are on the wrong track in opposing the broadcasting of news, or a synopsis of the news he said. I am sure radio will stimulate newspaper reading, instead of restricting it. Take the recent Ohio tornado. A short account broadcast to hundreds of thousands of listeners would only have whetted their interest. From the newspapers the complete account of the disaster would have been obtained. And likewise with virtually every big news story."

Mr. Willever's contention that broadcasting of news by radio is not a menace to the future of journalism parallels that of other officials in the radio industry.

Dr. W. H. Easton of the Westinghouse Electric Manufacturing Company, New York, which operates stations in Pittsburgh, Chicago and Boston, told EDITOR & PUBLISHER last week that placing news on the air is bound to increase circulations.

"No one will ever touch newspapers in gathering news or selling advertising," he said. "Broadcasting will inevitably help newspaper sales.

"It has been said that newspapers are not purchased when big sports contests are reported by radio. I do not agree. Radio creates interest in events hitherto regarded as stupid by thousands of newspaper readers, such as prize fights and national conventions. Before radio became prominent how many women were interested in news stories of a national political convention? How many followed the speeches of the various candidates? How many were interested in prize fights?

"I have personally observed the awakening of interest in these subjects because of broadcasting. Members of my own family read with interest accounts of the Wills-Firpo fight in the newspapers after hearing it by radio. A few years ago the event would have been ignored.

"Another instance. One night over the radio I heard that an automobile had plunged from a bridge in New York, and that several persons had been killed. I knew the bridge. I had driven over it frequently. I bought a paper immediately the next morning to get the complete account. I wondered exactly why the car had climbed the curb and crashed through the railing. The newspaper story satisfied my interest in the accident. That is an example of the interest radio arouses in the news.

"Suppose a radio flash would annouce the sinking of the Berengaria some night, or an earthquake in California. Would that arouse interest which would culminate in large newspaper sales? You know the newsstands would be bare the next morning.

The Westinghouse Company, Dr. Easton said, was the first to tie-up with newspapers in broadcasting. Its three stations, KDKA, Pittsburgh, KYW, Chicago, and WBZ, Boston, are cooperating with the *Pittsburgh Post*, *Chicago Herald and Examiner*, and the *Boston Traveler* respectively.

Dr. Easton said his company has no definite program for expansion in connection with newspapers. The 3 stations now operated by the company are sufficient for present purposes. He explained that the Westinghouse Company is the manufacturing organization of the Radio Corporation of America, while the latter is the selling agency for receiving sets.

To Keep Subscribers Paying

Holden (Mo.) *Progress* prints the following as a 2-column box to remind the reader his subscription is about to expire:

"Stops at expiration of subscription.

"If you find this paragraph marked, you will know that your subscription is about to expire. The rule among the best country papers is to stop at expiration of subscription. We have observed this rule for four years and found it satisfactory to our subscribers."

NEWSPAPER MEMBERS OF A. B. C. ELECT DIVISION ADVISORY BOARD

(*Continued from page* 3)

which our Audit Bureau is giving the publisher, the agency and the advertiser respectively.

"In some introductory remarks I told the audience that Mr. Clague and I and the A. B. C. men who would address them, came at their request and not because we had anything to ask of them or the convention. This was true and yet I learned while in England that American publishers and agencies should be vitally concerned in seeing an efficient circulation verification system established abroad.

"I found that there were British advertisers who are being deterred from entering the American market through advertising because they were afraid. They know how much of a gamble it is at home to get the right medium at the right price and, knowing the great size of our country and Canada, they shrink from taking the gamble here. They figure that they would waste in bad guesses more money than they can afford. One large advertiser told me this was exactly the case with his concern and that he knew of others who were in the same boat. Now that he had learned so much about the exactness with which the cards are laid on the table through the A. B. C. he would lose no time in starting a campaign here.

"Doubtless our visit to London and the publicity given our meetings will do much to educate advertisers in Great Britain and the continent in regard to the way American publishers give out audited information, but the greatest good to American publishers will come only when similar conditions exist abroad and the advertisers there become thoroughly used to being able to buy advertising circulation with just as much confidence as they buy thermal units or kilowatts.

"Responsibility is generally a sobering burden even to the former radical. The advertiser assumes responsibility when he begins to influence the minds of millions. We must see to it that he realizes it. We who have built this strong Audit Bureau have done much to bring home to sellers and buyers of advertising service the fact that advertising is no plaything to be used irresponsibly, but a great force which should be used and directed with cool calculation, without waste and with a high sense of regard for the rights and best interests of all concerned, the men who invest their money in media, the men who use those media and the great public who put their faith in the message."

Ten years of successful operation warrant the belief that the principles on which the Audit Bureau of Circulations was established were sound and that no changes should be made in the fundamentals of its organization, the directors' report stated. This report, which was signed by Messrs. Harn, Strong, Shaw, and Clague, outlines the achievements since the last convention, of which the following is a summary:

1. Recognition of the Bureau by the London convention of the A. A. C. W. as a world source of information on circulation of periodicals.
2. Consideration of suggested changes in the Bureau's publicity rules action on which was referred to the divisional meetings.
3. Increase in the financial balance available to cover membership liability. The latter is estimated at $181,597.16, and the balance available totals $179,985.74.
4. Increase in the number of field investigations aimed at elimination of circulation-padding.
5. Publication of the A. B. C. Blue Book of periodical publishers' statements as of June 30, 1924, and approval of two similar volumes to include daily newspaper publishers' statements as of Sept. 30, 1924.
6. Progress in the enrollment of foreign language newspapers as A. B. C. members.
7. Net increase of membership during the year of 8, bringing the total membership to 1,849, as of Oct. 6, 1924.

After ten years' work, achievement of the Bureau's primary object is signalized by the statement that 95 per cent of the United States and Canadian publications necessary to a national advertising campaign, are members of the Bureau, and that more than two-thirds of the money spent in newspaper and periodical advertising is placed with A. B. C. members.

"Certified circulation means certified demand of the public for a type of journalism which meets popular appeal," the report continues. "If that circulation is secured by forced methods or by methods calculated to exercise a destructive influence on public welfare, a study of A. B. C. reports and the study of a copy of the publication will develop these facts. The result will be a withdrawal of advertising support, thereby reducing the power for evil of undesirable mediums.

"It is in this respect that the work of the A. B. C. is not confined to 'figures and figuring.' If it were, if the A. B. C. were a mere adding machine, then the many thousands of hours collectively devoted by the board of directors each year to the advancement of publishing and advertising ideals would be wasted.

"That this greater service to publishers and advertisers is being recognized throughout the world is evidenced by the following resolution—one of the very few passed at the convention of the Associated Advertising Clubs of the World, held in London in July of this year:

WHEREAS, Inquiries have been made by several countries represented in the Associated Advertising Clubs of the World for information relative to methods of circulation verification, and

WHEREAS, The Audit Bureau of Circulations of the United States and Canada celebrates this year the tenth anniversary of its organization and of its remarkable success; and

WHEREAS, There have been many spontaneous testimonials in various meetings of the convention from publishers, advertisers and advertising agents to the effect that the Bureau has given marked assistance not only in verifying circulation information, but in reducing costs of advertising service to publishers, agents, advertisers, and consumers; therefore,

BE IT RESOLVED, That we refer the inquiries from those countries which have not established a method of co-operative circulation verification to the Audit Bureau of Circulations of the United States and Canada with confidence that every assistance will be cordially extended.

"It is because of the steady progress the bureau has made that the board of directors advise the holding fast to those principles upon which the bureau was founded and which have made the success of the past decade possible.

"As previously pointed out by your board, periodically there have been presented to the bureau suggestions for changes in the fundamental principles on which the bureau was founded. These suggestions have been made conscientiously and in most instances with only constructive impulses behind them. But, usually, they have been made without a clear conception of the danger involved in changing the basic principles established by the founders.

"The bureau was established after an experience of twenty years had demonstrated that an advertisers' organization *alone* could not reach the goal of circulation verification. And it was acknowledged by the advertising agents that *they* were not prepared to undertake the great work and expense involved.

"Publishers, on the other hand, recognized that an organization controlled by them could not command any greater confidence than an organization of bank examiners selected by banks alone.

"The fortuitous solution was reached in the platform of the A. B. C., whereby, while the advertisers retained control in reaching final decisions, the publishers as well as the advertising agents had a voice in these conclusions.

"Ten years of experience has proven this platform to be correct. Disturbance of the equilibrium established would, in the opinion of your board, not only be destructive of the work accomplished, but would bring about a condition of chaos, involving irreparable loss.

"During the past year your board has considered carefully several suggestions regarding changes in these fundamental principles. The result of these deliberations is that it recommends to you that no change be made. It does recommend, however, that we revert to a policy which in the earlier history of the bureau was established, but discontinued through apparent lack of interest. To that end the following resolution was passed at the September meeting of the board:

RESOLVED, That the Managing Director be requested to suggest to each division of the Bureau the election by the division of a divisional committee of five each, whose duty it shall be to bring before the Board, either in writing or in person, any suggestions which they may consider desirable for the welfare of their division or any member thereof; such divisional committees to be elected for a period of one year.

"Another matter which has been carefully considered by your board is the question of the so-called 'liberalization of the publicity rules.' In the early years of the bureau a great deal of thought was given to this subject and it was the consensus of opinion at that time that no publicity of the bureau's figures and findings be allowed except the full reports (both publisher's statements and auditor's reports) on the theory that only through a study of *all* the facts as shown in these reports could an intelligent analysis of the merits of each publication be made.

"Illustrations were given at an annual meeting of the Bureau, showing how excerpts from the Bureau's reports could be distorted to the advantage of competitors, resulting in serious damage to publications when the name and authority of the Bureau was used.

"At this convention the rules were 'liberalized' to the extent of allowing the use by a publisher of 'total net paid' figures on his own publication only and permitting the use of a condensed form which it was thought would preserve the intent of the original rulings.

"During the past two years there have been recommendations that the publicity rules be further modified. These have been passed on to the divisional meetings of this convention and final decision for recommendation to the board of directors will be reached by you at this meeting.

"Your board presents herewith the report of Arthur Young & Co., showing a continued satisfactory increase in the balance available to cover membership liability.

"The obligation to membership as established by the auditors as of Aug. 31, is $181,597.16. The balance available to cover this liability as shown in the report is $179,985.74.

"The increase of liability to members is due (paradoxical as it may seem) to increase in membership. Almost all publications of large circulation, necessary for use by national advertisers, are now members of the Bureau. Further additions to membership must come from publications of small circulation, the dues from which will not cover the cost of service rendered. There must also be taken into consideration the increased cost of auditing due to increasing demands for 'outside investigations.' These 'outside investigations,' not only on the part of our regular auditors but through the service of special investigators, are becoming more and more in demand.

"As has been stated heretofore, the forced 'eating' of papers or periodicals by vendors of publications has been one of the great difficulties encountered in the determination of 'net paid circulation.' The mere payment of money to a publisher for copies received by a dealer does not always insure reader reception of the advertiser's message. While there can be no objection to legitimate high-pressure sales methods, there must be a safeguard against such abuses as improper bonuses for increased orders, expense accounts sufficiently large to cover unsold copies, threats of withdrawal of an agency if padded orders are not given, and a hundred other devices which result in unsold copies finding their resting-place in the junk dealer's warehouse. These devices must be guarded against in order not only to determine for the advertiser 'net paid circulation,' but also to protect the publisher who is building his property on an honest and firm foundation.

"One of the most notable achievements of the Bureau in the past year has been the publication of the Blue Book of A. B. C. Statements.

"For many months a committee of your board has had under advisement the solution of the problem: 'How can we make the service of the A. B. C. more valuable to advertisers and advertising agents, and, therefore, more valuable to the publisher members of the Bureau?' A beginning of the answer to this problem has been the issuance of what is known as the 'A. B. C. Blue Book.'

"The 'A. B. C. Blue Book' was begun as an experiment by the publication of a bound volume of all periodical publisher's statements for the period ending June 30, 1924. This volume was furnished free to all advertiser and advertising agent members of the Bureau. Its enthusiastic reception by advertisers and advertising agents was expressed in the hundreds of letters received by the Bureau.

"As a result of this enthusiastic reception, your board has decided that this shall become a permanent part of the service of the Bureau, and two volumes of newspaper publisher's statements will be issued for the period ending September 30, 1924. Hereafter on every space buyer's desk there will be available for ready reference three bound volumes giving all the current information concerning circulation covering every important newspaper and periodical in the United States and Canada.

"While this added service will necessarily mean increased cost, it is believed that this added cost can be absorbed without increased dues to any member of the Bureau.

"Steady progress has been made in the movement to secure a larger representation of the foreign language press in the A. B. C. There is now a substantial nucleus of such publications, who are either members or applicants for membership. This nucleus, however, is very small in comparison with the total number of publications printed in foreign languages, and it is the hope of the Bureau that during the coming year there will be substantial additions to this branch of the Bureau's membership.

"There are about 1,200 foreign language publications printed in the United States, in about 40 different languages. It has been asserted by an authority in this field that a real service would be rendered, not only to the publishers of foreign language papers and to advertisers and advertising agents, but also to the American people, if the light of circulation truth extended to this branch of journalism, thereby making possible the success of worthwhile publications printed in foreign languages, which would inevitably result in the spreading of true American principles among our people of foreign birth.

"During the year the Bureau has added to its membership 108 advertisers, advertising agents and publishers. As against this there were cancelled 13 memberships of publications of free distribution; 15 publications were discontinued; 19 publications were consolidated and two advertising agencies were consolidated; 14 publications were dropped from membership; there were 37 resignations, 20 of which were local advertisers.

"The net result shows a total membership and applicants for membership in the Bureau as of October 6, 1924, of 1,849.

"We have released during the 12 months which this report covers 1,392 audits, or an average of 116 audits per month, compared with an average of 110 audits per month for the previous 12-month period."

Columbus Making Houston Plans

The Columbus, O., Advertising Club, with a view of developing the commercial prestige of the Buckeye State's capital city in southern cities, is planning a special train load of business men to attend the annual convention of the Associated Advertising Clubs of the World, in Houston, Tex., in May, 1925.

INLAND FATHERS REGIONAL PRESS COUNCIL

October Meeting at Chicago Approves Call to Southern, New England and Others for Joint Spring Convention at West Baden Springs, Ind.—Gov. Lowden a Luncheon Speaker

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 15.—A program for federation of all regional press associations in the United States and Canada was formulated at the October meeting of the Inland Daily Press Association, at the Morrison Hotel here, which in large attendance and intense interest was the most successful gathering in the history of this old organization.

Social activities included golf and entertainment at Olympia Fields as the guests of Robert B. Harbison, Western sales manager of the International Paper Company; inspection of the new *Chicago Tribune* tower and plant as guests of Col. R. R. McCormick and Capt. J. M. Patterson and the Tribune's executive personnel; and a visit to the Adelphia Theatre on Wednesday night as guests of S. E. Thomason, president of the A. N. P. A., and other Chicago publishers.

Addresses of public interest were delivered by Frank O. Lowden, former governor of Illinois, on the farm problem, and by Col. Arthur Johnson of the War Department on plans adopted by Congress for national preparedness, now embodied in the National Defense Act.

Gov. Lowden spoke at the joint luncheon of the Advertising Council of the Chicago Association of Commerce and the Inland Daily Press Association in the presence of 400 people. Homer J. Buckley and George D. Lindsay presided as joint chairmen.

Col. McCormack, introducing Gov. Lowden, referred to him as America's greatest war governor, the man who had the courage at a most critical time to suppress a pacifist meeting engineered by German secret operatives; the man who organized the state government so that it functioned in larger measure for the public interest.

Gov. Lowden told of the problems confronting the farmers, of his own experience in trying to market his farm products, and said that the only way out for the farmer is to organize as other great commercial and industrial organizations have. He was glad to find the newspaper people with open minds on this all-important subject, and he urged the newspaper editors to give sympathetic consideration to the farmers' efforts to better conditions and to use devices that have made possible efficiency and economy of operation and just and reasonable profits in the iron and steel business as well as others. He pointed out that the business structure is so complex and so interwoven that if one factor suffers sooner or later all suffer.

Col. Johnson told of the genius of former Secretary Elihu Root in making available to Congress the world-wide researches of the late Col. Upton, who had studied the military structures of all nations. The principal difficulty the past hundred years in the adoption of proper defense measures has been the old bogy of "States' rights." The present national defense act provides immediate mobilization of man and industrial power of the nation, so that 57 army divisions comprising a million men, with other millions in supporting units, would be quickly available.

The Inland meeting opened Tuesday morning with 150 present. George D. Lindsay, *Marion Chronicle*, president, and Wil V. Tufford, secretary, conducted the meeting. Stuart H. Perry, *Adrian* (Mich.) *Telegram*, and a director of the Associated Press, read an able paper on contempt of court abuses, which is given at length the next page. George H. Purcell, *Vincennes* (Ind.) *Sun*, discussed "First Newspapers in Inland States." His research disclosed the following pioneer newspapers in States east of the original Thirteen:

Kentucky—*Kentucky Gazette*, published by John Bradford at Lexington, April 11, 1787.

Ohio—*The Centinel of the Northwest Territory*, published by William Maxwell at Cincinnati, Nov. 9, 1793.

Indiana—*Indiana Gazette*, published by Elihu Stout at Vincennes, July 31, 1804.

Missouri—*Missouri Gazette*, published by Joseph Charles at St. Louis, July 12, 1808.

Michigan—A paper the name of which was not given, published by James Miller at Detroit, Aug. 31, 1809.

Illinois—*Illinois Herald*, first published by Matthew Duncan at Kaskaskia, between July 24 and Sept. 6, 1814.

Wisconsin—*Green Bay Intelligencer*, published by John V. Suydams and Albert G. Ellis, Green Bay, Dec. 11, 1833.

Iowa—*Dubuque Lead Mines*, published by John King at Dubuque, May 11, 1836.

Minnesota—*The Minnesota Pioneer*, published by James M. Goodhue at St. Paul, April 28, 1849.

Nebraska—*Nebraska Palladium*, published by one Reed, July 15, 1854.

Kansas—*Kansas Weekly Herald*, published at Leavenworth, Sept. 10, 1854.

South Dakota—*Dakota Democrat*, published by Samuel J. Albright at Sioux Falls, July 2, 1859.

North Dakota—*Bismark Tribune*, published by Col. Clement A. Lounsbury, at Bismarck, July 6, 1873.

The *Scioto Gazette*, Chillicothe, Ohio, which gives the date of its foundings as April 25, 1800, is the oldest paper west of the Alleghenies in point of continuous publication, Mr. Purcell said. The first daily newspaper north of St. Louis and West of the Mississippi was the *Miner's Express*, which appeared at Dubuque in 1851.

Mr. Purcell told of the difficulties of producing the first newspaper published West of the Alleghenies. John Bradford, a Virginia planter, was induced to launch the Kentucky Gazette by the gift of a town lot at Lexington. The materials were transported from Philadelphia by flatboat. The first number complained that a part of the type had been pied in being carried from what is now Maryville.

Mr. Purcell recounted numerous characteristics of the early Central West journals. The papers were usually of four pages, with three or four columns to a page. The subscription rates of many were about $2 a year and most subscriptions were obtained by solicitation by friends of the editor. The first number of the Kentucky Gazette announced that it would print "Advertisements of Modern Length" at 3 shillings.

Dr. W. G. Bleyer discussed "The Importance of Maintaining Higher Editorial Standards." Excerpts from his address appear on Page 8.

Mrs. E. O. Susong, *Greenville* (Tenn.) *Democrat-Sun*, gave a woman's experience as a newspaper publisher. Susong fell heir to a weekly newspaper with 900 circulation published in a cellar, and $3,000 in debt. Within one year she bought out one of her rivals for $5,000 on credit. At times she set the paper by hand though she had no previous experience. She printed, wrapped, and addressed wrappers, wrote advertising and collected bills. Then she learned of the Linotype machine. Next she bought out the only daily in Greenville, paying for it $16,500, also on credit. Now she is in her own building with three Linotypes and printing the only paper in the county. She is nearly out of debt now, with a circulation of forty-two hundred.

Jesse F. Matteson, Chicago, member of the American Association of Advertising Agencies said three per cent profit on the turnover represented the experience of members of that organization. Foreign advertising represented about 25 per cent of total newspaper volume. The present differential between local and foreign rates made it difficult for agent to use the newspaper he said. This policy seemed to him like "Soaking the Stranger." The feeling between newspaper and agencies is more friendly at present than ever before but there are still many points of disagreement that should be thought out.

Jason Rogers in an executive session, discussed "How to Double Volume National Advertising in Newspapers."

Rogers' program covered five points:

FIRST, eliminate all free publicity.

SECOND, do away with all preferential positions to favorites.

THIRD, encourage small card advertisers as does the *Philadelphia Bulletin*, giving such advertisers positions on pages two, three, four and five.

FOURTH, eliminate differential between local and national rates.

FIVE, draw lines more closely between agents who serve magazines and other media and those who actually promote the cause of the newspaper.

Arnold E. Guesmer, Minneapolis attorney, reported for the Federal tax committee. He told of one member of the Inland who had received more than $40,000 he had overpaid the government and cited the case of another newspaper which fought the government's demand for $50,000 additional taxes and received back nearly $100,000 it had overpaid. He spoke of present procedure in the Treasury Department and observed that many newspapers could no doubt receive refunds on the years 1917 to 1921 inclusive. It is stated that government now permits setting up circulation cost structure, something that was denied in the early days of excess profits.

E. P. Adler, *Davenport Times* reported on newsprint, saying that present situation is comfortable, with domestic prices determined months ahead of the contract period. January 1 domestic newsprint is selling at $70 per ton and foreign newsprint at $68 per ton. Prices may go lower, he said. In the near future publishers will be obliged to make effort to equalize freight rates. Manufacturers are now striving to have Congress enact a tariff on overseas paper.

Frank T. Carroll, *Indianapolis News*, told of work newspaper department is doing with local dealers and jobbers.

Joe Carmichael, Des Moines, discussed "Public Utilities and the Press."

Basile Smith, Philadelphia classified expert, read a very informative paper on "Standardized Classified Advertising."

E. H. Harris, *Richmond Palladium*, reported for the cost finding committee urging more uniform records and a greater degree of co-operation. He was supported by A. L. Miller, Battle Creek.

Secretary Tufford reported that the Association is in strong financial position, with 241 members.

The annual meeting for election of officers will be held at the Morrison Hotel, Chicago, in February, and the spring meeting will be held in May or June at West Baden Springs Hotel, Ind.

President Lindsay plans that the State vice-presidents are to organize the Daily Press of their respective states with a view of coordinating the newspapers of their states as subsidiaries of the Inland Daily Press Association.

Next spring at the meeting in West Baden Springs, there will be organized a "Federated Council of all Regional Press Associations." This meeting will be participated in by the Southern, New England, and other Associations. The object is to form an agency through which the daily newspapers of the nation can find expression and function as an influence in moulding and shaping national sentiment in matters making for stability of government and the well-being of American people.

SONGS OF THE CRAFT

(*Written exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

ENVY.

I wish I had written that story! . . .
Somehow, when I read it I stood
At the place where it happened and saw the whole thing! . . .
By golly, that story was good!
They tell me a cub with a nose for the news
And nothing much else worth a darn
Just happened to be there, and grabbed it off hot! . . .
I wish I had written that yarn!

He was only a cub, but he had it—
That inborn, intangible sense
That could swing you right into the thing that he saw—
And the story it made was immense!
It wasn't his style—he can't write worth a whoop!—
His spelling's a scream, but at that
I wish I had written the story he wrote
When he caught it red-hot off the bat!

Fine phrases and words without meaning
Set down with an erudite pen . . .
They could never have handled a story like that,
For it had to be written for *men!*
That yarn had a grip leaping straight from the heart,
That caught you and hugged you so tight
You just held your breath while the Cub wrote it down
As never a master could write!

I wish I had written that story! . . .
The Cub? . . . Oh, I guess he'll hang on
Till he gets the swelled head and attacks for a raise;
Then another fresh Cub will be gone!
But whether he sticks it, or whether he goes
With his dream of Success to the shelf,
He has written one story that made 'em sit up,
And I wish I had done it myself!

UPHOLDS CONTEMPT OF COURT SYSTEM

Michigan Publishers' Remarkable Address Defines Status of Press—Cites Magee Case as Exceptional—Stuart H. Perry Says Existing Laws Safeguard Society and Press

STUART H. PERRY, editor and publisher of *The Adrian Daily Telegram*, Adrian, Mich., dealt in a remarkable and exhaustive manner with the vital subject of "contempt of court," in an address before the Inland Daily Press Association at Chicago this week.



STUART H. PERRY

He spoke of popular criticism of the courts, and the causes of unrest, and said:

"My subject is not the merits or demerits in general of our laws, procedure, courts, judges and lawyers; it is the law of contempt as applied to newspapers—what the law is, whether it is on the whole clearly defined and consistently applied, and whether it ought to be changed.

"That the power to punish for contempt is inherent in the courts themselves is elementary law. A similar inherent power to punish for contempt resides in Congress and the state legislatures. Courts cannot deprive the legislative branch of that right, and various supreme courts, including that of my own state, have held that the legislature cannot curtail the jurisdiction of the courts in contempt cases. The obvious purpose of this fundamental rule of law is to enable courts and legislatures to perform their constitutional functions and to prevent individuals from coercing them in any irregular manner, or from bringing them into public contempt.

"This has always been self-evident as regards ordinary disorder, threats, or attempted corruption. The application of the rule to publications in newspapers was a later development, though the rule in that respect also has long been clearly established. As stated succinctly by a late text writer:

> 'The rule is now firmly settled that it is contempt to issue publications which are calculated to prejudice or prevent fair and impartial action in a cause of julicial investigation then pending, including those which seek to influence judicial action by threats or other forms of intimidation, which reflect on the court, counsel, parties or witnesses, respecting the cause, or which tend to corrupt or embarrass the due administration of justice.'
> 13 Corpus Juris 34.

"The intent of the writer or publisher is immaterial, and the truth or falsity of his statements is also immaterial, if they actually are calculated to influence the decision and thereby tend to interfere with the due administration of justice. The people, through their constitutions and laws, intend that cases should be heard and determined by the judges and juries in a certain regular manner, on the testimony of witnesses and the arguments of counsel, and any extraneous assistance, however well meant, becomes an abuse and offense if it is active enough to exert an influence on the proceeding. This is the uniform trend of judicial decisions, and for more than a hundred years no state except Pennsylvania and Kentucky has attempted by statute to confer upon the press any privilege to the administration of justice in any case.

"Even in a pending case, because in most jurisdictions this strict rule does not apply after a case is finally decided. In some states it is held that publishing a court with unfairness are contemptuous even though the case in question is out of my own state [illegible] apparently in Arkansas, Georgia, Vermont, Virginia and a few others; but he thinks state courts is that critcism after the case is ended is not an act of contempt, however malicious it may be.

"Even in jurisdictions where the old common law rule still holds, and where criticism after a case is ended may be punishable, not all criticism is contempt. The line is drawn plainly between fair comment and allegations of judicial misconduct.

"The general theory of the law of contempt is so clear and logical, and it has been so uniformly and consistently applied by the courts, that the publisher ordinarily should have no difficulty in keeping within the law. In all jurisdictions he may, during the pendency of a case, publish a fair and truthful account of the proceedings. In all jurisdictions during the pendency of a case he must refrain from publishing other matter, whether news or comment, of a character calculated to prejudice the rights of either side, to discredit the court, or to influence its decisions.

"As to how freely he may criticise the court after the case is ended, he must ascertain what the law is in his own particular state. If his state happens to be one of the half dozen adhering to the old common law rule, he still may freely criticise the court's reasoning and the soundness or justice of its decision, as long as he does not impugn its motives; but he will be in contempt if he charges the court with deliberate unfairness, corruption, or other official misconduct. In the rest of the states, and in dealing with the federal courts, he may go to any length after the case is ended, not being answerable in contempt proceedings even if his comments are false and malicious, but only to the judge personally in a libel proceeding.

"Contempts are punished summarily without a trial by jury. This term 'summarily' is often misunderstood. It does not mean that the defendant is punished immediately and without hearing. That may be done in cases of contempt committed in the judge's presence, but in all cases of so-called indirect contempt (which include all newspaper contempts) he has his day in court. The defendant is brought in on a rule to show cause, an attachment or similar process, he is informed of the allegations against him and the affidavits in support of them, a day of hearing is set giving him reasonable opportunity to prepare his defense, the case is heard, and if he is found to be in contempt he is sentenced to a fine or imprisonment.

"The fact that the case is heard without a jury is the ground of much criticism of courts in contempt cases, but this procedure is consistent with the nature of the offense. * * * The only purposes of a jury trial would be either to establish the facts or to determine their legal effect. There can never be any serious question of fact in the case of a newspaper contempt, because the fact of the publication is conspicuously evident and the individuals concerned are easily identified. If a jury trial were granted, therefore, the only purpose would be to allow the jury to pass on the question of whether the publication tended to impair the administration of justice. In some cases the jury's verdict might be fair and wise, but in other cases it would be a travesty. * * *

"Contempt is not an offense against the judge, but against the court as an institution, and against the people who created that institution. * * * In some cases, no doubt, judges have been overzealous in protecting the dignity of their courts; but if that be an evil, their inability to do so would be a vastly greater evil In the former case only an occasional individual suffers; in the latter the injury would be to the public and to the framework of our social fabric.

"There is an impression that the party adjudged guilty of contempt has no recourse but to accept his punishment. The number of cases that have found their way to appellate courts negatives that assumption. It is true that under the common law contempt proceedings were not reviewable, but at present there are few, if any, jurisdictions in which provisions for reivew are not found. Such proceedings raise only questions of law. In contempt cases—certainly in cases of newspaper contempt—the defendant's rights are substantially protected. * * * If a defendant in contempt proceedings happens to be punished unjustly and is forced to spend money to get a final vindication from an appellate court, it is unfortunate; but his case is no worse than that of any other litigant who has to go to a higher court to get an erroneous judgment reversed.

"One other point deserves mention—the power of an executive to pardon a contemnor. In practice this has rarely arisen, but it is of especial interest just at this time because of the case of Carl C. Magee of the *Albuquerque* (N. M.) *State Tribune*, in which the sheriff refused to honor a pardon by the governor, and the Grossman case in Chicago in which the federal circuit court of appeals held that a President has no power to pardon a person from a sentence of contempt imposed by a federal court.

"The law on this point is not settled, probably because of the infrequency of such cases. The pardoning power has been sustained by the courts of three states: Louisiana, Mississippi and Tennessee; and it has been denied by the courts of three others: Illinois, Texas and Wisconsin. Certain attorneys-general, in four or five opinions all rendered within a decade about seventy years ago, upheld the President's power to pardon; but I understand the more recent practice of the Department of Justice is not to recommend pardons in such cases. * * * I do not regard the question as of vital importance in practice, and on the whole perhaps the more convincing line of reasoning would be in favor of the view that contempt of

(*Continued on page 32*)

BLEYER SAYS JOURNALISM IS ONLY UNORGANIZED PROFESSION

IN an address which commanded the strict attention of the Inland Daily Press Association, William Grosvenor Bleyer, director of the course of journalism at the University of Wisconsin, declared that newspaper work today merits recognition as a profession, deplored low salaries for reporters as a discouragement to talent and called for a greater feeling of solidarity among writers and editors.



PROF. W. G. BLEYER

In the course of his remarks the following points were made.

"Criticism of newspapers, it has been said, is the great American indoor sport. In reply to frequent strictures on their work, newspaper men often quote the saying that everybody knows how to run a newspaper better than the editor. Criticism is as old as newspaper work. I think that it is a mistake for newspaper men to put all critics in the same class and wave aside all of the criticism leveled at the profession. Earnest, serious students of our society and government are calling attention to the vital part that newspapers should play in our scheme of life. All criticism does not come from those outside newspaper offices. Thoughtful editors and publishers, from time to time, are pointing out some of the weaknesses of present-day journalism and are suggesting remedies.

"In the September issue of the *Century Magazine* a journalist who has had experience on both the news and business sides of journalism—discusses the question, 'Can Journalism be a Profession?' This may seem strange.

"Is journalism today a business, a trade, or a profession, or is it a 'game', as some call it? Some newspaper men still seem to regard their calling as a trade. The distinguished business manager of a New York newspaper, himself the author of several books on American biography and literature, published a book a few years ago entitled "Training for the Newspaper Trade." Newspaper men in several large cities have organized themselves into trade unions chartered by the International Typographical Union, and thus affiliated with other trades in the American Federation of Labor. There are still other newspaper men who still insist that the only way to learn journalism is in a newspaper office, that is, by the apprenticeship method by which all trades are learned.

"As a matter of fact up to fifteen years, ago, the only way that any one could learn journalism was to go into a newspaper office and practice under the direction of practical newspaper workers, for previous to that time there were no universities that offered systematic instruction in preparation for journalism. In the last fifteen years, there has been a gradual but marked change in the attitude of most newspaper men toward schools of journalism. As the graduates of these schools went out into newspaper offices and as editors found that these young men and young women were better prepared for journalism than were grammar school or high school graduates, or even than college graduates who had no instruction in journalistic technique, practical newspaper men, seeing, believed, and finaly were convinced that journalism could be taught in college. Today, I think it may fairly be said that the majority of newspaper men believe that schools of journalism are practicable.

"So we may say that journalism is just emerging from the apprenticeship method into the professional school method of training its recruits. This evolution is exactly like that which has taken place in the preparation for other professions.

"We will all agree that every member

(*Continued on page 33*)

WOMAN EXECUTIVE DISCUSSES IDEAL DAILY

Miss Janet H. Stewart, Assistant Managing Editor of the Philadelphia North American Is a "Regular Newspaper Man," According to Her Chief—Hates the "Woman's Angle," Sob Stories, and Women's Pages

By PHILIP SCHUYLER

JANET H. STEWART, assistant managing editor of the *Philadelphia North American,* this week made up for me her ideal of a newspaper's first page.

Miss Stewart, enthusiastic as a cub reporter, now a tall, slender, dignified executive with slightly graying hair, is one of the cleverest *newspaper men* I have ever met.

Fitted for her work by early environment, education, and natural ability, she has risen in eight years from reporter to next to the highest editorial executive position on the oldest daily newspaper in America, now under the direction of the distinguished E. A. Van Valkenburg. She has frequently taken full editorial control of this newspaper of 250,000 circulation.

No one is prouder of her than her immediate "boss," Frederick F. Forbes, managing editor, who has been her teacher in newspapering.

"She is not a mere newspaper woman," he will explain. "She is a regular newspaper man; and she knows her work as few men do."

That was demonstrated to me as fact, when we talked together in the North American's editorial council room, and as I watched her, during absences of her chief, carry out various important duties of a veteran M. E.

Before us on the long table lay a copy of the day's paper. With one hand the assistant managing editor indicated dif ferent columns as she discussed them. With the other, she often gesticulated slightly to impress a point.

The motion was entirely feminine. To suit it she was not wearing stiff mannish clothes. A lace collar on a smart blue crepe de chine dress, softened her neck and throat.

"First," she began, "you must know my ideal of a newspaper before we can consider its first page.

"My ideal news paper must be always interesting. There is no excuse for a dull newspaper. News in itself is extremely interesting, if correctly played.

"Secondly it must be clean. Crime stories need not be kept out, but no newspaper, of responsibility ought to print unnecessary details of horrible crime.

"Details that add to the mystery or legal interest should of course be retained. But no decent newspaper will print salacious detail. Such things should be simply stated as a matter of record and then dismissed. A good crime story can be clean.

"Thirdly my ideal newspaper is honest and high principled; not only when it won't hurt the business office, but all the time. I am firmly convinced that honesty pays. Advertisers, I believe, have far more respect for the paper they do not control than for one to which they can dictate.

"Then finally it should have enterprise. It should get all the news and never let a competitor beat it."

Now attention turned to making up her ideal front page.

"Of course, this ideal front page doesn't take into consideration the exigencies of each day, or the hamstrings of editorial policies," Miss Stewart said. "And I prefer to make-up only the seven more important columns in this game we are playing.

"For the right hand columns I would consider first those occurences of the day which might have important and lasting influence on current events, either of the city, state, nation, or world. I would weigh the stories carefully. The first four columns I would give over to this form of news.

"In the next two columns I would put the most unusual stories. I might choose a startling crime, such as the Mount Vernon, Ill., case for one column, and put a mystery story beside it.

"Then on the last column I would place the best human interest story of the day.



JANET STEWART—She Wants to Do a Man's Work.

"I place the human interest story last, because to my mind this kind of newspaper reporting is often no higher than so-called sob stuff.

"My definition of a good human interest story is something strange or out of the ordinary, which never could happen to the average reader, but, nevertheless, is actually happening to a person, who in every other respect is like the reader.

"An excellent example of good human interest were the stories of the Prince of Wales visit to Syosset, L. I.

"Santa Claus myths are human interest stories, as are also the gods of Wagner operas, who have enchanted the world."

But the ordinary human interest writing which goes under the name of sob-stuff, Miss Stewart would have none of.

She does not care for the usual run of woman reporting. She is not a feminist, however. She is too intelligent to take this title to herself.

Yet she would ban the woman's page from every newspaper in the country, even though she admits it must be a circulation builder. To her, the "woman's angle" is a senseless phrase.

"There are far too many 'woman's pages' in this country," Miss Stewart believes.

"Women will never have any intellect so long as they are herded off, as it were, on to women's pages. They will be forever kept at the same grade of intelligence.

"There is no more reason for this feature than there is for a men's page. News belongs to the people, not to a sex."

The interview was interrupted here, while an editorial man came in with a headline for approval. One of Miss Stewart's duties is to pass on important headlines. She goes over all the proofs and reads thirty exchanges daily to learn their editorial policies.

She can do any work on a newspaper, one is told.

"I like to make up the newspaper best of all," Miss Stewart said. And when the make-up editor is away she does take over his duties.

When the managing editor is away she takes complete charge. The men on the staff are all extremely loyal to her, giving her every kind of co-operation. She is a natural executive. There is never any friction or unpleasantness, because of her command.

For six years she never took a vacation; and each day now she is at work from 2 p. m. until midnight.

When she was free again, I asked her what she considered the best training for a newspaper man or woman.

"Whatever you study, whatever information you obtain, you can put it to use in newspaper work at some time," she replied.

"Of abstract subjects, I found psychology most helpful. It is an aid especially in interviewing, because it gives one a knowledge of characters, and helps one to include in the story significant sidelines and side-lights."

What opportunities are there for women in newspaper work?

To women of Miss Stewart's caliber, the opportunities seem limitless. To many women, she believes, newspaper work offers itself as an excellent profession for adoption.

"Most women are born gossips; they love to talk; they are quick on the trigger in making decisions. How could they be better fitted than that for newspaper work," she declared.

Miss Stewart, unlike the majority of women who have taken up newspapering, has had a most remarkable newspaper career. Coming into the profession older than the usual cub, she brought with her far more than the average intelligence.

Her father was Judge John Stewart, Justice of the Supreme Court of Pennsylvania. Returned from the Civil War wounded, he was mayor of Chambersburg, when it was burned by Confederates. In fact it was Judge Stewart's Princeton diploma torn from his wall and set afire by Early's men that started the township burning.

Judge Stewart was one of the early leaders in Pennsylvania against the Quay-Cameron political machine, which at one time ruled the state.

Miss Stewart was brought up in surroundings, which compelled her to take interest in public affairs and politics. Yet during her school days and afterwards she had no thought of going into business or a profession.

Following graduation from Wilson College, she went to France, where she spent several years at French universities, learning the language and concentrating chiefly on the study of human thought.

In 1916 war came. Her father was ill in Philadelphia. Miss Stewart rushed home to be near him.

Once home, she found she must keep busy. Narrow streets of Philadelphia were as dull as their asphalt compared with the boulevards. What to do? She had returned from France and its 4 and 8-page dailies a scoffer at the encyclopedic American newspaper. But strangely, the only work she found to her liking was a place as reporter on the North American, at $12 a week.

Immediately, she showed natural aptitude for her suddenly selected profession. She had acquired an International viewpoint. She was well equipped intellectually.

From covering routine news, she advanced in short time to special assignments. All big celebrities who came to this country during and following the war were interviewed by Miss Stewart. But such work could not keep her busy all the time. She was given a try on the administrative side, and from the start showed marked ability. Within two years she was promoted through merit to her present position.

Mr. Van Valkenberg sent her to Washington to meet and talk to Marshal Joffre. At the capital, Miss Stewart obtained the only exclusive personal interview granted by that great Frenchman during his entire American visit. She was able to interview him in his native language.

Her best descriptive story, fellow workers say, was the Roosevelt funeral. Next to that they place her account of the burial of the Unknown Soldier. And she did very notable work covering the Washington Disarmament Conference.

She writes in clear concise style. Her special ability is to tell a story adequately in one column when another reporter would require two.

One manner in which she has always refused to set down her thoughts is from the "woman's angle."

As she sat at her desk in her private office, just before I turned to leave, she reminded me of this.

"I wanted to do a man's work," she said simply. "And I believe I always have."

"You have," came as echo from her chief.

$4,178 Raised for Tornado Victims

The *Cleveland News and Sunday News-Leader* management has turned over to the committee for the aid of Lorain, O., sufferers of the June 28, tornado, $4,178, raised by the newspapers.



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN-41 Years on the New York Herald staff

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CHAPTER TWENTY-TWO

Mr. Bennett Makes His Son Manager of the Herald—Founding of the Evening Telegram—The Herald Threatens to Leave the Associated Press

IN 1865 Mr. Bennett's health grew delicate; he was troubled with a bronchial affection, while his system had become enfeebled, due to the strenuous life he had led during the long years of struggle against enemies and untoward circumstances in the building up of his great newspaper property. So it was that in 1866 he began an intensive training of his son, then 25 years old, to become his successor in fact as well as name.

The junior Bennett was an apt scholar, and in reality had already developed those energetic, impulsive and fearless traits of character that strongly manifested themselves throughout his subsequent career.

Bennett, Sr., justly proud of his handsome, manly and talented son, who had returned from Europe with a liberal education, and the polished manners and address of an old world gentleman; with his brilliant yachting record and social recognition by the nobility and crowned heads of the Old World, made him manager of the Herald on April 23, 1867.

Mr. Bennett, Jr.'s spirit of enterprise infused new life into every department of the paper, and at heavy cost he fitted out two steam yachts in 1867 to collect ship news off Sandy Hook. One of these, the "Jeannette" was a powerful, seaworthy craft, that ventured out in all weathers to board incoming vessels and pilotboats to gather the news, and always carried a quantity of copies of the Herald, which were distributed gratuitously to officers and passengers. The Herald justly boasted of its achievement, comparing its steam yachts with the old rowboat system of boarding incoming vessels.

"Two oars and a stretcher can't compete with steam," said the junior Bennett. "The shipping merchants of this city have learned the fact and appreciate the Herald's enterprise. In one day our yachts reported 42 more arrivals than our contemporaries did by rowboat service."

Founding of the Evening Telegram

In 1867, Mr. Bennett and his son after mature deliberation agreed that the time had come to start an evening newspaper; the field at that period was not adequately filled, while the senior Bennett, still in harness, and at his desk every day, thought that the management and entire control of a newspaper of his own, would give his son, "Jim", as he was known to his intimate friends, a larger opportunity in the business in which his father had made such a conspicuous success.

Consequently the *Evening Telegram,* christened by the son, (said the late Mr. Townshend), made its first appearance on July 1, 1867. The big Herald gave its little evening sister no editorial recognition whatever at its birth. A one column advertisement, giving a wearisome repetition of its good qualities, served to usher it in to the cold, heartless journalistic world.

"The Evening Telegram out to day," said the advertisement, "with three editions—at 12 noon, 3 P.M. and 5 P.M. Will have the latest news from all parts of the world—the cheapest paper in the world—Price one cent; for sale everywhere."

On July 3, another column advertisement in the Herald announced that "The Evening Telegram is a marvel of journalistic enterprise. The cheapest, completest and ablest of the evening newspapers."

On the 5th it was stated that it received "Telegrams from all parts of the world"; had "All the news of the day, and the very latest market reports. The best and cheapest newspaper—all the newsboys sell it."

The office of publication was first at 97 Nassau street, in the old Herald Building, and here the "fledgling" had its home for some time. It had a creditable editorial page; gave special attention to local politics; its news columns carried much of the matter left over on the galleys by the Herald the night previous, while a few cables and some fresh local items enlivened its last edition.

As the half-starved companion of the opulent Herald, it continued to lead a precarious existence, and its office was finally removed to No. 2 Ann street, where in one small room the late Major Hall presided as business manager. Its editorial head was later enlivened with a picture of a fat cherub amid the telegraph wires, and this decorative engraving was carried thereafter for many years.

With the advent of the Telegram, the junior Bennett's name (except for a short interval) came down from the Herald's editorial signboard. From that date he became editor and sole proprietor of the "Tele," in those days dubbed "Jim's pocket piece!"

In September, 1867, Mr. Bennett gave notice that he would separate entirely from the Associated Press, declaring that "during the last 12 or 14 years we have been associated with a number of other city papers in the collection of telegraphic and ship news. In that time we have paid out some $500,000 for domestic intelligence for the Herald outside the Association. Under the absurd and unjust rules forced upon us we have been compelled to furnish all this special news, gathered by our forethought and at our own expense to the other papers in the Association, who have not paid for them more than five per cent of their actual cost to us. In addition we have paid for special cable dispatches in one year some $70,000, all of which the other papers in the Association had the full benefit, and for which they paid seven per cent of the actual cost to us. The rules of the Association compelled us to give the same advantage *at our expense* to all the other members on these absurdly unjust terms.

He then announced the coming formation of a new association for the collection and sale of news. It would do business in a regular, straightforward manner, and, in fact, he had in mind a scheme similar to the present elaborate system of syndicating news and features to journals throughout the entire country.

The other members of the Associated Press, alarmed at Mr. Bennett's precipitate action, privately implored him to continue a member, and finally in October, 1867, he reconsidered his hasty act and consented to remain a member on condition that the Association rescinded the following obnoxious rule:

"No member of the Association, and no party receiving news from the Association, will be permitted to receive regular telegraphic dispatches from his own private correspondents. Nor can he make arrangements to receive any special news by telegraph, without first informing the other members of the Association, and tendering a participancy in it to them."

Six members voted for its suspension; the proprietor of the World alone supporting it. He had been formally expelled some months before, and was only reinstated by courtesy, and his personal dislike for Mr. Bennett was the only reason assigned for his opposition.

Mr. Bennett said he had long struggled to have this unfair rule rescinded as repressing newspaper enterprise by attaching a penalty to individual effort, adding:

"We shall, while members of the Association, avail ourselves of all the freedom that the suspension of this rule gives, especially in regard to European dispatches, using the ocean cable liberally as the progress of great events may require."

An article in *Wilkes' Spirit of the Times* for August 14, 1869, blamed Mr. Simonton, the Associated Press Agent, and Mr. Orton, the president of the Western Union Telegraph Company for the monopolistic tendencies of the Associated Press. It referred as follows to some of its members:

"The *Sun* merely wants the news dispatch—the briefer the better. Its space is limited. So long as the great dailies collect news enough to make Mr. Dana's paper interesting he is content. He has no room for 'enterprise,' and the rule which prevented competition put the great dailies at his mercy. So long as they collect the news and permit him to sell it at half price, he will not complain. The Herald was unjustly curbed by 'enforcement of the rules.' The Evening Express lives by grubbing, and fills the same position in the press of New York as the King of the Chiffoniers, or garbage collector does in Paris." The World was spoken of as the trustworthy Democratic organ, and as "one of the most brilliant and scholarly newspapers in the United States." Further on in the lengthy article it was said that "the reader of the Herald will find the special news dispatch and as much other news as 'the rules' will permit it to gather. He sees a great newspaper curbed, bridled and strapped by its rivals." The Sun was condemned as "a canker worm fostered by the large dailies 'under the rules.'"

The friction between the managers of the Associated Press and many of the papers kept increasing, with the result that in February, 1870, "The American Press Association" was formed with the eminent journalist, John Russell Young as chairman; with G. I. Bartholomew of the News, Robert Johnson of the Mail, Joe Howard, Jr., of the Star, and other prominent editors as members of its executive committee.

(To be continued next week)

FINANCIAL "LINGO" TABOO WITH THIS EDITOR

Franz Schneider, Jr., N. Y. Evening Post Financial Editor Aims to Avoid Trick Phrases of Market Reporting—Calls Acquaintance of Prominent Men Best Library

By PHILIP SCHUYLER

ALL important things may be traced back to the infinitesimally small. This philosophical truth is proved and reproved a million times by the daily experiences of mankind.

Thus, although it may be only a matter of modesty, it is not altogether surprising that Franz Schneider, Jr., when asked once to what he attributed his success as financial editor of the *New York Evening Post*, should go back to an extremely small incident, a conversation he had had with friends and relatives a few days after he had accepted his present position.

"It may be all right—this financial stuff you are writing," these friends told Schneider, "But we can't understand a word of it."

"Something wrong here," was Schneider's reaction.

In these first financial stories of his, he had tried his best to follow the technical diction, approved by all financial writers everywhere. He had written glibly of "short interests," "liquidations," of "running to cover" and "the rails held firm."

"I want to reach the average man, however," he reasoned, and straightway began to strive for readability, in addition to integrity, accuracy, speed, and comprehensiveness, all requisites, he believes, of a good financial section.

Consequently, within three years, Schneider gained such a reputation in his field that Cyrus H. K. Curtis, as disclosed in EDITOR & PUBLISHER recently when he wanted an excellent financial writer early this year, did not hesitate to purchase a New York newspaper to obtain his services.

And Schneider this week paused from his work to pass along to others of his craft his ideas on the making of a financial section as interesting to the small investor as the Bigwigs of Wall Street and the Stock Exchange.

He is a young man, only 37. Dark, thinning hair is parted in the middle. His features are regular and well proportioned. His forehead is high. A small dark mustache lends him distinction fitting to his conservative, tailored clothes, English brogues, and brown spats. He seems like the sort of gentleman seen before blackboards in brokerage offices, playing with father's money, and rather out of place before the untidy desk of a working newspaper man, editing badly typed copy.

As a matter of fact, he was derricked into the profession in sudden fashion. A graduate of the Massachusetts Institute of Technology, Class of 1909, he was prepared by a scientific education to be a biologist. Four years ago, however, fortune found him well up in the banking business, assistant to the late Charles D. Norton of the First National Bank of New York. At this time, Alexander Noyes, after 29 years service, resigned from the *New York Evening Post* to go to the *New York Times* as financial editor.

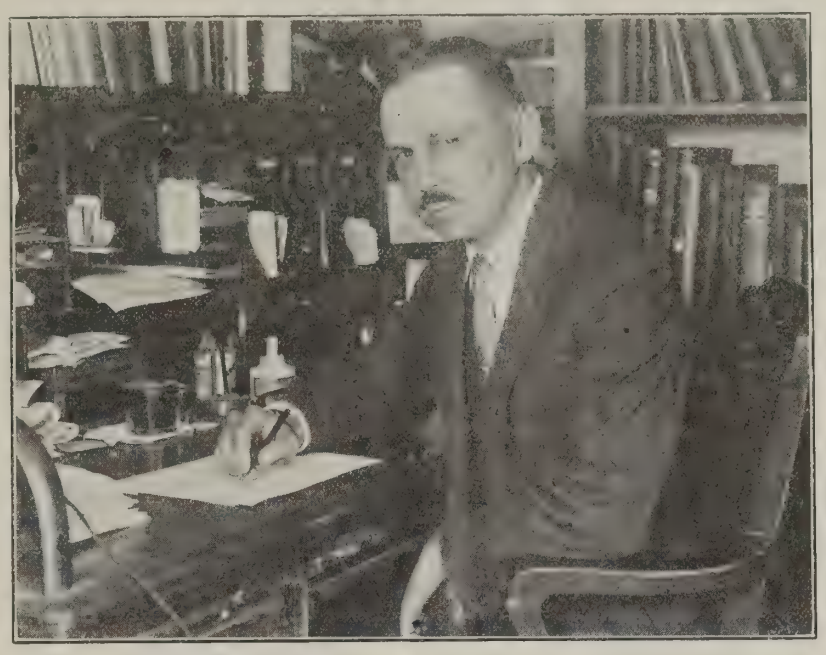
Mr. Norton was then a director of the *Evening Post*, and, at his suggestion, Schneider was made financial editor, stepping into Noyes' shoes. Schneider's long training outside of newspapering, gave him a different view of the profession than that usually held by old-timers.

"A scientific training, perhaps," he believes, "is good for any man, no matter what he intends to do. It helps him to take not merely quantitative, but qualitative views. One acquires a habit of carefully weighing and measuring, whatever subject one approaches.

"From the outside, I had often wondered at the ineffective English so common in our American newspapers.

"Newspaper writers, dramatic critics, sports writers and financial men easily and quickly form the habit of using a sort of lingo peculiar to their subjects.

"When one is dealing with technical questions, especially financial news, it is particularly easy, I think, to drop into what is like a sort of shorthand system, understandable to those who constantly read and follow it, but mere lines and scratches to the uninitiated. It all sounds good, but to the average person it is precisely sound, signifying nothing.



FRANZ SCHNEIDER, JR.—His Financial Column's for the Average Man.

"Consequently, because I want a wider audience, I try always to write financial news in a plain, simple, lucid style. I like to cast off technicalities as much as I can and work for readability.

"Readability is, I think, one of Mr. Curtis' hobbies. He prefers his writers to throw off stilted dignity and tell what they have to tell in a plain interesting manner."

The Evening Post is traditionally a financial newspaper. It has always aimed to give all the financial news first and to give it accurately. This tradition it is Schneider's business to maintain.

Tables of the Stock Exchange, the curb, and bond market quotations are, of course, the fundamentals of a financial section. One of the hardest jobs of a financial editor is to keep down the percentage of errors.

"Our system of checking and rechecking results in an amazingly small number of errors," Schneider said. "We average about 475 active stocks in our daily lists. On each line of the 475 there are 4 chances of error, making a total of 2,000. Out of the 2,000 opportunities for mistakes, we only make about 12 a day.

"We check up the stock tables, compare them with those of competitors, and, after each edition, proofs are brought back to the ticker men to be corrected."

He showed me the system in operation. In imagination, I heard bids made on the floor of the Exchange. Ticker services of Dow-Jones and the New York News Bureau brought news and changes of the quotations to the desks of five ticker men, who sat before the rounded glass topped telegraphic machines in the Evening Post's office on Vesey street.

Between their fingers the long strings of paper tape marking the prices of stocks and bonds continually passed. Before them on tables were big sheets of paper on which the names of the stocks were listed alphabetically. Each one of the five ticker men were allotted different stocks, the variations in the prices of which they carefully watched, making changes in pencil on the sheets before them.

Opposite these five ticker men, five printers sat before fonts of type, composing sticks in hand. The men following the changes recorded on the ticker tape called out these changes to the printers, who set up the type by hand and made corrections as rapidly as quotations varied on the floor of the Exchange.

It was three o'clock now, the hour when financial trading stops on the New York Exchange for the day. Three minutes later, so rapidly does the system operate, the type recording the day's dealings was completely set ready for the presses.

So it is with the bond markets and with curb quotations.

"And there is a growing interest today in the unlisted field," Schneider continued in explanation. "The public, for instance, is now tremendously excited over public utilities and very few of these securities are listed.

"Quotations on these unlisted securities must be obtained from different and scattered houses. One house will specialize in one security; a second broker will have more active trade in another.

"It is important to watch this field all the time, to be sure we are obtaining real active quotations and fresh prices.

"The same carefulness and watchfulness applies also to foreign exchange quotations and the big commodity markets. It is necessary to find out which banks are the best sources of foreign exchange information, which have the best markets in the different currencies. One bank, for instance, may have active trading in Far Eastern money, while another may handle Scandinavian exchanges almost exclusively."

A financial editor must keep in touch with all these news sources and be ready to open up new ones, when the old get stale. He runs a small newspaper of his own within the larger newspaper.

Schneider, for example, besides ticker men, printers, and ordinary office help, has under him a man to write daily Wall street paragraphs; a reporter to visit banks and report banking news; a railroad reporter; a reporter to cover investment matters; a reporter who follows the bond market; a special writer who has a sort of roving commission; specialists in cotton, grain and sugar; a copy reader; and an artist to draw up analytical charts. He himself, besides editing, writes a daily column headed "Business Today."

The desk at which Schneider sits is surrounded with shelves of books on financial subjects. Just before leaving, I asked him to outline the best books for a financial editor.

"Financial news is always a matter of the moment," he suggested. "It is hard to keep up with changes through books. I think it is a mistake to sit back in your shop, with reading your only method of adding to your information. Instead, I go out all the time and call on the prominent men of the financial world. In this way I try to find out what they are thinking about.

"This is the very best library I know of for a financial editor."

ARTIST TELLS SECRETS TO RADIO AUDIENCE

Nelson Harding of Brooklyn Eagle Directs Cartoon Lesson—Eagle to Give Prize for Best Sketch Resulting

A new tie-up between newspapers and radio, with circulation-building possibilities on a small scale, is suggested by the radio talk given by Nelson Harding, *Brooklyn Eagle* cartoonist, as a part of the Eagle's weekly program Oct. 15, broadcast by Station WAHG, Richmond Hill, N. Y.



NELSON HARDING

Mr. Harding's hearers were requested by the announcer to provide themselves with a pencil and a sheet of paper and to draw lines as Mr. Harding directed, the resulting picture to be sent to the Eagle, which would publish the best drawing next Sunday and reward the artist with a cash prize of $15. The subject of the picture was not to be announced until publication.

"First, draw the outline of an egg," Mr. Harding directed his audience. "Now, at the center of the egg, draw two heavy horizontal lines. Draw a short vertical line between the horizontal lines. There you have the eye-brows and a frown. Now below the eye-brows draw two vertical lines, bringing them together in a sharp point. Draw two diagonal lines away from this point. Connect their lower ends with a horizontal line, turning it down at the corners, saying nothing. Now on that high forehead that we left when we drew the eye-brows at the middle of the egg, draw some sandy lines for hair. If you have'nt got a sandy pencil, draw some light lines, parting the hair at the left.

"Next, under each eye-brow place the correct initial of this eminent character, and if you guess right, these initials will perform the function of vision.

"Put the drawing away in a cool place tonight and in the morning send it to me at the Eagle, in Brooklyn. The best drawing will be published next Sunday and win $15. The worst gets my job."

Indiana Editor Sued

George H. Voight, editor and publisher of the *Jeffersonville* (Ind.) *Evening News*, recently was made defendant in a $30,000 suit filed by C. C. McBride, a local attorney, based on an article in the News concerning the attorney and the Ku Klux Klan.

Usually it is safe to maintain your right of way if the fellow coming has a shiny new car.—*New York Telegram and Evening Mail.*

NEW YORK CIRCULATORS WILL FIGHT POSTAL RATE INCREASES

Frank A. Roberts, Rochester Times-Union, New President of State Body, Which Plans a Joint Meeting with New Englanders Next Spring

NEW YORK STATE circulation managers, meeting in their association's convention at Hudson, Oct. 14 and 15, expressed formal opposition to the increase in present second-class postage rates proposed to cover the expense of raising postal employes' pay. They also resolved to keep the matter alive before their respective editors and publishers during the approaching session of Congress.

This action and election of new officers concluded two well-attended sessions, which adjourned to meet next Spring at Albany in conjunction with the New England Association of Circulation Managers.

Frank A. Roberts, circulation manager of the *Rochester Times-Union,* was elected president, and will have as associates the following officers and directors:

First vice-president, Charles E. Blewer, *Binghamton Press;* second vice-president, R. D. M. Decker, *Rochester Democrat & Chronicle;* secretary-treasurer (re-elected), Alfred W. Cockerill, *Utica Press;* directors, Louis Weinstock, Metropolitan News Company, New York; George Erb, Jr., *Buffalo News;* D. W. Tanner, *Utica Observer-Dispatch;* and Albert W. Fell, *Hudson Star.*

Mr. Weinstock, who distributes 200,000 English language papers daily, as well as the bulk of the foreign language papers in Manhattan Borough, advised the members on how to attract readers in foreign language sections. He said that the experiment of printing a column or two a day of news in one or more foreign languages had brought no worthwhile results, as readers did not care for a mixed language diet. He advised the employment by English language papers of solicitors versed in foreign languages to carry the English language daily into its new field, and suggested pictures as an obvious editorial appeal to unlettered people.

James McKernan, for many years circulation manager of the *New York World* and now head of a distributing firm in Brooklyn, told from his experience how competing circulating managers can co-operate to mutual advantage. He suggested frequent luncheons among the circulation men competing in a city, as the personal acquaintance and understanding thus developed helped toward solution of common problems by joint efforts rather than by expensive personal fights.

Automobile trucking of newspapers to out-of-town dealers is more expensive than other transportation, said H. H. Irish, circulation manager of the *Rochester Journal & Post-Express,* but its advantages often offset the extra cost.

"When you dispatch papers via beggage express, mail or electric trains, they are handled by three sets of irregular men, as against the truck driver who is regular every day. This reduces the chance of poor service 3 to 1," Mr. Irish said.

"The effect of sending a truck direct to an outside town is very good. Subscribers soon grow to appreciate how much is being done to rush their paper.

"In many cases the drivers can also do duty as road men and save both time and expense.

"Combination runs with other businesses have worked out very well. Laundries, bakeries, and ice cream factories are most apt to listen to this arrangement.

"There is a point where you can get enough circulation on one trip and within a radius of 25 miles where you can say that it is cheap transportation."

Travel-Accident insurance, as a general thing, is a good circulation builder, declared J. J. Allardice, *Albany Knickerbocker Press,* but it is not a cheap method.

"Insurance increased the circulation of the *Albany Evening News,*" he said. "We gave the policies free, and only asked readers to agree to subscribe for a first class newspaper for one year. Many subscriptions did not stick more than four or five weeks, and we could claim only a small refund from the insurance company on policies that were in effect more than a month. This was one of the most expensive items.

"It was necessary to train an intelligent crew of solicitors. Misrepresentation of what the policy covers is bad. We always endeavored to impress upon our canvassers the importance of selling the News, and not to discuss the policy to any extent.

"Insurance would be more successful as a circulation builder, if there were no accidents. Persons who have policies, as a rule, do not read all provisions, and when they cut their finger, are struck by a bicycle, or fall off the door step, they claim indemnity. When the insurance company notifies the claimant that there is no coverage for that particular kind of an accident, the subscriber not only stops his own paper but induces his friends to do likewise. In such cases, it is necessary to send a high class representative into the neighborhood to iron out the difficulties. This, too, is an expensive item the newspaper has to pay.

"The following procedure is essential in using insurance;

"See that the canvasser gets the name of the applicant spelled correctly, with his correct address and age on the application.

"See that each application is attended to at once. Delay in getting out the insurance often brings a cancelled subscription.

"If a subscriber is injured see that his claim is attended to at once. If it is not attended to promptly you may lose not only his subscription, but those of his friends.

"Do not be afraid to impress upon the insurance company that you expect it to attend to all claims promptly and make settlements whenever and wherever they are due.

"Insurance is a good circulation builder if used rightly but if it is half-handled, half-issued, half-paid and over estimated to the subscriber in selling, it will act as a boomerang."

R. D. M. Decker, *Rochester Democrat & Chronicle,* discussed getting R. F. D. subscriptions for a morning newspaper, which, as a rule, he said, was the only class which can give satisfactory R. F. D. service.

"I have tried all the methods I have heard of securing R. F. D. subscribers, from sampling, clubbing, cut-rates, bargain offers and extra inducements in the form of premiums, down to the personal solicitation," he said, "and I believe that the only satisfactory way to secure permanently this class of subscribers is the personal call of an office representative.

"It is true that your sampling, clubbing and circularizing secure a limited direct return, but I believe the real value of the sample and circular letter is in educating the prospect and making it easier for the rural representative to obtain his order the next time he calls.

"We have our territory divided into several districts, usually a county to a district, and a representative covering each district, who not only solicits new business, but collects from present subscribers as their terms expire. These men form the acquaintance of the people in their territory, as they cover it usually once in about three or five months; know the conditions under which the prospect is living and working, and can make a more intelligent sales effort than any one sitting at a desk several miles removed.

"The most satisfactory way of keeping the cost down is the commission plan, whereby the rural man is given a reasonable percentage, say, from 15 to 30 percent, according to local conditions, with a bonus added for a certain number of new subscribers per week, or a small salary or expense allowance, and a smaller commission and bonus for new subscribers in excess of the number agreed upon."

"Old ways are best," was the opinion given by Glen S. England, *Gloversville & Johnstown Leader-Republican,* on the circulation manager's job.

"Sample a section for a certain time and taking the numbers where you are leaving samples," he said. "Then follow up with your canvassers. I think you must have your own canvassers, employed on a regular salary. They will have more interest in the paper and work harder for it. Good house-to-house canvassers are the best advertisers you can get.

"Your route boys come under the same head as your canvassers. You can give them the same numbers that you covered with samples. Pay your route boys cash or give them good prizes for getting new subscribers. Just make a note of the subscribers that your canvassers and route boys bring in and see what a difference there is in a subscriber who is satisfied.

"You can not get all the circulation there is to get. Some people will not take a morning paper or they will not take an evening paper. To try and hold the circulation that you have, requires these certain simple things to think about:

"Get the news first.
"Give the facts.
"Don't write too long articles.
"Good classified pages.
"Good radio and sports pages.
"Good comic strips.
"Good straight editorials on up-to-the minute subjects.
"Courtesy, politeness to the public, especially to the people on the telephone.
"Try to hold a regular press time, good delivery service and keep route boys from having very many complaints."

Entertainment was provided by the *Hudson Daily Star* and the local Rotary, Kiwanis, Masons, K. of C. and Elks. A. W. Fell, publisher of the Star, entertained the circulation men at luncheon Wednesday, following which the Albany Chamber of Commerce took charge of them in an inspection of a local Portland cement company. A visit to the plant of the Canada Dry Ginger Ale, Inc., near Hudson, featured Wednesday morning's entertainment.

BERRY PLANTS CONSOLIDATED

Large British Publishing Concern Now Housed in One Building

By HERBERT C. RIDOUT
(*London Editor,* EDITOR & PUBLISHER)

Two of the big publishing enterprises under the control of Sir William and Gomer Berry are now housed under one roof. For some time past preparations have been made for the removal of the Allied Newspapers, which include the newspapers acquired from E. Hulton & Co., Ltd. (the *Manchester Daily Despatch, Evening Chronicle, Sporting Chronicle, Athletic News, Ideas,* etc.), from their Shoe Lane offices to the buildings in Tallis street, on the other side of Fleet street, which already house the Graphic Publications. The transfer has now been effected, the completion of the removal being rushed into a week-end.

The new premises, which have involved considerable extensions of the Graphic Buildings, have been equipped with the most up-to-date telegraph apparatus, operating two private wires between London and Manchester. It will be possible throughout the 24 hours to maintain a service of nearly 600 words a minute by means of the Creed transmitters.

Dealers do Cooperate with Advertisers in Cincinnati

No matter where located, the retailer is fairly swamped with proofs of advertisements to be pasted on his front window, electros and mats for use in his local papers, inserts, stuffers and form letters to be sent to his mailing list. Competition has put a high price on his windows for special displays and on his floor space for demonstrations. No wonder he balks and demands a voice in the program of which he is to play so important a part.

In Cincinnati, however, there is one form of advertising that seldom fails to secure genuine cooperation, hearty and enthusiastic, from the retailer. This is display advertising in the Times-Star.

The "hard-boiled" merchant who fails to respond to a "long distance campaign," registers ***attention, interest*** and ***desire*** when assured of display advertising in the Times-Star. He backs his initial order with window displays and he links up his advertising with that in the Times-Star because he knows that the Times-Star reaches *every native, white, literate family in this market* with a selling influence that has no rival. He knows that the Times-Star has a larger circulation in Cincinnati than any other publication, monthly, weekly, daily or Sunday, and that for sixteen consecutive years it has carried more display advertising than any other medium in this market.

Give him the Times-Star advertising to cooperate with and you will find the Cincinnati dealer to be a first rate cooperator.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations



The Economy of Advertising in Washington Through Concentration

Assuredly no city in the country presents a more attractive advertising proposition than does the National Capital.

Here, concentration cuts costs—for you will cover the entire field THOROUGHLY with ONE paper — THE STAR — and its rate of 22c. per agate line is notably low —compared with the efficiency and sufficiency of its circulation. The use of more than The Star in Washington is duplication of circulation and multiplication of expense.

If we can be of service in connection with your advertising campaign in Washington call upon us for such detailed information as you may need.

The Evening Star.
WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

NEWSPAPERS CALLED BEST MEDIUM BY FINANCIAL ADVERTISERS

Richmond Meeting Goes on Record as Favoring Newspaper Space for Drawing Savings Account Patrons— E. H. Kittredge Named President

RICHMOND, Va., Oct. 16.—Newspaper advertising as a medium for drawing that class of people desired as savings account patrons by the banks of the country is the best possible advertising that can be designed, the ninth annual convention of the Financial Advertisers Association declared, in the three day session held here this week.

Billboard and other mediums, particularly the bank-lobby poster, were favored by many of the delegates, and much interest was shown by the entire delegation in the lobby display at the Jefferson Hotel, where the convention was held. Much of the display dealt with foreign-born depositors, particularly among the New England states, and others emphasized "industrial mail matter."

That newspaper advertisements during the coming year would be featured by the association was evidenced by the election of Edward H. Kittredge, publicity director for Hornblower & Weeks, Boston, as president of the association to succeed Gaylord S. Morse of Chicago. Mr. Kittredge is at present a member of the committee recently appointed by the Investment Bankers Association to raise a fund of $250,000 among the bankers of the country for institutional educational advertising aimed solely at trust fund departments of the banks. He was also a member of the American Bankers Association which organized the work of creating trust fund departments in all banks of the country several years ago.

Mr. Kittredge declined to commit himself regarding the policy of the association during the coming year. Accepting the nomination, he said that should the Dawes reparation plan be continued, and if a conservative administration have charge of the United States government, there was in store for this country one of the greatest years in the history of this nation.

The election of officers was the last work on the program. The only change was the election of Mr. Kittredge to succeed Mr. Morse. Following the convention adjournment, the new board of directors went into session, but other than announcing that the next convention would be held in Columbus, O., at a date to be announced later, they would make no deliberations public.

The three day convention was one of the most successful in the history of the association, the delegates agreed. More than 200 attended, chiefly from Chicago and mid-western states. The New York delegation was surprisingly low, although Philadelphia and other larger cities were well represented. Monday being partly a holiday, the convention as a whole visited the battlefields about Richmond and enjoyed other entertainments which had been planned for them.

Discussions during the convention were led by Dr. Daniel Starch, of Harvard University; President Gaylord S. Morse, Chicago; H. E. Hotze, Jr., Richmond; R. D. Mathias, Chicago; C. H. Henderson, Cleveland; J. J. Quinn, Perth Amboy, and others. Four minute talks on new advertising projects that had proved valuable and also short talks that dealt with advertising stunts that had "flivvered" were featured both days.

The convention voted to give the "lemon" prize to Williard C. Wheeler, G. L. Miller and Company, New York, who told of his activities in publishing a "certified" check which many people in isolated sections filled out and returned for collection. He said that several actually passed the clearing house, and that it caused no end of embarrassment before they ended the affair.

New directors elected for the coming year were Clinton F. Berry, Detroit; C. E. Bourne, Montreal; Frank Fuchs, St. Louis; F. W. Gehle, New York; Robert J. Izant, Cleveland; W. K. Kommers, Spokane; Gaylord S. Morse, Chicago; W. B. Patton, Houston, Tex.; Kline Roberts, Columbus; Ethel B. Scully, Milwaukee; Wells M. Sawyer, New York; Marjorie Scoeffel, Plainfield, N. J.; Fred M. Stalker, Kansas City; John H. Wells, Providence; C. H. Wattereau, Nashville; R. E. Wright, Milwaukee.

Guy W. Cooke, Chicago, was elected a member of the National Commission for a period of three years. There were no other changes.

U. T. A. MEETING TALKS OF NEW COST SYSTEM

Uniform Plan for Lithographers and Printers Presented—Selling a Part of Production Cost in New Scheme

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 16.—Report of the cost-finding committee of the United Typothetæ of America was declared by members to be the most important business of the annual convention at the Edgewater Beach Hotel, Oct. 13-18. The principal recommendations of the report were that selling costs be included in hour costs and that calculations of production cost include charges for selling and handling. The committee also worked out a uniform system of cost-finding for lithographers and printers, who have heretofore used separate systems.

Approximately 1,000 men and 400 women, representing 80 local associations and branches of the industry, registered. Visitors included 12 printers from Germany, two from Great Britain, one from Sweden, and one from Mexico.

George K. Hebb, of Evans, Winter, Hebb Co., Detroit, today was proposed by the nominating committee for the presidency. Mr. Hebb was first vice-president and chairman of the executive council this year. Other nominations were: E. F. Eilert, Eilert Printing Company, New York, first vice-president; Theodore Hawkins, Hawkins-Loomis Company, Chicago; A. L. Lewis, Southam Press, Ltd., Toronto, and Fletcher Ford, Fletcher Ford Company, Los Angeles, for the three other vice-presidents, and Fred W. Gage, of Battle-Creek, Michigan, for secretary.

Presidents of local branches of the U. T. A. organized the Typothetæ Council of presidents with Frank L. Thresher, of Minneapolis as president. G. L. Garand, of The Detroit Type-setting Company, Detroit, was re-elected president of the International Trade Composition Association which is affiliated with the U. T. A.

Howard Wedemper, Louisville, Ky., was re-elected president of the Employing Printers' Association of America, Oct. 13. Other officers, also re-elected, are: Vice-president, Thomas E. Donnelley, Chicago; secretary, J. M. Vollmer; treasurer, O. A. Koss, Chicago. A. W. Finlay, Boston; Samuel Reese, Omaha, and E. W. Foster, Nashville, were elected to the board of governors.

A program of great interest to the members was that of Thursday afternoon. It included the following addresses:

"Making a Profit Through Industrial Engineering," by Col. B. A. Franklin, Strathmore Paper Company; "Standardization of Paper Sizes and Grades," by George H. Carter, Public Printer of the United States, and Dr. E. O. Reed, chief of tests, Government Printing Office; and "Job Analysis and Personnel Selection as Fundamental to a Broader Application of Engineering in the Printing Industry," by L. B. Hopkins, director of personnel, Northwestern University, Chicago.

IT IS NEWS, INDEED

Herbert Empke, for the last year office boy with the Cleveland Times, has been promoted to a reporter on the sports staff.—Editor & Publisher, N. Y.

FUNNY, says the reader to himself, that a national publication should publish that. Well, Mr. Reader, it is news, the best sort of news, at that. An office boy has won his way to the editorial staff in a year.

Our worthy local financier, John Smith, has accepted a directorship in the Sixth National Bank. Observe the big heading and Mr. Smith's picture on the front page. Yet, Mr. Smith has been director in five banks for years past and has been written up a dozen times. Nothing at all remarkable in his new directorship. Hardly news at all.

Mrs. Jones, our illustrious poetess, has written a sonnet of 38 verses. Observe her picture, her ancestor's pictures, even her husband's picture, spread throughout a whole page, with everybody knowing that Mrs. Jones has written miles of sonnets. News that few would miss.

But an office boy, by loyalty, industry, efficiency, has jumped to the editorial staff in one year. A great thing in a life. Real news is made up of the great things in lives. This office boy's promotion is a great big news item for all boys, young and old, who would win by giving the best that's in them.

We salute ex-Office Boy Empke. If he is now, as sports writer, entering ball parks, boxing matches, racetracks and such, free of charge, he's in heaven, or we don't know the office boy, and by the elegant beard of the prophet, we once were just that!—Editorial in Payne Service, San Francisco.

Most of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Association
Executive Offices, Evening Star Building, Washington, D. C.

We are now again in a position to take on a few new accounts in any part of the United States and Canada

When The Occasion Really Justifies a Feature Edition

Such as, Anniversary Editions, Christmas Editions, House Warming Editions, Industrial Expansion Editions and other occasions of real interest to the public.

ROBERT W. BINGHAM, *Editor & Publisher* — EMANUEL LEVI, *Vice-President & Business Manager*

The Courier-Journal
THE LOUISVILLE TIMES

ADVERTISING DEPARTMENT
M. F. ARONHIME, *Manager*

June 23rd, 1924

Thomas W. Briggs Co.,
52 Goodbar Building,
Memphis, Tenn.

Gentlemen:

We are well pleased with results obtained by your organization which put on the Kentucky "Home Coming" edition of the Courier-Journal published on Tuesday, June 17th.

It is particularly gratifying to us to note absence of complaints from the many advertisers appearing therein.

The volume represented in the issue came from firms and other organizations classed by the Courier-Journal as non-users of space.

The uniformly high standard of solicitation employed by your men was most commendable. It is a pleasure to recommend your organization to newspapers desiring a special edition crew.

With sincere best wishes, we are

Yours very truly,
M. F. Aronhime
M. F. Aronhime,
ADVERTISING MANAGER.

MFA:GJ

We have recently completed feature editions for The Louisville Courier-Journal and The Memphis Commercial Appeal,—feature editions that are a credit to them and to us.

We Can Handle It in a Manner That Will Make It a Credit to You

MORE than twenty years experience in this field has taught us the necessity of limiting feature editions to occasions of importance. There must be a good reason for it; a mere excuse will not suffice and we decline to handle that kind of work.

Our twenty years qualifies us to know how a feature edition should be produced if it is to reflect to the publisher's credit. And where we are given adequate co-operation by the publisher we never fail to please.

BRIGGS WEEKLY

Business Review Page

We also sell for our clients weekly feature pages in addition to our very successful Business Review. The list includes "Buyers' Guide," "Builders' Page," "Church Page," and prize contest pages.

B

A LARGE ORGANIZATION

Clean Cut Methods

We operate anywhere and go anywhere for business and are right now able to take on several new accounts. Write for folder "Local Display From a New Source."

Thomas W. Briggs Co.

Home Office: Columbian Mutual Tower, Memphis, Tennessee

Ask Dun or Bradstreet about our responsibility

Ask any Newspaper Publisher about our Service

WORLD STAFF HONORS FRANK McCABE

Classified Manager Tendered Surprise Dinner on 40th Anniversary With Daily—600 Attend—Broun Toastmaster

Frank McCabe, classified advertising manager of the *New York World*, who 40 years ago joined that newspaper as Joseph Pulitzer's office boy, was tendered a surprise 40th anniversary dinner at the Pennsylvania Hotel, Wednesday, Oct. 15, by his associates, celebrating his long connection with the World.



FRANK McCABE

Mr. McCabe, just 13 when he joined the World, progressed steadily, becoming cashier, branch manager, and finally classified manager, a position he has held for many years.

Heywood Broun, columnist and dramatic critic for the World, acting as toastmaster, presented a list of speakers, including former United States Senator William M. Calder; former Secretary of State John J. Lyons; Justice Stephen Callaghan; Ralph Pulitzer, president and editor of the World; Herbert Bayard Swope, executive editor; Walter Lippmann, editor of the editorial page; Florence D. White, general manager; Isaac D. White, director of the World Bureau of Accuracy and Fair Play; J. F. Bresnahan, business manager; Don C. Seitz, of the *Evening World;* and John T. Rafferty. More than 600 of Mr. McCabe's friends attended.

Stars of "Kid Boots" and the B. F. Keith vaudeville circuit entertained. Among the performers were: Eddie Cantor, Ann Pennington, Harland Dixon, Marie Callahan, Horton Spurr and George Oleson and his orchestra, all of "Kid Boots"; Frances White, Clark and McCullough, Marga Waldron and Beban & Mack, of the Keith circuit; Vincent Lopez and his orchestra, by courtesy of the Hotel Pennsylvania, and the "Greenwich Village Follies"; and Joseph Dunninger, magician, who recently entertained the Prince of Wales.

McCabe's co-workers in the department over which he presides met just before the dinner and adopted resolutions in "tribute to our chief, F. M., for his devotion to the World, for his altruism in his conduct toward others, for his sense of justice, for his inspiration of fair play and loyalty, and for his development of our department to an undisputed position of supremacy in its field in American journalism."

Isaac D. White, president of the World's Quarter Century Association, said:

"Speaking for the members of the World's Quarter Century Association, many of whom are here with us, I want to say that we all love Frank McCabe like a brother.

"We who have worked with him, learned long ago to respect and admire him for his ability, his untiring energy, and his conscientious devotion to duty."

Others of the World and Evening World who attended the dinner included John H. Gavin, James Robbins, Joseph Butler, John Headwin, F. Darius Benham, Marc McGrath, J. M. Rainey, Sidney Greene, Stuart West, F. D. Curruthers, Joseph Milton, Frank Haverty, Harry T. Cook, L. E. Owens, Joseph P. Crynes, James J. Taft, Cressy Monroe and M. J. Klein.

Two New A. P. Members

The *Woodland* (Cal.) *Mail* and the *Schenectady* (N. Y.) *Union-Star* have been elected members of the Associated Press.

McCABE'S ADVERTISING PANORAMA



By Courtesy New York Evening World

New York Advertising Women to Meet

The League of Advertising Women, New York, will entertain Mrs. Thomas Slack, president of the New York City Federation of Women's Clubs, as guest of honor at its monthly dinner meeting to be held at the Advertising Club of New York, Oct. 21. Speakers will be Anne Lewis Pierce, advertising consultant for Foods and Home Appliances; Eugene Forker, business manager, *Harper's Bazaar*, and Theodore E. Damm, advertising manager of Devoe & Raynolds Company, Inc.

Massachusetts Daily Buys Home

S. H. Robie, editor and proprietor of the *Chelsea* (Mass.) *Evening Record*, has bought the two-story brick building in which the plant is located. Four years ago the Record bought land adjoining this property and erected thereon a pressroom, connecting it with the main building now acquired by purchase. Improvements and additions are planned with a view to making a permanent home for the Evening Record.

EVENING [illegible]
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement. Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
[illegible], Moloney, 604 Times Bldg., New York.
Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

INTERTYPE
Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*
INTERTYPE CORPORATION
General Offices: 805 Terminal Building, Brooklyn, N. Y.

TO DISCUSS PACIFIC COAST AD MARKET

Newspaper Executives' Meeting in San Francisco Nov. 20, Under Auspices of A. N. P. A.—Program Lists Important Speakers

Developing more newspaper space will be the theme of the second annual meeting of the Pacific Coast and Inter-Mountain Newspaper Executives to be held in San Francisco, Nov. 20.

The sessions are being conducted under the auspices of the Pacific Coast Office Bureau of Advertising of the American Newspaper Publishers Association.

Chief speakers and their subjects will be: Ramsey Oppenheim, publisher, *Western Advertising*, on "The Development of Pacific Coast Advertising"; John J. Cuddy, director of advertising, Standard Oil Company of California," "What Should the Western Advertiser Expect from the Western Newspaper"; Dr. B. M. Rastall, manager of Californians, Inc., "The Newspaper as a Community Builder"; Thomas L. Emory, manager, Pacific Coast Bureau of Advertising, A. N. P. A., "Developing More Newspaper Advertising"; W. J. Hofmann, *Portland Oregonian*, "The Importance and Possibilities of the Pacific Coast Territory as a Market," and R. F. Haegelin, district sales manager, Kellogg Sales Company, "The Profitable Cultivation of the Pacific Coast Market Through Newspaper Advertising."

Discussions from the floor will center around the following topics: "Should Newspapers Sell Tie-up Advertising to Magazine Campaigns"; "Arousing Interest of District Sales Managers in Newspaper Advertising"; "Practical Rules Determining the Classification of Advertising as National or Local"; "General Problems of Business Management"; and "How the Smaller-town Dailies Can Get More Foreign Business Merchandising Service."

246,043
was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the
Six-Month Period Ending Sept. 30
The average net Sunday circulation of The Sunday Sun for the same period was 177,548.
Everything in Baltimore Revolves Around
THE SUN
Morning Evening Sunday

THE PHILADELPHIA RECORD
Always Reliable
The Second largest morning daily Circulation in Philadelphia and GROWING!



Building owned and occupied by The Daily Argus, Mount Vernon

Twin Cities of Westchester County New York



Building owned and occupied by the Standard-Star, New Rochelle, Occupied Oct. 1, 1924

Covered by the Twin City Daily Newspapers

THE DAILY ARGUS
Mount Vernon
Member Audit Bureau of Circulations

THE STANDARD-STAR
New Rochelle
Member Audit Bureau of Circulations

2 Complete Plants
The Finest in Eastern New York

40 Page Press
12 Typesetting Machines

24 Page Press
10 Typesetting Machines

These Newspapers are near to a 100 per cent coverage in this field, which extends from the east line of Yonkers to the east line of Mamaroneck including the following towns:

Mount Vernon
Sherwood Park
North Pelham

135,000 Population

New Rochelle
Larchmont
Mamaroneck

Pelham Heights — Pelham Manor — Bronxville
Tuckahoe — Scarsdale — Crestwood — Waverly

The Only Newspapers Published and Printed in Their Respective Cities—Leaders in Advertising Patronage, Attesting Their Power and Popularity. The largest newspaper circulation in Westchester County under one ownership.

Westchester Newspapers, Inc.

FRANKLIN A. MERRIAM, President

Mount Vernon, N. Y.

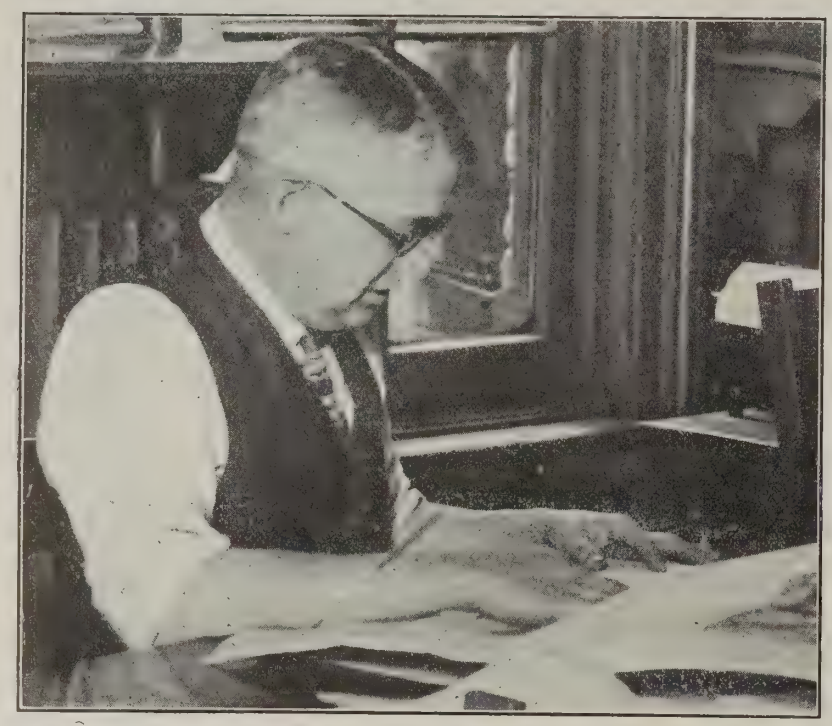
Foreign Representatives:
GEORGE B. DAVID CO.
110 East 42nd St.
New York City

New Rochelle, N. Y.

GEO. B. DAVID CO.
A. R. KEATOR, Manager
1411 Hartford Building
Chicago, Ill.

NEWSPAPER MAKERS AT WORK

By LUCILE BRIAN GILMORE



BROOKS H. BEITLER—Chicago News His Favorite Literature.

AROUND the editorial rooms of the *Chicago Daily News* the saying is common that "no one ever resigns." But a short time ago there was a resignation from the staff and as a consequence, the desk of the news editor had no occupant. The publishers of the News decided they wanted a capable, hard working and deserving man to fill that position, and so, naturally, they chose the logical person by advancing Brooks H. Beitler, then city editor.

Zeitler began his work for the Chicago Daily News as a reporter, and his service for that paper has covered a period of 16 years. During that time he has covered a "beat," sat in at the copy desk, taken the assignment desk, done a turn as assistant city editor, and for the last few years, he has been 'chief" of the city room.

When Henry Justin Smith left the employ of Victor Lawson to become publicity director for the University of Chicago, Beitler's opportunity arrived once again, and he was chosen news editor.

Beitler began his career as a reporter on a newspaper in his home town of Findley, O. It was there he had his schooling also, graduating from the local high school. After he had acquired a little experience in Findley, Beitler went to Toledo. Later, he departed for Kalamazoo, Mich., where he continued his reportorial work until 1908. In that year, he became attached to the staff of the Daily News, still a reporter, and since that time, with the exception of one year when he was city editor of the *New York Herald,* Beitler's newspaper experience has been confined entirely to the Daily News.

Distinctive of his methods, it is said, is the quiet and unassuming manner in which he goes about and gets things done. And he gets them done. He is a master of detail, and a man who stands for accuracy. He is intolerant of the erratic, and mistakes are nigh unto unpardonable with him.

Despite the demands he makes on his men in this regard, he is nevertheless liked and highly respected by every member of his staff. They are all aware of his ability, and are anxious to work for him. He seems to be able to judge the ability of every man in his organization, and he permits each one to shoulder a full measure of responsibility.

Politics are a favorite with Beitler. He covered both major political conventions this year himself. He enjoys mapping out a political campaign, and knows just how to proceed in covering every detail and in giving both sides every bit of a square deal. The entirety of a campaign is a pleasure to Beitler, in all of its intriguing angles.

His chief diversion away from his newspaper work is a rubber or two of bridge at his club after a day's work, and then a drive in his car.

His interest in his work is attested to by his wife, who declares that it is his whole life, and he never seems to be reading anything but a copy of the News.

Duluth Reporters Interview H.R.H.

Where the Prince of Wales goes, reporters follow. Newspaper men who greeted him at Duluth, Oct. 11, as he passed through on his way to Chicago, included George Langley and Bernie Campbell, *Duluth News-Tribune;* A. B. Kaplan, *Duluth Herald;* Wallace Hankins, Associated Press; Robert Ellis, *Minneapolis Journal,* and George Gunther, *Chicago News.*

Newark Call Adopts Comics

The *Newark* (N. J.) *Sunday Call,* which for years has declined to publish comic strips or pages, beginning Sunday, Nov. 9, will print a comic section carrying Windsor McCay's "In the Land of Wonderful Dreams"; Walter Noban's "Jerry on the Job"; Jack Callahan's "Freddie the Sheik," and Tom McNamara's "On Our Block."

Dallas Editor Indicted

Lewis W. Bailey, editor of the *Dallas* (Tex.) *Dispatch,* was indicted by the Dallas County Grand Jury on a charge of libel recently, based on an article published Sept. 3, concerning Mrs. J. T. Bloodworth, National Democratic Committeewoman from Texas, and the Ku Klux Klan. Bailey was arrested and released on bond of $1,000 pending trial.

IT'S A KNOCKOUT!
For your next serial—
The Dark Chapter
by E. J. RATH
The celebrated author of
"The Nervous Wreck"
SERVICE FOR AUTHORS, INC.
Dept. F. 33 West 42nd St.
New York City

WEEKLY EDITORS LAUD PRIZE CONTESTS

"They're Costly But Worth It" Is Opinion Expressed at Central N. Y. Press Association Meet—Large Subscription Gains Cited

Prize contests which have boosted circulation of country weeklies were defended at the fall meeting of the Central New York Press Association in the Department of Journalism, Syracuse University, Oct. 11. President Hugh Parker of the *Oneida Post* presided at the session which followed luncheon served by College of Home Economics students.

Gerry Willard, editor and publisher of the *Boonville Herald,* told of his contest in which two automobiles and other prizes were given in a subscription campaign at the regular $2 a year rate. At the end of four weeks he said his circulation of 3,500 was increased by more than 1,000. At the end of the fifth week he expects 1,500 new subscribers on his books. Mr. Willard says the campaign will cost about $3,500 and that it will bring in only $8,000, but that the expenditure will be more than justified due to the increased influence and circulation of the paper and the consequent increase in revenue from a higher advertising rate. His circulation will be above 5,000.

H. H. Hawkins, editor of the *Hamilton Republican,* told of the campaign his paper is finishing up as a result of a contest for $1,000 in prizes. He has added 643 new subscribers, ranging from two to five and ten year periods, and boosting his circulation to more than 1,800.

"The campaign was costly, but it was worth it," said Mr. Hawkins. "even though it costs as much as the subscription money brings in. It not only means more revenue from advertising, but a circulation more than 2,000 adds prestige to the paper and more self-respect for the editor. The campaign gives the paper publicity; shows it is alive and doing something. It shows what practically every paper can do if the editor resolves to build up his publication."

M. V. Atwood, managing editor of the *Utica Observer-Dispatch,* and president of the association last year, gave an address on the country editor's job. He maintained every community paper should have a constructive program and that weeklies should have more backbone in their editorials and management. He also stated every weekly should advertise itself just as much as the city paper does.

Mrs. Florence E. S. Knapp, candidate on the Republican ticket for secretary of state and head of the College of Home Economics at Syracuse University, spoke.

Gerrit S. Hyde, acting secretary and editor of the *Waterville Times,* spoke briefly about newspaper problems and explained some of the features which are spelling progress for his newspaper.

The next meeting will be held the second week in January, the meeting place to be announced later.

Syracuse Journal Editor Resigns

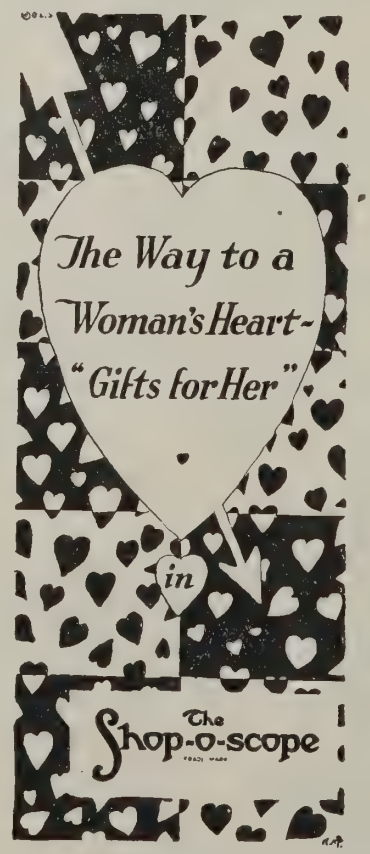
Wilbur C. Miller, editor-in-chief of the *Syracuse* (N. Y.) *Journal,* has resigned to engage in the management of the Fancher Machine Company, which he has directed for a number of years. Mr. Fancher has been in the newspaper business about 25 years. For many years he was one of the best known Washington correspondents.

Cooper Visiting A.P. Offices

Kent Cooper, assistant general manager of the Associated Press, this week started on a tour of inspection of A. P. offices which will carry him as far west as Denver and as far south as El Paso, Tex. He will return to New York just before Election Day, Nov. 4.

No man is entitled to free speech until he can listen patiently while the opposition talks.—*New York Telegram and Evening Mail.*

The Shop-o-scope
TRADE MARK



We know now that our belief in the new 1924 Shop-o-scope is justified.

Already the response from the newspapers of the country has been greater than we dared hope. And we are glad that we have a better Christmas classified advertising campaign for them than ever before.

We want *you* to see it, too — write for your sample portfolio today!

THE BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia

Advertising Can Cost a Lot of Money

Intelligently done it can make your fortune. Unintelligently done it may break you.

A large circulation may be too expensive. A small circulation may be profitable. When you can get both quantity and quality, you have a certainty of profitable investment, provided the thing advertised is worth advertising and the copy is intelligent.

The character of the newspaper has as much — perhaps more—to do with the success of your advertising as the *quantity* of circulation. Users of space are not always discriminating. Too many, in making up a list of out-of-town newspapers, take the line of least resistance, copying from a newspaper directory the newspaper having the largest circulation figures, and without knowledge of the real value of the medium as a selling force.

In Philadelphia the Public Ledger has a circulation of 300,000 copies daily—that's quantity. As to quality, it has always been known as the Philadelphia bible since 1836. It sticks in the same families generation after generation, and no competitor has ever been able to dislodge it, no matter what he does or offers. Solely on its merits as a superior *newspaper,* it holds its place with no premium, cut rate or other inducement.

Cyrus H. K. Curtis

- PUBLISHER

PUBLIC LEDGER

Morning--Evening--Sunday

OFFICES:

NEW YORK
Hugh Burke
366 Madison Ave.

SAN FRANCISCO
M. C. Mogenson & Co.
Hearst Bldg.

CHICAGO
Guy S. Osborn
360 N. Michigan Ave.

SEATTLE
M. C. Mogenson & Co.
Securities Bldg.

DETROIT
Joseph R. Scolaro
703-04 Ford Bldg.

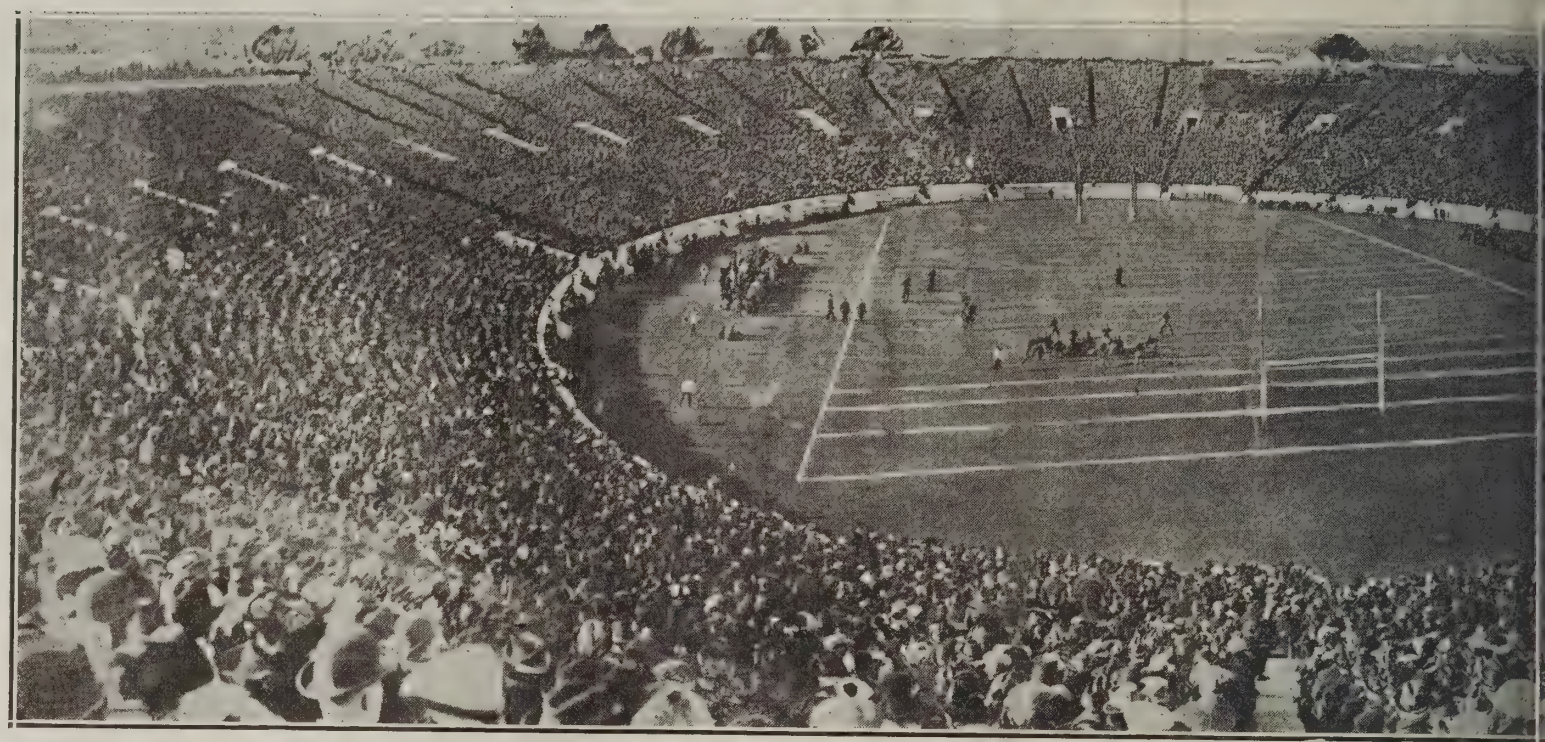
LOS ANGELES
M. C. Mogenson & Co.
Title Insurance Bldg.

ST. LOUIS
C. A. Cour
613 Globe-Democrat Bldg.

LONDON, S. W.
The Dorland Special Agency
16 Regent Street

EDITORIAL PAGE OF THE EVENING

EVENING JOURNAL GA



ONE-TENTH OF A BIG FAMILY

This shows the "Yale watching a football game. eleven times this crowd to net paid circulation of th the past six months.

This football crowd o

The sworn statement to the Government of James C. Dayton, business manager of this newspaper, shows that the average net paid circulation of the Evening Journal during the last six months was

666,886

Included in that total is the net paid increase of 65,049 per day as compared with our circulation during the same period last year.

THE NEW YORK EVENING JOURNAL HAS THE LARGEST CIRCULATION OF ANY EVENING NEWSPAPER IN THE UNITED STATES.

Newspapers come and newspapers go. The Evening Journal goes on supreme, to-day, as it has been for the last 26 years.

Some of the old newspapers Frank Munsey buys, giving them decent burial. Others just simply die in their tracks.

The Evening Journal, selling for three cents a copy, five days in the week, and for five cents a copy on Saturday, goes triumphantly forward.

♠ ♠ ♠

This circulation growth is important news for the Evening Journal's family of readers. They constitute the greatest united force in the public life of the world's greatest city.

The circulation of 666,886 daily means that the Evening Journal goes into more than half a million families, IS CARRIED HOME, WHERE IT IS READ AT HOME BY ALL THE FAMILY. This newspaper is seen and read daily by not fewer than TWO AND A HALF MILLIONS OF PEOPLE.

The Evening Journal's en also to business men. To say tha are sufficient in number to pacl ting it mildly.

There are enough Evening avenue, Seventh avenue, Madis Lexington avenue, half a dozen streets, and leave enough to keep Harlem, in Brooklyn, which is "New York" of to-day.

The Evening Journal's cir friendship and approval of its r limit of their ability, the editors of the Evening Journal serve fa Evening Journal, represented in

The crowd of 65,049 buyers family, in the past six months a a year ago, represent in themsel

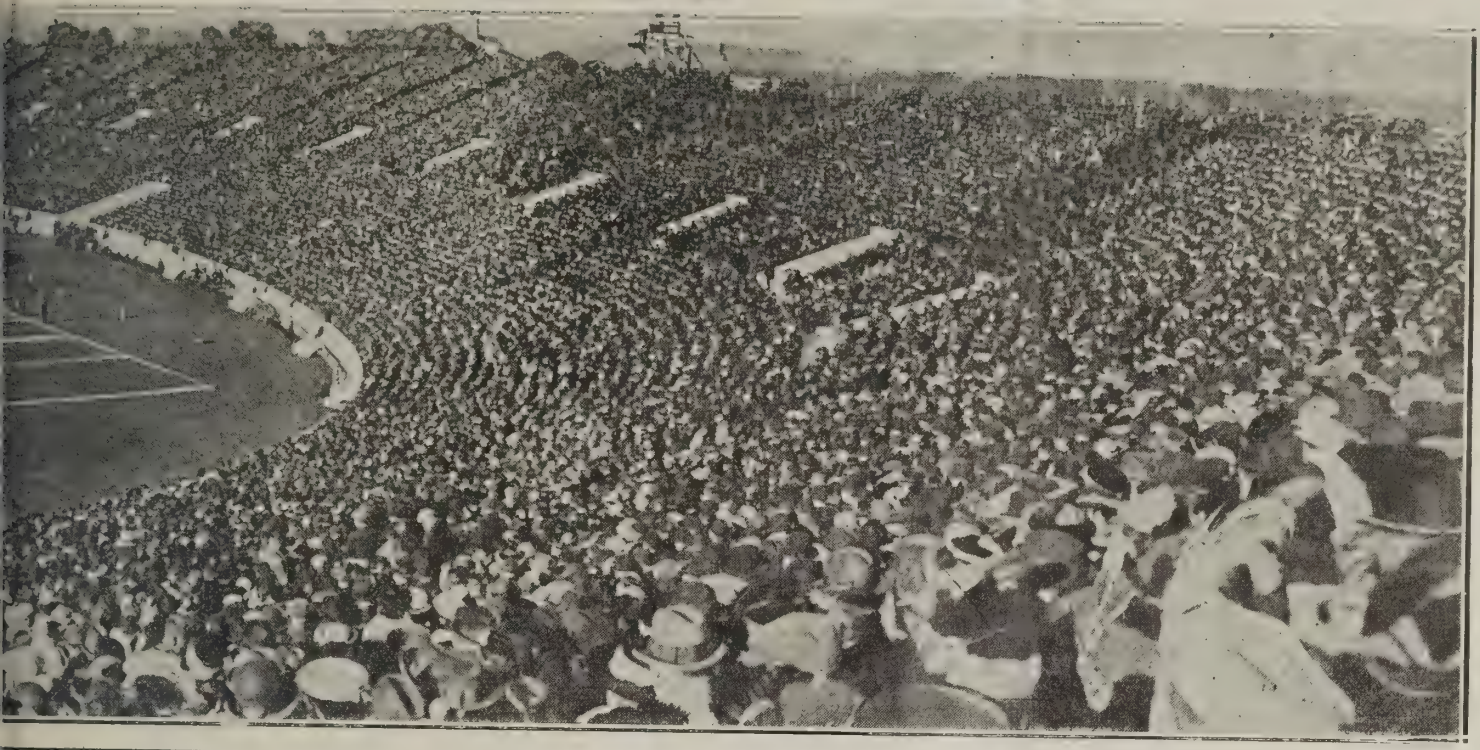
♠ ♠

Please bear in mind that the the Evening Journal at three ce past six months, bought THE EV else. No "schemes" are used t circulation, no premiums, no gift

The Evening Journal seeks REPRESENT, TO DEFEND TH the NEWS, and to discuss with the day.

OURNAL NEW YORK OCTOBER 3, 1924

NS 65,049 PER DAY



" with 60,000 persons
would take more than
l the average DAILY
ening Journal during

00 is FEWER by five

thousand than the INCREASE IN THE EVENING JOURNAL'S CIRCULATION during the past six months, as compared with a year ago.

This crowd in the picture, in size, is less than one-tenth the number of the family to which YOU belong, THE FAMILY OF EVENING JOURNAL READERS.

s circulation is important
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ıal readers to pack Sixth
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D to the Evening Journal's
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enormous buying power.

3 New Yorkers that bought
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G JOURNAL and nothing
up the Evening Journal
uessing contests.

TEREST its readers, to
NTERESTS, to tell them
intelligently, questions of

The Evening Journal represents **UNITED MANAGEMENT.**

The Government report includes the statement that the **SOLE STOCKHOLDER** and owner of the Evening Journal is **W. R. Hearst.**

He doesn't have to consult any board of directors, in his own office, and, as everybody in New York knows, he doesn't consult any of the boards of directors down in the Wall Street neighborhood that have so much to say about certain publications. What Mr. Hearst owns, he owns 100 **PER CENT.**

The Evening Journal is run by W R. Hearst for the benefit of the people that buy and read the Evening Journal, for hundreds of thousands of readers that include all classes of the population.

UNITY of **OWNERSHIP**, unity of **CONTROL**, unity of **PURPOSE**, the desire faithfully to represent its readers, is back of the Evening Journal's circulation, which has been the biggest evening circulation in the United States for more than 26 years, practically from the very beginning of its publication.

♣ ♣ ♣

We publish here a picture of the famous "Yale Bowl" showing a great crowd of 60,000 people gathered to watch a football game.

How many stores would it take to hold this crowd, which represents less than one-eleventh the number of people that buy the Evening Journal every day, a crowd smaller than **THE EVENING JOURNAL INCREASE IN CIRCULATION DURING THE PAST SIX MONTHS?**

Honesty of purpose, plus hard work, brings circulation, and circulation brings success.

EDITORIAL

UNNATURAL WRITING

AN editorial in the *New York World* complains of "suggestive phrases" which news writers have used in reporting the case of the violent criminal Gerald Chapman, such as, "master mind," "bad man," "old-time desperado," "dead or alive," "fusillade of steel-jacketed bullets."

It is not argued that crime news should be suppressed, but it is argued that news writers often cast a specious glamour over crime, creating in the minds of weak and wayward youth a "melodramatic dream-world, which has no corresponding existence in reality." The editorial holds that reporters should not, while pretending to be horrified at criminal acts, actually make them seem attractive.

Newspaper writers, particularly copy-desk editors, have built up a daily press vocabulary which has become as standard as the type in which it is set. Nearly every newspaper in the country uses it. Many words have been invented to fit head-line spaces, only to be adopted into the text. Stories are written up to meet preconceived head-line requirements. For some newspapers the reader needs a glossary.

The phrases which the World has cited are but a few of the stock of descriptives employed by police reporters, on almost any occasion. But seek in any department of the newspaper and you will find similar sets of stock words and phrases. Financial writers have a choice collection of exaggerations which they have long used to the confusion of the ordinary mortal who reads newspapers. Sport writers are often unintelligible to any save the most sophisticated followers of games. Editorial writers themselves are not without little pet expressions which create phantoms rather than realistic pictures.

EDITOR & PUBLISHER agrees with the World that if newspaper publication of crime is to be justified as a public service, the truth must be told. Sordid crime must be described as such, rather than as heroic adventures.

Simplicity in news writing is the most desirable form, yet strangely is most difficult to obtain. The simple fact is what the reader wants and is what justifies the existence of the newspaper. Writing cheap fiction around news serves no good purpose. If you want to publish fiction, why not buy it from a thousand sources which are better able to supply well-balanced readable literature than is the average police reporter?

The business of news writers is to tell what they see and hear—not dreams which rattle well on a typewriter, but do not fool intelligent readers and, in the department of crime, certainly tend to make waywardness attractive to weak-minded persons.

"The genuinely sincere person can be detected as such by the average reader."—ALEXANDER WOOLLCOTT.

STATE ASSOCIATIONS

WE hear that there is a concerted movement in Pennsylvania to consolidate three existing organizations of newspaper men. The plan is to create a highly representative state body, which through force of numbers would provide ample funds to support and encourage worthy enterprises.

One feature that is being discussed is maintenance of an "educational lobby" at the state capitol to "protect the people's interests."

President H. W. Page of the Pennsylvania State Editorial Association; President John L. Stewart of the Pennsylvania State Associated Dailies, President Charles B. Spatz of the Pennsylvania Associated Weeklies, and George J. Campbell, of Pittsburgh, chairman of the legal journals of the state, are expected to meet in the near future to work out a plan of consolidation.

Some of the best work that is being done for the press in this country is coming from sectional organizations. There are several state-wide organizations that are leaders of thought and action. Hence there are excellent precedents for the Pennsylvania movement. It is axiomatic that if three minor associations are found to be of value, one major organization which combines the strength and purposes of three, should be of great benefit.



ST. JOHN

Chapter III—20-21

For every one that doeth evil hateth the light, neither cometh to the light, lest his deeds should be reproved.

TEN YEARS OF A. B. C.

A DECADE of systematic, responsible, co-operative auditing of circulations has this week been concluded. For twenty years previously newspaper publishers talked of this idea and then put it into force. It is one of the finest successes in journalism. It has brought order out of chaos. It has given to publishing a higher and better plane and has put integrity behind all service rendered to advertisers.

It is interesting to note from the annual report of the A. B. C. directors that more than two-thirds of all newspaper and periodical advertising appropriations are placed in member papers, indicating public confidence in media which are willing to submit accounts to the rigid rules of this system of audit. The Bureau is unquestionably to be credited with many accomplishments of inestimable benefit to newspapers, but nothing so much as its de-bunking of circulation claims. When A. B. C. came in by the front door the Barnums began to leap the backyard fence.

Smaller spaces at higher rates, is tomorrow's certain ration.

HERE'S A PROSPECT

A PENNSYLVANIA publisher asks EDITOR & PUBLISHER how long "fool newspaper men are going to continue to give free publicity that makes millionaires of baseball magnates," but we think baseball a legitimate news subject, and only wish advertising men would sell the magnates some legitimate space in which to announce when and where games are to be played, so we would not have to ask policemen or search through the sport pages.

There are many slants on "merchandising service," some good and some bad, but everyone agrees that advertising is not the mere sale of white space, but is service to the advertiser, and the question is—How much service are you willing to give for value received?

October 18, 1924 Volume 57, No. 21

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher,
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: Sam Bell, 26 Jackson Place.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout; Special Commissioner, H. Rea Fitch, Hastings House, 10 Norfolk Street, Strand, W. C. 2.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

"JOHNNY" O'BRIEN

JOHNNY O'BRIEN, good reporter, died the other day at San Francisco. His paper, the *Examiner*, gave his memory a black-boxed head on the editorial page, and in the lead position of the first page the public was told of his 25 years' career in their behalf, telling them what they had a right to know of the underside of their great city.

For more than a quarter of a century this reporter had energetically, unassumingly gone about the business of answering the calls that policemen, firemen and ambulance drivers respond to. He knew every man of the uniformed force and had many times demonstrated his courage, ability and honor. News flowed to him from all directions and he became indispensable to his newspaper.

In commenting upon his character the editor of the Examiner said: "He studied that grim spectacle of crime and human wreckage and punishment and plotting and tragedy—seeing it all with unblinking clearness, yet never growing cynical, never shaken from his poise or that Stevensonian brightness and sweetness that was his. Amid continual temptations, his integrity became proverbial; he never broke a confidence and his friends were legion."

The information is added that after Johnny finished his "day," from six of the evening until three, he would often be found at home playing Chopin and Mozart by the hour.

There are many great reporters, known only to local fame, and Johnny O'Brien was typical of the best blood in newspaper service.

If you do not believe in promotion, you do not believe in advertising. If you do not believe in advertising, you should not try to sell it.

WAITS ON HUMANITY

A BITTERLY critical view of the press is given in *The Nation*, by W. G. Clugston, who calls this the "propaganda age." The writer tells some facts, some half-facts and considerable nonsense. He condemns newspaper editors who encourage reporters to play side press-agent games, in order to hold good men at low pay.

The writer declares the average labor-union representative is so hostile to reporters that he has himself to blame if he does not get "breaks" in the news, for the representatives of capital take reporters into camp, if they can, and it is only human to lean to the side of friendly interest.

"On the whole," says Mr. Clugston, "when I compare American journalism with other American institutions I am not so sure there is anything so very wrong with the way it functions among the other mechanical contraptions of our civilization. . . . All in all, I believe that American journalism is on a higher plane than many other American institutions. . . . The only way I know to improve American journalism is to improve humanity."

If the story is too long or too dull for the regular week-day issue, be sure to keep it out of the Sunday "bull-dog"!

NEWS BY RADIO

NOTHING is more absurd than the contention that commercial radio is not a news competitor—it is today making the big scheduled news announcements to vast numbers of people, long before newspapers can be circulated. This is a newspaper problem. Radio cannot be checked or held—it is a world force, with a legitimate place in the scheme of life.

If the business of a newspaper is to conduct the lines of news communication to the people, radio is a natural press auxiliary. A number of far-sighted publishers have not lost their local fields to outsiders. Radio is a part of their equipment. It is expensive. Sometimes it may seem to be a doubtful investment. What good purpose it may serve tomorrow is a point to be considered. This science is advancing with leaps and bounds. No newspaper in America has ever failed because of enterprise in behalf of its local public.

PERSONAL

JOSEPHUS DANIELS, former Secretary of the Navy, and editor and publisher of the *Raleigh* (N. C.) *News and Observer*, is now on a speaking tour of the country for the Democratic National Committee.

H. V. Jones, publisher of the *Minneapolis Journal*, is visiting in New York. He plans to return to Minneapolis late next week.

B. F. Christmann, of the *Chicago American*, spent several days in New York and Washington this week.

C. B. Blethen, publisher, *Seattle* (Wash.) *Times*, recently was a luncheon guest at the White House.

IN THE BUSINESS OFFICE

J. ARCHIE WILLIS for the past three years advertising manager of the *Greenville* (S. C.) *News*, has resigned. He has not announced his plans.

Kenneth Howard, of the advertising staff of the *Minneapolis Journal*, has taken charge of the display advertising department of the *Austin* (Minn.) *Daily Herald* succeeding Wallace Tollifson.

H. C. Schmell, formerly with the Bethlehem Steel Corporation, is now with the *Easton* (Pa.) *Express* as a display advertising salesman.

M. Robert Harrigan, connected with the *Bangor* (Me.) *Commercial* for nearly half a century, much of the time as business manager, has resigned. He was also a director for several years.

A. M. Umholtz has been appointed advertising manager of the *Easton* (Pa.) *Express*, succeeding L. N. Wagner.

R. S. McMichael was appointed manager of the Chicago advertising office of the *New York World* and the *Evening World*, October 15.

Jerome Hass, advertising man, has been added to the staff of the *Cleveland Jewish Daily Independent*.

H. B. Granlee was recently appointed comptroller of Vanderbilt Newspapers, Inc., publisher of the *Los Angeles Illustrated Daily News* and the *San Francisco Illustrated Daily Herald*.

H. A. Morris and G. Stubblebine have joined the advertising staff of the *Easton* (Pa.) *Express*.

IN THE EDITORIAL ROOMS

FREDERICK B. MOORE, has resigned as city editor of the *San Francisco Illustrated Daily Herald* to become city editor of the *San Francisco Bulletin*.

Floyd B. Rigdon of Denver University is now managing editor of the *Newkirk* (Okla.) *Republican News-Journal*, succeeding Edward Hodges, resigned.

Mrs. Clara Ogden Davis, correspondent for the *Dallas* (Texas) *News* and the *Galveston News* at Houston, has returned from a trip abroad.

Ross T. Fitzgerald has resigned from the *San Antonio Evening News Express* radio news department to enter the University of Texas at Austin.

Daniel Markell, formerly on Minneapolis and Oklahoma City papers, has joined the news staff of the *Portland Oregonian*.

Jack Clark, financial editor and Earl L. Almquist, city hall reporter, have resigned from the *Duluth News-Tribune* staff and left for Miami, Florida to enter promotion work.

Cecelia Shively has joined the reportorial staff of the *Cleveland Press*.

J. A. Parham, managing editor of the *Charlotte* (N. C.) *Observer* has been appointed a member of the State Prison Board.

Samuel W. Nichols, 80, for many years editor of the *Jacksonville* (Ill.) *Journal*, was recently tendered a municipal celebration in appreciation of his life-long work in behalf of the city.

John Wagner, sports editor, has resigned from the *Duluth News-Tribune* to supervise his school of ballet dancing.

Bernard M. Stone has resigned as managing editor, *Anchorage* (Alas.) *Daily Alaskan*.

Miss Olive Strong of the *Springfield* (Mass.) *Republican* office force has shifted over into the editorial room where she is now a full fledged reporter.

Bernard Campbell, Minneapolis and St. Paul newspaper man is now telegraph editor of the *Duluth News Tribune*.

Christopher Messerschmidt, formerly State House correspondent for a number of New Jersey papers, is now State House reporter for the *Trenton Times*.

Max Murray of the *Melbourne* (Australia) *Herald* staff has left on a trip around the world.

Alton H. Blackinton, official staff photographer of the *Boston Herald*, has been engaged to conduct an evening class in photography at the Boston Young Men's Christian Union.

Miss Grace McDonald, society Editor, *Duluth Herald* is taking the special course in secretarial work at Columbia University. She is succeeded by Miss Charlotte Marvin.

Hjalmar Nordale has resigned as city editor, *Fairbanks* (Alaska) *News-Miner*, and is making arrangements for the establishment of a new newspaper in Fairbanks.

Fayette Copeland, Jr., recently assistant to the Sunday editor of the *Los Angeles Examiner*, has returned to the University of Oklahoma, to become publicity director for the university and assistant professor in journalism.

Charles Eugene Banks, formerly a member of the editorial staff, *Seattle* (Wash.) *Post-Intelligencer*, and more recently, editor, *Hilo* (H. T.) *Tribune-Herald*, has returned to Seattle to make his home.

Eddie Brietz, sports editor, *Charlotte* (N. C.) *News*, and Mrs. Brietz are parents of a daughter, Marjorie Morrow Brietz.

Arthur West, until recently sports editor of the *China Press* of Shanghai, has become sports editor of the *Shanghai Times*.

James L. Butts, formerly of the *Chicago Daily News*, but lately of the staff of the *China Press* of Shanghai, has joined the staff of the *North China Daily News*.

F C. Wade (Felix Penne), columnist, *Vancouver* (B. C.) *Sun*, has been elected president of the Dickens Fellowship of Vancouver, B. C., for the fourth consecutive time.

J. James Floyd, city hall reporter for the *New London* (Conn.) *Day*, recently won the Republican nomination for Representative to the General Assembly from the town of Waterford.

Henry McBride has resumed writing art criticism for the *New York Sun*.

Harlan S. Miller, of the *New York Evening Post*, who has been covering Theodore Roosevelt, Jr.'s, campaign tour for governor through New York state, returned in time to cover the arrival of the ZR-3 at Lakehurst this week.

Charles P. Sweeney has rejoined the reportorial staff of the *New York World*. During the summer he operated a press bureau at Atlantic City.

Don Marquis, conductor of "The Lantern" in the *New York Herald Tribune*, is running a comedy entitled "A Friend to Dinner" serially in his column.

MARRIED

DONALD BEDELL WOOTTON, caricaturist for the *Cleveland Plain Dealer*, to Miss Ruth Ormsby Ellison, at Windsor, Ont., recently.

John J. Mahoney of the editorial staff, *Boston Traveler* to Miss Margaret C. Reardon of Wakefield, Oct. 12.

Floyd C. Westerfield, associate publisher of the *Springfield* (Ore.) *News* to Velma Rupert, society editor of the *Eugene* (Ore.) *Daily Guard*.

Robert Poisall, sports editor, *Peoria* (Ill.) *Journal-Transcript*, to Miss Alice McCullough in Freeport, Ill.

Melvin John Mecherle, of the *Chicago Tribune* staff to Miss Emily Denton of Urbana, Ill., in Urbana, Oct. 9.

Stanley Boyles, *Moline* (Ill.) *Dispatch* printer, to Miss Violet Peterson, proofreader in the Moline Plow printing department, Oct. 5.

Merwin E. Brown, Wheaton, Ill., member of the Chitchfield Advertising Company, Chicago, to Miss Marjorie Stephens Batavia, Ill., Oct. 4.

William E. Cox, advertising manager for the *Danville* (Ill.) *Morning Press*, to Miss Mary Elizabeth Jenkins, Danville, Oct. 4.

Eldo Lancaster, advertising department *Peoria* (Ill.) *Star*, to Miss Gladys Long, Oct. 5.

FOLKS WORTH KNOWING

FOSTER GILROY was this week appointed advertising manager of the *New York World* and *Evening World*.



FOSTER GILROY

He had been acting in this capacity since the first of this year, during the illness and since the death of Hal Fink, late advertising manager. Gilroy has been with the World four years.

A graduate in 1903 from Drexel Institute, Philadelphia, where he studied banking, Gilroy entered newspaper work in 1904 as a reporter on the staff of the *Philadelphia Evening Bulletin*. The next year he transferred to the *Philadelphia North American*, where he remained as reporter three years.

His first advertising experience was on the *Philadelphia Record*, from which he went to the Richard A. Foley Advertising Agency. He came to New York in 1908 to be connected with the Frank Munsey Company, as promotion manager for all the Munsey magazines and newspapers.

After five years with Munsey, Gilroy was appointed general manager of *Puck*, when that magazine was purchased by Nathan Straus in 1913. He continued as general manager and was also made editor-in-chief during the time Puck was owned by William Randolph Hearst.

In 1918, the year Puck was discontinued, Gilroy started organization of the chain of Old Colony clubs and was publisher of the *Old Colony Magazine*. He went to Europe, establishing clubs in London and Paris.

He became connected with the World in 1920 and was made assistant advertising manager, Jan. 1, 1924.

HOLDING NEW POST

W. C. FORMAN, from copy desk, *Duluth News-Tribune*, to rewrite man, *Duluth Herald*.

W. B. Ragsdale and Osborne Zuber, from staff, *Charlotte* (N. C.) *Observer* to staff, *Philadelphia Public Ledger*.

Gabe Caffery, from *Duluth News Tribune*, to *Davenport* (Ia.) *Times*.

Miss Sarah F. Halliburton, from staff, *Independence* (Mo.) *Examiner*, to editor, *Neosho* (Mo.) *Times*.

Ralph C. Edgar, from telegraph editor of the *Trenton State Gazette*, to *Trenton Times* staff.

Harry Coady Lindop from sports writer, *Trenton* (N. J.) *Times*, to staff, *Trenton State Gazette*.

Morris J. Harris from staff, *Tokyo Japan Advertiser*, to *Manila* (P. I.) *Bulletin*.

NEW PLANTS AND EQUIPMENT

CHATTANOOGA TIMES has installed a Scott multilunit sextuple press. Composing, sterotype and editorial rooms have been removed to the annex, rooms formerly occupied being converted into offices.

Danville (Va.) *Register and Bee* are now located in their new building, erected and dedicated as a memorial to a former publisher, Rorer A. James.

Cape Girardeau (Mo.) *Southeast Missourian* celebrated its 20th anniversary October 3, by breaking ground for its new building, which will be fireproof and embody the latest developments in newspaper plant construction.

Forest City (N. C.) *Courier* has installed a new model 14 linotype.

CHANGES OF OWNERSHIP

QUINCY (Mass.) JOURNAL, a weekly, has been sold by Simon Swig, former Boston banker, to Perley Barbour and Everett Prout, Quincy businessman.

W. E. Phipps, publisher of the *Medford* (Ore.) *Clarion*, has sold that newspaper to L. B. Tuttle, recently editor of the *Ashland Tidings*, and James W. Young of Medford.

A. W. McBride has acquired the half interest in the *Iowa Falls* (Ia.) *Sentinel*, held by F. M. O'Furey, who bought into the paper five months ago.

ON THE MECHANICAL SIDE

CHESTER H. HUTCHINGS, linotype operator on the *Lynn* (Mass.) *Telegram News*, has been appointed mechanical superintendent of the *Bangor* (Me.) *Daily Commercial*.



The entire lower part of this building is occupied by one of the greatest educational institutions in the world—the free information service maintained by a large group of American newspapers for the free use of the public. Any editor who wants to share in this service should address Frederic J. Haskin, Washington, D. C.

ASSOCIATIONS AND CLUBS

SAN FRANCISCO PRESS CLUB recently elected J. L. Cauthorn, business manager of the *Daily News* president, succeeding Leon J. Pinkston. Other new officers are: James Hatlo, vice-president; Frank Connolly, treasurer; Thomas Bellew, librarian, and Frank Fisher, Ralph Cromwell and Abe Kemp, directors.

Scranton (Pa.) **Times** Twenty-Five Year Club held its annual banquet Oct. 10. J. E. Bradley, business manager of the Times, was named president, John D. Keator, managing editor, was host at this year's banquet. Edward Cullen, circulation manager, was admitted to membership.

Greenville (Tex.) **Press Club,** recently elected Fred Horton, business manager of the *Greenville Evening Banner,* president, and J. F. Bland, proprietor of the Bland Printing Company of Greenville, vice-president.

Detroit Adcraft School, under the auspices of the Detroit Adcraft Club, opened its winter sessions Oct. 13, with a lecture by B. C. Forbes. The course is provided at cost, the club making no profit. Included among the faculty are Verne E. Burnett, secretary of the General Motors Advertising Committee, and Robert R. Thien of MacManus, Inc.

Minnesota Associated Press Editorial Association held its semi-annual meeting at St. Cloud recently. Frank A. Day, publisher of the *Fairmont Daily Sentinel,* president, presided. Fred Schilplin, editor of the *St. Cloud Times,* gave a dinner to the members.

Massachusetts Press Association members will visit the town of Weymouth, Mass., on Oct 20 and inspect the plant of the *Weymouth Gazette and Transcript* as the guests of Carl F. Prescott, secretary of the Association.

San Francisco Women's Press Club will give a benefit performance Oct. 25, the proceeds of which will be used to furnish club headquarters in the downtown district.

Business Editors' Association of Chicago discussed "Contributions, How to Get Them and When and How Much to Pay for Them," at a luncheon meeting, Tuesday, Oct. 14, at the Great Northern Hotel. Eugene Whitmore of *Sales Management,* C. B. Partridge of the *Dry Goods Reporter,* and Ralph E. Turner of *Power Plant Engineering* led the discussion.

Catholic Writers' Guild of America held a reception Oct. 15, at the Guild House, New York, in honor of Cardinal Hayes. Thomas F. Woodlock, president, in welcoming the Cardinal, declared the organization had progressed rapidly along the constructive lines suggested by the Cardinal when the guild was established several years ago. His Eminence deplored the present tendency to play up the power of money in articles written for publication.

New York Advertising Club on Thursday night began its annual course in advertising and selling. H. H. Duete, general manager of the Borden Sales Company, spoke on "Can Your Product Be Advertised?"

Association of Foreign Press Correspondents will hold a dinner at the City Club, New York, Oct. 30, at 7 p. m. P. W. Wilson is president.

SCHOOLS

RESIGNATIONS among the U. of Missouri Journalism faculty have brought about the following changes: Assistant Professor E. K. Johnston, formerly an instructor in the University of Wisconsin, taking the place of Don D. Paterson, now with the Curtis Publishing Company at Chicago. Instructor E. W. Sharp, formerly on the staffs of several Oklahoma newspapers, taking the place of Francis Misselwitz, now on the staff of the *Tokio* (Japan) *Advertiser;* Instructor T. C. Morelock taking the place of Miss Marian Babb, who has recently become Mrs. Frank Beard of Warrenton, Mo.

H. H. Herbert, director of the University of Oklahoma School of Journalism, has returned to the university after a year's leave of absence spent at the University of Wisconsin, studying for a doctor's degree in journalism.

Under the direction of William H. McLeod, advertising manager of William Filene's Sons Co., Boston, a course in retail store advertising has been inaugurated at Boston University.

Eighteen Holy Cross college seniors have enrolled in the course of journalism which has been established at the college this year.

Paul Fung, part owner of the *Canton* (China) *Times* and formerly with the *Kansas City Star,* has entered the School of Journalism, University of Missouri.

ASSOCIATION CHIEFS

AT the second annual convention of the State Press Field Manager's Association, at Salt Lake City, recently Edwin A. Bemis, editor and publisher of the *Littleton* (Col.) *Independent,* was re-elected president of the organization.



EDWIN A. BEMIS

Six years ago Mr. Bemis entered the newspaper field practically unknown. Although as a boy he had worked as "devil" in the office of the newspaper which he now owns, yet there was an interval of several years between that time and when he actually entered the newspaper game.

He early realized the value of newspaper organization, and immediately threw his energies toward building a better editorial association for Colorado. Ideas which he advanced were soon adopted by the state association, and the job of organizing district newspaper associations was delegated to him.

The Central District Editorial Association is a result of his initial step in this direction. This organization meets regularly every month with a constantly increasing membership.

Bemis' success in this undertaking, and his enthusiasm for association work was responsible for his election as president of the Colorado Editorial Association in 1923.

Being cognizant of the value of a field manager, Bemis made the establishment of such an office his aim for the year. He was not aware, however, that his success in handling association affairs would make the editors insist that he be the man to fill such a position. But in 1923 a delegation of association members surprised him in his office and delegated him to fill the place of press manager.

Knowing that an early exchange of ideas among field men would also be of great value, Mr. Bemis issued a call to all state press managers to meet in Denver. This first meeting was held in September, 1923, and Bemis was elected president of the newly made national organization.

In addition to acting as president of this National Press Manager's Association, and serving as field man for his own state editors, he is carrying the responsibility of operating his own newspaper. To say the least Bemis is a busy man.

WITH THE SPECIALS

F. WILLIAM GRUMMAN the son of Fred Grumman of the Merganthaler Linotype Company has joined the New York office of the George B. David Company newspaper representatives. Mr. Grumman will cover a division of the New York agencies.

New Jersey Newspapers, Inc., has been appointed national representatives for the *Ventnor* (N. J.) *News.*

Benjamin & Kentnor Company, publishers' representative, has been appointed to represent the *Clarksville* (Tenn.) *Leaf-Chronicle.*

PRESS ASSOCIATION NOTES

HERBERT REED, known as "Right Wing", formerly on the sporting staff of the *New York Evening Post,* has joined the staff of Universal Service, and will have a roving assignment this fall covering as many important football games as possible. Reed, who was graduated from Cornell, Class of 1899, where he played with the football scrubs, has been in close touch with the gridiron game for a quarter of a century.

Gus Robbins, formerly of the United Press bureau at Wilkes-Barre, Pa., is temporarily relieving Ed Sweeney, manager of the Buffalo, N. Y., bureau. Robbins will report to the New York office shortly.

Robert L. Getty, for the last 18 months city editor of the *Monmouth* (Ill.) *Atlas,* has joined the Associated Press in Denver, Col.

Obituary

EDWARD J. MAHER, for many years a printer on the *New York Evening Journal,* and for 20 years a delegate of the New York Web Printing Pressmen's Union, died recently.

THOMAS J. SILK, 47, for 20 years connected with the circulation and job printing departments of the *Brooklyn Eagle,* died recently at his home in Brooklyn.

ALFRED NOYES AMBROSE, publisher of the *Norwood* (Mass.) *Messenger,* which he founded, and for many years Norwood correspondent of the *Boston Globe,* died at his home in that town recently.

JAMES BAYLES, formerly managing editor of the *Lowell* (Mass.) *Courier-Citizen* and in newspaper work more than 30 years, died recently at his home in Tyngsboro, Mass.

DR. GEORGE GIFFORD, for many years editor of the old *Portland* (Me.) *Press,* and recently in the United States consular service abroad, died at Geneva, Switzerland, Oct. 6, as the result of injuries sustained in a fall last April.

EDWIN WILSON MORSE, 69, editor and writer, for the last few years literary advisor of Charles Scribner's Sons, died in New York, Oct. 11. He had been on the staff of the *New York Tribune* five years. Later he was editorial correspondent of the *Boston Transcript,* and music editor of the *New York Commercial Advertiser.*

CHARLES L. MORRIS, 64, for more than 20 years a member of the *Boston Globe* staff, located in the New York office of that paper, died on Monday evening last at the home of his sister in Geneva, Ga. Morris was a native of Georgia and held a number of positions in the South before coming to New York. For a number of years he worked as a telegrapher for the Associated Press in this city, later joining the staff of the Boston Globe.

A Dependable Organization

Mr. Wm. V. Jones, General Manager of the Utica, N. Y. DAILY PRESS has this to say:

"It seems strange to us that more newspapers do not use your service. It has proved very satisfactory to us. We think you should without much effort be able to get many more papers to use your service. The more it is used the more it will be appreciated."

You will appreciate these remarks more, after you have joined our service. Why not—at once?

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE

Why Queens County News Likes Its Ludlow

MR. Eugene E. Early, publisher of The Queens County News, writes: "We have just published our annual automobile show number consisting of sixty-four pages. This edition is the largest ever published by any newspaper in the history of Queens County—'New York's Fastest-growing Borough.'

"Such an achievement would have been utterly impossible without the Ludlow, and in fairness to you we feel that it is only right that we should tell you what invaluable assistance the Ludlow has provided."

Ludlow Typograph Co.

2032 Clybourn Avenue CHICAGO

San Francisco Hearst Bldg. — World Bldg. New York

LUDLOW QUALITY COMPOSITION

ADVERTISING AGENCY AFFAIRS

THE Guaranty Development Company of New Orleans, La., operating the Hotel Roosevelt, the Hotel Bienville and West End, have appointed Bauerlein, Incorporated, New Orleans advertising agency, to handle their advertising.

A newspaper campaign in selected cities and a special magazine campaign will be released Nov. 1.

Charles B. Cory, Jr., and Harry E. Caylor have organized an advertising agency under the name of Cory & Caylor, Inc., with offices at 360 N. Michigan avenue, Chicago, and will furnish a complete advertising service to corporations, associated manufacturers and distributors. Mr. Cory was formerly vice-president of a Chicago advertising agency specializing in industrial association advertising, and Mr. Caylor has been in advertising and public relations work since resigning as manager of the Central Division of the United Press Associations in Chicago.

Charles V. Duggan, formerly with Collins-Kirk, Inc., Chicago, now is associated with Brennan-Eley Company, Chicago.

F. A. Baker, formerly with Guenther-Bradford Company, Chicago, has joined Charles H. Fuller Company, Chicago.

W. R. Townsend and G. A. Cummings, who conducted separate advertising agencies in Oakland, Cal., have formed a partnership under the name of United Advertising Service. An office has been opened in the Lyon Building, Oakland.

C. C. Younggreen, vice-president and general manager of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee, was recently unanimously elected president for the second term of the Milwaukee Advertising Club.

Eugene D. Barr, formerly editor of *Southwest Magazine,* San Antonio, and later of the *Houston Dispatch* reportorial staff, has taken charge of the service department of the Beek Advertising Agency at Houston.

John Raphael Riley, formerly head of the industrial department of the San Antonio Chamber of Commerce, has gone to Houston to join the organization of S. Dean Wasson, advertising counsellor.

E. F. Jessen has purchased the interests of Fred Wilson in the Wilson-Jessen Advertising Syndicate of Anchorage, Alaska. This company handles all coach yard advertising on the Alaska Railroad and also the McKinley National Park News Agency on that line: Hereafter the company will be known as the E. F. Jessen Advertising Company.

August L. Kissel has joined the Ethridge Company, New York, as a member of their art staff.

A. J. McElhone has been appointed vice-president of the Nichols-Evens Company, Cleveland Discount Bldg., Cleveland, in which capacity he will still direct the advertising of the Eaton Axle & Spring Company, Cleveland, of which he has been advertising manager.

Granville C. Sewell has joined the staff of the Chambers Agency, Inc., advertising, New Orleans, New York, and Louisville. He was formerly connected with the Adamars Agency, St. Louis, and with the Reddick Agency, before it was absorbed by the Dorland Agency.

F. F. Frothingham, Oct. 1, joined the executive staff of Dorrance, Sullivan & Co., advertising, New York, and will be located at the Boston office. Frothingham was formerly general sales manager of the American Felt Company, and until recently was president of the Boston Belting Sales Company. At one time he was publication manager of the *Ladies' Home Journal* in New England.

Ray Woltz, formerly with Critchfield & Co., Chicago, is now connected with the Brandt Advertising Agency, Chicago.

WHAT OUR READERS SAY

Local vs. Telegraph News

To EDITOR & PUBLISHER: Underestimating the value of local news and overestimating the importance of telegraph news is a mistake many editors of small daily papers make. They seem to have a special reverence for any story that comes over the wire and little appreciation for the things that take place in the home town.

One reason for it of course is that on most small dailies the editor, who superintendents the makeup, is also telegraph editor. And just as the police reporter often gets the idea that police news is the only thing and the society reporter becomes obsessed with the idea that society news is the most important part of the paper, so the man handling the telegraph copy comes to feel that telegraph news is the big news. But often it is not and should not be given front-page preference over local stories.

If you do not believe that many editors make this mistake, watch three or four small dailies for a few days. You will find telegraph and local news of similar events; and in many cases the telegraph story will be given the position of preference.

Not long ago, one Southern California daily, which has been publishing for more than 30 years, got the first story of a mysterious murder committed a short distance from the city, where the newspaper was located. The man murdered was a white man, a respected citizen of the community. But the newspaper placed the story on page four, although the reporter had his copy in at 9 a. m., and the paper did not go to press until 2:30 p. m. This of course is an unusual example of an editor's failure to appreciate local news value. But many small dailies make the same mistake in a smaller degree every day.

The editor, who failed to appreciate the local murder story just mentioned, has been known to place on the front page telegraph stories of some slightly known Mexican being shot or stabbed.

Both reporters and readers resent having local news under-estimated. Featuring worthwhile local news encourages the reporter, who gets it, and attracts readers, who read the home paper primarily for local news. Besides it is good journalism. Judged by news interest, local stories should always be given first choice, although it seems that some editors hold the opposite theory.

They should heed the advice of Ralph Waldo Emerson in his essay "Self Reliance," in which he mentions the importance of properly appreciating the value of one's own message, instead of overestimating the importance of the messages of others.

W. L. ROPER,
Ontario (Cal.) *Daily Report.*

Denison's Flash Beat Frisco, Too

To EDITOR & PUBLISHER: I have just read the interesting article on how Lindsay Denison's flash gave the *New York World* a beat on the Caverly decision. It might interest you to know that the *Illustrated Daily Herald* was able to beat San Francisco apparently by the same flash.

I had three wires, one of which was the Western Union. I had the same plates as the World had ready and had the "14-year-to Life" in addition. The W. U. flash beat service wires by two minutes and we were able to hit all parts of San Francisco ahead of competitors.

I had been puzzled about the wire beat, but your story clears it up. Very truly yours,

MORT J. DONOGHUE,
Managing Editor.

Lincoln Daily Has "Junior Stadium"

The *Lincoln* (Neb.) *State Journal* has provided a "junior stadium" in an open space across from the newspaper building where sport and election parties are held. Bench seats accommodating several hundred have been erected. World Series reports were heard here by large crowds. The paper plans to megaphone also football and election returns.

Sunday Edition Dropped

E. Roland N. Harriman and his brother W. Averill Harriman, who recently bought the *Middletown* (N. Y.) *Daily Herald,* which was sold at bankruptcy sale, have discontinued the publication of a Sunday edition which has been issued since the Herald was published.

Special Edition

Anderson (S. C.) Daily Mail, a 24-page 25th anniversary edition, Oct. 6th.

Norwegian Newsprint

Prompt shipments ***Inquiries solicited***

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street **New York City**

Telephone Penn. 7443

© TRADE **LINOTYPE** MARK ©



Linotype Split Magazines

A change of face in less time than it would take a hand compositor to get out a case of type.

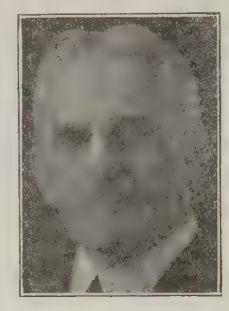
MERGENTHALER LINOTYPE COMPANY
Brooklyn, New York

Composed entirely on the LINOTYPE *in the Bodoni Series*

THE STANDARD-STAR IN SPLENDID HOME

New Rochelle Building Opened This Week—Thousands Attend Reception and Inspect Plant—Merriam's Vision Realized

THE successful merger a year ago of the *Standard* and the *Star,* of New Rochelle, N. Y., under the ownership and management of Westchester Newspapers, Inc., was celebrated this week by the opening of a handsome and extraordinarily efficient new building.



FRANKLIN A. MERRIAM

The people of the city were invited to inspect the new home of the *Standard-Star* on Wednesday evening and thousands responded being received by Franklin A. Merriam, president, and his associate officers Mark D. Stiles, T. Harold Forbes and Maurine S. Porter.

There were many evidences of the affection the residents of a suburban city hold for a worthy home newspaper and the gaiety of the occasion was suggestive more of a popular wedding than the opening of a commercial institution.

Many compliments were paid Mr. Merriam for his vision and confidence in consolidating two newspapers that had previously rendered only ordinary service and from that merger giving to the thriving city of New Rochelle, which is only 16 miles from the heart of New York City, a newspaper of metropolitan character, which stresses local news but is remarkably complete in its treatment of general news and standard evening newspaper features.

This is the second big success Mr. Merriam and his associates have made in Westchester, the first being the now thoroughly established and widely known *Mount Vernon Daily Argus,* which also occupies a new building that is a local show-place and the particular pride of the citizens of Mount Vernon. These two plants are considered unexcelled in this country for plan and completeness of equipment, consistent with size of paper and city. Many publishers have visited the Mount Vernon Daily Argus plant for patterns for plants to be erected in cities of similar size.

The Standard-Star structure is done in cast stone and face brick in an Italian Renaissance design. There is beauty in it, but efficiency is not cramped merely for ornamental effects. The interior is as neat as wax, good-looking, but made for practical newspaper purposes. The mechanical departments are light and airy, and convenience is everywhere sought as a means of gaining speed. Composing room, stereotype department and press rooms adjoin, on the ground floor. Business offices are at the street entrance and the second floor is used by editorial departments. The offices are handsomely furnished and mechanical equipment is generally of the very latest design.

Mr. Merriam and Mr. Stiles have been associated in business for 25 years. Stiles is president of the Mount Vernon Trust Co. They are leading figures in Westchester's business and social life. Mr. Forbes, who is publisher of the Standard-Star was formerly editor and publisher of *The Daily Star.* Mr. Porter, secretary of the company, has long been the active editor of the Mount Vernon Daily Argus. Norris A. Huse, who recently resigned from United Features Syndicate, is business manager.

The first number of the Standard-Star published in the new plant was 24 pages in size, handsomely illustrated and remarkably well edited. It was overflowing with high-class advertising. In this number the editor made the following statement:



卐

Interesting facade of the new home of New Rochelle Standard-Star, in cast stone and face brick in an Italian Renaissance design. One of the most impressive and well-equipped new newspaper plants, for size of city, in the United States. This is the fruit of last year's merger of two papers.

卐

"We want to have New Rochelleans feel that in The Standard-Star they have their chief and always to be depended upon public forum, and the messenger of communication with the people. For after all, such is the mission of the true newspaper and that is what we propose to be in every respect."

AGRICULTURAL PRESS ELECTS

C. A. Taylor, of Spencer, Ind., Named President at Chicago Meet

C. A. Taylor of Spencer, Ind., was elected president of the National Association of Agricultural Publishers at the semi-annual convention held Oct. 15, at the Hotel Lasalle, Chicago.

The session was taken up entirely with technical affairs the only diversion from the routine being the reading of a paper by Paul F. Faust of the American Association of Advertising Agencies. He recommended that advertisers cultivate the farm market of buyers by advertising in the farm trade papers.

Other officers elected include F. J. Merian of Atlanta, vice-president; C. E. Burgess of Springfield, Ill., treasurer; former Governor S. L. McKelire of Nebraska, president of the board of directors.

The association will hold their next convention in Chicago in March of 1925.

Fraudulent Ad Reaps $100 Fine

In Boston Superior Court, Oct. 10, Harry Plotkin paid a $100 fine on an indictment charging violation of the "fraudulent advertising law" of Massachusetts. He was found guilty last November of causing to be published in the *Boston Sunday Herald,* May 6, 1923, an advertisement of a marvella cape as valued at $115 and as offered for sale at $15.

New Saskatchewan Paper

The *Big River* (Sask.) *Saskatchewan Sun* has been established by the Viking Company, with L. C. Klitteng, president, and C. McDonald, editor and manager. It is the most northerly newspaper in Saskatchewan.

The best education is said to be acquired in the school of experience. The main trouble is that the tuition fee is so high.—*Birmingham Age-Herald.*

NEW ART CRITIC

Miss Esther Singleton Succeeds Peyton Boswell on N. Y. American

Miss Esther Singleton, authoress and noted art authority, has been appointed art editor of the *New York American,* succeeding Peyton Boswell, resigned. Mr. Boswell continues as editor and publisher of *Art News* and editor of *International Studio.*

Miss Singleton in 1923 became editor of the *Antiquarian.* Previously she had written and published many books relating to the arts. Among them are "Towers and Temples," "Great Portraits," "Historic Buildings of America," "Famous Cathedrals," "The Art of the Belgian Galleries," "Famous Sculptures," and "Modern Pictures."

N. Y. World Men Writing New Play

Laurence Stallings, literary editor, and Maxwell Anderson, editorial writer of the *New York World,* co-authors of the successful play "What Price Glory" now running on Broadway are completing a second play to be produced within a few months simultaneously in New York and London and to be called "Morgan." It is written around a Sir Henry Morgan, pirate.

EDITOR & PUBLISHER classified ads do big business.

FLASHES

We note a great many paragraphers, but no one else, taking a crack at Jack Dempsey's new nose.—*Cleveland Times and Commercial.*

The papers are so full of the presidential campaign news it is hard to find anything to read.—*Columbia* (S. C.) *Record.*

A Chicago judge in straightening out a marital tangle limited the husband to three cross-word puzzles a day. True fame, however, awaits the judicial Solomon who can eliminate cross words from the home altogether.—*New York World.*

Former page who has bought a seat on the Stock Exchange for $81,000 at the age of 22 should be able to afford a seat to the world series when he is a little older.—*New York Sun.*

A cat has only nine lives, but the fur she wears is sold after her death under at least eighteen different names.—*J. J. Montague in New York Herald Tribune.*

In a few years a hard guy will be one who likes his iced tea so strong you can't see the lemon.—*Columbia* (S. C.) *Record.*

The canning season doesn't come often enough in politics.—*Cleveland Times and Commercial.*

Personally we do not crave great wealth, but we would like to be rich enough to attract envy and hatred.—*Dallas News.*

It is hard to sing "Home, Sweet Home," when the rent is past due.—*Columbia* (S. C.) *Record.*

If people must gamble with death, why not load cars like dice to land right side up?—*San Francisco Chronicle.*

Everybody works hard in the next world, says Conan Doyle. This may reconcile you to losing your job in this.—*Boston Transcript.*

It seems almost superfluous to bring a big windbag like the ZR-3 over here during the campaign.—*New York Herald-Tribune.*

The world will be a grand old place to live in when we are all organized against each other.—*Columbia* (S. C.) *Record.*

In New Orleans it's THE ITEM

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

General Features

A SMALL-TOWN-PAPER SYNDICATE
Unique—Inexpensive—Complete
Decker's Caricatures — Home Features — Daily Column—Comic Jingles—Other Specialties
Tri Feature, 110 West 40th Street, New York
Write for Complete Catalog with Service Rates

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman.
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

~~73"~~ ~~72"~~ **68"** ~~71"~~ ~~70"~~

The most economical and readable size for the newspaper page is **8 columns—12 ems—6 point rules.**

This can be comfortably printed on **68" rolls** by using WOOD DRY MATS.

No other dry mats shrink sufficiently to permit of the use of 68" paper and their shrinkage is not uniform.

To print 8-12 ems columns when using wet mats and steam tables requires rolls 70" wide. The saving in newsprint by using WOOD DRY MATS instead of the antiquated steam table process is, therefore, nearly 3%. To save 3% of your annual bill for print paper (as well as 3% of freight costs) is 100% profit. Figure it out for yourself.

Better printing, the saving of precious time, and easier labor for your men are other well worth while advantages of the WOOD DRY MAT process.

The print paper saved by WOOD DRY MATS, without narrowing margins, cannot be effected by any other means, and dozens of prominent dailies are now printing **8 cols. 12 ems. on 68" rolls.**

WOOD FLONG CORPORATION

501 FIFTH AVENUE NEW YORK CITY

WHAT'S WHAT IN THE FEATURE FIELD

BEATRICE FAIRFAX, famous provider of "Advice to the Lovelorn" is married.

Her real name was once Lillian Lauferty; now, since the ceremony was performed Oct. 15, at the country home of Mr. and Mrs. Nathan Straus at Mamaroneck, N. Y., she is Mrs. James Wolf. Her husband is a basso of the Metropolitan Opera Company.



BEATRICE FAIRFAX

Mr. and Mrs. Wolf have planned a honeymoon trip for next spring, during which they will visit the singer's parents in Riga on the Baltic.

"Beatrice Fairfax," as played by Mrs. Wolf, was born in Fort Wayne, Ind. She was educated in Fort Wayne public schools and then graduated from Smith College. When she was about 7 years old, she had a pamphlet of rhymes published.

Mr. and Mrs. Straus, at whose home she was married this week, were partly responsible for her entering newspaper work. After she had completed her college education, and was wondering just what she would do, she visited the Straus home at Clayton, N. Y., in the Thousand Islands. There she was introduced to Arthur Brisbane, who offered her a position on the *New York Evening Journal.*

But her mother, Mrs. Wolf says, was the one who helped her most, when she first undertook the Fairfax assignment.

"Because you're young enough to be close to the problem of youth and mature enough to look forward to the problems of age, you can stand off, out of the cyclone of other folks' emotions and help them find solution," her mother said.

"And that is what I have tried to do," Mrs. Wolf declares today.

AMERICAN newspaper enterprise was graphically demonstrated this week by the manner in which features were obtained by syndicates on the historic transatlantic flight of the ZR-3.

Credit belongs to the Chicago Tribune Newspapers Syndicate, the King Features Syndicate, Inc., the Ledger Syndicate, and the North American Newspaper Alliance. All obtained exclusive stories.

But for ingenuity at least the feat of the last named, the N. A. N. A., was perhaps the most striking.

Their story was written by Hans Von Schiller, one of the navigating officers on board the Zeppelin and direct descendant of the poet, Schiller. Dropped by parachute from a ZR-3 gondola, as the airship passed over the Statue of Liberty, the document was picked up by a fast motor launch chartered by the N. A. N. A., rushed in 16 minutes to the office of the *New York World,* where, before the landing at Lakehurst, it was translated into English from German and was set in type.

James B. Wharton, Berlin correspondent of N. A. N. A., negotiated with Von Schiller before start of the flight. John R. Colter, assistant to the general manager, had charge of carrying out the stunt in this country.

Colter, early Wednesday morning, sailed down New York harbor on a chartered launch, decorated with an 8 by 10 panel of yellow muslin to distinguish it from other craft.

As the ZR-3 soared above, Von Schiller dropped his story overboard. It landed within 50 yards of Colter's launch. It was protected from the water by being sealed within a bottle, placed inside a rubber bag.

Because of the speedy delivery, the N. A. N. A. had an exclusive story on the wire and most of it in the offices of its 69 members before the Zeppelin came to earth at Lakehurst.

Smith Service has moved its offices from 1233 Gates avenue to 409 Classon avenue, Brooklyn, N. Y. The syndicate has added four new features: "Little Stories of Famous Folks," contributed by New York newspaper men; "Pen Points," by Cliff Thorn; "Pet Aversions," two-column comic, by Al Smith, and "The Random Reader," contributed by New York newspaper men.

The S. N. L. Technical Syndicate, which specializes in automobile and radio features, has taken new offices at 166 W. Jackson Blvd., Chicago. R. C. O'Hair is general manager.

The International Syndicate, Baltimore, has added a daily cross word puzzle feature to its list.

"Making Presidents," a feature written by H. I. King for the McClure Newspaper Syndicate, New York, has been made a required study in one of Chicago's leading high schools.

Sidney S. Loeb, formerly of the *San Francisco Examiner* editorial staff, has joined the promotion department of King Features Syndicate, New York.

The Children's Bible, by Henry A. Sherman and Charles Foster Kent, has been arranged in daily feature form for newspapers by the McClure Newspaper Syndicate, New York.

A new form of fiction service has been developed by Service for Authors, Inc., New York, providing short novels taking only two weeks to run in serial form. It is listed as "Fortnightly Fiction Features."

Walter B. Gibson is drawing up a new daily cross-word puzzle for the Ledger Syndicate, Philadelphia.

H. L. Mencken, of the *Baltimore Sun* and co-editor of the *American Mercury,* is now contributing a series of weekly articles on literary subjects to newspapers through the Chicago Tribune Newspapers Syndicate.

A. L. Brandt, formerly with the McClure Newspaper Syndicate, and more recently with the Metropolitan Newspaper Service, has joined the sales staff of the Readers Syndicate, Inc., New York.

Ed Howe, of the *Atchison* (Kan.) *Globe,* the "Sage of Potato Hill," is now writing a series of weekly articles for the Bell Syndicate, Inc., New York, under the caption, "Howe About Everything?"

Dr. Stephen S. Wise is preparing a series of weekly articles commenting on vital questions of the day for the Federal Feature Syndicate, New York.

Reporters Are "Friendly Enemies"

A case of "friendly enemy" occurred in Pittsburgh recently, when Lawrence Sarsfield McDonald, feature writer on the *Pittsburgh Press,* "wrote up" Clarence E. Grundish, reporter on the *Pittsburgh Gazette-Times,* opposition newspaper. McDonald wrote a 2-column article on some poetry written by Grundish, a World War veteran.

THE
PASSAIC
DAILY NEWS

Leads in Classified, Local and Foreign Advertising in New Jersey's Fastest Growing City
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

WHAT THEY ARE SAYING

ED HOWE ON ADVERTISING

"ADVERTISING is the most interesting reading in the newspapers. You Advertising men have a lot to say about appealing to women—that they are the buyers. They to do the buying—too much sometimes. If you know how much trouble you cause us farm people with that appeal to the women you'd go easier."—Ed Howe.

* * *

"THAT'S NEWSPAPER BUNK"

"YOU hear the newspapers derided—such expressions as 'I don't believe anything I see in a newspaper,' and 'That's newspaper bunk,' but the truth is that most that you believe about current affairs comes out of the newspapers; they are the sources of nearly all you know about what is taking place in the world, in the nation, in your state and in your city. Unconsciously, your opinions are the reflections from published news, and the newspapers are distributors of perhaps 90 per cent. of all the information of events you gain."—W. W. Ball, Dean of Journalism, University of South Carolina.

* * *

TRANSIT COMPANIES SHOULD USE DAILIES

"NO electric railway company can afford not to advertise in its local newspapers. In fact, no business that I know of catering to a local general public can afford not to advertise in local newspapers. We ask to be treated like other businesses. We, therefore, must conduct ourselves like other businesses and advertise in the local newspapers. Effective publicity has caused electric railway companies to be born anew."—W. H. Sawyer, Chairman of Advertising, American Electric Railway Association.

* * *

BANK ADVERTISING

"ADVERTISING is what it is today largely because of the power and success of the daily paper. Nevertheless, it is true that the daily paper is as successful as it is today because of advertising. The banking business has been benefited largely by advertising within the last dozen or fifteen years. Banks have installed advertising departments which acquaint their communities with facts formerly regarded in the light of institutional secrets. The banker publishes facts which build up confidence in his institution * * * Newspaper advertising has done more for American banks in the last dozen years than any other single agency."—Co W. G. Edens of the Public Relations Commission, American Bankers Association.

* * *

ADVERTISING REDUCES SELLING COSTS

"ADVERTISING reduces the cost of selling because it reduces the time taken to make the sale. It reduces the time taken by the retailer to make the sale to the consumer; it reduces the time taken by the wholesaler to make the sale to the retailer; and it reduces the time taken by the manufacturer to make the sale to the wholesaler. It is oil on the wheels of distribution. It breaks down the barriers that are always built up by natural prejudices. It is the little spark of confidence that brings together buyer and seller in a friendly relationship."—Ralph S. Butler United States Rubber Company.



Scott Straight Unit Double Sextuple Press

SCOTT "Straight Unit" and "Multi" Unit
NEWSPAPER PRINTING PRESSES

are of extremely substantial construction with our comparatively simple design so that they are very reliable, easy to work on, and thoroughly practical. Our printing cylinders are solid forged steel .50 to .60 carbon, running in large diameter high-grade roller bearings and the printing cylinder gear train is steel and fabroil alternating. All our main driving gears are of bronze running into steel. The folding blade gearing is of chrome nickel steel and throughout the very best and most suitable materials are used.

THE SCOTT PRESS NEVER FAILS YOU

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY, U. S. A.
CHICAGO
1441 Monadnock Block
NEW YORK
1457 Broadway, at 42d Street

PENNSYLVANIA

THE NATION'S KEYSTONE

THE Commonwealth of Pennsylvania received its name through the geographical and historical relation to the original thirteen states, in these later years Pennsylvania has proven itself the keystone in industry, manufacturing and agriculture.

In more ways than one, Pennsylvania has proven itself the real Keystone State. This is especially true in regard to National Advertising. Many somewhat weak and uncertain campaigns of advertising have been "held together," thanks to the good judgment of space buyers and advertising managers who have realized the wonderful opportunities for successful marketing in this territory.

The iron industries, the steel industries, the coal mines and the great farms of Pennsylvania have combined to make this state a "fountain of wealth" from which many campaigns have secured the necessary nourishment to carry them through trying periods.

Merchandise of all kinds is in demand in Pennsylvania; put it there and tell Pennsylvanians that it is there. Tell them what store has your goods. Tell them in their daily newspapers and tell them regularly.

Don't pick your papers at random. Choose these papers which herewith submit their circulation figures and rates.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10
*Allentown Call .....(S)	19,425	.10	.10
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†Bloomsburg Press .....(M)	7,189	.029	.029
†Carbondale Leader .....(E)	5,664	.025	.025
*Chester Times .....(E)	15,507	.055	.055
†Coatesville Record .....(E)	6,529	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
***Easton Express .....(E)	20,815	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
*Erie Times .....(E)	26,258	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07
†††Scranton Republican .....(M)	28,492	.12	.10
*Scranton Times .....(E)	41,414	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
*Sunbury Daily Item .....(E)	4,564	.025	.021
***Warren Times-Mirror .....(E&M)	9,090	.036	.036
†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader ....(E)	23,775	.08	.05
*Williamsport Sun .....(E)	19,766	.07	.07
†York Dispatch .....(E)	18,527	.05	.05
†††York Gazette and Daily .....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.
†Government Statement, Sept. 30, 1924.
*A. B. C. Statement, Sept. 30, 1924.

MAINE EDITORS ELECT EVANS PRESIDENT

Portland Again Chosen as Next Meeting Place—Treasurer's Annual Report Shows Flourishing Financial Condition

Liston P. Evans, of Dover-Foxcroft, was chosen president at the annual meeting of the Maine Press Association, held in Portland, Oct. 10. Portland was again selected as the next meeting place.

The election of officers was completed with the choice of C. F. Mann, of Lisbon Falls, as vice-president, and H. W. Saunders, of Brunswick, as secretary-treasurer. The executive committee consists of Albert K. Stetson, Houlton; Nathan H. Small, Belfast, and Ora L. Evans, Dover-Foxcroft.

The association adopted a resolution on the death of Colonel Charles H. Prescott, founder of the *Biddeford Journal*, and a member of the association from 1908 until his death a few months ago, expressing a deep sense of the loss to the association.

A flourishing financial condition was shown by the report of Secretary-Treasurer Saunders. The organization now has 81 members.

Closer co-operation between the Maine Typothetæ and the owners and managers of the Maine daily and weekly newspapers was urged by Edward A. Harris, secretary of the Maine Typothetæ.

One of the features was an address by Samuel T. Dana, former Forest Commissioner of Maine, now director of the experiment station of the northeast at Amherst, Mass., for the United States Deparment of Agriculture, on "The Forestry Problem of the Northeast."

Mr. Dana said the situation is particularly acute in the pulp and paper industry, which is centered in this region. With a steadily increasing consumption, he said, and the probability of decreasing imports, the problem of supplying the necessary raw material for the industry is becoming more and more acute.

Arthur G. Staples, editor of the *Lewiston Evening Journal*, presided as toastmaster at the dinner Friday night. The other speakers were Morris McDonald, president of the Maine Central Railroad Company, and Capt. Donald B. MacMillan, who recently returned from his Arctic explorations and scientific work.

Daily Stages Classified Drive

Danville (Ill.) *Commercial-News* printed three full pages of classified advertising Thursday, Oct. 9, during that paper's semi-annual classified week. Thirty young women solicitors canvassed all parts of the city. Each carried a card, "ANN AD, Want Ad Girl from the Commercial-News."

News Men in Plane Crash

H. H. Steeley, Associated Press correspondent at Tulsa, Okla., and J. H. Dameron, of the *Tulsa World*, had a narrow escape from death when a plane in which they were leaving for Nowata, Okla., on an assignment, crashed from a height of 300 feet. Steeley was pilot of the plane.

Pennsylvania Daily Chartered

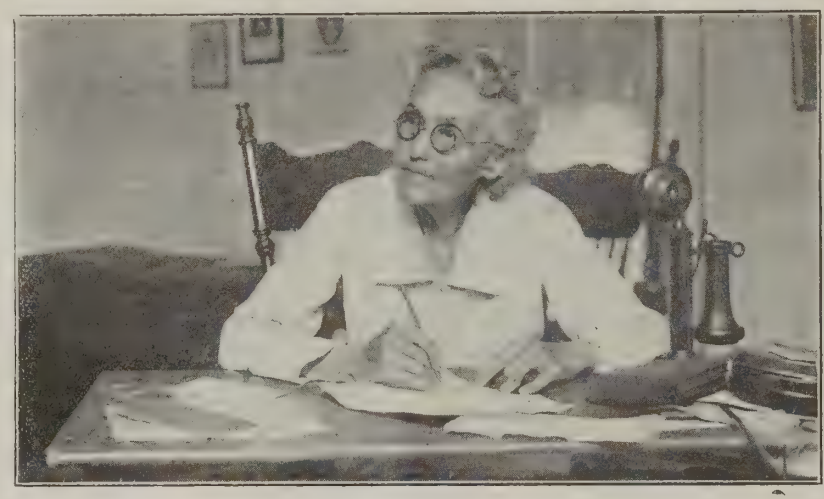
The Monongahela Publishing Company of Monongahela, Pa., has been granted a Pennsylvania charter with a capital of $50,000. The incorporators are Claude E. Tower, Robert H. Robinson, and J. S. Skelly, all of Monongahela. They will publish the *Monongahela Daily Republican* and conduct a general job printing business.

Savage Heads Canadian Group

Hugh Savage, editor of the *Duncan Cowichan Leader*, was re-elected president of the British Columbia and Yukon Press Association at the annual convention held in Vancouver recently. Ben Hughes, *Courtenay Comox Argus*, was re-elected secretary-treasurer.

MRS. SARAH PATTERSON, 84, LOOKS BACK ON 50 YEARS OF REPORTING

By Bab Vickrey



SARAH FRANCES PATTERSON—She guides 'em right.

NOT a soul has gone to hell from Saline county, Missouri, during the past 50 years.

Sarah Frances Patterson has seen to that. Mrs. Patterson is a reporter on the *Marshall* (Mo.) *News-Democrat*. She has filled this same role, written her columns with scratchy pens, in the same room on the same shaky desk for the last half century. And now at 84 years of age, is still on the job, getting news, writing "features," and seeing to it that any one of her fellow Saliners that dies gets a straight ticket to heaven by way of the News-Democrat.

Mrs. Patterson, the first woman to enter newspaper work west of the Mississippi, had the pioneer spirit. For 50 years ago, "nice" women did not work except in their homes. To start in working on a newspaper in a terrible place where you saw and heard things that nice women ought not to know existed—for a woman to do that was indeed unheard of.

Mrs. Patterson's husband was a printer. Her son's great ambition was to own a little paper and to run it himself.

With her husband and son, she founded the News Democrat 50 years ago, and today she sits in her little room and writes just as she did then, for she has never learned to use the typewriter. Three generations of Saline people have read her stories and they still look forward daily to her wise and tolerant accounts of the doings of "just folks."

"I don't do very much active work any more," she will tell you with her gentle smile, "I have let the young people take that part of the work. But I sit here in my office and people all around me telephone stories to me about what they are doing. I generally get a story as quickly as anyone, even if I am 84 years old and not quite as active as I used to be."

One principle Mrs. Patterson has always upheld. She will not write unpleasant things. "Any story that is to be broadcast through a newspaper should never be ugly," she declares and no amount of pressure has ever changed her attitude.

"I realize, of course, that modern editors do not agree with me. They call it a small town idea, and I suppose it is, still I think it but none the less true."

Mrs. Patterson is a disciple of the common people. In all of her half century of service, she has never interviewed a president or any other celebrity, and never once has she written under her own name, never with any sort of a "by-line."

"The people all know me. What difference would my name make?" she asks. "I am not looking for other work, bigger jobs, and never have been. I've been happy right here. And as for 'big men,' when you have lived as long as I have, you will realize that they are just people, whether president or laborer, and a president is no more interesting, intrinsically, than is my humblest neighbor. In fact I like to think of my work as being glorified by the commonplace."

The Pattersons are a newspaper family. The old *Jefferson City* (Mo.) *Express*, the first paper west of the Mississippi, was founded by J. C. Patterson, the father of our Mrs. Patterson's husband.

HELPING Dallas to grow from a small town into a fine city has been The News' great privilege. Helping to build a finer city, of far more splendid ideals and attainments will be The News' supreme destiny.

The Dallas Morning News
Supreme in Texas

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

35,434
Net paid (1923) Average.
An increase of
47% in 7 Years.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

THE TACOMA NEWS TRIBUNE
TACOMA
Population, 112,000 People

Four transcontinental railways, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

You can blanket the rich and prosperous territory of Tacoma and South west Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES
David J. Randall, 341 Fifth Ave. New York City
Ford, Parsons Co. 360 N. Michigan Ave. Chicago, Illinois
R. J. Bidwell & Co.
San Francisco and Los Angeles, Cal.

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

UTILITY CREDITS IMPROVED DEALER RELATIONS TO NEWSPAPER SPACE

Pacific Gas & Electric Company Reached All Consumers in Its Territory and 5,000 Retailers Through Ad Drive—69 Dailies, 140 Weeklies Used

EDITOR & PUBLISHER *herewith presents the fourth of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.*

THE Pacific Gas & Electric Company, one of the foremost electric power and light organizations in the world, tells an interesting story in support of its belief in newspaper advertising as the best medium for building sales and public good will.

A company official says of the advertising:

"There is no question but that the daily and weekly newspaper is the medium through which we can reach the greatest number of people at the lowest cost.

"During 1923 all of our advertising was created, prepared and handled under the direction of our publicity department.

"An extensive display campaign was carried out in all of the daily and weekly newspapers of general circulation, this type of medium being selected as one through which our messages would reach the greatest at the lowest cost. These advertisements, which were original and of outstanding character have been favorably commented on from many sources.

"In this part of the program sixty-nine daily, 140 weekly, eight farm and six foreign language publications were used to convey the messages to our consumers and the public. More than 150,000 column inches of space were used in these publications, which have a combined circulation of approximately 1,275,000 or about the equivalent of one copy for each person in the territory served.

"The newspaper advertising was divided into three classes: Institutional, gas sales and electric sales. In all, 112 pieces of institutional, seventy-eight pieces of gas sales, and seventy-eight pieces of electric sales copy were prepared and published.

"Tying in with our newspaper advertising, we used posters, films, lecturing and a service manual.

"Our objective on the institutional copy was to familiarize the public with the terms used in our business and the convenience and low cost of the commodity. Through these advertisements we also aimed to better acquaint the public with our personnel and methods of doing business.

"On our gas and electric sales work, as we aren't in the merchandising business, our object was to sell the idea of service rendered by the commodity and the appliance, rather than the appliance itself.

"Our campaign cost approximately $125,000. The schedules ran throughout the year and called for not less than one piece of copy each week in the list of papers used.

"The results have been very satisfactory.

"On the institutional plan, there is a closer relationship and better understanding on the part of the public as to the aims and purposes of our company.

"On the sales work, there is a substantial increase in the sale of our commodities and marked improvement in the relationship with dealers, resulting in increased sales of appliances. This has been brought out forcibly by an outstanding and most successful 'Gas Appliance Equipment Campaign' which has just been completed and in which over 5,000 dealers actively participated. During this campaign, which lasted one week, it is conservatively estimated that 400 full newspaper pages were used for advertising of gas equipment."

The copy plan has been excellent. Carefully worded advertisements; well balanced lay-out and story telling illustrations have been used. Simple language has been subsitiuted for technical terminology in presenting the story of "Pacific Service" in a territory which numbers more than half a million customers.



An excellent piece of copy from the appliance series, tying in with California Appliance Week.

AGENCE HAVAS CHIEF HONORED

Advanced to Commander of the Legion of Honor by France

M. Léon Rénier, managing director of the Agence Havas, the chief news distributing and advertising agency in France, has been advanced by the French government from the rank of Officer of the Legion of Honor to that of Commander of the Legion of Honor.

Commenting on the distinction conferred upon M. Rénier, the *Paris Petit Parisien* says: "During a long and brilliant career devoted entirely to the interests of the press, M. Rénier has earned the friendship of everyone by his tact and his intelligent activity. The news of the order just conferred upon him will be received with great satisfaction by all those who in the press of Paris and the provinces have learned to appreciate his clear-sighted advice and the sureness of his friendship."

New Rate Book Issued

In conjunction with the national advertising campaign launched by the Washington Press Association some months ago, a new rate book is being issued. It will contain the national rate with agency discount, city and county circulation, city and county population, and other necessary information.

Ad Drive Planned for "Purolator"

Newspapers will be used in an advertising campaign to start before Jan. 1, by Motor Improvements, Inc., New York, promoting "PurOlator," a device which purifies oil used in motor cars. MacManus, Inc., advertising agency, Detroit, is handling the account.

Two Baseball Scribes Tour Europe

Sam Crane, of the *New York Evening Journal*, and Harry Cross, of the *New York Evening Post*, were the only baseball writers who sailed this week with the Giants and the White Sox to report the six weeks' European exhibition tour of the teams.

CLOSE-UPS OF EUROPE

One Hundred Days in the New Old World

By HERMAN BERNSTEIN

A striking New Daily Feature by the distinguished foreign correspondent, HERMAN BERNSTEIN, who has achieved many notable beats during his fifteen years' service with the *New York Times, Herald, Sun* and *American,* including the world-famous WILLY-NICKY TELEGRAMS, hailed by Lord Northcliffe as *"the biggest journalistic scoop of the war."*

Herman Bernstein will spend four months traveling through the old new countries of Europe and the Near East, under exclusive contract with the Federal Feature Syndicate, writing a series of

One Hundred News Letters

Telling What Is Going On Behind the Scenes in Europe and the Near East—

Colorful, Human Interest Stories of the day-by-day life in these countries—

Illuminating Interviews with the high and the low, with every sort of person who can throw light on what these countries are thinking and doing.

Herman Bernstein's Close-Ups

Will not interfere with your regular foreign service. They will augment it, for they will be something new and different. Herman Bernstein will ferret out the striking human side of Europe and the Near East that regular correspondents of necessity do not handle in their daily routine.

THE FIRST RELEASE, CLOSE-UPS OF ENGLAND, will be ready January fifth.

Write or Wire Now for Rates and Exclusive Territory

The Federal Feature Syndicate

160 FIFTH AVENUE, NEW YORK

HOE MERGER DENIED BY PRESIDENT

Purchase and Consolidation of Other Companies Not Contemplated R. Kelly Declares—Stock Issue Oversold

Richard Kelly, president of R. Hoe & Co., Inc., this week officially denied a merger with any other printing press manufacturing concern was under contemplation.

Mr. Kelly was sought out by EDITOR & PUBLISHER on the matter, because rumors persisted an important printing press combine was being engineered by the syndicate of banks headed by the Guaranty Company of New York, which has just purchased the controlling interest in R. Hoe & Co., forming a new corporation.

Unofficial denial of the rumored consolidation plans was also forthcoming from the Guaranty Company of New York. Boudinot Atterbury, assistant vice-president, the only person authorized to speak officially regarding the bankers' plans, could not be reached at his office on Broadway.

Brokers handling stocks and bonds of the new corporation this week reported the securities were all sold, and were now being offered at a slight premium on the exchange.

According to a preliminary analysis, an official of the Guaranty Company of New York, said that a "fair amount" of the issue of both Class A stocks and the 6½ per cent gold bonds offered were taken up by newspaper publishers. The bonds, he said, were sold in small amounts. averaging in lots b etween $1,000 and $5,000, and were well distributed throughout the east.

UPHOLDS CONTEMPT OF COURT SYSTEM

(*Continued from page* 8)

court should be pardonable the same as a crime. * * *

"One further application of the law of contempt, of infrequent occurrence but of interest to newspaper workers, is the punishment of an editor or reporter for refusing on the witness stand to disclose the source of his information on the ground that it was given him in confidence. The witness's motive in such cases may be commendable, but unfortunately the law does not recognize the ground for his refusal. * * * I am aware of no case in which any court has held that a newspaper man may be excused from revealing facts or statements on the stand because they were given to him in confidence.

"Therefore if a newspaper man, admitting that he has such information, still refuses to divulge it before a court or grand jury, he is clearly in contempt and liable to punishment the same as any other contumacious witness. The law on that point is clear, and as far as I can learn it is uniform everywhere. If it is desirable to change the law, it can be done only by legislation. Meanwhile no criticism can lie against courts for enforcng the law as it stands. * * *

"As to the impression that there is an invasion of the liberty of the press, I am unable to see wherein either the rights of the public or the proper practice of journalism have been, or can be, prejudiced by a reasonable and proper application of the existing law of contempt. The answer might immediately be made that the law is not always reasonably and properly applied; that some courts have arbitrarily imposed punishment in pique or anger, or from an exaggerated sense of their own dignity, and that some publishers have been victims of gross injustice. That may be true. It is also true that some judges have been crooks or drunkards, that some juries have been venal, that the guilty sometimes escape and the innocent sometimes hang. Individual instances of the abuse of judicial power, however flagrant, do not argue convincingly for a change in the system itself, unless they are so numerous and frequent as to reflect a chronic tendency to such abuse. If publishers were being haled before judges daily all over the country, and punished severely on trivial or unjust grounds, it would reflect such a chronic and determined attitude on the part of the courts as would logically demand a curtailment of their power in such matters. * * *

"In some of the states an editor cannot expose a judge's infamy without incurring the risk of punishment for contempt. In other words, suppose a bad judge takes refuge behind a rule of law designed for the public benefit and uses it unfairly for his own benefit and against the public. In such case the editor who attacks him simply becomes a crusader for the right, and must suffer the same as any other crusader who wages war against forces of evil that are temporarily entrenched behind the ramparts of official authority. He is like a subordinate officer in the army or navy who defies discipline and invites demotion and punishment in order to expose the unworthiness of a superior. His guilt becomes a virtue, his offense a public service, his punishment a martyrdom. Such cases have arisen, and will arise; there is no way to prevent them. And when they do arise, the editor or the officer, conscious of the righteousness of his cause and willing to perform a public service to his personal detriment, can only go ahead bravely, make his fight, take his punishment, and await the public vindication which surely will come to him.

"The case of Carl Magee apparently is of that kind. Judged from this distance, he seems to be in the right, and to be making an admirable and heroic fight in behalf of the public welfare. The history of his case, as it is reported, naturally arouses the indignation of newspaper men and of good citizens. But it would be a great mistake to let the current of that indignation sweep us toward radical changes not demanded nor justified by the relations of courts and newspapers, viewed as a whole.

"Such cases are rare. They are essentially abnormal or revolutionary in character, and they cannot be taken care of by any change in the law without inviting worse evils from the opposite direction. Enlarged freedom for the press in dealing with the courts and with matters pending before them might occasionally enable an editor to expose an unworthy judge or an unfair trial, but it would open wide the door to an evil that would be greater and much more frequent—the trial of cases by the newspapers and the public, instead of by judges and juries. The mobilization of emotion, prejudice or partisanship during court trials, and the hounding of unpopular litigants and witnesses, are evils that unfortunately already exist, despite the law of contempt. With that restraint removed, or even impaired, we can only imagine to what lengths the evil of 'trial by newspapers' might go.

"There are certain particulars in which the law of contempt, at least as regards procedure, might well be modified in certain jurisdictions. The most important would be a provision that charges of contempt committed outside the presence of the judge should be heard before another judge. * * *

"Another proper regulation, in states where it may be needed, would be to expedite and simplify the procedure for review of a judgment of contempt, and also to insure in all cases a brief delay in the execution of the sentence, to enable the defendant to take proper steps for a review of his case. * * *

"I hope no one will interpret my words as a surrender, in the slightest degree, of any part of the legitimate liberties of the press. Not only would pride in my profession, and confidence in its essential integrity, forbid such a concession, but also the realization that a free press is at once a sacred heritage from the past and an indispensable safeguard for the future, something to be preserved at all effort and defended at all risk and cost. I am fully mindful of the shortcomings of our legal system in general, which I have pointed out and denounced repeatedly over many years. And on the other hand I have scant patience with the shallow and intemperate denunciations of the press as a promoter of crime and disrespect for law. I believe no force in our public life works more strongly in favor of the reign of law and the sound administration of justice.

"But while we strive to maintain freedom in our action, let us aim not to segregate journalism as a separate interest, but to appreciate more fully its intimate identity with the body politic which it serves. Eternal vigilance is the price of liberty, for the press as well as for the individual; but let us not overlook the fact that without the protection of individual rights there can be no safety for the press, and that the free and efficient operation of the courts is the foundation upon which rest all our constitutional guaranties, including that of a free speech and a free press."

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency

Boston—New York—Detroit—Chicago

1893 SERVICE 1924

as visualized by

BENJAMIN & KENTNOR CO.

KNOWING HOW IS one thing, and knowing WHO is quite another matter. We, in this organization, after thirty years, know both how and who.

This means that we can cover a lot of ground, cover it effectively and cover it quickly.

It is merely another link in the SERVICE chain which links this office to results.

Always willing to talk representation with the right kind of newspapers.

BENJAMIN & KENTNOR CO.

Advertising Representatives of Newspapers

2 W. 45th St. New York — 900 Mallers Bldg Chicago

401 Van Nuys Bldg. Los Angeles

Help Local Churches With Their Copy

Denominational advertising departments are urging local churches to have experienced advertising men help with display copy for churches. Perhaps your staff can assist in this educational work. Churches can well afford to say something more in their display space than announce merely the topic of the sermon.

Prepared illustrated advertisements for local churches, designed for one or two column use, are now obtainable from Standard Advertising Service, issued by Church Systems Company, York, Pa. Proofs will be sent on request. Show these to local churches.

Series No. 6, issued by this department, is general copy designed to help all the churches in town. Such copy is used by scores of papers over the country.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising 383 Madison Ave.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Clubs of the World New York City

BANKERS TRY TO PICK THE RIGHT PAPERS

Newspaper Competition in Some Cities Is Making Task Difficult for Group Planning Ad Campaign

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 16.—The reorganized publicity committee of the Investment Bankers Association held its first meeting here this week under the chairmanship of John W. MacGregor. Plans and media for the proposed advertising campaign were under consideration. The committee is finding it difficult, it is said, to apply ordinary business rules to selection of newspapers owing to highly competitive conditions in many cities.

Members of the committee are: J. W. MacGregor, Glover & MacGregor, Pittsburgh, chairman; Robert Stevenson, Stevenson, Perry, Stacey & Co., Chicago; Fred W. Ellsworth, Hibernia Securities Company, New Orleans; Arthur D. Walton, Continental & Commercial Bank, Chicago; George Dock, Jr., W. R. Compton & Co., St. Louis; Mathew Pierce, Harris Trust & Savings Bank, Chicago; Martin Egan, J. P. Morgan & Co., New York, G. C. Stephens, Stephens & Co., St. Louis; H. B. Mathews, S. W. Straus & Co., New York; A. E. Bryson, Halsey, Stuart & Co., Chicago, and George B. Caldwell, Caldwell, Masser & Williams.

JOURNALISM IS ONLY UNORGANIZED PROFESSION

(*Continued from page 8*)

of a newspaper staff, from the youngest "cub" reporter to the editor-in-chief, is daily furnishing the food of opinion for thousands of citizens, and thus is helping to form public opinion on the hundred and one issues of the day, issues—local, state, national, and international—that will be voted on at the ballot-box largely on the basis of the news and editorials that the average citizen has read in his daily newspaper.

"Should we not, both as newspaper publishers and patriotic Americans interested in the welfare of our country, be concerned about the qualifications of those who are gathering, writing, editing, and commenting editorially on the news of the day, the food of opinion?

"Today, as you all know, there are no definite requirements for admission to the practice of journalism. Any one may become a reporter. No matter how careful and intelligent copy-readers and rewrite men may be, they cannot correct all of the inaccurate work of incompetent reporters and correspondents.

"Mr. Melville E. Stone, drove this point home when after his long newspaper experience, he declared.

"'To be a good reporter requires a great education. There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent man's ideas in an interview.'

"The constantly changing staffs of reporters on many newspapers is one of the greatest weaknesses of present-day journalism. The so-called 'labor turnover', which efficiency experts find to be one of the biggest sources of waste in industry, is no less wasteful in journalism. The result is that newspaper reporting has come to be regarded, not as a permanent occupation, but rather as a stepping stone to better paid vocations such as publicity work, advertising, and business.

"If we want to keep competent, experienced reporters as reporters, we must expect to pay them salaries comparable to those they can get in other positions. The discrepancy between the salaries paid men on the business staff of newspapers and those on the news staff is a potent source of dissatisfaction on the part of reporters and editors in many newspaper offices. Although advertising and circulation are important to the financial success of every paper, circulation and the value of advertising space depend on the way in which reporters and editors do their work.

"The reporters are the only representatives of the paper that come in contact with any considerable part of the public. By these human contacts they create good-will or ill-will for their paper. Nevertheless, after he has come to know the sources of news and has gained confidence, we too often let him go because some one else offers him $5 more a week. A jobbing house that let valuable travelling salesmen who had won confidence of the trade, go because some other jobber offered $5 a week more, would be the laughing stock of the trade.

"E. C. Hopwood, managing editor of the *Cleveland Plain Dealer*, recently said that 'cheap reportorial help has cost newspapers infinitely more in respect and good-will in their communities, if not actual damage suits, than it would cost to pay adequate salaries to keep high-class, able, accurate men on the pay roll.'

"Hasn't the time come for newspaper publishers to establish tests and standards of efficiency in the news department similar to those that they have developed so admirably in the advertising and the circulation departments? Hasn't the time come to recognize the money value to the paper of intelligent, competent, accurate reporting, and to consider the advisability of abandoning the salary limit of $35 or $40 a week for good, experienced reporters, and that of $40 or $50 a week for experienced and able desk-men? Should we not ask ourselves whether we are practising real economy and business efficiency when, as Mr. Hopwood says, 'every newspaper has had the sad experience of seeing men whom it has trained to a high point of efficiency, men who gave promise of attaining standards of reportorial proficiency, turn away to other lines of employment for a wage which the newspaper for some reason or other usually could not see its way clear to meet'?

"I believe that requirements for admission to the practice of journalism can be established, as they have been for other professions. Educational qualifications can be established. By tests, you can find out every qualification necessary to a good reporter or copy-reader.

"It has even been seriously proposed in several states to license journalists. Newspaper men generally have opposed such proposed legislation. If we are to have intelligent, competent, reliable journalists, we must establish and maintain standards for admission and standards of practice, not unlike those of the older professions of law and medicine. William Allen White believes that a system of licensing is not only feasible but is necessary.

"Today there are no generally accepted standards of practice in journalism, no established code of ethics, like the codes and standards adopted by the medical and legal professions, by the Associated Advertising Clubs of the World, and recently by Rotary Clubs and various organizations of business men. Some state organizations of editors and publishers have adopted codes of ethics and a year ago a group of some 125 editors of newspapers in cities of over 100,000, constituting the newly organized American Society of Newspaper Editors, adopted Canons of Journalism. None of these organizations, however, is representative of the profession of journalism as a whole.

"Journalism today is the only unorganized profession.

"What newspaper work needs most today is to be given a more definite professional status. It needs a greater feeling of solidarity among all newspaper writers and editors, from the 'cub' reporter to the editor-in-chief. It needs a salary scale for reporters, desk-men, city editors, and managing editors equal to that offered to these men and to men of like ability and training in publicity, advertising, and business. It needs local, state, sectional, and national organizations of newspaper writers and editors, comparable to organizations engaged on the business side of newspapers and to similar organizations in other professions such as law and medicine. It needs generally accepted standards of admission and standards of practice like those of other professions. It needs more general recognition by the public at large of the fact that competent, intelligent newspaper writers and editors, as purveyors of the food of opinion, are absolutely essential factors in the success of our republic, its government and society."



Fort Wayne
Adds Two For
Imperial

THESE two well-edited Fort Wayne papers have joined the ranks of hundreds of other newspapers using the Imperial Plus Metal Plan. In so doing their publishers have selected means to assure dependability in publishing.

We feel satisfied that the Plus Metal Plan can be used to a real advantage in your shop. It will add many years of life to your type metal as well as increase its efficiency. As a publisher you will be quick to see its advantages from the standpoint of reliability and economy.

Can We Send You This Plus Plan?

Will you take five minutes to read a plan that is being used by hundreds of leading American newspapers? Would five to ten years more usefulness from your type metal be worth the time it takes to read the Plan? If so, send for it today.

Imperial METAL
LINOTYPE-MONOTYPE-INTERTYPE-STEREOTYPE

Imperial Type Metal Co.
New York—Philadelphia — Cleveland — Detroit



Night Leased Wire
covering fully business, industrial, financial and commercial news reports by a staff of specialists is ready every night at 6 o'clock for transmission to your paper for publication in morning editions. Our complete Service by

Night Leased Wire
averages 12,000 words, and is written in a fashion so that the lay newspaper reader fully comprehends what the various markets, industries and commodities are doing.
In our reports we cover all of the stock, bond, curb and commodity markets of the country, in addition to carrying nightly various other business, commercial, financial, and industrial news reports and specialties.
Write or wire for samples and rates on this complete service—sold to only one newspaper in each city.

INTERSTATE
COMMERCIAL NEWS SERVICE
38 Park Row, New York

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

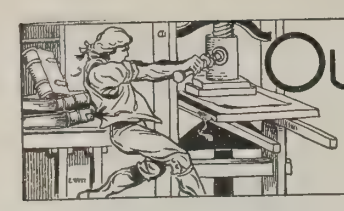
first!
—in circulation
—in lineage
—in reader interest
—in proved results
The Indianapolis NEWS

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of Salt Lake City.

The Deseret News

THE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco



Our Own World of Letters

By JAMES MELVIN LEE

DOUBLEDAY, PAGE & CO. have issued in book form "Religio Journalistici" by Christopher Morley. When this charming essay first appeared in the *Century Magazine* it was so favorably noticed in these columns that no follow-up is necessary.

Mr. Morley, after retiring from the editorial rooms to his quiet study, sends forth this interesting observation:

> The newspaper man who has pride in his honorable tradition may well feel grim to see the things he has sweat for trafficked across counters like bundles of merchandise; yes, and to see the transaction applauded by eminent statesmen and divines who feel the need of a front page quote. A little pride is desirable now and then: yes, in God's name, a little pride, gentlemen . . . are we to be hired to and fro by the genial hucksters who know the art of print chiefly as a rapid factory for gaily tinted palaver?

In book form "Religio Journalistici" has an insert in which C. E. Montague, author of that satire of newspaper life, "A Hind Let Loose," thus describes the origin of his novel:

> It arose from much study—in the course of my daily work—of the editorial articles of the best—reputed English papers. I found that they consisted, to a wonderfully large percentage, of certain stock expressions of positiveness, dislike and contempt. These, I noticed, were so general that they constantly recurred in all sorts of discussions on various subjects, and the fancy took me that their use could be carried further and further until all reference to any particular topic vanished and nothing but quite general positiveness remained, the Olympian mentality and temper just going on asserting themselves for assertion's sake.

"Religio Journalistici" has caused considerable comment at the New York Newspaper Club. A book that can start something at such a club does not need any quote to get it a reading among the members of the working press.

* * *

BRUCE BLIVEN, who at one time was managing editor of the *New York Globe*, reviews "Cobb of the World: a Leader in Liberalism" (E. P. Dutton & Co.) in the *New Republic* for Oct. 15. In this review Mr. Bliven makes the following comment about the decline of the editorial page:

> Most editorial writers who regard their occupation as more than a mere form of livelihood suffer somewhat from a sense of futility, of perpetually shadow boxing, never fighting in the ring. It is hard to believe that Frank Cobb ever had it; and there was certainly better reason than usual why he should not. While everyone in the country was noting "the decline of the editorial page," the World's did not decline. It has wielded an extraordinary power, partly the result of 20 years of Cobb's ability, partly because of the known and evident freedom to tell the truth as they see it which World writers have always enjoyed. To an extraordinary degree it has influenced the opinions of other newspapers—in late years, particularly in the South. In fact, Cobb's two decades on the World demonstrated over again that a man with a strong enough personality can always defy all existing rules, and make up new ones for himself as he goes along.

* * *

LEON R. WHIPPLE of the Department of Journalism at New York University begins in the midmonthly issue of the *Survey* for October a book review department described by the editor of the *Survey* as "distinctive as it is engaging and serviceable." Writers on political topics may be interested in the books which Mr. Whipple lists as "First Aid for Voters."

* * *

ROBERT NEAL is contributing to the *Writer's Monthly*, Springfield, Mass., a series of articles about news and news writing. This series contains so much practical stuff that it ought to be gathered together and published in book form—as it doubtless will be.

* * *

JAPAN has made wonderful progress, no small part of which is due to the development of its local press. This close association between newspapers and the political development of modern Japan is well brought out in "The Press and Politics in Japan" by Kisabure Kawabe (University of Chicago Press).

The story of the newspaper in Japan is the same as other countries. Before the printed newspaper there were songs and ballads, the written news letters and the private news sheets. These precursors of the press have a separate chapter.

The distinctive contribution of the volume, however, is the chapter dealing with commercial journals. In it the author lets run the story of the development of a journalistic style, the introduction of the rotary press, the increase in advertising, the make-up of Japanese newspapers, the censorship of the press, along with the decline of editorials and the increase in the space devoted to news.

Possibly the most interesting chapter is the concluding one, in which the political awakening of the masses is outlined. As in America, this political awakening of the masses came when newspapers began to be circulated among the lower classes. This last chapter is extremely helpful in interpreting editorial comments printed in Japan newspapers. It ought to be read by every political editor.

* * *

THOSE who want to know how the news of the voyages made by Christopher Columbus was published in Europe should write for a copy of the current issue of *The Bulletin of New York Library* and read the opening article by Wilberforce Eames, the bibliographer of that library. The trick was turned by a Latin translation from the Spanish of the letter in which Columbus described what he had found. This Latin letter closely resembled a news sheet folded twice, and made a small pamphlet of 8 pages. In speaking of these letters Mr. Eames says:

> These forerunners of the modern newspapers have always been esteemed as the choicest and most valuable of all publications relating to America.

The Latin letter describing the first voyage in 1492 had nine different editions. Of these the New York Public Library is fortunate enough to possess five. A reprint of edition No. 7 with an English translation was published in 1892. Copies of this edition in cloth binding may be obtained for 50 cents from the New York Public Library, Fifth avenue and 42nd street, New York City.

* * *

THAT picturesque portrait of Joseph Pulitzer sketched by his intimate friend and business associate, Don Seitz, for the *Atlantic Monthly* has been issued in pamphlet form by Simon and Schuster under the title "The Portrait of an Editor." It gives a dramatic picture of "a giant checked in a swift journey by a darkened road." But blindness did not prevent Pulitzer from directing, in a very active way, his newspapers as he cruised from sea to sea in his yacht.

As I have pointed out, "The Portrait of an Editor" is simply one of the chapters of the long-awaited biography of Joseph Pulitzer, the publication date of which has been advanced from Oct. 6 to Nov. 15, 1924. This volume will contain more than 500 pages and will be illustrated with 23 portraits, including a reproduction of the famous John Singer Sargent painting of Joseph Pulitzer. The title of the volume will be "Joseph Pulitzer—His Life and Letters" and the book will be published by Simon and Schuster. The request for a copy of the pamphlet should be addressed to that firm, 37 West 57th street, New York City.

* * *

EDNA FERBER, a former Chicago newspaper woman but better known as a writer of short stories, speaks with a woman's frankness about "The Best Short Story Bunk" in the current issue of *The Authors' League Bulletin*. What she says about best short story bunk has some bearing on the selection of the best news story of the year, the best editorial, the best sermon, the best cartoon or what-not of the year.

W. G. CLUGSTON, the Kansas correspondent of the *Kansas City Journal*, in his contribution of "A Reporter's Mirror" to *The Nation* for Oct. 8, divides reporters into the two following classes:

> With few exceptions the ranks of reporters are made up of two classes: those who stay wtih their jobs of reporting because these jobs give them a chance to associate with successful business men without being successful; and those who having failed to become literary successes stay with reporting because writing news is the next best thing they can do when unable to earn their "ham and" by writing and selling literature.
>
> The best reporters of the first class usually are leeches or grafters; those of the second class usually are sourheads and cynics. Most generally it is the reporter of the first class who "gets on" and becomes a "star" writer. The cynics usually drift into desk jobs and socialism, becoming copyreaders, rewrite men, or headline writers.

In spite of his criticism of American newspapers Mr. Clugston believes that the American people get "stung" on a lot of things worse than they do on the newspapers they buy.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation 118,000
Sunday Circulation 175,000

Member A. B. C.

"FIRST IN PUBLIC SERVICE"

The World.
MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening World

Pulitzer Building, New York
Mallers Bldg. Chicago — General Motors Bldg. Detroit

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES

The S. C. Beckwith Special Agency

New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE

M. C. Mogensen & Co., Inc.

Los Angeles—San Francisco—Seattle

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

100 REPORTERS COVER ZR-3 ARRIVAL

Special Telegraph and Telephone Accommodations Provided at Lakehurst for News Men—Press Room Established Near Hangar

By Lee Trenholm

Lakehurst, N. J., Oct. 16.—The clearing in the Jersey pines which is the Lakehurst Naval Air Station was the mecca this week of newspaper men assigned to cover the arrival of the Zeppelin ZR-3 from Friederichshafen, Germany. Nearly a hundred reporters, correspondents, photographers and telegraphers trekked through the sand dunes of the government reservation to the mammoth hanger which, while they watched, became the home of the greatest dreadnought of the air ever constructed.

Before the arrival of the reportorial vanguard on Monday, the Western Union had detailed two additional operators to its regular office in the Lakehurst railroad station to handle the voluminous wire copy. The Bell System had prepared for a quadrupled demand for telephone service with extra trunks from Lakewood.

Through the courtesy of Commander Maurice R. Pierce, acting commandant of the station, press quarters were established in an office letting out onto the floor of the hangar and arrangements were perfected to permit the use by the news men of additional telephone extensions.

It was in this room that the American Telephone and Telegraph Company, put in and maintained leased wires for the Associated Press and for the International News Service. Installation of the instruments entailed the special stringing of more than ten miles of outside wire. The Standard News Association used leased telephone lines.

The main body of the reporters reached Lakehurst Tuesday, although perhaps a dozen got in Monday, and more than a score arrived at the hangar only a few hours before the ZR-3 put in an appearance skyward on Wednesday. Many found living quarters at Lakewood, others at Toms River, while a handful accepted the accommodations offered by the local hostelries.

William Kuhns, United Press, assigned to Mitchell Field, was a passenger in one of the convoy planes which went out to greet the arriving Zeppelin.

Charles B. Parmer of Universal Service was also permitted to ride in one of the convoy army airplanes.

Among those reporting the ZR-3's arrival were: A. D. Allen, *Newark Evening News;* B. C. Allen, *New York World;* John L. Burdge, *Philadelphia Inquirer;* Austin J. Carson, Associated Press; John Carter, *New York Times;* Walter Chambers, *New York Telegram and Evening Mail;* Daniel Content, International News Service; George Coran, Kinograms; Karl M. Elish, International News Service; W. C. Farson, *Philadelphia Inquirer;* George B. Fife, *New York Evening World;* Oliver H. P. Garrett, *New York World;* Frank Getty, United Press; Dr. Adolf Halfeld, *Hamburger Fremdenblatt;* August W. Halfeld, *Berliner Lokal-Anzeiger.* J. C. Hardy, Associated Press; Thomas Hogan, Kinograms; Max Hollander, Kinograms; Warren Irvin, *New York Times;* Ferdinand C. M. Jahn, United Press; Dr. Max Jordan, *Berliner Tageblatt;* John W. Kempson, *Newark Evening News;* J. L. Kilgallen, International News Service; Harold A. Littledale, *New York Times;* Norman Nevins, *Philadelphia North American;* Harlan Miller, *New York Evening Post;* Charles F. Newman and Patrick J. O'Brien, *Philadelphia Evening Bulletin;* J. C. Oestreicher, International News Service; John Painter, Fox News Reel; L. F. Parton, North American Newspaper Alliance; Robert W. Potter, *New York Evening Post;* Jack Price, *New York World;* Willis Rhodes, *New York Evening Post;* Garner P. Roney, *New York Herald-Tribune;* James Seeback, Fox News Reel; David Sentner, International News Service; Daniel Shoemaker, Associated Press; "Doc" Skinner, *New York American;* Thomas Steep, *New York Herald-Tribune;* John Stuart, *New York Sun;* Louis M. Toughill, *Philadelphia Evening Public Ledger;* Lee Trenholm, Standard News Association; Louis R. Winter, Jr., *Philadelphia North American.*

FORESHADOWED EVENTS

Oct. 20—Lancastria Reunion Dinner, Advertising Club of New York.
Oct. 21—New England Daily Newspaper Assn., fall meeting, Boston.
Oct. 27-28—Insurance Advertising Conferences, annual convention, Pittsburgh, Pa.
Oct. 29-31—Direct Mail Advertising Assn., annual convention, Pittsburgh, Pa.
Nov. 3-8—Canadian National Newspapers and Periodicals Assn., annual meeting, Toronto.
Nov. 16—New England Advertising Clubs, annual convention, Hartford, Conn.
Nov. 17-19—Sigma Delta Chi, national convention, University of Indiana, Bloomington, Ind.
Nov. 19-20—National Forestry Conference, Washington, D. C.
Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.
Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.

Former Newsboy Now Reporter

"East Side, West Side, All Around the Town" was sung with special significance Oct. 12, at Beethoven Hall, when Nathan Zalinsky, 20, was given a banquet by the New York City Newsboys' Protective Association, celebrating his rise from newsboy to reporter on the *New York Evening Graphic,* covering the East Side District. Addresses were made by Bernarr Macfadden, publisher of the Graphic; William Preston Beazell, assistant managing editor, *New York World;* and Louis Weitzenkorn, editor of *Radio News.* Guests included Samuel Ornitz, author of "Haunch, Paunch, and Jowl"; Col. Harry M. Friend, F. Darius Benham, and Ned Brown, of the World. Zalinsky was presented a loving cup by the association.

A New Stunt in Political Ads

Foreign language newspapers this week were asked to insert advertisements in their editions soliciting funds for the La Follette-Wheeler campaign, with the promise that they receive one-half of all the money which might be thus collected to cover cost of the space.

Unusually High Grade Inquiries

October, 1924

The New York Times:

Through our advertising in the Magazine Section of the Sunday edition of The New York Times, we have regularly received a satisfactory number of inquiries regarding Pelmanism. The New York Times is one of the first three publications on our list. The character of the replies from The Times is of unusually high grade. Within the past year we have enrolled 452 students through The Times Magazine Section.

The Pelman Institute of America, Inc.

B. C. McCulloch, Vice President
2575 Broadway, New York

Indiana Is a Business State

presenting trade advantages which are particularly attractive.

It has unequaled transportation facilities. All leading trans-continental railroads cross its borders, with branches reaching to every corner of the State. Besides steam railroads, Indiana has over 2,000 miles of electric railroads. Natural resources, such as timber, oil and coal, have greatly contributed to the buying power of the people.

Indiana Is an Agricultural State

Indiana's security is farm lands, the best farm lands in the world, where Indiana's great agricultural wealth originates. Millions of cattle, horses, sheep and hogs are produced annually, together with about five per cent of the national crop—corn.

Indiana Is a Manufacturing State

Its manufactured products are worth over $1,901,000,000. Manufacturing comprehends practically all standard products, steel, machinery, tinplate, motor cars, flour, glass, oil refining and meat packing. Many Indianians divide their time between farm and factory.

Indiana Leading Daily Newspapers

listed below have enormous influence and result producing power. The National Advertiser who links his merchandise to the local merchant through this list of daily newspapers will cash in.

		Circulation	Rate for 5,000 lines
†Decatur Democrat (E)		3,106	.025
*Evansville Courier and Journal (M)	27,839	39,069	.09
*Evansville Courier and Journal (E)	11,230		
*Evansville Courier and Journal (S)		32,840	.08
***Fort Wayne Journal-Gazette (M)		31,274	.07
***Fort Wayne Journal-Gazette (S)		34,657	.07
*Fort Wayne News-Sentinel (E)		41,938	.09
*Gary Evening Post-Tribune (E)		13,370	.055
Hammond Times (E)		15,436	.05
***Huntington Press (M&S)		3,563	.025
***Indianapolis News (E)		131,818	.25
*Lafayette Journal & Courier (M)	7,605	20,505	.06
*Lafayette Journal & Courier (E)	12,900		
†††La Porte Herald (E)		4,091	.025
***Newcastle Courier (E)		4,603	.025
***South Bend News-Times (M)	10.155	23,039	.06
***South Bend News-Times (E)	12,884		
***South Bend News-Times (S)		21,440	.06
†South Bend Tribune (S) 19,388 (E)		20,627	.06
***Terre Haute Tribune (E&S)		23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.
*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

AFTER every World Series we kick ourself around the office and vow that we will never again go wild over another series. Then when October rolls around and the winners of the Major League pennants get ready for the big games we prepare to sell a million papers and get stung. This year we loaded up everywhere and got burnt again. So did everybody else; as far as we can find out. We should have known better and have no one to blame but ourself for the bath of returns we got.

* * *

For several years base ball news has been very little help in selling papers. About the only towns where this doesn't hold true are those where the teams have won pennants or have been close to the top. But in cities where the teams hang around the second division, sales due to baseball news have been practically nil. And World Series get flatter every year.

* * *

We really do not believe the game is worth the space and effort given it. There are still plenty of fans in the country who do not seem to get enough baseball news, but extra circulation cannot be made on the strength of this so called sport unless the home team is a winner. Baseball extras are rapidly disappearing and they should because they outlived their circulation-making possibilities long ago. The quicker baseball news is run more along the lines of theatrical news and the effort now spent on the national game by both the editorial and circulation departments devoted to other channels the more circulation will papers make.

* * *

Just to be sure that next year we will not forget our promise to ourself we are going to cut out the above and stick it in our date ahead file.

* * *

The election this year promises to be a bigger circulation stimulant than any other since 1916. The latter part of this month sales will surely go away up everywhere and the sales following the election should be even greater especially if neither candidate gets a majority and the election is thrown into Congress. The 96-hour vigil of 1916 when California seemed to take a year to get its vote counted will look tame compared to what is in store for us this year.

* * *

A good way to get publicity election night is to give out returns by means of a bulletin board, stereopticon slides, or radio. A combination of radio and bulletin board that would show the standing of the national, state, and local candidates is probably the best method.

* * *

Bulletin extras in this day of radio fall flat. There is still plenty of demand and probably always will be for complete extras but not for those that merely give flashes. Readers now want and expect to get in their extra details of results, interpretative stories, forecasts, and comment. To give them this and leave to radio the flashing of bulletins seems to us to be the best policy.

* * *

We have little use for publishers, editors and business managers excepting of course, those we are working for now. But there is one ex-publisher to whom we want to pay our respects and he is General Pershing. His retirement brings to mind the Stars and Stripes, the official newspaper of the A. E. F. which we helped to circulate in France during the war. This great newspaper was established with the consent of the Comamnder-in-Chief. He could have dictated its policy, used it as his own or the army's propaganda organ, and interfered with its operation. He did neither and left the paper in the hands of the staff, which was in many respects, the best we have ever seen. As a result the paper was a powerful influence in keeping up the morale of the men, became their bible, and when the armistice was signed the press run exceeded a half million.

* * *

We have always felt kindly toward the General for the way in which he cut red tape in order to permit the Stars and Stripes to function efficiently and for the protection he gave several members of the staff in their tilts with pygmy officers who were swelled up with temporary power. We don't know what he is going to do with his time and energy but if he starts a newspaper we make our application for a job right now.

* * *

Here's a letter we received from a reader who prefers to buy his paper on the street:

"I bought a paper from a boy on the corner this morning and he had six or seven pennies, two or three nickels, and several dimes right in his hand. He made change so fast that I was able to get my car in a hurry. I'll buy a paper from him again."

Very few corner boys know the value of having plenty of change. A little coaching of sellers so that they will realize the importance of always being ready and willing to make change quickly will go a long way toward increasing the good will of any paper.

* * *

Page one boxes and liners are very effective in advertising features and departments. Yet out of 23 exchanges which we looked through today only two had page one boxes and one had a couple of liners. And these boxes were mere announcements. The best type of box we believe is the one that tells readers why they should read a certain feature. A box that says,

"Read Craig's cartoons everyday" is not nearly as effective as one that tells something about the cartoons. Of course, if the editor gets a great story by a well known writer a mere announcement is sufficient and is often the best way to advertise such a story. Usually, however, "reason-why" copy is the kind to use in calling attention to regular and new features. The same applies to liners.

* * *

Rules are odious to most of us but one good one to follow is to have a page one box in every issue that will stimulate reading of features by old and new readers.

* * *

What we should like to know:

Where make-up editors get their alibis for late starts?

Why mailers insist on stamping labels on reading matter?

Whether, when the publisher travels, he does anything else besides check on our out-of-town news stand coverage?

Who invented cross word puzzles?

Why the editorial department thinks it has a monopoly on brains?

What would happen to baseball if newspapers stopped advertising it?

If comic artists are ever going to get a new idea?

Newspaper Foreman Celebrates Jubilee

Vaiden B. Sweeney, mechanical superintendent and foreman of the composing room of the *New York Journal of Commerce,* on Oct. 11 celebrated completion of 50 years' continuous service with that publication. His associates in all departments, including the management and ownership, joined in presenting Sweeney with a Howard watch and chain, and other gifts of gold, significant of the golden jubilee. No less than four of the present composing room staff of the Journal of Commerce have completed half a century of service and are still on duty, while several connected actively with the paper in other departments have more than 40 years to their credit.

Testimonial to M. E. Foster

Marcellus E. Foster, publisher of the *Houston* (Tex.) *Chronicle,* recently received a testimonial letter signed by 142 leading citizens of Victoria, Tex., thanking the Chronicle and "Mero," nomdeplume of Mr. Foster, for what they called "the magnificent fight which you have made for constitutional government and freedom."

Thomas Weds Actress in Paris

Edward R. Thomas, vice-president of the *New York Morning Telegraph,* married Leslie Cotten, an actress, in Paris on Oct. 10. The couple returned to New York this week.

New Trans-Continental Wire

The Postal Telegraph-Cable Company has just completed an additional transcontinental wire route from New York to San Francisco which will facilitate the handling of telegrams from the Coast and cablegrams from the Far East.

WHAT DO YOU DO FOR THE BUSINESS MEN OF YOUR TOWN?

A Financial Page which consists solely of stock and bond tables and Wall Street gossip is not enough. **John T. Flynn's Daily Business Reviews** deal with fundamental business conditions of vital interest to every merchant and every other business man in your community. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director

U. P. C. NEWS SERVICE, INC.

243 West 39th Street, N. Y. C.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

even if you don't play golf

You'll get pure joy from this new humorous series at the expense of golf friends.

"Wearin' Out the Green"

By
WALTER TRUMBLE
and
RALPH BARTON

Mr. Trumble's irresistible copy is ably illustrated by Mr. Barton's irresistible drawings. A combination you can't beat!

Send for this weekly feature at once.

Readers' Syndicate, Inc.
799 Broadway New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
21 Spruce St., New York

again
ON THE
San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER
CIRCULATION ORGANIZATION
717-718 COM'L EXCHANGE BLDG.
LOS ANGELES, CAL.

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Home Life Bldg., Washington, D. C.

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

COCA-COLA GOODWILL BROUGHT $30,000,000

Bankers Who Paid Fortune for Name Almost Lost It in Year by Stopping Long-Continued Avertising

"The Coca Cola Company started about 25 or 30 years ago. A chemist down in the South made a drink of the cola nut and the cocoa bean and everybody liked it. So he called it 'Coca-Cola' and copyrighted the name. He didn't know then what he was copyrighting. But the Government made him stop selling the drink because it had too much kick in it. Yet everybody liked it, so he said, 'I can make the same thing out of tea and sugar, and they can't stop me from selling that.' So he did it," Charles W. Duncan of San Francisco told the recent convention of the Oregon State Editorial Association. "And the recipe is on file in every drug store in the Union. Anyone can make it and use it; but you cannot call it Coca-Cola. And others did make it—the same thing—and called it everything they could think of—Nola-Nola—and such imitations, but people didn't fall for it. They wanted Coca-Cola—'Delicious and Refreshing.' So when Mr. Candler got a little extra money, he began to do some advertising—in a newspaper here, a magazine there, and a drug-store window—with a pretty poster. He used a pretty girl (that's the stuff that gets everybody). He always kept the same script—even in the newspaper advertising. And his business grew and soon was known all over the country.

"Finally some bankers in New York took notice of it and decided they wanted those profits for themselves. So a group of men formed a syndicate and went down to Georgia to see Mr. Candler. They argued with him that he was getting old and had better quit.

"But the more he pushed them away, the more they pressed him. Finally he said, 'Come and see me in the morning.' Then he went home. He said to himself, 'I'll fix them. I'll just put the price so high they'll forget all about wanting to buy this company.'

"In the morning they came back.

"'Well, Mr. Candler, what have you decided?' 'I will sell you the Coca-Cola Company for $25,000,000.' And they said 'Sold' before he fairly had the words out of his mouth.

"And they took it to New York and sold it for $30,000,000, clearing $5,000,000 for themselves, and it paid $11,000,000 in dividends on a business whose net assets were $480,000. Now what did they buy?—these bankers who don't believe in advertising. I'll tell you what they did. They bought the name and the good will fore."

that extended all over the United States, of an article that anybody could make and use under any other name but Coca-Cola.

"Then what did they do? They cancelled every advertising contract just as soon as possible and squeezed it down so that they lost 2,500,000 gallons the first year in sales, and they spent in the following year more than twice as much money in advertising to re-establish their business as they would have had to carry out their advertising as it had been before their change of policy.

TIPS TO AD MANAGERS

Ankrum Advertising Agency, 20 W. Jackson boulevard, Chicago. Copy on the Chalmers Oil Burner Company, Chicago, is being sent to a general list of papers.

George Batten Company, McCormick Building, Chicago. Will handle account of the Vollrath Company, Sheboygan, Wis., manufacturers of "Vollrath" enameled ware.

Bauerlein, Inc., Hibernia Bank Building, New Orleans. Will handle account for the New Orleans Retail Lumber Dealers Association, Inc.

Blackman Company, Inc., 120 West 42nd street, New York. Has obtained the Lehigh Portland Cement Company account.

Brandt Advertising Company, 7 S. Dearborn street, Chicago. The account of the John Puhl Products Company, Chicago, formerly handled by Critchfield & Company, Chicago, has been secured.

Robert H. Brooks, 802 Boyle Building, Little Rock, Ark. Has secured the accounts of the Chamber of Commerce, Hot Springs National Park, Arkansas, the new Arlington Hotel, the Eastman and Majestic hotels, and the Superior Oak Flooring Company, Helena, Ark.

Chambers Agency, Inc., Starks Building, Louisville. Will handle the winter resort account of the Louisville & Nashville Railroad.

Erwin, Wasey Company, 844 Rush street, Chicago. Orders on the Northern Paper Mills Company, Green Bay, Wis., are being sent out to newspapers in the middle west.

Federal Advertising Agency, 6 East 39th street, New York. Has secured the following accounts: Canadian Pacific Railway Company, Montreal; Continental Tobacco Company, New York, "Dunhill" cigarettes and "Barking Dog" tobacco; Nestle's Food Company, New York "Nestle's Milk-Food"; Park & Tilford Company, New York, toilet requisites and candy; A. Santaelia & Company, New York, "Optimo" cigars and A. Schulte Cigar Stores, New York.

Industrial Advertising Company, 615 Wayne street, Detroit. Placing account of the Mutual Electric & Machine Company.

Jacques Manufacturing Company, 1603 S. Canal street, Chicago. Direct advertising on K. C. Baking Powder is being sent out to a number of new towns added to the present list.

John L. Jones, Chicago. Copy on Herbert Frost, Inc., Chicago, is being distributed for the radio sections of a general list of papers.

J. Roland Kay Company, 163 E. Erie street, Chicago. About half a dozen smaller towns adjacent to Chicago will be tested out on a new dye and shine product for shoes, manufactured by the Sunbeam Chemical Company, Chicago. Copy on the Vitamine Food Corporation is also being distributed to a general list of papers in the southwestern territory.

Klau-Van Pietersom-Dunlap-Younggreen, 417 Sycamore street, Milwaukee. Handling account for the Wisconsin Manufacturers' Association.

Lake & Dunham Advertising Agency, Exchange Building, Memphis. Handling account of the Continental Piston Ring Company, Memphis, manufacturers of piston rings.

Lord & Thomas, 400 N. Michigan avenue, Chicago. A special list of newspapers is being prepared for the Quaker Oats Company, Chicago, on Mother's Oats. Now handling account of the Autopoint Manufacturing Company, Chicago, manufacturers of "Autopoint" and "Realite" pencils.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Has secured account of the O-Cedar Corporation, manufacturers of O-Cedar mops and polishes and wax.

Frank Presbrey Company, 247 Park avenue, New York. Has secured the account of the Auto Pneumatic Action Company, one of the Welte Kohler Industries, manufacturers of the Mignon Reproducing Piano Action.

William H. Rankin Company, 1 West 37th street, New York. Will handle account of the Depollier Watch Company and the Dubois Watch Case Company of New York.

Roberts & MacAvinche, 30 N. Dearborn street, Chicago. New territory in the west is being added on Tarkroot, for the Dearborn Supply Company, Chicago.

Sehl Advertising Agency, 139 N. Clark street Chicago. Newspapers generally are receiving orders on the Calumet Baking Powder Company, Chicago.

J. Walter Thompson Company, 244 Madison avenue, New York. Has secured the account of the Welch Grape Juice Company, Westfield, N. Y.

United States Advertising Corporation, 30 N. Michigan avenue, Chicago. Contracts are being sent out to a general list of newspapers on the Willys-Overland Company, Toledo, O.

FANCY DRESS FOR CODE

A.N.A.E. Supplying Copies of Their Ethical Standards for Framing

Copies of the code of ethics adopted by the Association of Newspaper Advertising Executives at their 1924 meeting have been artistically printed on fine paper and are being sent to newspapers generally in suitable form for framing and display in executive offices. This code, standardizing methods of selling and handling newspaper advertising, was approved by the London convention of the A. A. C. W. Frank T. Carroll, advertising manager of the *Indianapolis News,* and president of the A. N. A. E., informs EDITOR & PUBLISHER that he will supply additional copies to newspapers as long as the supply lasts.

Newspaper Ads Cut Gas Rates

Newspaper advertising, properly applied, brought about a voluntary reduction in rates by many gas companies during the past year, a special committee reported to the board of directors of the Public Utilities Advertising Association in convention this week at Atlantic City with the American Gas Association. Gas companies have spent about $11,000,000 for advertising, so far this year, the report says.

IOWA

Its 213,439 farms, with farm property valued at over $8,525,000,000, rank first of all states.

The income from crops amounts to nearly a billion a year, and this income is spent in town.

Iowa is greater in area than Connecticut, New Hampshire, Rhode Island, Vermont, Maryland and New Jersey combined and there are more families and people living in Iowa than there are in all of the following states combined: Rhode Island, Vermont, New Hampshire, Maine and Delaware.

A territory with farmland valued at over eight billion and an income from crops at nearly a billion per year is some territory.

The diffusion of prosperity is indicated by the $391,505,000 deposits in savings banks by 905,970 persons, averaging $432.14 per account or almost one account for each two and a half persons.

It is a territory any advertiser needs.

In order to reach Iowa buyers often and regularly, you must advertise in these daily newspapers.

		Circulation	Rate for 5,000 lines
***Burlington Gazette	(E)	10,535	.04
*Cedar Rapids Gazette	(E)	21,481	.07
***Council Bluffs Nonpareil	(E&S)	16,132	.05
*Davenport Democrat & Leader	(E)	14,564	.06
*Davenport Democrat & Leader	(S)	17,895	.06
†Davenport Times	(E)	24,676	.07
*Des Moines Capital	(E)	57,945	.14
*Des Moines Sunday Capital	(S)	24,662	.14
*Iowa City Press-Citizen	(E)	6,387	.035
***Keokuk Gate City	(E)	5,899	.03
†††Mason City Globe Gazette	(E)	13,405	.04
***Muscatine Journal	(E)	7,980	.035
*Ottumwa Courier	(E)	12,852	.05
*Waterloo Evening Courier	(E)	17,071	.06

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
* A. B. C. Statement, Sept. 30, 1924.
† Government Statement, Sept. 30, 1924.

NEWSPAPER MAN SAVES YOUTH FROM HANGING

O'Donnell of N. Y. Times and Friends Win 4-Year Fight for Life of Chinese Valet — Supreme Court Grants New Trial

A New York newspaper man was responsible for the successful termination of the four-year fight, Oct. 11, resulting in the United States Supreme Court decision, barring a murder confession made under duress.



HUGH A. O'DONNELL

The court held that the confession of the Chinese student, Ziang Sung Wan, convicted of a triple murder, was inadmissible, because after Wan was arrested in New York and taken to Washington, where the crime was committed, he was "third-degreed" for 11 days. A new trial was ordered.

Wan had been the valet of Hugh A. O'Donnell, assistant business manager of the *New York Times*.

The triple murder, for which Wan was found guilty and sentenced to hang, was committed in 1919. O'Donnell believed his former valet innocent. With Warren Nolan, now with the *New York Telegram and Evening Mail*, then with the Times, he obtained the services of James A. Nolan, a lawyer, and later successfully appealed to John W. Davis to interest himself in the young Chinese boy's behalf.

Wan confessed to having killed Dr. Ben Sen Wu, Under Secretary of the Chinese Educational Mission, and his two secretaries, Dr. C. H. Hsie and Dr. Theodore T. Wong, who were found shot to death in the cellar of the mission in Washington on Jan. 21, 1919.

Efforts in Wan's behalf, conducted by O'Donnell and his friends, never ceased in all the years he was in jail, although he was penniless and no material sum was ever raised to help him. The Chinese government is said to have spent a considerable sum to aid in prosecuting him, because the murder victims were members of its official government family.

Five times, during the four years, O'Donnell, through his own efforts, saved Wan from execution. He enlisted the aid of priests, and missionairies, who, working in China, assisted in the fight.

Intertype Income Slightly Off

For the three months ended Sept. 30, the report of the Intertype Corporation, announced this week, shows a net income of $197,659 after depreciation and reserve for taxes, equivalent after allowing for first and second preferred dividends to 98 cents a share earned on the 181,031 share of no-par common stock. This compares with $210,521, or $1.04 a share, in the preceding quarter and $262,271, or $1.32 a share, earned on 152,672 shares outstanding in the third quarter of 1923. For the nine months ended Sept. 30, 1924, the net income amounted to $615,239, equal, after preferred requirements, to $3.04 a share, compared with $727,517, or $3.66 a share, in the same period of 1923.

Publishers Purchase Art Works

Three newspaper publishers won the right to purchase art works at the drawing of paintings and sculpture held Oct. 14, at the Grand Central Art Galleries, New York. Albert Snook, publisher of the *Aurora* (Ill.) *Beacon-News*, obtained John Singer Sargent's painting, "The Chess Game." Mr. Snook's name was the first drawn, his priority entitling him to first choice from more than 150 examples of the work of America's leading artists. Van Lear Black, chairman of the board of directors of the *Baltimore Sun*, selected a portrait by Cecelia Beaux, and Ralph Booth, of the Booth Newspapers, Michigan, a portrait by Jean McLane Wendell Herbruck, of Canton, and a portrait by John C. Johansen.

Traction Lines to Advertise Locally

Through local sources, members of the American Electric Railway Association will expend $3,000,000 for advertising next year, according to a survey made public this week, following the association's annual convention which closed at Atlantic City, Oct. 10. There will be no national campaign, but the association's headquarters will furnish members with a new series of advertisements to be run in local newspapers. At the convention it was recommended that companies use 1 per cent of gross receipts for local advertising. Some are now spending 2 per cent.

Attleboro Paper Incorporated

A charter of incorporation was granted last week to the Sun Publishing Company, publishers of the *Attleboro* (Mass.) *Sun*, for a newspaper and general publishing business. The capital is given as $200,000. The incorporators are John H. Vallette, of Attleboro, publisher and general manager; Charles C. Cain, Jr., of Taunton, editor and Albert A. Penney, of North Attloboro, superintendent of the mechanical department.

Daily Loses Libel Suit

The *Fredericton* (N. B.) *Gleaner* was ordered by the York Circuit Court to pay $100 damages to R. B. Hanson, M. P., when an award was made on Oct. 6, in a libel action for $25,000, on the grounds that Mr. Hanson had been charged by the Gleaner with "dishonorable and unprofessional conduct." Five cases were involved, on four of which the verdict was for the plaintiff.

Seattle Newspaper Cashier Robbed

Armed bandits recently robbed Luther A. Bernheisel, cashier, *Seattle* (Wash.) *Post-Intelligencer*, of $5,697.52 as he left the Post-Intelligencer building on his way to make his daily deposit of the newspaper's funds at a local bank. The bandits escaped.

N. Y. Jewish Daily Forward Robbed

Three armed hold-up men entered the office of the *New York Jewish Daily Forward*, Oct. 10, and took the weekly payroll of $11,358 from the cashier's cage. All escaped.

U. S. News Writer Missing in China

Talbot Patrick, of the *Shanghai China Press*, has been reported missing at the war front near Shanghai. He is an American newspaper man. He went to the battle sector Oct. 7 and has not returned.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Wanted.

Hoe Matrix Roller, Hoe Pneumatic Steam Tables, circular saw, router. Must be A-1 condition and reasonable. Nu Method Matrix Co., 233 W. 35th St., New York City.

For Sale.

Hoe Octuple. Modern design. Fine condition. Page dimensions 22¾" over all, 8 columns wide. A very desirable press. Complete newspaper plant with 20-page press and 4 linotypes. Other bargains in presses from 8 pages to sextuple capacity. Griffiths Publishers Exchange, 154 Nassau Street, New York City.

For Sale.

Three Hoe single-platen pneumatic steam tables, complete with aprons and gas-heated steam generators placed under each table. Can be used as separate units. In A-1 condition. Present day quotation $3,000 complete. Price reasonable. Immediate delivery. Syracuse Journal, Syracuse, N. Y.

For Sale.

Goss Junior Straight Line, printing 4-6-8-10-12-14-16 pages, at a speed of 20,000 per hour. With the press is a complete stereotype equipment. Can be seen in operation at any time. Daily Telegraph Printing Co., Bluefield, W. Va.

For Sale.

Goss half-tone color press, prints four colors outside and two colors inside, suitable for newspaper supplements or comics. Send for sample of its work and details. Our No. 427. A very good equipment at a low price. Baker Sales Co., 200 Fifth Ave., New York. (Many other machines on our list; "used but good." Let us know your needs.)

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE
LOS ANGELES TIMES
Los Angeles, Calif.

We refer you to them for their opinion

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE
Fisher Building
343 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbridge Building
Broadway at 34th St.
NEW YORK

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

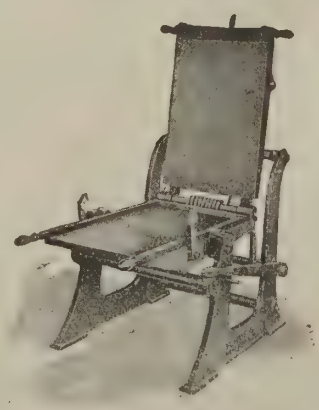
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Hoe Quick-Lock-Up Flat Casting Mould

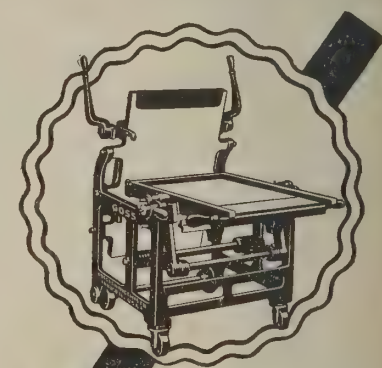
The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes, five seven and eight columns.

If It's a Hoe, It's The Best.



R. HOE & CO., INC.
504-520 Grand Street, New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street, BOSTON, MASS.



The easiest operated, fastest, most accurate and durable flat casting box is the Goss. Self-balanced. Positive, quick, lockup at four points on box with one lever movement. Casts, shells, bases and type high. Write for complete catalog of Goss Stereotyping machinery. The Goss Printing Press Co., Chicago

GOSS

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man,
special edition work, special pages, promotional work. Can organize special edition men on commission or salary basis. Commission or salary. Box B-916, Editor & Publisher.

Advertising Manager, Business Manager,
33, married, 15 years morning and evening fields; capable salesman, able executive; college graduate but experience gained in school of long hours and hard knocks; considered expert campaigns and layouts. Just sold to partner interest in thriving Ohio weekly reason for seeking daily connection. Desire immediate, permanent position. Protestant. member Shrine. This same copy, run previously, failed to find satisfactory proposition. Particulars first communication please. Address Box B-904, care Editor & Publisher.

Advertising Solicitor,
experienced; open for position on Daily Newspaper. Specialty, special edition, business pages and special pages or cooperative advertising. Salary and commission or commission with guaranteed weekly drawing account for quick action. Address Box B-918, Editor & Publisher.

Advertising Solicitor.
A two-fisted young fellow who believes that hard work achieves results is now open for a proposition. Age 37. Twelve years' experience in the field of hard knocks. Now employed without opportunity of advancement. A leader in the field and a real producer. Pleasing personality without the ruffles. If you appreciate ability here is an asset. Executive ability but not seeking titles. Apply B-888, Editor & Publisher.

Agricultural Editor.
Young man is seeking place as farm editor on daily paper. Can get out the right kind of daily department or weekly page that will attract and hold country readers. Five years' experience on editorial staff of a leading agricultural weekly. In touch with developments and people who count in this field. Very best of references. Prefer Middle West, but will go wherever there is a good opportunity. Box B-906. Editor & Publisher.

Capable and Experienced Woman
30, desires connection with daily anywhere. Five years' experience on small western daily of 2500 circulation, A. B. C. Now handle all circulation, bookkeeping and general office. Have stock in Company, but desire change. References. B-908, Editor & Publisher.

Cartoonist
Desires position that can offer better future than the one he now holds. Experienced in all newspaper art. B-900, Editor & Publisher.

Circulation Manager
Thoroughly competent to manage large or small daily, desires immediate connection with daily in New York or metropolitan area. Experienced through over 25 years' executive connections in circulation work. Enjoys confidence of newsdealers in all parts of country. Available immediately. B-881, Editor & Publisher.

"MONEY MAGNETS"

THAT'S another name for Business Opportunities advertisements. If you need capital a "Money Magnet" will locate it for you. It will attract the men with capital to your proposition.

Put it over with a "Money Magnet"

Situations Wanted

Circulation Manager.
Can produce, want salary and bonus proposition on Western newspaper under 15,000 circulation. Have best references, married man; now connected with large paper. B-889, Editor & Publisher.

Circulation Manager.
I want to connect with an evening newspaper where there is an opening for a high-grade circulation manager and capable executive. My years of experience in circulation and circulation promotion work, my understanding in every department of a newspaper is bound to be of value to publisher. Highest references. Also available at once. B-913, Editor & Publisher.

Circulation and Promotion Man
Desires opening as manager or assistant on Eastern daily of 25,000 or less. Five years' experience with same papers—still employed but opportunities for advancement now closed. Present salary $40. Single, age 23. Best references. Address Box B-911, care Editor & Publisher.

City Editor
Desires position with mid-western or eastern daily. Excellent all-around desk experience. Capable, dependable, ambitious. Young and married. Now employed. Box B-899, Editor & Publisher.

Classified Manager.
Years of experience will come to your newspaper for 4 to 8 weeks or longer. Suggest methods, train your help, increase your business. In 13 weeks increased business 800 per cent for eastern city newspaper third in field. Doubled the business of New Jersey daily in 4 weeks. Increased business 400 per cent for Ohio city daily. Make weekly charge for services for stated time. Good references. especially good for papers from 10,000 to 25,000 circulation, second or third in city. For details address Box B-919, care of Editor & Publisher.

Editor.
Daily newspaper editor wants situation as editor of western newspaper; strong editorial writer and news editor. Republican. Western experience. Box B-866, Editor & Publisher.

Editorial Writer
Desires connection. Highly identified. Now with large nationally-known publishers. Clean record as writer and executive. Address Box B-914. Editor & Publisher.

Managing Editor.
Thoroughly experienced editorial department executive, having accomplished in a remarkably short time the results for which he was employed in a field of 50,000, desires return to larger undertaking. Metropolitan and small city training in every responsible news post, with knack for getting out economically a bright, up-to-the-minute newspaper, both as to contents and typographical appearance, make me at home in any office where a result getter and not a "lickspittle" or "yesser" is desired. Constructive co-operation with all departments, loyalty to newspaper's policies and ideals and a willingness to put heart and soul and hard work into the job are my pledges to the publisher looking for a real managing editor. Age 35, married and temperate. Sixteen years' experience. Box B-917, Editor & Publisher.

Telegraph Editor.
Mid-West dailies. Nine years' experience desires immediate permanent connection. Fast, accurate worker. Keen news judgment. B-907, Editor & Publisher.

Sport Writer.
14 years' experience, university graduate and letter man wants position on evening paper. Great Lakes region preferred. Best references. B-912, Editor & Publisher.

Advertising Salesman-copywriter.
Develops accounts and sells non-advertisers. Broad experience. Makes attractive lay-outs and prepares real selling copy. Available seven days' notice. Box B-920, Editor & Publisher.

HELP WANTED

Advertising Solicitor.
Nationally known daily newspaper has opening for experienced advertising solicitor on special work in each of the following cities: New York, Boston, Philadelphia, Chicago, Detroit and St. Louis. In answer give age experience at least five references regarding character and ability, likewise enclose photograph of yourself with your application. Party who secures this position in each of these cities must have lived in such city for at least six months. Box B-903, Editor & Publisher.

Display Advertising Solicitor, $50.00.
Classified Advertising Manager—salary open; Plant Superintendent, large salary; Salesmen, $250.00 per month and expenses. Other openings. Publishers' Placement Service, 401-403 Seitz Bldg., Syracuse, N. Y.

Help Wanted

Wanted.
Man who has thorough knowledge and can take charge of New York City suburb (large weekly) newspaper contests. Only one who can build up newsstand circulation need apply. State age, experience, salary, etc. Box B-915, Editor & Publisher.

Wanted.
Advertising man experienced in small-town field to work two or three months signing up contracts and organizing the advertising department of a recently established daily in northeastern Ohio. State qualifications, salary expected, etc., in letter. B-910, care Editor & Publisher.

Wanted.
A classified manager in a city of over 100,000. No wandering pilgrim need apply. Some good aggressive second-string man on a big paper which has given him modern experience is preferred. Industry, enthusiasm and results achieved, will be rewarded. Box B-905, Editor & Publisher.

Wanted.
Circulation Manager or Assistant who is now holding position paying about the limit that his company can give him and who is ready and able to take up bigger propositions. Such man must be capable of handling force of house to house salesmen. Position is permanent with good chance for advancement in salary and position. State age, experience, if at present employed, whether married or not. Replies confidential. B-909, Editor & Publisher

CIRCULATION BUILDERS

125% More Circulation for Another Daily.
The Alexandria Daily News, Alexandria, Ind., will gladly answer your letter of inquiry as to our service. Write the publisher, K. J. Sullivan, and inquire about the results of our circulation and advertising campaign for the News. Have us develop your territory for you this year. Don't delay; write today. Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Indiana.

MAILING LISTS

National Newspaper Reading Service
compiles mailing lists of births, deaths, engagements or marriages from original press clippings. Four Terrace, Buffalo, N. Y.

NO HEARING ON NAME SUIT

Absence of Federal Judge Indefinitely Postpones Post-Dispatch Case

Hearing of the motion for a temporary injunction sought by the Pulitzer Publishing Company, publisher of the *St. Louis Post-Dispatch,* to restrain the Houston Printing Company from using "Post-Dispatch" as a name for its newspaper, was not held at Houston on October 11, the date on which it had been set.

Federal Judge Hutcheson, of the Houston Division of the Southern District of Texas, is absent from the district, and Federal Judge Benjamin C. Dawkins, of the Western Division of Louisiana, who was sitting in Judge Hutcheson's absence, declined to hear the case. Although John F. Green, of Judson Henry & Green, St. Louis, counsel for the Pulitzer Publishing Company, went from St. Louis to attend the hearing, the case is not now set for any date. In the meantime, the *Houston Post-Dispatch* continues to use that name.

N. J. News Men Tour Times Plant

A delegation of 35 executives and employes of the *Passaic* (N. J.) *Daily News,* visited the *New York Times,* Oct. 14, and inspected the newspaper's plant.

Oklahoma Editor Retires

R. C. Nash, formerly editor and publisher of the *Osage* (Okla.) *Chief,* has retired after passing his 70th birthday. Mr. Nash had owned and published 13 newspapers during his career. He began newspaper work in Michigan 30 years ago.

WOULD REVIVE POWER OF EDITORIAL PAGE

Illinois Press Organizes Group to Promote Editorial Writing—Gravenhorst Elected President at Annual Meet, Oct. 9-11

Members of the Illinois Press association at their annual meeting at the University of Illinois, Urbana, which closed Oct. 11, indorsed the organization of an auxiliary society which will have as its chief function the restoration of the editorial page to the place it occupied in the early days of American journalism.

B. H. Gravenhorst, of the *Effingham* (Ill.) *County Review,* was elected president for the ensuing year. Other officers are: W. U. Smith, *Waukegan Sun;* A. L. Bowen, *Springfield Journal,* and Miss Catherine McLain, *LaSalle Post,* vice-presidents; H. L. Williamson, Illinois state printer, Springfield, secretary; E. H. Childress, *Fairfield Press,* treasurer. The only change of the executive board was the election of J. H. Harrison, *Danville Commercial-News,* retiring president, to succeed Charles Meade, of Geneva.

After registration Thursday morning the gathering divided into two sections, one under President Harrison discussing the problems of the daily papers, the other under E. P. Preston, of the *Gillespie* (Ill.) *News,* devoting itself to the weekly press.

Mr. Harrison struck the keynote for the rehabilitation of the editorial page when he declared that "the paper that makes a football of its editorial page, and does not maintain a courageous, thoughtful editorial page, not only fails to make the most of its opportunity to gain and hold subscribers, but it lacks stability and the confidence of its readers. No paper is complete if it is content to fill the space that should be filled with editorial, with advertising or frivolous material."

As a result of this talk, the auxiliary was launched with A. L. Bowen, of the *Springfield Illinois State Journal,* as chairman to arrange a program for the meeting next year. John Harrison and W. F. Hardy, of Decatur, will assist him in the work. Mr. Hardy, too, made a more direct appeal for the restoration of "personal writing."

Ernest Gruening, former managing editor of the *New York Tribune,* in a talk said: "Journalism is one of the most important, worthwhile and honorable of professions and I am convinced by approaching the professional ideal, that soon it will be firmly established as a profession. The press is more important today than ever before, and I feel assured despite the fact that radio is of great importance, that it will never take the place of the press."

Lee A. White, of the *Detroit News,* urged the value of a well kept and up-to-the-minute morgue in every newspaper office.

A feature of the meeting was the unusually complete display of front pages and daily and weekly publications. Fifty dailies submitted typical first pages for the judges' selection. The *Bloomington Pantagraph* won first honors, the *Sterling Gazette* ranked second, with the *Belvidere Daily Republican* and the *Moline Daily Dispatch* receiving honorable mention. More than 100 weekly papers entered the contest in their division, first prize going to the *Aledo Times-Record.*

F. A. Curtis, Detroit Ad Man, Dies

Fred A. Curtis, 57, president of the Curtis Advertising Service of Detroit, Mich., died Wednesday, Oct. 8, following an illness of several months. He is survived by the widow, one son and one daughter. The son, F. A. Curtis, is head of the Windsor (Ont.) branch.

Curtis Music Institute Opens

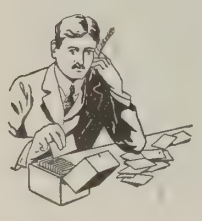
The Curtis Institute of Music, Philadelphia, established by Cyrus H. K. Curtis, publisher of magazines and the *Philadelphia Morning and Evening Ledger* and the *New York Evening Post,* began its first season Oct. 13.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

HALLOWE'EN is coming Friday, Oct. 31, and many stores in your city will want to pay tribute to the witches, spooks, and other nocturnal creatures which delight the children at pumpkin and lantern time.



Candy stores, stationers, fruit markets, and dry goods shops might boost the slogan "Have a Hallowe'en Party" in advertising columns of their local newspapers.

One splendid copy we noticed used by a Los Angeles store last year, shows an old witch riding a broom stick with an invitation to "meet her at Witchville" written backwards to be translated by using a mirror.

All this is advertising "down to the children."

The Yuletide season is also making its debut now with the same appeal. Toy shops are telling people to come early and avoid the Christmas crush.

THE *Rockford* (Ill.) *Gazette* recently ran a full page of barber and beauty shop ads featuring bobbed hair. "Goodbye old-fashioned troublesome tresses. Hello 'Bob'! Bobbed hair is here to stay! Fashion long ago placed her stamp of approval on the bob. Leading stars of the stage and screen have bobbed their hair because they must look their feminine best," was the introduction. Then followed the full page of ads. It was a good stunt for the paper.—J. L. Jellison, Dubuque, Ia.

You can get a little extra space from the plumbers in your town during this season of the year if you go after them, armed with a layout and a suggestion for copy that reads: "Is your plumbing o. k. for the winter? When cold weather comes, we all want hot water. We don't want frozen pipes." Just a reminder to have our plumbing inspected will make us call in the plumber—that means profitable advertising for him, and a little more advertising is sold for you. Try it.—R. John Gibler, St. Louis, Mo.

American Education Week will be observed from November 17 to 23, 1924. Cooperation may be secured in a substantial manner from private schools and colleges, correspondence institutions and book stores, in support of this event.—C. M. Littlejohn, Washington, D. C.

The greatest drudgery of winter is in firing the old furnace which keeps the house warm. And, of course, everyone who has a furnace is interested in anything which promises to do away with this drudgery. So it would be a splendid stunt for the paper to get up a page or double page of ads of local concerns dealing in oil stoves, gas heaters and other appliances designed to heat homes without the use of coal furnaces. The heading over the ads should urge people to get away from the bother and dirt of a coal furnace. It shouldn't be very difficult to get up a group of ads of this sort.—Frank H. Williams, Santa Ana, Cal.

A little bonus for the classified advertising branch office that produces the greatest number of new orders each week serves to stimulate more interest, and business through getting the branch offices to push classified actively. We tried it out and the plan went big for a gross increase of about 30 per cent over preceding months.—B. A. T.

Offer a prize for the best solution of the problem of getting out the vote in the coming election and go after political advertising to run on the same page, offering at the same time a certain number of lines in which candidates may explain their reasons on why they should be elected, barring any appeal to the people to vote for them.—Chas. H. Cowles, Poteau, Okla.

A publication in Northwestern Iowa recently carried a "Truth in Advertising" ad for ten weeks, paid for by the foremost advertisers in the town. It tended to create faith in advertising. It made a fine feature for light days. Donald O. Ross, Washington, Ia.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

ARE there historic spots in your city? Why was that memorial tower in the center of City Park given to the city? Did you know that these chimes in Grace Church were put there to commemorate Admiral Perry's victory? Does the present generation realize there was a ten years' legislative fight before the Main street bridge was built? Sketches of these objects, which your readers know but do not know about, with a brief exposition of their significance, make a good semi-weekly feature.—H. M. Haffard, Providence, R. I.

Here's a clever box that Lee N. Merriman published, on the first page of the *Marshall* (Tex.) *Messenger*, to suggest to his readers the speed of printing and delivery of his newspaper:

> "Be careful—this ink is wet. Ten minutes after presses started this paper is on sale at the Fair Grounds."—M. E. P.

Hallowe'en comes this month. Don't forget to start features about games for parties, special menus, recipes, decorations, etc. Your readers are on the lookout for these things, and they will make your paper more popular. Your society editor can write these features along with her regular work.—R. John Gibler, St. Louis, Mo.

An Illinois newspaper found it produced good results to publish a more enlarged time table than is customary, once each month. The time table not only gives the arrival and departure of trains, but also shows from where the trains come and go, and indicates whether each train carries mail.—B. A. T.

If you have ever been away to school or college—or anywhere else, for that matter—you know how much you miss the home town paper. And right here is a way to swell your subscription list. In your paper every day tell the fathers and mothers of those homesick youngsters who went away to school a few days ago just how much they would like to know what's going on "back home." Be sure to mention that newspapers beat letters all hollow—they don't have to be answered and they cover the field more thoroughly. Parents will see the point and you will benefit by it.—R. C. Bolton, Jr., *Jamaica Queens County News*.

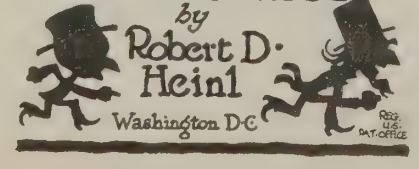
We have found it a good idea to save copies of the EDITOR & PUBLISHER. The Dollar Pullers and Hunches of a year ago often seem better with age and one can often use them to good advantage after thinking over them awhile. This is an especially good plan for holidays and seasonable ideas.—Donald O'Ross, Washington, Iowa.

"What do you prefer in daily fiction stories?" was the question put to readers by one newspaper with awards for the best five letters. The replies were unique and offered a guide to future policy as well as making a good feature in the publication of the letters themselves.—B. A. T.

Is the size of the human foot changing, or are people just becoming more sensible about the kind of shoes that they wear? It used to be that nearly everyone wore uniform lasts, but today there is an ever increasing demand for combinations. Why doesn't someone interview some well known foot specialist, and get up a write-up? The result would not only be interesting—for everybody wears shoes—but a live ad man could get up a special page of footwear ads.—Howard W. Townsend, Seward, Neb.

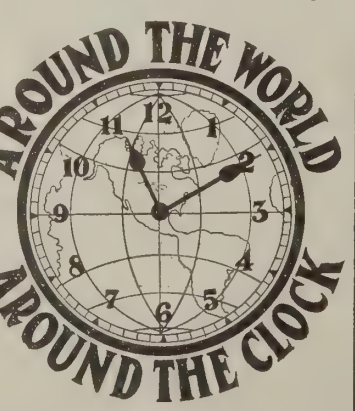
Syracuse University has nearly 100 journalism students.

Try the Sunday Anecdote Feature—
"With the Notables"
by
Robert D. Heinl
Washington D.C.



BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK



UNITED PRESS ASSOCIATIONS
World Building New York

All-Star Features
Comics
Magazine Pages
Editorials
Special Articles
Fiction
Send now for
THE GREEN CATALOG
of
KING FEATURES SYNDICATE, INC.
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Immortal Stories
of
The Bible
Told in Simple Words
for
Children
"The Children's Bible"
by
HENRY A. SHERMAN
and
CHARLES FOSTER KENT
is a
Daily Feature
That
Means Home Circulation
Write for Samples.
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

A Reader Demand For You To Meet
Every Reader Everywhere
A Present or Potential Fan
Daily or Weekly
Crossword Puzzles
As now used by
St. Louis Post-Dispatch
Baltimore American
Washington Post
Cleveland Plain Dealer
Boston Traveller
Oregon Journal
Birmingham News
and others across the country
"Official" Puzzles
From the Second and Third Crossword Puzzle Books.
Edited by the Experts Who Started the Craze
WIRE TO
METROPOLITAN NEWSPAPER SERVICE
Maximilian Elser, Jr., Genl. Mgr.,
150 NASSAU ST. NEW YORK CITY

NFA NFA
The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
Write for samples and rates
NFA NEA SERVICE INC. NFA
1200 W. 3RD STREET,
CLEVELAND, OHIO

Treasures of the Sea

INCREASE

New England's Wealth

	Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356			
*Attleboro Sun ....(E)	5,628	.0275	.0175
***Boston Globe ....(M&E)	278,616	.50	.50
***Boston Globe ....(S)	332,083	.55	.55
***Boston Post ....(M)	362,520	.60	.60
***Boston Post ....(S)	367,600	.55	.55
***Fall River Herald....(E)	15,271	.05	.05
***Fitchburg Sentinel ....(E)	11,410	.055	.045
*Haverhill Gazette ....(E)	15,400	.055	.04
†Lynn Item ....(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader ....(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury (M&E)	32,565	.10	.10
***New Bedford Sunday Standard (S)	27,334	.10	.10
***North Adams Transcript...(E)	9,604	.04	.035
†††Pittsfield Eagle ....(E)	17,073	.04	.035
*Salem News ....(E)	20,784	.08	.07
Taunton Gazette ....(E)	8,551	.04	.03
*Worcester Telegram-Gazette (M&E)	86,049	.24	.21
*Worcester Sunday Telegram (S)	49,849	.18	.15
MAINE—Population, 768,014			
†Bangor Daily Commercial..(E)	14,750	.055	.05
***Portland Press Herald..(M&S)	31,115(A)	.09	.08
*Portland Express ....(E)	27,251	.10	.07
*Portland Telegram ....(S) (Sunday Edition Express)	29,992	.10	.07
†Waterville Sentinel ....(M)	6,134	.035	.025
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot...(E)	5,104	.0375	.025
†Keene Sentinel ....(E)	3,609	.03	.034
***Manchester Union Leader (M&E)	28,846	.10	.07
RHODE ISLAND—Population, 604,397			
†Newport Daily News....(E)	6,249	.0336	.0296
†Pawtucket Times ....(E)	25,555	.07	.07
†Providence Bulletin ....(E)	64,524	.17	(B).23
*Providence Journal ....(M)	36,686	.10	(B).23
*Providence Journal ....(S)	61,575	.15	.15
*Providence News ....(E)	26,845	.07	.07
†Providence Tribune ....(E)	23,603	.10	.09
***Westerly Sun ....(E&S)	4,499	.025	.025
†Woonsocket Call ....(E)	13,666	.05	.05
VERMONT—Population, 352,428			
*Barre Times ....(E)	6,944	.03	.025
†Bennington Banner ....(E)	3,067	.0125	.0125
*Burlington Free Press....(M)	12,983	.05	.05
*Rutland Herald ....(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record (E)	4,024	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram (E&M)	45,795	.15	.15
*Bridgeport Post ....(S)	20,017	.10	.10
*Hartford Courant ....(M)	37,649	.08	.08
***Hartford Courant ....(S)	50,247	.11	.11
†Hartford Times ....(E)	48,875	.12	.12
*Meriden Record ....(M)	7,348	.045	.03
*Middletown Press ....(E)	8,050	.0325	.025
†New Haven Register....(E&S)	42,171	.12	.11
*New London Day ....(E)	11,925	.06	.045
†††Norwich Bulletin ....(M)	12,494	.07	.05
***Norwalk Hour ....(E)	5,624	.03	.03
†††South Norwalk Sentinel....(E)	3,771	.025	.025
*Stamford Advocate ....(E)	9,305	.05	.04
***Waterbury Republican American (M&E)	21,951	.08	.07
***Waterbury Republican ....(S)	15,181	.06	.05

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.
* A. B. C. Statement, Sept. 30, 1924.
(A) Circulation daily edition only.
(B) Combination rate Daily Journal and Eve. Bulletin.

The fishing industry of New England cannot be overlooked when considering this territory as a market to promote meritorious merchandise.

New England produces annually one-half billion pounds of fresh fish which return to the fishermen over $20,000,000. Over 30,000 persons and 1,000 vessels are directly engaged in this industry. It represents an investment of $40,000,000.

In other words, New England produces about 20 per cent in pounds and about 25 per cent in value of the entire American production.

This great business of New England of turning into wealth the resources of the sea is an almost unappreciated asset.

There is only one sure way to get to a New Englander. That is through his local daily newspaper.

There are two million people reading the daily newspapers of New England every day and only through this list of representative dailies can you be assured of getting a fair share of New England's business.

A Mighty Swing Upward

DURING the 9 months of 1924 The Sun published 9,330,752 lines of advertising—*a gain* of more than two million lines over the corresponding months of 1923.

Local merchants know newspaper values. They must seek out the most productive circulation and they have found this in The Sun, which has carried over seven million lines of local display advertising in the 9 months of 1924—*a tremendous gain* of more than one million and-a-half lines over the same months of 1923.

National advertisers, during the 9 months of 1924, have preferred The Sun to any other New York evening newspaper and have used over two million lines—a gain of almost a half million lines over the corresponding period of 1923 and 327,732 lines more than the next evening newspaper.

The Sun has a unique reader confidence among its high-class clientele, making it an outstanding factor for successful advertising campaigns in the New York market.

The Sun

280 Broadway New York

Average Daily Net Paid Circulation More Than 250,000

JOURNALISM LIBRARY
...to be taken from this...

THIS ISSUE:—THE INSIDE OF THE INCOME TAX MUDDLE.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING. NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

Vol. 57. No. 23 | NEW YORK, NOVEMBER 1, 1924 | By Mail in Advance $4, U. S. A.; $4.50, Canada; $5, Foreign | 10c Per Copy

Happy Radio "New Year"!

The Chicago Daily News wishes dealers and manufacturers of radio renewed and increasing prosperity in the "new year" now dawning. It "points with pride" to the achievements of the industry in Chicago in past months, and the resulting harvest now awaiting radio manufacturers and dealers who heed the call to "come and get it." The Daily News is, and was from the very beginning, an ardent patron of radio in Chicago. "The fun of it," as well as the potentialities of the industry, have led it to extend every assistance to fans and the trade in Chicago. The Daily News was the first newspaper in Chicago to erect a broadcasting station, and is today the only paper in Chicago that owns and operates its own station —WMAQ. For the coming season it has planned a radio program—editorial and broadcasting—that will meet the growing needs of the fans and the trade in Chicago. Radio advertisers will accordingly find in The Daily News a medium holding the keen interest of the fans—a medium in which their advertising will influence the buying interest of the great majority of radio enthusiasts and prospects in Chicago.

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

No State Can Offer More or Better Opportunities for Successful Advertising than Can this

Great Keystone State

Pennsylvania leads all states in mineral and industrial production. Its mineral riches are very great. Anthracite and bituminous coal produced are worth together about $900,000,000. The coke output alone is $160,000,000. The natural wealth in iron ore, oil and quarries is very large.

INDUSTRIES OF STATE BUILT ON BASIC ELEMENTS

Pennsylvania produces nearly half the steel of the country, shipping it to all parts of the world. Its production in pig iron is about 14,000,000 gross tons.

PRODUCTION VARIED IN ALL PARTS OF THE STATE

The state leads all Midwest States in cotton goods, is second in silk and wool goods, ranks first in leather output, glazed kid being the most important. There are more than 27,000 industrial plants, paying $1,864,000,000 in wages to 1,523,000 employes.

PROSPERITY IS PERMANENTLY PLANTED

This great commonwealth offers an excellent territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind.

Cultivate This Market With These Newspapers

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10
*Allentown Call .....(S)	19,425	.10	.10
†††Beaver Falls Tribune .....(E)	5,702	.025	.025
†Bloomsburg Press .....(M)	7,189	.029	.029
†Carbondale Leader .....(E)	5,664	.025	.025
*Chester Times .....(E)	15,507	.055	.055
†Coatesville Record .....(E)	6,529	.035	.03
***Connellsville Courier .....(E)	6,302	.02	.02
*Easton Express .....(E)	21,439	.07	.07
††Easton Free Press .....(E)	12,711	.05	.05
*Erie Times .....(E)	26,258	.08	.08
***Harrisburg Telegraph .....(E)	38,546	.095	.095
***Oil City Derrick .....(M)	6,765	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07
*Scranton Times .....(E)	41,414	.12	.11
***Sharon Herald .....(E)	6,287	.0285	.0285
*Sunbury Daily Item .....(E)	4,564	.025	.021
***Warren Times-Mirror .....(E&M)	9,090	.036	.036
†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
†West Chester Local News.....(E)	10,883	.04	.04
*Wilkes-Barre Times-Leader ....(E)	23,775	.08	.05
*Williamsport Sun .....(E)	19,766	.07	.07
†York Dispatch .....(E)	18,527	.05	.05
†††York Gazette and Daily .....(M)	17,435	.05	.05

††Government Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.
†Government Statement, Sept. 30, 1924.
*A. B. C. Statement, Sept. 30, 1924.

The World — NEW YORK — The Evening World

The Maximum of Concentration in the World's Greatest Market

ACCORDING to the statements filed with the United States Government covering the six months' period ending September 30, 1924, THE WORLD and THE EVENING WORLD have together maintained an average circulation during this period in excess of 700,000 copies daily. Their actual net average for the month of September was 741,199. This represents an increase of 28,986 in the circulation of THE WORLD over October a year ago, and a corresponding increase in THE EVENING WORLD of 57,139.

More than 90% of this huge distribution is confined to the shopping district of which New York is the center. This localized circulation represents the most powerful concentration of newspaper distribution purchasable in Greater New York.

The following comparison of circulation clearly indicates the steady, consistent growth of THE WORLD and THE EVENING WORLD during the past year:

	Government Statement					
	6 Months Ending October 1, 1923	*6 Months Ending April 1, 1924*	*6 Months Ending October 1, 1924*	*Increase Over Preceding Period*	*Net Average September, 1924*	*Increase Over October, 1923*
The World	382,739	391,421	404,377	12,956	411,725	28,986
The Evening World	272,335	271,114	314,489	43,375	329,474	57,139

Within the boundaries of the Metropolitan Shopping Area is sold the vast bulk of merchandise consumed by upwards of 7,000,000 people. From this area the local merchant draws his daily trade; here the national advertiser has his saturated distribution. In other words, *this* is where the goods are sold; is *this* where you are advertising?

For a proper understanding of Greater New York's advertising problems, send for an interesting booklet, "Charting America's Greatest Market". It is sent free on request.

The World

PULITZER BUILDING, NEW YORK CITY

Mullers Building, Chicago — *Title Insurance Building, Los Angeles* — *General Motors Building, Detroit*

Chancery Building, San Francisco — *Securities Building, Seattle*

Since it is true, that—

"In Philadelphia

nearly everybody reads

The BULLETIN"

There can be no escape from the conclusion that the advertiser can reach nearly everybody in Philadelphia through The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

Net paid circulation for the six months ending September 30, 1924—

516,609 copies a day

The circulation of the Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.)
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd.
DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

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EDITOR & PUBLISHER

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Vol. 57 NEW YORK, NOVEMBER 1, 1924 No. 23

Whole Press Confused By Treasury Officials' Startling Conflict of Tax Orders

Editor & Publisher Herewith Presents the Mischievous Official Documents—Question of Legality of Publicity May Reach Highest Court—Editorial Opinion Everywhere Divided and Hot Controversy Ensues

WIDESPREAD confusion over the legal right of newspapers to publish income tax returns under certain provisions of the Revenue Act of 1924 has apparently not been abated.

Conflicting opinion as to the intent of Congress when it provided publicity for income tax lists in enacting the law is expected to continue among lawyers until the entire question is threshed out in the courts.

There are legal experts who agree with the opinion expressed by Attorney General Stone that newspapers continuing to publish income tax returns "will do so at their peril."

There are other legal experts who obviously do not share the opinion.

The "best minds" of the bench and bar will probably differ on the subject even after Mr. Stone has carried out his intention of making a test case of the law in the courts.

It is predicted in some quarters the United States Supreme Court may be reached before such a test case is determined finally. It is also thought even a decision by the highest legal tribunal of the country may not quite still what has already developed into one of the strangest controversies ever provoked by an act of Congress.

Among the first to be faced with the conflict of laws, legal opinions, sense of news and idea of the proprieties were the press associations. The Associated Press announced that it would not carry the lists made public by the several tax offices.

The United Press and the Hearst services, the I. N. S. and Universal, on the other hand, determined that the lists were news and supplied them to their clients.

Metropolitan newspapers generally published the local lists and some carried long columns of names and tax payments from other centres. In New York the *Evening Post* on Thursday night stated that it would not publish the names furnished reporters by the revenue office, not only for legal reasons, but because it considered such publication an unwarranted prying into the private affairs of the people. A similar stand was announced by the *Philadelphia Public Ledger* and the *Baltimore Sun*.

The *New York Times* daily since October 24 has published lists of taxpayers obtained in cities all over the country. Other New York papers have concentrated largely on the metropolitan district of New York. The *Hera'd Tribune* printed no lists on October 25, stating that the second treasury ruling that publication violated the law guided its action, but on Saturday and daily since then, it has published the information "under protest."

To even those Washington correspondents long experienced in unravelling the legal tangles often incident to national legislation the peculiar situation created is proving more and more puzzling.

Secretary of the Treasury Mellon originally expressed himself definitely of the opinion that publication by newspapers of income tax returns was unlawful. But a series of statements issued by the Treasury Department on how such returns should be thrown open for "public inspection" under the present revenue law appeared to leave some room for "reasonable doubt."

The entire subject assumed such national importance by Tuesday it was discussed by President Coolidge with his Cabinet. Upon leaving the White House following the Cabinet meeting, the Attorney General stated he and Mr. Mellon were in thorough accord.

Mr. Stone called the newspaper correspondents into his office at the Department of Justice later in the day and distributed among them a statement he was careful to explain was not an "opinion."

The statement is herewith presented by EDITOR & PUBLISHER in full for comparison with those issued several days previously by the Treasury Department which are reproduced in their entirety later on:

"Section 257, Subdivision (a) of the Revenue Act of 1924 provides, among other things, that Income Tax Returns 'shall constitute public records; but they shall be open to inspection only upon order of the President and under rules and regulations prescribed by the Secretary and approved by the President.' Subdivision (b) of the same Section makes it the duty of the Commissioner of Internal Revenue 'as soon as practicable in each year' to cause to be prepared and 'made available to public inspection in such manner as he may determine, in the office of the Collector in each Internal Revenue district and in such other places as he may determine, lists containing the name and the post office address of each person making an Income Tax Return in such district, together with the amount of the Income Tax paid by such person.'

"Section 1018 of the same Act re-enacts Section 3167 of the Revised Statutes as amended, which provides among other things 'It shall be unlawful for any person to print or publish in any manner whatever not provided by law any Income Return, or any part thereof or source of income, profits, losses or expenditures appearing in any Income Return; and any offense against the foregoing provision shall be a misdemeanor and shall be punished by a fine not exceeding $1,000 or by imprisonment not exceeding one year, or both, at the discretion of the court.'

"The effect of these provisions is to allow *general inspection of income tax returns* only under such rules and regulations as may be prescribed by the Secretary of the Treasury with the approval of the President. Subdivision (b) above referred to, however, makes it the duty of the Commissioner of Internal Revenue to *make available to inspection* in such manner as he shall determine in the office of the Collector and such other places as he may determine, lists containing only the post office address of the person making a return and 'the amount of income tax paid by such person.'

"We are informed that the Commissioner of Internal Revenue has authorized the inspection of such lists only in the office of the Collector in each Internal Revenue district. He has authorized no publication of such lists in the newspapers or otherwise. Publication of this information in newspapers is nowhere specifically provided for by the law and appears not to have been authorized under the provision of Section 257 (b). Section 3167 of the Revised Statues reenacted in the Revenue Act of 1924 makes it a criminal offense to print or publish in any manner whatever not provided by law, 'any part' of an Income Tax Return. Just what purpose Congress had in mind in reenacting this provision after it had made it the duty of the Commissioner to make available for public inspection the amount of Income Tax paid by each taxpayer can only be surmised. The provision, however, is expressly made a part of the present tax law, and it appears clearly to be the duty of the Department of Justice to have an appropriate case presented in the courts so that the full force and effect of this provision may be judicially determined. This will be done at an early convenient date."

The first of the Treasury statements, issued October 20, was apparently intended as a notice to the newspapers of the country income tax returns were to be made public property in compliance with the law.

Treasury officials insisted later the instructions issued to collectors of internal revenue embodied in the statement had been formulated merely as a part of regular departmental routine.

Mr. Mellon himself later denied there was any "partisan purpose in the compliance by the Treasury with the mandatory provisions of an Act of Congress."

EDITOR & PUBLISHER believes its readers will desire to have the full text of the statement identified as "Document A" before them for their guidance. It follows:

(*Continued on page* 32)

HOW INCOME TAX STORY BROKE

HOW did this income tax story happen to break? How did the newspapers learn that the information might be available for use at local collectors' offices? These are two points that the welter of buck-passing, recrimination, and conflicting legal opinions during the past week have left unrevealed.

Picking up the threads of the available information and unravelling from them all elements of partisanship and doubt, EDITOR & PUBLISHER gives its readers an insight into the mechanics of this story, one of the most important and puzzling breaking in Washington since the war.

It is stated at the Treasury Department that the original instructions issued by Commissioner of Internal Revenue Blair to collectors on Oct. 20 (see Document A in accompanying story) were not originally "intended for newspaper use," but merely for the collectors themselves.

The real "tip-off" to newspapers that income tax returns were accessible came from a canned statement issued by the Bureau of Internal Revenue in Washington on Oct. 23, three days after the original instructions were sent out. (See Document B.)

On the same night, the following confidential telegram was sent by Mr. Blair to all Collectors of Internal Revenue:

"With reference to Mimeograph 3249 (Document A), the law does not authorize preparation of copies of the income tax list by public. To permit persons to prepare duplicate lists of income taxpayers would seriously obstruct the efficient management of your office. Post conspicuously and call to attention of all who wish to examine income tax lists the provisions of Section 3167, Revised Statutes. particularly that provision making it unlawful to print or publish any income tax return or any part thereof under penalty of a fine of $1,000, or imprisonment for one year or both.

"BLAIR, Commissioner."

The storm had broken.

It was suggested at the Treasury Department on Wednesday of this week that the first intimation newspapers had that the income tax returns were available for "public inspection" was the release above referred to as "Document B." Mr. Blair's instructions of three days before had gone forth without notice to the newspaper corps.

Newspaper correspondents on requesting copies of the latter from the publicity division of the Treasury Department were furnished with copies of Mimeograph 3249 (Document A).

Wires were kept busy Oct. 24, as newspaper men covering the Treasury Department sought to clarify the situation. Statements were forthcoming frequently. It was suggested that newspaper reporters sent to ask local collectors as to the meaning of the canned statement of Oct. 23 have their attention directed to Mr. Blair's first instructions.

Responsibility for the mix-up is apparently being shifted from shoulder to shoulder in the Treasury Department. Treasury officials insist that the whole matter is purely routine. Meanwhile newspaper men are kept running in circles to obtain for their newspapers copies of Mimeograph 3249, which was never carried in full from Washington by the news services.

NEWSPAPERS ARE RAPIDLY DESTROYING TRIAL BY JURY, SAYS DARROW

Dailies Guilty of Contempt of Court Day After Day in Important Cases But Judges Afraid to Act, Asserts Noted Lawyer

By WARREN BASSETT

TRIAL by jury is rapidly being destroyed in America by the manner in which the newspapers handle sensational cases, Clarence Darrow, noted Chicago attorney told EDITOR & PUBLISHER this week in an exclusive interview.

There is no important tribunal case in which newspapers are not guilty of contempt of court day after day, but judges and lawyers are afraid to act, he declared.

Mr. Darrow's opinion on the subject of so-called "trial by newspaper" was asked because of the statement he made during the Leopold-Loeb trial in Chicago that the whole effort of the defense was being exerted to counteract the poison in the mind of the public placed there by the newspapers.

"In all cases that attract any attention the newspapers with their publicity and their eagerness to get special stories destroy the real right of trial by jury," he stated. "And not only do the newspapers publish all the facts but they spend time and money working with detectives to hunt up every weird tale possible that may prejudice the jury and the court.

"Everybody knows the effect of these continuous publications both in the news columns and in editorials. Everyone knows that it deprives the defendant of a fair and impartial trial if the case is made sufficiently public.

'Trial by jury is being rapidly destroyed in America by the manner in which the newspapers handle all sensational cases. Of course it could not happen in England, as far as I know, or in other European countries. It is a species of mob law more insidious and dangerous than the ordinary mob law.

"I don't know what should be done about it. The truth is the courts and the lawyers don't like to proceed against newspapers. They are too powerful. As the law stands today there is no important tribunal case where the newspapers are not guilty of contempt of court day after day. All lawyers know it, all judges know it, and all newspapers know it. But nothing is done about it.

"With the present attitude toward the newspapers I see no way to prevent this growing evil.

"No new laws are necessary. The court has full jurisdiction to see that no one influences a verdict or a decision. But everyone is afraid to act!"

A kindly cynic, the veteran Chicago attorney does not concede that the activities of newspapers in exposing injustices in the courts and in running down criminals is in a sense compensatory or laudable.

"What does it amount to?" he asked with a trace of weariness in his voice. "Do they think the troubles of the world are solved by the imprisonment or execution of one man?"

Mr. Darrow did not appear to be particularly impressed with the fight of Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune* against Judge D. J. Leahy of Las Vegas, N. M.

"I understand he was pardoned by the governor from the original sentences," Darrow said. "If he had been a little fellow he would probably not have been pardoned."

Mr. Darrow was in New York Oct. 26, to debate capital punishment with Judge A. J. Talley of General Sessions.

Millerand Buys Paris Daily

Alexandre Millerand, former President of France, has acquired control of the *Paris Aventor*, a morning newspaper, according to cable advices reaching this country.

In next week's EDITOR & PUBLISHER will be printed a Supplementary Directory of Syndicate Features to take care of omissions which may have occurred in the Annual Directory, which appeared in the issue of Oct. 25.

CHURCHES DISCUSS PUBLICITY

Chicago Federation Holds 6th Annual Conference—McCormick Speaks

A better understanding and a greater co-operation between the pulpit and the press was the keynote emphasized at the sixth conference on church publicity, held under the auspices of the Chicago Church Federation at the Hotel Morrison on Oct. 27. Addressing the 300 persons present at the session, Rev. J. T. Brabner Smith, chairman of the Chicago Church Federation publicity commission, declared that "a closer cooperation between the pulpit and the press will be for the uplift and the betterment of both the pulpit and the press and also the nation."

Among the other speakers were Col. R. R. McCormick, editor of the *Chicago Tribune*, Edward R. Mahoney, city editor of the *Chicago Evening American*, J. B. Wootan of Chicago, formerly head of the publicity department of the Presbyterian Church, Homer J. Buckley of the advertising council of the Chicago Association of Commerce, Maude Ballington Booth, head of the Volunteers of America, ex-Governor Carl E. Milliken of Maine and several leading local pastors.

Walton Joins A. A. C. W. Staff

G. O. Walton, formerly with the United States Lines, has joined the sales staff of the extension division of the Associated Advertising Clubs of the World, New York.

HITS PRESS MONOPOLY

Strachey Says English Press Combinations Harmful and Demoralizing

J. St. Loe Strachey, the editor of *The Spectator*, told Guildford Rotarians last week that all sensible people could not help thinking that since several newspapers had been in the hands of a syndicate, the independent newspapers found their problems more difficult than ever. Newspapers were too much in the hands of one man, who called the tune. It would be all right if that man only called the tune in one paper, but the trouble was that the same thing was said by the same man in several newspapers, and people, seeing it in more than one paper, conclude that it must be so. The way out was to get back to the more independent Press as it once existed.

The provincial newspapers were representative of that idea—independence. He thanked heaven that the great paw of syndication had not reached out to the provincial Press to any great extent. There was no doubt, he said, that one of the factors working for the machine-made mass production syndicate was the cost of production.

AGENCY MEN EAT WHITE HOUSE BREAKFAST



SUCCESSFUL administration of the nation's business is dependent upon the support and co-operation of all interests, among which advertising is highly important, President Coolidge told more than 40 advertising men, representing the Coolidge and Dawes Advertising League Club, who breakfasted at the White House Wednesday.

"Advertising is now properly recognized as a great constructive force," said the President, "The Associated Advertising Clubs of the World with 20,000 and more members, and their expenditure of millions of dollars anually, is undoubtedly a potent factor in industrial and social development.

"It is a great pleasure to have you gentlemen as my guests, I fully realize the sacrifices all of you have made by laying aside your private affairs to journey to Washington to tell me of your appreciation of my efforts and to pledge your support in my campaign.

"The government is a great business, the successful administration of the nation's business is largely dependent upon the support and co-operation of all interests, among which advertising is highly important. The government, besides being a business, has a great humanitarian interest in the welfare of all the people and the means of advertising has been of great assistance in making this possible. You gentlemen know this and you appreciate it, and I am happy and fortunate to be able to count on your support."

"One of the great consolations I have," the President continued, "is to know that I have the approbation and approval of men of business like yourselves and who have expressed your genuine sympathy and have given me your support. In return I can only say I am grateful and in return I give you my pledge that I shall continue those policies that have brought peace and prosperity to this nation.

"I wish to convey to you my hearty sympathy with their efforts for the continuing of betterment of business through the enforcement of the best ethical standards in advertising. To the extent that this shall be accomplished, they will contribute to the extension of prosperity and the elevation of all the ideals of the business world."

The delegation, which came under the auspices of the Coolidge-Dawes Non-Partisan League, arrived at the White House at 8 o'clock and after a welcome from the President and Mrs. Coolidge sat down to an old-fashioned New England breakfast of cereal, bacon and eggs, buckwheat cakes, Vermont maple syrup and coffee. Later the advertising men were photographed with the President on the south lawn of the White House, and several spokesmen for the delegation explained why the delegation came to Washington.

Frank Presbrey, of New York, president of the Coolidge-Dawes Advertising League, asserted that the 20,000 advertisers and agencies represented by the delegation wanted the present prosperity of the country continued.

Edward Gibbs, member of the Advisory Board of the A. A. C. W. said the advertisers and advertising agencies of the country are interested in the election of President Coolidge because prosperity has a direct bearing on advertising.

"Advertising," said Mr. Gibbs, "has become one of the powerful forces of the world. The chicanery, the deceit, the untruthfulness with which, I regret to say, it was formerly invested, have practically been eliminated. We stand on the threshhold of a new era—advertising has come into its own."

He went on to relate the aid given the government by advertising men during the war.

Others who spoke were Lynn Summers of Scranton, vice-president of Association of National Advertisers; George L. Kleiser of San Francisco and Edward Noble of Chicago.

Presbrey headed the delegation. The complete list of names will be found on page 26 of this issue.

CAN WOMEN SUCCEED IN MODERN JOURNALISM?

Mrs. Winifred Black, "Star" Woman Writer of the Hearst Organization Says Only One of Every 500 Get Ahead—Remarkable Story of Her Own Career as Reporter and Syndicate Writer—Called "Jane Addams of the Profession"

By TRUMAN HANDY

ONLY about one of 500 women applicants for newspaper work ever succeeds today.

Somehow the modern girl with her dash and diablerie and over-abundance of self doesn't fit the journalistic pattern. . . .

"Because," said Winifred Black, "star" woman of the entire Hearst service, "they are entirely too pleased with themselves to take the program. They all have a 'message' to deliver nowadays . . . and nobody wants a 'message.' What people want is *news*—lots of it and interestingly written."

The white-haired, keen-eyed Mrs. Black is the striking example of what every journalist in his mind's eye would like to be. Calm, poised,—*efficient.* Arrived at a point in her career when she can sit in the sunlit studio of her home atop a hill that overlooks entire San Francisco and write what she pleases, when and how she pleases with such aplomb that no mere editor would dream of blue-pencilling her copy.

The seasoned legionnaire of a thousand combats of woman's wit against the world-at-large in the struggle for news, she has dedicated her life to getting the news in such a fashion as to have become an almost world-wide figure journalistically in a career dating back some 30 years.

In her own profession she is as distinctive as Jane Addams or Ethel Barrymore and at an age when a majority of women would be content to ruminate on the laurels of a well-ordered life she is still actively in the newspaper harness,—a producer whose prolific copy output is a by-word.

She speaks of newspapering not as a "game" or a "profession" but as a "business" and, throughout a career in which she has been closely associated with such newspaper nabobs as the late Sam Chamberlain, Ambrose Bierce, Charles Dryden, Julian Hawthorne, Homer Davenport, Arthur McEwen, and hosts of others whom out of regard for space we will not mention, Mrs. Black has held every post an editorial room can offer including news editor, copy reader, Sunday editor, assistant managing editor, acting managing editor and editorial editor as well as a reporter and special writer.

Reporter! That's the essence of her. A nose for news and no obstacle too great to be overcome to get the news.

But her own expression—as she dictated it to her secretary—is the most graphic.

"Every newspaper office in the country is besieged by women who want to get into it—old women and young women, bright women and dull women, heartless women and scheming women,—out of every 500 of whom there ought to be at least one good 'prospect.'

"Very few of them succeed and when they get the job not more than one of the 500 makes good at it.

"There's no mystery about that at either end of the story. Newspaper work is the most fascinating and the hardest work in the world.

"To be a successful newspaper woman you have to act like a woman and think like a man.

"You must be courageous, resourceful, quick-witted, determined, energetic, obstinate, dogged, hopeful, enthusiastic, light-hearted, easily moved to tears, sympathetic, in love with life and deeply interested in human beings of all grades and both sexes.

"And you must wear as a mask over these qualities an exterior of some sort of feminine appeal, for the male editor hates a masculine woman no matter how clever she is or what good stories she can write,—and he is in a way partially right.



Mrs. Winifred Black

"To be a successful newspaper woman you must think like a man and be

"Courageous
"Quick-witted
"Determined
"Energetic
"Enthusiastic
"Sympathetic."

"Be feminine—the male editor hates a masculine woman no matter how clever she is or what good stories she can write and he is, in a way, partially right."

"Newspaper work is the most fascinating and hardest work in the world."

"A newspaper woman can get a lot of stories that a man can't touch *just because she is a woman.*

"Half her value to her paper is not only her feminine appearance and appeal but her feminine point of view.

"She must be first of all a human being and after that a woman and after that a newspaper reporter!

"And no woman can do real newspaper work unless she starts in as a reporter and keeps on reporting in one way or the other until she dies—or quits the game.

"That's the trouble with a lot of the girls who want to go into the business. They like to meet distinguished people. They want to see their own names in print and they are crazy to give their opinions to the world before they're old or experienced enough to have any opinions to give. They all want to write editorials and signed stuff from the day they walk into the office and ask for a job.

"Newspaper editors make a great mistake when they allow a woman to do either of these things until she's been in the game long enough to know something about newspapers and what newspapers are really trying to do."

Mrs. Black's first "break" into the game came when, as a young girl, some letters she had written her sister were published in the *Chicago Tribune.* That gave her the newspaper idea. Later, her family sending her to San Francisco, she applied for a berth with the *Examiner,* claiming she had had years of experience.

"The city editor gave me a chance and sent me to write the opening of a big flower show. I didn't know what to do or how to do it but I never said a word. I wrote the story on the steps of a step-ladder in the hall where the flower show was, turned it in to the office and went home with a raging sick headache. I was up before daylight in the morning and there was my story on the front page. I nearly died of heart failure.

"When the mist cleared from before my eyes, I observed, however, that somebody had written three paragraphs to start my story and in those three paragraphs was everything of the least importance in the article. *I had forgotten to tell where the flower show was, who was conducting it, who won the prizes, how long the show would be open and what the prizes were.*"

But, for her first big story, she went out onto the street, fainted and was taken to the receiving hospital so she could investigate conditions there.

The feature was the means of an entire rebuilding of the city hospital system of San Francisco, the purchase of ambulances and the employment of matrons in both police stations and hospitals.

Her next "beat" was her visit to the leper settlement on the Island of Molokai.

By that time she was fairly launched in the newspaper world and did police reporting, murder trials, breach of promise cases, church quarrels, elopement stories, deserted mother "sob" stories, club activities, society; was dramatic critic for two years and supplemented this with book reviewing.

She was the first "foreign" newspaper correspondent—man or woman—to get into Galveston and send out the story of the great flood.

She interviewed Governor Taylor of Kentucky when he was hidden in the state house at Frankfort with militia surrounding the capital building and all the newspapers in the country trying to get a look-in.

When President Harrison made his celebrated tour of Western America and refused to be interviewed she "scooped" the world by hiding under the dining table in his private car until she'd gotten an edge on his conversation.

But what she is chiefly beloved for in the West is her newspaper work in behalf of incurable children. Under her signature of Annie Laurie, which she uses today in the *San Francisco Examiner* she sponsored a movement in behalf of—and was largely responsible for—the building of special hospital wards for incurable children, eye-and-ear cases and for tubercular children.

When William Randolph Hearst bought the New York American she went to it from San Francisco with Homer Davenport, the cartoonist, and Charles Dryden, the baseball writer.

But the the following is illustrative of one of her "stunts." She went to Denver for a six weeks' leave of absence with Julian Hawthorne, Ella Wheeler Wilcox and Homer Davenport, married a Denver newspaper man and stayed there for 12 years, going to Kansas City to help her husband build up the *Kansas City Post.* In a year that daily's circulation was raised from 20,000 to 125,000.

"We woke up Kansas City," she reminisced, "with a series of performances calculated to stir even the most sluggish blood, which included getting up the first Fourth of July procession ever held there since the War of the Rebellion."

During a subsequent Independence-Day celebration there several children were badly hurt by firecrackers, and the next year Mrs. Black and her husband put over an ordinance prohibiting the use of dangerous fireworks by publishing the names and telephone numbers of the entire board of aldermen on the front page and telling the women of Kansas City to let the "city fathers" know how they felt about the matter.

On the third day of this personal exploitation the aldermen visited the newspaper office in a body and begged Mrs. Black to call the women off, by promising to pass the ordinance.

Again, in Kansas City, Mrs. Black was instrumental in getting out the first extra of a murder verdict ever published in that intrepid city and sold 10,000 copies on the steps of her rival paper's office within ten minutes after the edition was out!

In all this time, however, she never lost her connection with the Hearst newspapers, with her details including the Thaw case, the San Francisco earthquake-fire and the St. Louis cyclone, and making an investigation of Lloyd George's old-age pension.

On her return to Denver from the scene of the 'Frisco fire disaster, she was instrumental in ferreting out various unreliable insurance companies that refused payment of policies during the fire, by publishing a classified list of the firms together with the degree in which they were or were not co-operating with their stricken policy-holders.

"I got my information first-hand from San Francisco by confidential telegrams," she remarked, "and kept up with the situation day by day. Other newspapers in the country saw what we were doing and followed suit."

Twelve years ago she returned to San Francisco,—her "home office,"—where she at once became one of the most potential influences of the Examiner, and where everybody knows her as Annie Laurie through her featured editorials.

In addition to these, however, she is one of the drawing cards of the Newspaper Feature Service, and receives unlimited correspondence from women in all parts of the globe asking her counsel and opinions in diverse matters.

She is a woman with a heart in her and a brain that is true as steel. Evidence of this is the powerful influence she exerted two years ago when she visited every paper in the Hearst group in what she calls a "stirring-up" campaign against the narcotic evil.

She is a known friend of the struggling newspaper man or girl who can show bona fide talent, yet she hates a work slacker.

"City editors," she said, "are always complaining they can't get good newspaper women any more. Part of it is the woman's fault,—and part of it, the editor's.

"Some city editors fall in love with every girl who comes into the office and when the city editor falls in love with a girl—she will either have to show him 'where to get off' as she would probably say, or she might as well give up the business. Everybody in the office will hate her, the city editor will 'shield her' from hard work and unpleasant ex-

(*Continued on page 37*)

A. N. P. A. MOVING UPTOWN AFTER 20 YEARS IN WORLD BUILDING

History of 37 Year Old Association of Publishers Told—Began with 51 Members, 500 Now Enrolled—Present Committees Named

AFTER 20 years of continuous operation from the World Building, 63 Park Row, New York, the American Newspaper Publishers Association this week completed arrangements to move November 2, to new offices in up-town New York at 270 Madison avenue, where it will occupy the fifteenth floor.

This represents the third change of headquarters in the association's 37 years of history.

Prior to accupying offices in the World Building the A. N. P. A. was first located at Temple Court and then in the Potter Building, New York.

The move up-town is in line with the general newspaper migration and in order to be in a more central location for the convenience of out-of-town members visiting New York.

Continuous and steady growth has characterized A. N. P. A. history since its organization in 1887 under the direction W. H. Brearley, *Detroit Evening News;* J. Ambrose Butler, *Buffalo News,* and J. C. Briggs, *Columbus* (O.) *State Journal.* The first president was W. M. Singerly, of the *Philadelphia Record.*

From a membership of 51 newspapers, the association now numbers in excess of 500. S. E. Thomason, *Chicago Tribune,* is the present president. L. B. Palmer is in his 20th year as general manager.

In 1912 the association boasted of handling 6,000 claims of members annually. During 1923, 13,000 claims were received for collection. In 1923 also 15,000 reports were supplied to members.

An important highlight in the association's history is the establishment in 1913 of the Bureau of Advertising. The Bureau is the result of a consolidation in that year of the Daily Newspaper Association, United Newspapers, Inc., and the National Newspapers Association. The Bureau of Advertising's first committee consisted of J. F. MacKay, *Toronto Globe;* H. F. Gunnison, *Brooklyn Eagle;* Hilton U. Brown, *Indianapolis News;* Fleming Newbold, *Washington Star;* Jason Rogers, then of the *New York Globe,* and the late John R. Rathom, of the *Providence Journal and Bulletin.*

The Bureau has grown considerably since its formation in 1923. Now it has offices in Chicago and San Francisco, in addition to headquarters in New York.

William A. Thomson, is director of the Bureau of Advertising; Thomas H. Moore, associate director; F. Guy Davis, western manager; and Thomas L. Emory, Pacific Coast Manager.

The present committee in charge of the Bureau has as chairman, William F. Rogers, *Boston Transcript,* and Harry Chandler, *Los Angeles Times,* vice-chairman.

Other members are J. M. Cleary, *Chicago Tribune;* Howard Davis, *New York Herald Tribune;* W. C. R. Harris, *Toronto Star;* William I. Hofmann, *Portland Oregonian;* D. D. Moore, *Fort Worth Record;* Fleming Newbold, *Washington Star;* David B. Plum, *Troy Record;* George M. Rogers, *Cleveland Plain Dealer;* Allison Stone, *Providence Journal;* Louis Wiley, *New York Times,* and John B. Woodward, *Chicago Daily News.*

The work of both the American Newspaper Publishers' Association, and its Bureau of Advertising, is efficient and continuous, rather than sensational.

A list of A. N. P. A. committees, with the names of the various chairmen, perhaps best of all sums up the association's annual work. Such a list, the committees of 1924, are herewith published for the first time:

Special Standing Committee: H. N. Kellogg, chairman.

Paper Committee: E. P. Adler, *Davenport* (Ia.) *Times,* chairman.

Postal Committee: J. D. Barnum, *Syracuse* (N. Y.) *Post-Standard,* chairman.

Committee on Federal Laws: A. L. Miller, *Battle Creek* (Mich.) *Enquirer-News,* chairman.

Committee on Arbitration Contracts: Victor F. Lawson, *Chicago Daily News,* chairman.

Committee on Open Shop: D. D. Moore, *Fort Worth Record,* chairman.

Committee on National Forest Resources: E. H. Baker, *Cleveland Plain Dealer,* chairman.

Committee on Circulation Audits: Hilton U. Brown, *Indianapolis News,* chairman.

Committee on Printing Trade Schools: W. J. Pattison, *Scranton Republican,* chairman.

Committee on Traffic: E. M. Antrim, *Chicago Tribune;* Jos. A. Blondell, *Baltimore Sun,* and James P. Considine, *Philadelphia North American,* members, no chairman.

Topics Committee: H. C. Adler, *Chattanooga* (Tenn.) *Times,* chairman.

Committee on Radio: W. A. Strong, *Chicago Daily News,* chairman.

Budget Committee: Howard Davis, *New York Herald Tribune,* chairman.

Sells Lebanon Pioneer

Ben F. McKey, editor and owner of the *Lebanon* (Ind.) *Pioneer,* has sold the newspaper to Alva H. Wyncoop and J. Ralph Cunningham, of the *Lebanon Daily Reporter.*

ADVERTISE PEACE

Gov. W. R. Farrington Thus Urges Advertising Men

Advertising is the best pathway to peace, in the opinion of Gov. Wallace R. Farrington, of Hawaii, organizer of the Honolulu Advertising Club, who, recently addressing the San Francisco Advertising Club, spoke a message to all advertising men everywhere.



W. R. Farrington

"The advertising of peace," he said, "is one of the most powerful weapons we have against future wars.

"The most important duty of an advertising club, I believe, should be to sell the idea of the responsibilities of citizenship to our people.

"The principles of good advertising are based on truth with an honest product behind the advertisement. We should apply that same principle of truth and honest goods to our civic and community affairs.

"Let us sell our own country to our own people."

With this plea Governor Farrington told how advertising had benefited the Hawaiian Islands.

He cited the wide publicity given to the idea that Hawaii is the key to the Pacific ocean in time of war or peace as the main factor in influencing the American people to accept Hawaii's plea for annexation in 1898.

NEWARK PAPER STARTS PROFIT-SHARING PLAN

L. T. Russell, Publisher Newark Ledger, Will Give Stock Equal to 5 Per Cent of Yearly Wages to Employes

L. T. Russell, owner of the *Newark* (N. J.) *Ledger,* has announced a profit-sharing plan for employes of the newspaper by which each employe who saves 5 per cent of his yearly salary is given a share of 7 per cent preferred stock in the company equal to 5 per cent of his salary.

Each participant in this co-operative plan must carry $1,000 life insurance for each member of his or her family, if acceptable as an insurance risk, in case he or she has dependents.

Well-known bankers will be trustees of the profit-sharing arrangement and men will be elected from each of the various departments to carry on the work.

The equivalent of 5 per cent of each worker's wages will be presented on the following conditions:

That each worker to share in this co-operative plan signify his or her intention within 10 days; that the 5 per cent stock bonus is contingent upon the worker making a like saving out of his wages, as will be evidenced by savings bank account, Building & Loan, or other approved security, resulting in the worker having at the end of the year a net saving account of 10 per cent of the full year's wages.

The only other condition is that the employes' attitude toward the institution is such as to satisfy his or her associates that they are in good faith living up to the spirit of the co-operative ownership as though it were their own property and the responsibility personal.

BUTLER (PA.) EAGLE OCCUPIES NEW $250,000 PLANT



THE *Butler* (Pa.) *Eagle,* now in its 55th year, last week celebrated the opening of its handsome, new $250,000 newspaper plant, when in one evening more than 12,000 persons inspected the various departments.

The new building has a frontage on Diamond street of 60 feet, and extends a distance of 108 feet on Jackson street. It was constructed of Indiana limestone, brick, cement and steel, thoroughly fireproof throughout. There are 18,444 square feet of floor space.

A New Home Edition of 40 pages was issued recently in which the plant was described by word and pictures.

Business offices are located on the main floor in a large lobby with U-shaped marble counters. This office is 60 x 35 feet, the woodwork being of mahogany. The composing room at the rear is 60 x 50 feet, containing a battery of five Linotypes.

The editorial rooms are on the second floor, occupying the front of the building, while a job printing department is at the rear of this floor.

The pressroom is located in the basement, lighted on two sides by large windows. The Eagle recently installed a 32-page Hoe press. When the newspaper moved into its new home, the plant was equipped with all new, modern machinery for printing an evening edition of approximately 13,000 circulation.

It is published in the county seat of Butler county, Pennsylvania, and is the only daily newspaper in the county, distributing more Eagles daily than there are homes in the section.

Levi M. Wise is president of the Eagle Printing Company; B. L. Wise is business manager; John Laing Wise, managing editor; and Vernon L. Wise, advertising manager. The Eagle Printery, commercial printers, is a separate organization, of which Gerald L. Wise is the proprietor.

PUSHCART CRADLED CIRCULATOR'S FORTUNE

Louis Weinstock, Immigrant Boy Who Began Vending Foreign Language Dailies on New York's East Side Now General Manager of Company Which Distributes More Than Half a Million Newspapers Daily

By WARREN BASSETT

O. HENRY would have liked Louis Weinstock.

The gifted weaver of stories about "Bagdad-On-the-Subway" would have recognized in him the hero of an East Side romance.

It is a business romance, of course, minus the dramatic twist, the startling denouement, but inextricably woven with the pulse of life in that curious teeming section of New York which lies east of Third avenue.

Twenty-nine years ago Louis Weinstock was an immigrant boy selling newspapers from a pushcart on Orchard, Rivington, Forsyth and Chrystie streets in the heart of the Ghetto.

Today he is part owner and general manager of the Metropolitan News Company, the largest independent company in the world specializing in newspaper delivery.

Every day a fleet of 60 motor trucks from the Metropolitan News places more than half a million newspapers on 4,200 dealers' stands. These stands are dotted over an area more than 12 miles long and several miles wide from Park Row to the distant fringes of the Bronx.

Nearly half of these newspapers are English dailies, the remainder foreign papers printed in a half-dozen different languages. The company handles 22 foreign and 12 English papers.

Regarded merely as a remarkably efficient newspaper delivery system, the Metropolitan News Company is interesting, for efficient distribution is one of the most important keys to newspaper success in New York where carrier systems are unknown and circulation depends entirely upon newstand sales.

But a more interesting angle is the part the news company has played in promoting the sales of English newspapers in sections where they hardly penetrated. Today the company delivers approximately 200,000 English morning dailies. It also delivers more than 300,000 foreign language papers. It takes orders from the 4,200 dealers for the 34 newspapers on its list and buys wholesale from the publishers. It is an intricate business. The prices of the papers vary, the size of the individual orders vary. Forty bookkeepers are employed to keep accounts straight.

With its fleet of motor trucks, its carefully planned routes, and dealer contacts, the company is in a strategic position either to aid or neglect a publisher. But it has always aided, and for that reason has grown to its present proportions. It maintains a sliding scale of delivery charges to the dealers ranging from $1.50 to as low as 10 cents per week. For a dime a week the small dealer in an outlying section gets his stock of papers as regularly as the subway station dealer whose order runs well into the hundreds. He is encouraged to stay in business, and it helps newspaper sales by furnishing the dailies one more place to display their wares.

The company aids newspapers in other ways—for instance, by delivering mail copies of foreign language papers to post-offices and railroad stations. New York's foreign papers have almost as many out-of-town subscribers as they have sales in the city. The outgoing mail is a problem. The Metropolitan News Company handles this mail taking it to the post-offices befor the regular city delivery begins. For a charge, of course. But it is far cheaper than if each publisher bought his own trucks and employed his own handlers.

And then they tell the story of the newspaper that needed new presses. Its funds for improvement were low, but its circulation was good. Louis Weinstock believed the paper had a great future. He came to the rescue, and the Metropolitan News Company lent the money which bought the presses.



Louis Weinstock at his desk today.

Beyond all this the outstanding service of the Metropolitan News Company has been its development of English newspaper sales in foreign sections.

How this was done brings us back to Louis Weinstock and his pushcart.

The general manager of the Metropolitan News Company, now 42, came to the United States from Austria with his parents at the age of 11. Like most immigrants, the Weinstocks settled on the East Side. Louis could not speak English, but neither could the majority of dwellers in his section which lies above Canal street and east of Chrystie.

In those days it was a tough district, and it is no drawing-room even to-day. The population was predominantly foreign. Italian, Yiddish, Polish, German, Russian, and a dozen hybrid languages were spoken.

It was as hard to buy an English daily there as it would be to-day on the streets of Moscow or Vienna, perhaps harder. The demand for papers was so low New York circulators refused to go to the expense of delivering in this tortuous, crowded section. Virtually the only newspapers read were Jewish dailies.

Eleven-year-old Weinstock jumped into the circulation business as a newsboy. He sold only Jewish papers. After a year of this he got the idea of a delivery service to newsdealers. At that time each dealer had to carry his own bundle of papers from the newspaper offices. Weinstock planned a route, interviewed the dealers, constructed a pushcart and inaugurated his own independent delivery system. The pushcart was more like a baby carriage—a short, deep box set on four wheels of slightly varying sizes. He handled three evening Jewish papers.

Weinstock and his first delivery cart.

For five years Weinstock trundled his pushcart over his route, collecting ten cents a week from each dealer for his services. He kept the orders in his head and collected the money for the papers in advance, for now he was buying directly from the publishers. If a dealer was prosperous and sold a larger number of papers than the average he charged a little more—15 cents.

Nineteen hundred was the year of the great East Side newspaper delivery merger. With four other East Side route owners, Weinstock formed the Metropolitan News Service. His partners at that time were Morris Eisenman, Meyer Rosen, Charles Hertzig and Joseph Kalmanoff, and they are still his partners. Into the common pool Weinstock placed his route, which was netting him at that time an income of $18 a week. The five shareholders voted themselves a salary of $10 a week each. Their office was a basement which opened into a coal cellar. It was here they stored their pushcarts at night. At one time their revenue was so low they discussed abandoning the partnership and returning to their old routes. Then the *Jewish Morning Journal* started, and the increased business tided them over.

The five partners worked efficiently and the business grew. The East Side grew also; English was mastered, and there began to be a demand for English newspapers. In 1912 they entered the English field. They encouraged their dealers to take a few English dailies along with the large orders of foreign papers. They worked consistently, and soon the *New York Herald*, the *Times*, the *Tribune* and others began to appear on stands that had never carried them before. And slowly the circulations of these papers in the foreign sections covered by the Metropolitan News Company began to mount.



Within a few years the company was placing 40,000 English language newspapers on East Side stands every day, in addition to a larger number of foreign papers. The company bought from all publishers, delivered, and charged the dealers a delivery fee. With the advent of automobiles, the company motorized its equipment and became the first automobile news company delivery service.

As the Jewish population north of 125th street and in the Bronx began to grow the Metropolitan News expanded its service to embrace this territory.

This brought a friendly territorial conflict with the American News Company, which for many years had held exclusive delivery rights for all English morning newspapers in all parts of the city. "Friendly contest" is correct, as the correspondence files will show. The American News distributed magazines as well as newspapers. The publishers had allowed Weinstock's company to deliver English dailies on the East Side because the American News maintained no delivery in this unproductive section. Uptown the American News delivered both Jewish and English dailies; the latter by contract the former by purchase on order.

The American News requested Weinstock to discontinue distributing his quota of 40,000 English dailies. A conference was called. The Metropolitan News Company asked a compromise which would portion certain territories between the companies, allowing both to deliver English and foreign papers. This compromise failed.

It was time for ultimatums.

"I agreed to drop the English dailies," Weinstock declares, "but I warned the American News I would contract with the German, Jewish, and Italian dailies for exclusive delivery."

Weinstock kept his word. He obtained exclusive contracts. The situation changed.

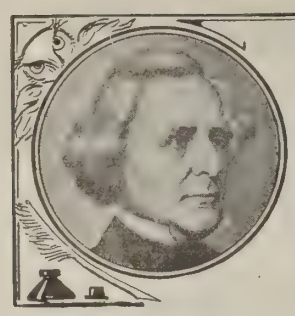
The orders for these foreign papers were so large, delivery could be maintained by the Metropolitan News at a reasonable cost. But orders for English dailies were so small the American News could not make deliveries in outlying sections now that they had lost the foreign papers.

This was in January, 1923. A year later, on Jan. 1, 1924, because of the increasing cost of delivery the American News Company gave up its New York City newspaper contracts, recommending that the Metropolitan News Company be given much of the business. In the resulting readjustment of the New York delivery system the Metropolitan News took over the distribution of more than 200,000 English dailies in the section it had developed—and the lower and upper East Side, and the Bronx.

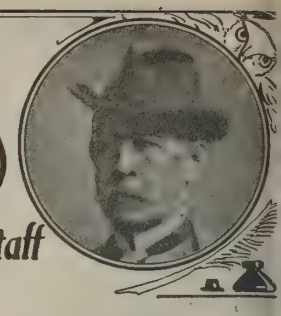
The Metropolitan News Company is an intricate business to-day. It employs more than 200 men, and owns a large garage and office building at 47-53 Chrystie street. It has not deserted the East Side, where the five pushcart news vendors first formed their partnership.

And what does Louis Weinstock, who supervises the delivery of half a million newspapers a day know about newspaper

(*Continued on page* 37)



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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CHAPTER TWENTY-THREE

Illness and Death of James Gordon Bennett, Sr.—Editorial Tributes to Him—His Funeral and Various Comments on His Career

MR. BENNETT, Senior's health had begun to fail in 1871, and during the summer he rarely left his picturesque home at Fort Washington, intrusting the management of the Herald almost entirely to his son. There, in peace and quietude he rested from his arduous labors, spending hours in his large grape arbor, with his feathered pets—macaws and parrots; with his greenhouse and son's gymnasium in the rear, and the flower garden overshadowed by tall forest trees in front. In slippered feet, with stacks of books and a complete Herald file at command in the house, he leisurely read and wrote, thus passing the hours in what was his Elysium. An interesting incident in this connection was related by Embree Hill, a policeman who was transferred to Carmansville, his post being along what was called the Bennett road.

"On my first patrol," said he, "I saw under an arbor a tall, white haired man, who looked as if he might have been a soldier, sitting reading. He said, 'Good morning, officer,' and I replied, 'Good morning, Sir.'

"Then he invited me to come into the arbor and sit down. When I demurred that I might get a complaint for doing so, he said:

"'God won't report you, and I'm sure I won't!'

"He was a wonderfully scholarly man with a great memory. He had been reading Burns when I came in, and could repeat to me from memory much of what he had read. I valued the talks which I had with him then and other occasions more than most anything else."

At this time the Rev. Henry A. Brann, assigned to the Fort Washington section as a parish, began his efforts to erect a Catholic church, and from his published Reminiscences, we quote the following interesting account of Mr. Bennett's liberal contribution to the new church:

"I called on James Gordon Bennett, then ill in his home on the Heights. He impressed me deeply as a very clever man, with a vein of sarcasm peculiarly Scotch, in his conversation. Hearing from me that I had been partially educated in Paris, he said:

'Well the French are fond of opera *bouffe,* and now they have an opera *bouffe* republic!'

"Mr. Bennett gave the ground on which the rectory of St. Elizabeth's Church is built and also $5,000 in cash. His son had the deeds made out, and handed me the check and was exceedingly courteous and generous to me. He was a good shot and fond of pigeon shooting and I always benefited by it, for after any of his shooting matches, I always lived sumptuously on the squabs he sent me."

All the Bennetts were good to St. Elizabeth's, including Miss Jeannette, who was then a school girl at Manhattanville Convent. Mrs. Bennett before her last trip to Europe, promised to put a steeple on the church, but unfortunately she died before accomplishing her purpose. She was kind and charitable to the poor, as was also Mrs. Charles O'Conor, although neither was a Catholic.

The present beautiful picture in the church is a copy by May of Murillo's "Immaculate Conception" and was the generous gift of the present Bennett's son.

Joseph Fisher gave the ground on which the church was built and his two daughters donated the main altar. The cornerstone was laid by the then Archbishop McCloskey on April 30, 1871.

The account of the laying of the cornerstone was written for the Herald by Joseph I. C. Clarke, the well known author of the poem, "Kelly and Burke and Shea."

Last Illness of Mr. Bennett

In the spring of 1872, Mr. Bennett's condition became serious, and he was permanently removed to his luxuriously furnished town house at 425 Fifth avenue, northeast corner of 38th street. He occupied the front room on the second floor of the mansion. Everything possible was done to effect a cure. Three eminent physicians, Doctors Ceccarini, Hammond and Lusk were in attendance and for a while his health improved under their treatment, and in fact at one time he was able to leave the house and walk a few steps on Fifth avenue. All the members of his family were then in Europe, where he had designed shortly to join them. He had been anxious a year previously to make the tour of Europe with his daughter Jeannette, intending to go with her after her graduation from the Convent of the Sacred Heart, but the state of his health prevented. However, in the spring of 1872, he again hoped to make the trip, though feeble and constantly under medical care, and his strong will and great anxiety to join his children abroad, buoyed him up almost till the end.

In May his son and daughter had sailed for Europe, where his wife was at the time, and he resolved if at all able, to join them in June.

However, it was not to be, for a short time after his last walk in front of his residence, he had a relapse and was thereafter confined to his bed until the end.

On May 21, realizing his critical condition, at his own request Archbishop McCloskey visited him at his bedside, heard his confession, and administered the last sacraments. He had repented of his sins and was again received into the Catholic Church, whose tenets and claims his independent spirit had frequently antagonized.

He was failing rapidly and his wife, son and daughter were cabled to when it was seen that his end was near.

On Saturday, May 25, he experienced a slight convulsive attack, accompanied by epileptic symptoms, in the nature of a paralytic stroke repeated 12 hours later with greater severity, exciting the gravest apprehension among his friends and medical attendants. The lower portion of his limbs had become partially paralyzed and helpless, but his mind was clear and he had the papers read to him each morning, commenting occasionally on the news of the day. As Mr. Hudson said:

"He entertained no false hopes; he was fully aware of his approaching end and spoke to his friends with philosophical resignation. He had had a presentiment of his death, for as far back as May 1, when the workmen had begun tearing down the old Herald Building on Nassau and Fulton streets (where the famous Bennett Building was to be erected), he said: 'Well, the old house is going; I must soon follow; my time has come.'"

The last hours of his existence were passed in an unconscious state, and during this time an ominous event occurred in the Herald Building—the main shaft of the presses broke to the great consternation of the mechanical staff.

When "the last hour arrived," as the Herald said: "he sank to sleep in death, calmly and peacefully and his soul passed away without a struggle." His death occurred at 25 minutes past 5 o'clock on the evening of Saturday, June 1, in the 77th year of his age.

Frederic Hudson, for 30 years associated with him in the editing and management of the Herald; his cousin, James Reid; Mr. Connery the managing editor, and Dr. Ceccarini, the family physician, were present at the time of his death; but sad to say, none of his own family were there to take his hand and bid him a fond farewell as he passed away.

A telegraph instrument had been installed in the back parlor of the Bennett mansion early in the progress of its owner's illness, placed in charge of Miss Jennie Sibley, of the Herald's business staff, and the sad news of Mr. Bennett's decease was instantly made known to the world.

Tributes to the Great Editor

The death of Mr. Bennett was received by the entire press of the United States as an event of signal importance, and all the New York City newspapers, with one exception, published long and adequate obituaries. The Herald itself in an editorial review of his career, dwelt on his great journalistic achievements, and made special mention of his characteristic generosity.

"He was a man of large and ready charity, but he gave without ostentation and preferred that his contributions should be known only to their recipients. No appeal for a worthy object was ever made to him in vain; and there are many living witnesses to the promptness and liberality with which he responded when invited to relieve distress or to aid a useful or deserving enterprise."

The Tribune's editorial tribute was the most elaborate, exhaustive and heartfelt of any, and was from the pen of Mr. Greeley.

The New York Associated Press adopted the following resolution on the death of Mr. Bennett:

"Resolved, That his long and eventful connection with the newspaper press of the country, in a career of unexampled success and prosperity, was the result of his great foresight, energy and industry; that in all these qualities, the example of Mr. Bennett inspired the greatest enterprise in journalism in the United States and throughout the world, and must, therefore, for all time, leave their impression for good in the diffusion of knowledge and the advancement of the Press."

(To Be Continued Next Week)

SIXTEEN DAILIES WILL BROADCAST PRESIDENTIAL ELECTION RETURNS

United Press Furnishing Its Report to WEAF and Allied Stations—Hearst Newspapers Also to Place Results On the Air

NEWSPAPERS all over the country are planning to make use of radio as "an extension of the bulletin board" in broadcasting election returns next week.

This is apparent from a list compiled by EDITOR & PUBLISHER this week, which shows that at least 16 newspapers intend to give their readers first news on the outcome of the political campaign via the air. These 16 newspapers, operating from different stations, virtually blanket the nation.

Returns which will be broadcast will be supplied by the United Press Associations and the Hearst newspapers.

Operating from station WEAF, the United Press Associations' returns will be used by the *New York Sun*. Two special wires are being laid from U. P. headquarters into the WEAF studio, where Hugh Baillie, member of the U. P. staff, will prepare the returns for radio announcing.

From WEAF the same announcements will be relayed to broadcasting stations which for election night will be taken over by the *Baltimore Evening Sun, Detroit News, Boston Post, Pittsburgh Press* and *Buffalo Evening News*.

Although United Press returns are being used, the various stations will announce that the broadcasting is through the courtesy of the local newspaper.

The *Cleveland Press*, the *Cincinnati Post*, and the *Rochester Times Union* will broadcast through their own local stations.

The New York Sun will have as competitor the *New York American*, which will broadcast the returns through WNYC, the municipal broadcasting station.

In this service, according to the American, will be combined "the extensive news-gathering forces of the Hearst newspapers throughout the country." Station WNYC claims a broadcasting record of more than 7000 miles.

Edwin Jones Clapp, editor of the American, will be at the WNYC microphone. In addition to returns, an elaborate entertainment program has been planned.

Reception of the American's returns will not be confined to those owning receiving sets. Five receiving outfits, equipped with amplifyers, will be installed in different sections of the city.

Ralph Edmunds, program manager of station WRC, Washington, telegraphed EDITOR & PUBLISHER this week that election returns will be handled by the *Washington Times* from their studio and will be broadcast through his station.

News bulletins on the election will be sent to the Times," through Universal Service, International News Service, Postal Telegraph Company, and Western Union," Edmunds said.

In addition, correspondents of the Washington Times in nearby states will send supplementary returns, he stated. Special wires from the National Headquarters of the three political parties are also being installed in Station WRC. In the Times studio a corps of expert political analysts will read and digest returns for the radio audience. A musical program has been arranged to cover intermissions between announcements.

Avery C. Marks Jr., managing editor of the Times, wired that it was probable that during certain periods WRC, Washington, will be hooked up with the Radio Corporation of America's stations in New York and Schenectady.

The *Milwaukee-Wisconsin News* will broadcast election returns over WSOE, the Milwaukee School of Engineering.

The *Chicago Herald-Examiner*, according to F. W. Carson, managing editor, is making plans to use Station KYW, to broadcast returns. The Herald-Examiner has no regular broadcasting station.

Barrett Andrews, publisher of the *Boston American*, announced his newspaper would broadcast returns gained from independent sources over WNAC, the station operated by the Shepard Stores, Boston. He was careful to state that he would not make use of the Associated Press service for radio purposes.

On the Pacific Coast election returns will be put on the air by the *Oakland Tribune* and the *San Francisco Bulletin*.

Classified Men Reelect Miller

Association of Newspaper Classified Advertising Managers, Southeastern Division, re-elected A. T. Miller, classified manager of the *Nashville* (Tenn.) *Banner*, chairman at its annual convention held in Atlanta, Ga. The main speaker at convention sessions was John L. Irwin, of the *Des Moines Register and Tribune*, president of the national association.

Planning New French Paper

An evening newspaper printed in the French language and in support of the conservative party, will start publication in Montreal in January, according to an announcement made by Hon. Rodolphe Monty, at a meeting of the Liberal Conservative Association, October 27.

SONGS OF THE CRAFT

(Written exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

THE STAR REPORTER

I'm a pippin; I admit it!
Did you guess it? Well, you hit it!
I'm the Guy that
Does assignments
That are so par-tic-u-lar

That the man who owns the sheet is
Hypnotized; that's how complete is
My influence
In the Office
Where I'm headlined as a Star!

I'm Aurelius, Epictetus,
Dickens, Balzac, Meningetus!
I'm a liter-
ary Wonder!
And they let my copy run!

Every blooming, blasted, blighted
Line of mine is copyrighted,
And the Copy
Desk was never
Known to cut a single one!

All the Cubs look on and wonder
At my Literary Thunder!
How they chew their
Nails and hope that
They may climb to where I am!

I can mix my moods and tenses,
Put my shoe-shines in expenses;
I can split In-
finitives and
Never care a tinker's dam!

I'm a Star! . . . A Star Reporter!
I'm the Editorial Snorter!
When I go to
Draw my pay the
Cashier stands Eyes Front! Salute!

So you've guessed it? . . . Well, you've hit it!
I'm a Wonder; I admit it!
I'm the Office
Cap Courageous,
With a System that's a Beaut!

Probing New York Political Ads

District Attorney Joab Banton started probe this week of a charge made by Arthur Garfield Hays, state chairman of the La Follette-Wheeler campaign that eight New York Corporations were publishing advertisements in New York newspapers urging the election of Coolidge and Dawes. Mr. Hays cited the corporations as violating the New York law against political aid for candidates.

Jewish Daily Builds in Chicago

The *New York Jewish Daily Forward* is erecting a new two-story stone building in Chicago for the accommodation of its western readers and advertisers, at Kedzie avenue and 13th street. The new equipment in the new building will consist of a Goss speed press and additional linotypes.

Duplex S. F. Address Changed

The western office of the Duplex Printing Press Company has been changed from the Chronicle Building, San Francisco, to the De Young Building. The local staff has been increased. F. H. Boynton is manager.

Winnipeg Daily to Use Color

A new recruit to use of color in newspaper advertising is the *Winnipeg* (Man.) *Free Press*, according to an announcement made this week by Bruce Campbell, promotion manager. Color page advertising will be printed commencing Nov. 12, in the *Free Press Prairie Farmer* and the Free Press Saturday magazine section.

COMPTROLLER NAMED FOR R. HOE & CO., INC.

R. Earle Anderson Appointed by Directors of Re-organized Corporation—Other Officers Continue—Open Shop Approved

R. Earle Anderson was appointed Comptroller of R. Hoe & Co., Inc., printing press manufacturers, at the first regular meeting of the board of directors of the company, since its control passed into the hands of a syndicate of New York bankers, headed by the Guaranty Company of New York. The meeting was held Oct. 30, at the company's office in New York.

Directors of the board include: Richard Kelly, president, R. Hoe & Co., Inc.; Harold Stanley, president, Guaranty Company of New York; John W. Cutler, of the Edward B. Smith & Co.; Arthur I. Hoe, R. Hoe & Co., Inc.; F. G. Coburn, manager, industrial department, Sanderson & Porter; and Boudinot Atterbury, assistant vice-president, Guaranty Company of New York.

At the request of the board, Mr. Kelly, who has been with the business since 1886 and has been president since 1920, has agreed to remain as president and general manager in entire charge of operations and personnel. Other officers will continue as before, with the addition of Mr. Anderson.

The board discussed various plans for increasing service to customers and enlarging output to take care of the growing demand for Hoe presses. Mr. Kelly spoke of the favorable experience of the company under open-shop methods since the successful conclusion of the strike in 1923 and expressed his intention to continue the open-shop policy, which policy was approved by the board.

FLAHERTY RESIGNS

Quits as General Manager, N. Y. Bulletin—Succeeded by P. H. Desmond

Frank B. Flaherty has resigned as general manager of the *New York Evening Bulletin*, a newspaper established late last June by Frederick W. Enwright, Boston and Lynn, Mass., publisher.

He has been succeeded by Peter H. Desmond, who on Monday this week resigned as general manager of the *Boston Telegram*, also an Enwright publication. Desmond has been associated with the Telegram four and a half years. Lewis Fuller, formerly business manager of the Telegram, has been promoted to fill Desmond's place.

When Flaherty became associated with Enwright in the management of the Evening Bulletin, he informed EDITOR & PUBLISHER that he was "making money in real estate, and was drafted by Enwright for this general management position much against my will."

Flaherty was for many years in charge of the *New York Evening Telegram* and later the *New York Herald* under James Gordon Bennett.

NIND HEADS BUSINESS PAPERS

Association Announces Agency Rating System at New York Meet

Formation of an advertising agency rating system similar to that now directed by the American Newspaper Publishers' Association was announced at the annual convention of the Associated Business Papers, Inc., held in New York this week.

The committee on advertising agency relations, in charge of this new department of the association, reported that advertising agencies were paying more attention to business publications than ever before.

John M. Nind, Jr., of the Periodical Publishing Company, Grand Rapids, Mich., was elected president. Malcome Muir of the McGraw-Hill Company was named vice-president, and E. A. Scott was re-elected treasurer. Jesse Neal remains as executive secretary.

JOURNALISM TEACHER PRAISES SMALL TOWN AS NEWSPAPER FIELD

Stanford Man Says Large Opportunities There for Reporters Who Are Disinclined to Leave the "Old Home Town"

By ANDREW R. BOONE

LEAVE home? Go to the city?

It's an old problem and plenty of answers have been duly prepared and issued, but after all, why leave home?

The questions come from Buford O. Brown, assistant professor of journalism at Stanford University, champion of everything that is small town—including newspapers.

He politely agrees with H. I. Phillips who wrote recently in EDITOR & PUBLISHER urging young men and young women to start their journalistic careers in a small town, to "stay six years, but don't stay longer," as far as the starting is concerned.

But he is even more enthusiastic than Mr. Phillips and openly declares that opportunity knocks as insistently and as loudly in the smaller communities as in the cities, even though the pinnacle of income-earning may be shared only by a few in the more crowded places.

When Professor Brown graduated from the University of Missouri in 1912 with the degree of Bachelor of Journalism, he considered joining a city staff, but turned, finally, to the small town.

He was editor of the *Plainview* (Tex.) *Evening Herald,* issuing to 1,800 subscribers on Tuesday and Friday, for two years.

He ran the *Vernon Record* in 1919 and 1920, and in both those years, the Record won the Texas State Press Association's prize for being the best small newspaper in the Lone Star state. The Record issues bi-weekly to 3,000 readers.

His last assignment saw him as editor of the *Electra News,* a weekly with 1,500 circulation.

A year ago he went to Stanford University as assistant professor, where he now champions the small paper, weekly, bi-weekly or daily, to his students in journalism.

"Why leave the old home town?" he asks the boys and girls in his classes. "Why not stay there forever?

"If you like the small town, hang up your hat and make yourself at home."

And he cites examples calculated to win them over to the less hectic life he espouses. For example:

"A few years ago there came into my office at the University of Texas a young man whose introductory remark was, 'It's ——— to live in a town like this; I'm going to Chicago!'

"For that man there was no place in the small town. However, if a man cares for the small town, he need not seek the city in order to be adequately remunerated. And I will not drag in those forms of compensation other than money which are so often urged in favor of the small town.

"Only this week I saw an advertisement in EDITOR & PUBLISHER of a newspaper in an Illinois town of 10,000 whose managing editor received $150 a week.

"Yesterday I learned of a tri-weekly published in a California town of 4,500 whose editors say they 'only made $20,000 during the past two years—and conditions were bad.'

"I saw the auditor's report on a weekly paper in a town of 4,300 in Texas which paid $1,200 rental, $1,000 depreciation, allowed the manager a salary of $3,600 and showed a trifle less than $4,000 net profit for 1922.

"A graduate from the University of Iowa landed 14 years ago in a northwest Texas town of 1,200 without any other property than a suit of clothes and went to work on the town weekly at $25 a week. He has for several years owned the paper, including a substantial brick building, a good home and some other property. His income is more than $5,000 a year.

"Nor is it all confined to California and Texas. Last year the plant of a weekly newspaper in an Iowa town of 3,000 sold for $50,000. Undoubtedly such a paper adequately recompenses its editors.

"It is doubtless true that similar examples might be dug up pretty generally in every part of the country.

"I see no more reason why the country newspaper should be considered a stepping stone to the city than should the country bank be used as a stepping stone for getting into banking in the big towns.

"Of course, training in a country bank is valuable for the boy who wants to get into the city game later on. Nevertheless the country bank stands on its own feet and is generally thought of as providing a field amply large without serving as a training school for city banks.

"And surely, if we are not to become a nation of city dwellers the country must begin to stand on its own feet and be willing to pay adequately for men and women who enter its service.

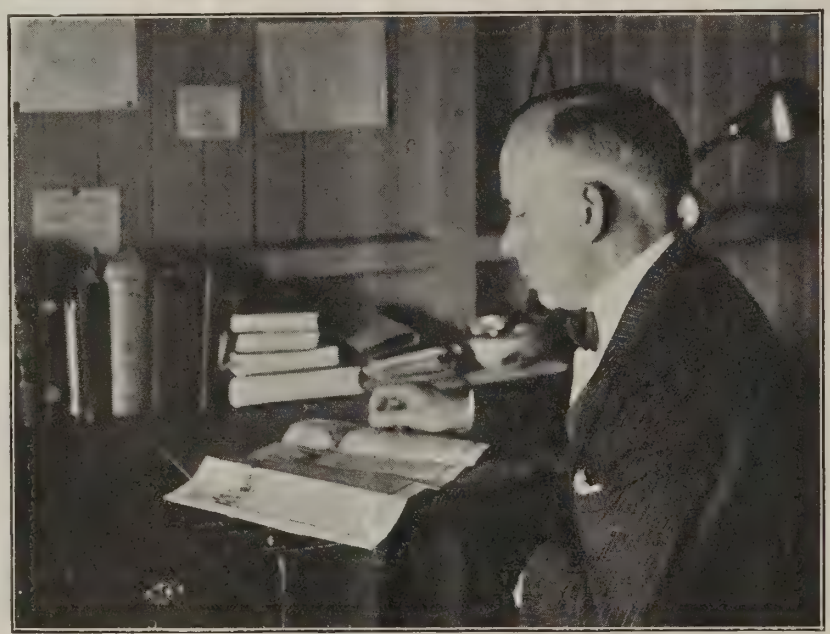
"That is just the point I make—the country newspaper offers a salary at the start which compares favorably with that offered by the metropolitan daily, and the chances for advancement (even if there are no $25,000 jobs in the small towns) compares favorably with such chances in the city.

"Surely the opportunities for acquiring a competence, for helping work out the problems of the community, and for becoming an independent, representative, and respected citizen are amply adequate in the small town.

"I do not hesitate to say to aspiring reporters—If the problems of the small town and country appeal to you; if you want really to know the folks around you; if you care to share the joys and sorrows of your fellows in an intimate way, then you can find no better place than the country newspaper.

"The work is hard and hours are long, but it is a much more leisurely task than in the city.

"And any community of 2,000 or more into which a man goes will reward him adequately if he puts his life into it and in any reasonable way masters its problems."



Prof. Buford O. Brown

Beaverbrook Buys London Mansion

Lord Beaverbrook, publisher of the *London Daily Express,* and a group of British newspapers, has purchased for his home Stornoway House, one of the finest mansions in London. It is in the precincts of St. James Palace.

FORESHADOWED EVENTS

Nov. 3-8—Canadian National Newspapers and Periodicals Assn., annual meeting, Toronto.
Nov. 16-19—New England Advertising Clubs, annual convention, Hartford, Conn.
Nov. 17-19—Sigma Delta Chi, national convention, University of Indiana, Bloomington, Ind.
Nov. 19-20—National Forestry Conference, Washington, D. C.
Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.
Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.
Nov. 23-25—Fourth District, A. A. C. W., annual convention, Nashville, Tenn.

A. J. BOYER DIES AT 85

Engineered Chicago Fire Scoop and Founded 17 Publications

Andrew Jackson Boyer, famous editor who scooped Chicago on the story of the Chicago fire, newspaper man since before the Civil War and owner of the *Denver Times* 50 years ago, died recently in Washington, D. C., at the age of 85 years, while compiling the story of his own interesting and vivid life.

Boyer's was a restless career, during which he founded and edited 17 publications, mostly in Colorado and California, the best known being the *Denver Times* and *Oakland Tribune.*

Agencies Heartily Approve

The consensus of opinions that prevail in the Agency field is expressed by the George Batten Company of New York:

"We are sure that you will continue to operate as efficiently in the future as you have in the past, and we hope that you will substantially increase the list of your papers, as we find that your service is the only means of solving the problems which both the Advertising Agencies and the Publishers have been attempting to overcome for years."

To "know" our proposition—is to use our service. Want more details?

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO — 15-19 East 26 St., NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE

W. E. LEWIS, PUBLISHER N. Y. TELEGRAPH, DIES

Succumbs After Two Years' Illness—Began Long Career on Old Kansas City News, Later Serving with Hearst Organization

William Eugene Lewis, president o the *New York Morning Telegraph,* die October 28, at his home in Great Neck L. I., following two years illness.

Mr. Lewis was born about 63 years ag in Cleveland and educated in Painsville O., and the Cleveland public schools. H deserted the practice of law for journalism, becoming a reporter for the ol *Kansas City News.* He became cit editor and managing editor of that news paper.

In 1891 he was offered and accepte the managing editorship of the Chicag Times, going to Washington three year later as correspondent.

When William Randolph Hearst pur chased the old *New York Mornin Journal,* he engaged Lewis as his repre sentative at Washington, but at the out break of the war with Spain, put him i command of the Hearst dispatch boat.

After the war, he first became a Albany correspondent for the Hears newspapers, and then was made manag ing editor of the *Morning Telegraph.* H held this position less than two year when he went to the *Philadelphia Nort American* as managing editor. In 190 when Edward R. Thomas obtained con trol of the Morning Telegraph, Lew returned to that newspaper, this tim forming an association that ended onl with his death.

New Jewish Weekly

Richmond (Va.) *Virginia Jewis News,* weekly, with A. Chardkoff a editor and owner, began publication re cently. It is the only paper of its kind i the State, carrying only Jewish new printed in English.

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

Over—

200,000

CIRCULATION

in less than 3 years.

—because Detroiters want it.

DETROIT TIMES

$2,000,000.00

The Printing Industry's Annual Tribute to Fire

Our first duty is to reduce this enormous economic waste by every possible means.

Our second duty is to face squarely the possibility of disaster and to plan in advance for any emergency.

TRADE LINOTYPE MARK

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco Chicago New Orleans

Canadian Linotype Limited, Toronto

Agencies in the Principal Cities of the World



To protect publishers and printers against interruption of business, each of the Linotype Agencies carries in stock, ready for immediate shipment, enough machines to replace any plant in the territory which it serves.

Set entirely on the LINOTYPE *in the Benedictine Series*

AMERICAN TOBACCO COMPANY'S HUGE GROWTH DUE TO ADVERTISING

Newspapers Will Be Used More Than Ever in 1925, Harwood Declares—Stresses Value of Sunday Sport Page Position

NEWSPAPERS will be used more than ever before by the American Tobacco Company in its 1925 campaign, Frank Harwood, advertising manager, informed EDITOR & PUBLISHER this week.



PERCIVAL HILL

Harwood would not disclose the company's budget. The advertising appropriation each year is based upon a percentage of the gross business, and it is understood this year's allotment will be increased.

During last year, American Tobacco Company spent a little less than $2,000,000 in newspaper advertising, and approximately $250,000 in the magazines.

"I am a firm believer in newspaper advertising, especially Sunday newspaper advertising," Harwood said.

"We are using more and more newspaper space all the time.

"This year, for practically the first time in history, we used the Sunday newspapers.

"For attracting a male audience the Sunday newspaper is one of the best ways I know of. Advertisers generally have not yet realized the value of the Sunday sporting pages.

"We put on a very successful drive this spring for Tuxedo tobacco, using the Sunday newspapers exclusively."

Details of all the company's 1925 advertising campaigns are to be handled by the following advertising agencies:

Williams & Cunnyngham, Chicago, handling the account of Bull Durham tobacco; W. K. Cochrane Advertising Agency, Chicago, Lord Salisbury cigarettes; Dorland Agency, Inc., New York, Piccadilly Little Cigars; Van Patten, Inc., New York, One Eleven cigarettes; H. K. McCann Company, New York, Piper Heidsick Chewing Tobacco; Frank Seaman, Inc., New York, Riz La Croix Cigarette Papers and Omar cigarettes; Lord & Thomas, New York, Blue Boar Smoking Tobacco and Lucky Strike cigarettes; The Harry Porter Company, New York, Melachrino, Milo Violets and Stroller cigarettes; Federal Advertising Agency, New York, Herbert Tareyton cigarettes; Ferry-Hanly Advertising Company, Chicago, Roi Tan cigars; Dorrance, Sullivan & Co., New York, Tuxedo smoking tobacco; Lennen & Mitchell, Inc., New York, Pall Mall cigarettes and humidor sampler.

Mr. Harwood is a firm believer in the service which the agencies afford advertisers.

This last year Lord & Thomas, which handles the Lucky Strike account, put on a campaign using evening newspapers in every city in the United States, introducing the cigarette at special rates. This was a new idea taking place of the old plan used in the tobacco trade of giving away samples in the streets, and Mr. Harwood is particularly gratified at the response which came following the use of newspaper space.

From log cabin factory in little more than 50 years to a business whose net worth along with the financial resources of the company totaled $185,800,000 last December.

That is the thumbnail history of the American Tobacco Company.

And woven around that one paragraph is a story big enough to fill a weighty tome, which might well be captioned, "The Power of Advertising."

A member of the sceptic club or an anti-cigarette group might say it was the biography merely of "Mr. Cigarette Habit."

But how was the habit started in the first place? is the Socratic question in answer.

Fifty years ago Washington B. Duke manufactured tobacco in a little log shanty near Durham, N. C.

James B. Duke and Benjamin N. Duke, his sons, then young boys, peddled the product from door to door. As James grew older, he was attracted by that newfangled idea, advertising. The founding of the American Tobacco Company was his work. Mr. Duke created the American Tobacco Company while still in his thirties, saw it become the greatest enterprise of its kind in the world, withdrew from it and gave his attention to the international tobacco trade and in his later years has seen his interests multiply in many forms of commercial endeavor from the tobacco trade to the cotton industry and water power and electrical development.

He is about 67 years old now. But he has not forgotten how the loud shout of advertising preceded him, made his products known to the world, and assisted in their selling.

When the small tobacco firm of W. Duke Sons & Co. was expanding in its early days one of the first companies it purchased and merged was Blackwell's Durham Tobacco Company, which dated back to the days of the Civil War.

This concern made tobacco of good quality, but did not have what has since come to be known as advertising vision. True, a lucky moment of inspiration had caused the owner of the firm to take the picture of a bull off a sauce bottle as he sat in a restaurant and adopt it as the trade-mark for his tobacco. So "Bull Durham" was originated. But Blackwell's Durham Tobacco Company was content with just having a trade-mark.

It took the young, hustling James B. Duke to see its advertising value. It was under him that the picture of the bull advertising Bull Durham tobacco came to glower from barn walls, fences and billboards from one end of the country to the other.

The present head of the American Tobacco Company is Percival Smith Hill, who was elected president in 1912, after service for 10 years previous in important posts. The administration of Mr. Hill and his associate officials have been the American Tobacco Companies biggest years.

Mr. Hill believes in advertising and he has kept the names of the American Tobacco Companies' products continuously before the eyes of the people, through the newspapers, magazines, billboards, and last year through the latest type of advertising—sky-writing.

Because of this persistent advertising policy, there are but few men who do not know the companies' cigarettes and tobacco.



Fifty years ago Washington B. Duke manufactured tobacco in this little log shanty near Durham, N. C.; James B. Duke and Benjamin N. Duke, his sons, peddled the product from door to door. A persistent advertising policy has built up this concern until today it is a business whose net worth, along with financial resources of the company totaled $185,800,000 last December.

And now in charge of the company's advertising department, appointed by Mr. Hill, is Harwood, who is also vice-president of the Advertising Club of New York. Mr. Harwood came to the American Tobacco Company the first of this year, after ten years as advertising manager of the General Cigar Company.

246,043

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the

Six-Month Period Ending Sept. 30

The average net Sunday circulation of The Sunday Sun for the same period was **177,548.**

Everything in Baltimore Revolves Around

THE SUN

Morning Evening Sunday

Who's Who in the CONSOLIDATED PRESS



A. F. HARRISON

A. F. HARRISON, Business Superintendent of the Consolidated Press in the Eastern Division, has an outstanding record in press association work. His notable service has been in the positions of field representative and sales manager, but he also has to his credit the covering of many big news events.

With the United Press for a number of years, Mr. Harrison played an important part, especially, in developing that system in the Central West and became General Sales Manager with offices in New York. He was Sales Manager of the Autocaster Service with John H. Perry's organization when he resigned to join the staff of the Consolidated Press.

Mr. Harrison has charge of the great Eastern field and makes his headquarters in the C. P. A. New York City offices, eighth floor, World Building.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

EDITORS HAVE CHOICE OF 1000 FEATURES

Sixty-Six Different Syndicates Supply Great Selection—146 Comics Listed in Editor & Publisher Annual Syndicate Directory

For the first time in journalistic history, the magnitude of the newspaper syndicate field was dramatized in figures in the EDITOR & PUBLISHER'S Annual Directory of Syndicate Features, printed last week.

The directory lists nearly 1,000 different features, representing the output of 66 organizations.

This total, 906 in exact numbers, does not include the titles of hundreds of serial fiction and short stories offered to newspapers by 18 different syndicates.

Of course, comic strips lead the list, with 146 different titles, including both daily and Sunday releases. Sporting editors have the choice of 46 different sporting page features; editors of women's pages can choose from 26 separate fashion services; there are seventeen different radio features; 32 daily and weekly cartoons; 17 editorials; 14 automobile page features; and, because of the present craze, 9 different cross word puzzles.

The list of syndicates represented in the directory follows:

American Radio Relay League.
Lewis Wilson Appleton Jr., Syndicate.
George Mathew Adams Service.
Allied Publishers Service.
Associated Newspapers.
Associated Editors.
Babson News Service.
Bell Syndicate.
Cosmos Newspaper Service.
Columbia Newspaper Service.
Chicago Tribune Newspapers Syndicate.
Chicago Journal of Commerce Syndicate.
Paul V. Collins Editorial Syndicate.
Copic Feature Syndicate.
Couch-Grimes Publishing Company.
D-P Syndicate.
Des Moines Register & Tribune Syndicate.
The Ellis Service.
Fairchild News Service.
Federal Feature Syndicate.
Giblin Feature Service.
Robert D. Heinl Syndicate.
Houghton-Miffling Syndicate.
Frederic J. Haskin Syndicate.
Hoosier News Syndicate.
International Press Bureau.
International Feature Service.
International Syndicate.
Interstate Commercial News Service.
King Editors' Features.
Keystone Feature Syndicate.
King Features Syndicate, Inc.
McNaught Syndicate.
McClure Newspaper Syndicate.
Edward Marshall Syndicate.
Metropolitan Newspaper Service.
Murray Feature Service.
NEA Service, Inc.
New York Feature Service.
National Newspaper Service.
Newspaper Feature Service.
New York World Syndicate.
New York Evening Post Syndicate.
New York Herald Tribune Syndicate.
New York American Features.
Ledger Syndicate.
Premier Syndicate.
Putnam Syndicate.
Quality Newspaper Features.
Readers' Syndicate.
Service for Authors.
S. N. L. Technical Syndicate.
Science Service.
Smith Service.
Scripps-Paine Service.
Tri-Feature Co-operative Syndicate.
Thompson Feature Service.
United Feature Syndicate.
Ullman Feature Service.
U. P. C. News Service.
C. V. (Vanderbilt) Syndicate.
Christy Walsh Syndicate.
Washington Radio News Service.
Women's News Service.
Wheeler Syndicate.
World Color Printing Company.
World Wide News Service.



Loading the "Bowdoin" for Arctic Trip—June, 1923 Capt. Donald B. MacMillan

"All on Board Well"

Radio from Capt. Donald B. MacMillan on board "Bowdoin," Godthaab, Greenland, August 29, 1924:

"We are safe. Homeward bound with *all on board well.* Our little 88-foot schooner, which has been frozen in the ice for 320 days, 11° from the North Pole, has poked its way down the coast of Greenland."

While the Bowdoin was still in the frozen North, the following radiogram was received by Jack Barnsley at Prince Rupert, B. C.

"To Arthur White, Swift & Company, Chicago, Ill.: All food supplies from Swift & Company on Bowdoin in excellent condition and giving perfect satisfaction. —MacMillan"

Swift & Company Supplied the Meats

Among the supplies furnished by Swift & Company were:

Swift's Premium Hams
Swift's Premium Bacon
Swift's "Silverleaf" Brand Pure Lard
Brookfield Butter
Swift's Premium Dried Beef
Brookfield Cheese
Swift's Boneless Brisket Corned Beef
Swift's Pickled Beef Tongues
Salt Pork Tripe Pigs Feet
Peerless Cooking Oil
Pumice Soap
Wool Soap Flakes
Wool Soap
Sunbrite Cleanser

Swift & Company
U. S. A.

134E

The greatest adventure of our time!



THE FLIERS OVER CHICAGO



SAFE HOME AGAIN

Crossing the two great oceans, flying over desert, city, and mountain range; covering crowded continents and deserted wastelands; from the torrid zone to icebound Greenland—a summer of danger, discovery, exploration and adventure.

THE great story of the world flyers has been secured by The Chicago Tribune Newspapers Syndicate and The McClure Newspaper Syndicate. It is written by Lowell Thomas, intimate friend of the flyers, who is also an adventurer and a flyer as well as an author. The personal, day by day records of Lieuts. Smith, Nelson and Wade; the anxious moments waiting for Major Martin, who smashed into a mountain; the dangers of the Aleutians in the Northern Pacific; problems of flying in China and India; receptions in Europe; Wade's disastrous fall in the icy Atlantic; the impatient delay in Iceland; the long flight over ice and open sea to Greenland; and then Tickle Harbor, and the American continent, and home. **Many have called it the last great adventure left.**

Lowell Thomas has written a fascinating story of the experiences of the flyers in the first circumnavigation by air. There are innumerable facts of interest which hitherto have never been mentioned. And there is the authentic record of the flight.

Don't miss this chance to get the official story of a great historic event. There will be approximately forty to fifty thousand words arranged for Sunday and daily publication. Excellent illustrations and maps will accompany the articles. Exclusive rights are held by The Chicago Tribune Newspapers Syndicate and The McClure Newspaper Syndicate of New York. We expect a heavy demand for this remarkable account of the world flight. **Wire—or write at once—for rates and proofs.**

Territory East of Pittsburgh WIRE The McClure Newspaper Syndicate
Territory West of Pittsburgh WIRE The Chicago Tribune Newspapers Syndicate

***The* CHICAGO TRIBUNE *Newspapers* SYNDICATE**
Tribune Square ***Chicago***

***The* McCLURE NEWSPAPER SYNDICATE**
New York

A feature like this is available only about once in a generation

MERCHANDISING SERVICE COST SHOULD BE ADDED TO LINEAGE RATE

Peoria Publisher Favors Cooperation With Advertisers on Common-Sense Basis—Believes Large Dailies Go Too Far

By CARL P. SLANE

PUBLISHER, *Peoria Journal Transcript*

I PREFER to deal with merchandising service and merchandising service policies under the name of "co-operation" because merchandising has more to do with distribution and sales with which the average newspaper has less in common than with what may be termed as ordinary help or co-operation.

Present day co-operation varies greatly in application. Generally speaking, competitive conditions govern the amount of help extended by a publication to the advertiser. The tendency today of co-operation seems to be to solve itself on a common-sense basis. The larger agencies are only asking for a moderate amount—in other words, they first select the newspaper and then say, "Give us what you have to offer." It is the smaller agency which has only one or two accounts that they are trying to hold or get away from other agencies, which plays up the co-operation they can get from newspapers. If the big newspapers in the country would cut down on co-operation, it would solve the whole problem, as where the big papers lead, the smaller must follow.

There is one subject which, after all, should be taken into consideration and that is that co-operation should be figured in the rate, for some newspapers give so much co-operation that it is really the same thing as a concession in rate to the advertiser. In a highly competitive newspaper market, the weaker papers often promise the "world with a fence around it" if given a schedule which is going to the stronger paper. Real, honest and effective co-operation is a product of recent years. Probably the most elaborate co-operation is given by the *Chicago Tribune* and the *New York Journal*. These papers have trained investigators, merchandising men and salesmen, who do everything but take the product off the dealers' shelves. The advertising does that.

Considering the various forms of co-operation, I am going to list them in their entirety, although my subject only calls for recent developments in service and policies. I am doing this because it was surprising to me to learn the number of newspapers that maintain no merchandising department whatsoever, and the great number that are just opening or considering opening such department at this time. Let us consider the following forms of co-operation:

(1) Furnish salesmen letters of introduction to the trade calling attention to the scope and character of the advertising and request co-operation.

(2) Furnish route list of city retailers in all classes to salesmen. These lists are kept up to date by the newspaper representative who actually covers this territory afoot or by automobile.

(3) Investigation of sale and distribution of products as against competitive lines.

(4) Mail out letters and broadsides to the trade giving details concerning the advertising and telling just what the retailers and wholesalers can do to cash-in on the campaign. Advertiser is expected to pay cost of postage and printing of broadside in all cases.

(5) Window and counter displays aid the dealer to link up with the advertising by placing the merchandise being advertised in the local newspaper in a conspicuous place in his window or on his counter.

(6) Check up on sale of product after advertising has run for some time.

(7) Publish trade aid bulletin on advertised goods. This bulletin should be a real trade newspaper so interesting that the retailers are certain to read it. It should demonstrate or spread the gospel of sound merchandising methods among the merchants and prove to them that it is to their pecuniary advantage to push advertised goods. It is also wise in publishing this trade paper to refrain from printing valueless "bunk" to please advertisers or their representatives.

(8) Urge upon local dealers value of selling and pushing advertised goods because of fast turn-over.

(9) Urge local dealers to tie up with national campaigns in newspapers. I say newspapers because some manufacturers have the nerve to ask us to sell space to local advertisers on the strength of magazine copy.

(10) Introduction of salesmen to important wholesalers, brokers and retailers. However, refrain from doing any actual selling of merchandise.

(11) Furnish portfolio containing some copy appearing in the newspaper, together with copy of non-cancellable contract and acknowledgment of contract from the paper to the manufacturer. This proves that the copy is actually running and aids the salesman.

(12) Some newspapers today send weekly notifications showing size of space and dates of insertion of advertisements to the grocers and druggists.

(13) Furnish facts and statistics relative to population, climate, industrial and agricultural conditions.

(14) To decline to publish reading notices or boosts in the news columns for advertisers.

Some newspapers have gained goodwill from local grocers, as well as manufacturers, on what they call a weekly "Market Basket Page." This is put on not by the merchandising department, but by the advertising solicitor that calls on the outlying grocers. Each week, on a page containing the advertisements of the small, outlying grocers, ordinarily non-advertisers, a market basket full of groceries is given one person whose name and address is picked from the city or telephone directory and inserted in one of the grocers' "ads" appearing on this page. This basket contains nationally advertised goods being advertised in the newspaper at the time the name appears. This has the effect of attracting housewives to this page of ordinarily unobtainable advertising. The grocer likes it because he can see results from his advertising, and the manufacturer likes it, especially if the products contained in the basket are newcomers on the market. This basket is conspicuously displayed in advance of the day it is given out. The newspaper usually pays the retailer approximately $2 for each basket.

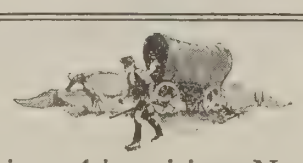
Another thing that some merchandising service departments are doing at the present time is to sell the grocery advertisers in their cities on the idea of illustrating their advertisements by using newspaper cuts. The newspaper writes to all manufacturers of nationally advertised products asking them to send electros of not larger than ½ to 1 column in size, and are inducing the local retailers to embody those cuts of nationally advertised products in his advertising. This meets with a hearty response from the manufacturer and creates good-will for the newspaper. The local grocer is sold on the idea of using these cuts in his advertising to help produce quick turn-over.

One of my good friends in Texas wrote me that they are strictly adhering to the rules and regulations laid down by the A. N. P. A. and the A. A. A. A. regarding co-operation, but are having to do considerable explaining, as practically all the newspapers in his state and Oklahoma are giving the manufacturer anything he wants. He further states that he has only recently been informed that one of the biggest papers in Texas placed 100 window displays in grocery stores for one of their advertisers. He also knew of several instances where a selling crew was given an automobile and driver to take them around to the trade, and that he knew he had lost business by not doing these things, but he hoped that by not doing these things, he would be able to show to the newspapers in his vicinity the error of their ways. This association has had a standard of practice in vogue for several years and has been adhered to religiously by a number of our members. Many newspapers have this framed and hanging on the wall of their advertising manager's office in a conspicuous place. We have used it in Peoria and have rarely ever deviated from it. A great many of the strongest newspapers today issue a printed statement regarding co-operation, making two lists—one under a caption of "What We Will Do to Co-Operate" and another under "What We Will Not Do."

The volume and character of merchandising service given depends on the type of the product's standing in the local market, whether the advertising is to be adequate and satisfactory assurance that there will be no cancellation of advertising.

For my part, I feel that a newspaper can give great help to manufacturers and still stay within the legitimate functions of a newspaper. I feel it is an obligation for a publisher to know and give advice about the market covered by his own paper. The publisher is selling more than white space. He is selling the entrance to a market and should be able and willing to tell what that market contains. If the manufacturer has no distribution and attempts to advertise, as is sometimes the case, the publisher should know of the condition and advise the sales manager and so avoid a pure waste of money and effort and probable black-listing of his city by the manufacturer.

The policy of a newspaper should be based on being of the greatest assistance to the manufacturer, but not doing for him those things which legitimately and logically can only be done by his own representative.



Live Advertising News of Far West

Each month 200 or more news items of activities of agencies, advertisers, printers and publications.

WESTERN ADVERTISING
566 Market St., San Francisco
6 months' trial subscription with Big January Annual $1

OF the entire population of the state of Utah, 263,340 people, or 53 per cent, live within a 44 mile radius of Salt Lake City.

The Deseret News

THE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta

Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles San Francisco

To Have and To Hold Cincinnati Business

In the Cincinnati market the holding of trade is conditioned upon the same fundamental policy as the securing of distribution. Perhaps an analogy furnished by the local newspaper situation may point to the reason for this demonstrated fact.

For a generation the unquestioned leadership in local newspaper circulation has been consistently lodged in one evening paper, The Times-Star. This paper goes daily into four out of every five homes in this trading center, being read by practically every native, literate, white family in the twelve cities and towns included in the "local circulation area" of the Cincinnati newspapers. So much for "distribution."

But Times-Star leadership is not confined to distribution. It extends to display advertising as well. This dominance is both in the field of local display and in that of national advertising; it applies alike to the other evening daily and to the two morning newspapers, including their Sunday magazine editions. For thirty-three consecutive times, the semi-annual statements of display advertising lineage have showed the Times-Star leading the list. So much for holding trade.

During the first six months of the present year the Times-Star not only carried more display lineage than in any previous half-year, but it also registered a larger increase over all other Cincinnati newspapers.

To have business in the Cincinnati market and to hold it, profit by the experience of other successful merchandisers. Use the columns of the Times-Star to secure distribution and to sustain sales volume.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

STEWART NEW A.A.C.W. 2ND DISTRICT CHIEF

Vice-President of Philadelphia Record Succeeds Barrett as Chairman of Division Embracing Four Eastern States, 5,000 Members

Rowe Stewart, vice-president of the *Philadelphia Record*, has accepted the chairmanship of the second district of the Associated Advertising Clubs of the World, succeeding Paul V. Barrett, of the International Correspondence Schools, resigned.



ROWE STEWART

Election to fill Barrett's position was held by mail.

Stewart has long been actively interested in A. A. C. W. affairs, and is a former president of the association.

In point of numbers, the Second District is one of the largest in the A. A. C. W., the membership totaling close to 5,000. It comprises the states of New York, New Jersey, Pennsylvania, and Delaware.

Stewart is now arranging a date for the district's next convention, to be held in late April or early May. The date previously chosen conflicts with the international convention at Houston.

MILLINERS PLAN AD DRIVE

Will Spend $100,000 Annually in Co-operative Campaign

A national co-operative advertising campaign will be set in motion shortly by the millinery industry of the United States, with an annual appropriation estimated as between $100,000 and $200,000.

Plan for the drive, worked out by leading millinery men of the East and West, and advertising experts, was submitted at a dinner meeting in New York last week, to members of the Eastern Millinery Association.

An appeal for funds was made by Richard Sentner, president of the National Association of Ladies' Hatters, and before the meeting adjourned more than $110,000 had been pledged for support of the movement.

In addition to Sentner, leading backers of the campaign include: Lawrence Ach, of the Samuel Ach Company, Cincinnati; Jacob de Jong, president of the Associated Flower and Fancy Feather Manufacturers, Inc.; Seymour Mittlemark, Fashion Hat Company, New York; Charles Stonehill, Chicago Mercantile Company, Chicago; and M. W. Amberg, of M. W. Amberg & Co., New York, president of the National Millinery Association.

Syracuse Plant Nearing Completion

The new annex for the *Syracuse* (N. Y.) *Telegram and Sunday American* being erected at a cost of $90,000 is rapidly nearing completion. The structure is being set flush with the present plant and when finished the intervening wall will be demolished to make a single building. Orders have been placed for $200,000 worth of new equipment. The annex is expected to be ready for use by December 15.

MARBLE DONATES N. E. A. TROPHY

Kansas Publisher Offers Prize for Best Community Service

The interest shown at the Oklahoma meeting of the National Editorial Association in the trophies awarded for the best editorial page, the best front-page make-up and for the paper indicating greatest community service has moved the Association to make similar awards at the Richmond meeting next June. One has already been provided for, the president's cup for best community service. This trophy is presented by George Marble of the *Fort Scott* (Kan.) *Courier-Tribune*.

The Community Service Contest will be judged by Past President Wallace Odell of the *Tarrytown* (N. Y.) *Daily News*. Papers entering this contest are asked to submit one paper each month for the next four months to Mr. Odell at Tarrytown. The selection of the copies to be submitted is optional with the publisher.

PITTSBURGH VETERAN DIES

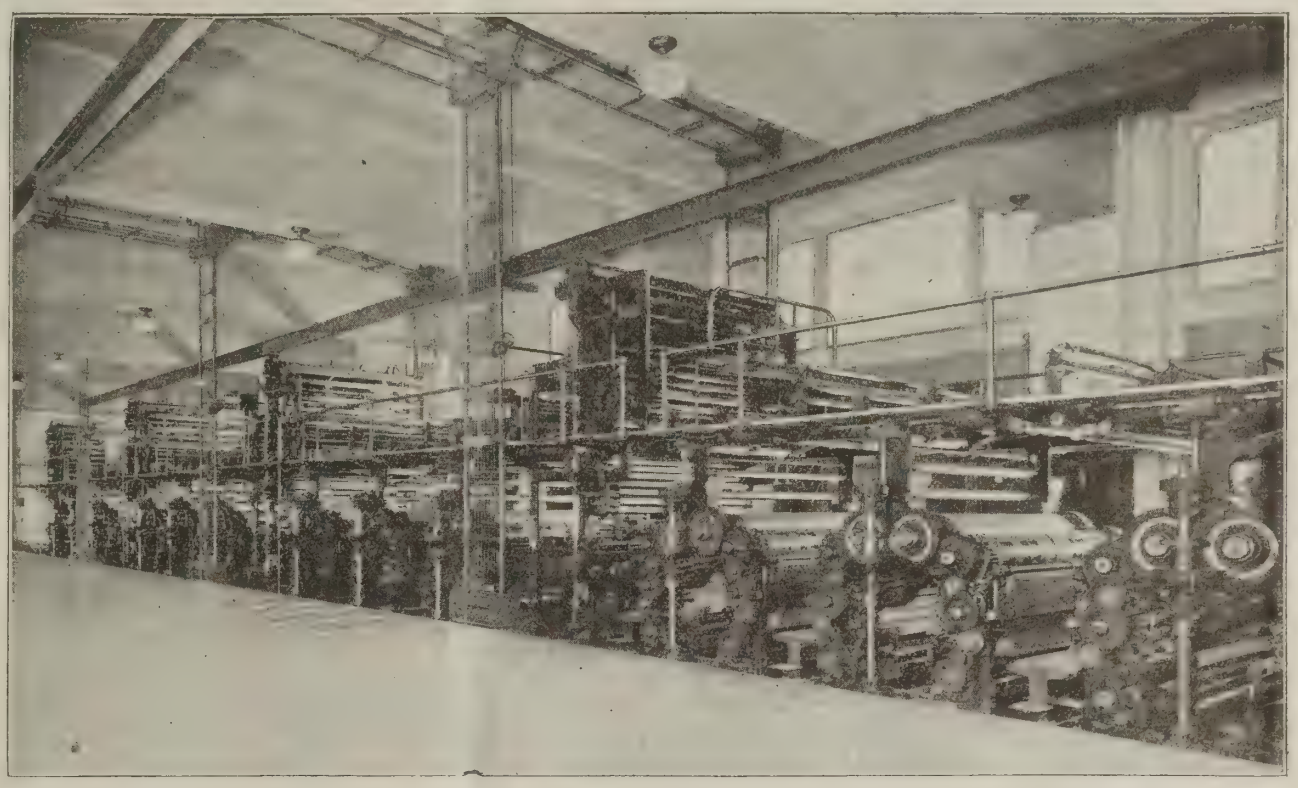
Lawrence McDonald, 30 Years in Newspaper Work, Succumbs to Pneumonia

Lawrence Sarsfield McDonald, dean of Pittsburgh's reporters, died at his home, in Pittsburgh, Monday night, Oct. 28, after a nine-day illness of pneumonia. At the time of his death he was on the staff of the *Pittsburgh Press*, and had previously been with the *Gazette Times*, the old *Dispatch* and the *Post*. Before coming to Pittsburgh he worked on Chicago papers. In all he saw more than 30 years' service in the editorial rooms.

Early in his career McDonald gained an enviable reputation in his covering of the Johnstown flood, which is the classic assignment by which all Pittsburgh oldtimers set their standards. He was a member of the association of the correspondents who covered the flood.

"Poems and Sonnets" written by McDonald is known to hundreds of verse lovers, rejecting the unquenchable idealism and persistent search for beauty which marked his life.

He is survived by his widow, Mrs. Emma McLeod McDonald, and three brothers.



On the Fourth Street front is the "show place" of the new two million dollar home of The Milwaukee Journal. It is the immense pressroom, two stories high. The floor is raised a few feet above the sidewalk level so that passersby may observe, through the street windows, the operation of the entire press—as well as of the reels in the basement. Photograph, taken from inside, shows the battery of twelve Goss High Speed Low Construction Press Units (making four unit type sextuple presses) installed with four pairs of Goss folders. In this new Goss-equipped pressroom it will be possible to print over 500,000 forty-eight page papers in the running time now given to printing The Journal's 140,000 daily thirty-two pages each.

The Milwaukee JOURNAL

The Journal, at present, with its older Goss presses and plant designed for a ***maximum*** of 100,000 sixteen page papers, is printing 140,000 papers averaging thirty-two pages in size—an output 280% of what was originally contemplated!



The Journal's new Goss presses are of the same type used by The Chicago Tribune and ordered for the Detroit Free Press, Buffalo Evening News, Columbus Citizen, Louisville Courier-Journal, Long Beach Press - Telegram, Pasadena Star-News and other leading newspapers.

The Milwaukee Journal's beautiful new $2,000,000 edifice shortly to be occupied as its sixth home in 42 years, it is said will be the largest newspaper plant in the northwest. It is a five story stone and concrete structure, one-half block square. The facing is pink Kasota marble. One-fourth of the first floor—the main lobby—is devoted to serving the public with a tour bureau, information desk, general business desk, rest rooms, reading and writing rooms, telephone and telegraph stations. The basement will permit storage of a two months' supply of paper. Twelve trucks at one time can be lined up at the loading dock to receive bundled papers.

THE GOSS PRINTING PRESS COMPANY, CHICAGO

The Goss Printing Press Co. of England, Ltd., London

GOSS STRAIGHT LINE GOSS HIGH SPEED

ANDREW MILNE JOINS LONDON CHRONICLE

A. A. C. W. Convention Secretary Named Advertisement Manager by Horace I. Imber—Was Formerly With James Black Agency

Andrew Milne, secretary of the London convention of the Associated Advertising Clubs of the World, has been appointed advertisement manager of the *London Daily Chronicle* by Horace S. Imber, the advertisement director.



ANDREW MILNE

The appointment came as a surprise to Fleet Street, where it was expected Milne would continue as organizer for District 14, A. A. C. W. Milne, it is now believed, will continue to act in an honary capacity with the convention movement, the Daily Chronicle being anxious that he should be available for that work.

Milne was formerly in the James Black Advertising Agency, London, from which he was released to take up duties as Convention Secretary. He was for some time secretary of the Publicity Club of London.

NEWS MAN ENTERTAINS PRINCE

Britain's Future King Visits John Bassett of Montreal Gazette

When he pays his next visit to the States and Canada, the Prince of Wales is likely to have a Canadian newspaper man as his line of communication with the press. He intimated this in the course of his visit to Ottawa, during which he perhaps established a record for continuous residence in one spot by remaining as the guest of a prominent Canadian newspaper man from 10 p. m. until 4 the next morning. The host was John Bassett, vice-president and Ottawa bureau manager of the *Montreal Gazette*, with whom Britain's future king discussed some of the foibles of the press of this continent.

The Prince's views on American newspaper enterprise have not been divulged, but it is known that he notes what is said about him and values accuracy. It is probably in the latter regard that he intends having a newspaper man accompany him on his next tour.

This occasion was the second on which the Prince has been the guest here of Mr. and Mrs. Bassett, he having made the acquaintance of the former overseas during the war.

Southern Iowa Editors to Meet

The University of Iowa school of journalism, Iowa City, will be the scene of the next regular meeting of Iowa editors and publishers November 14 and 15, when the southern district of the Iowa Press Association holds its sessions. Although officially a district meeting invitations are going out to all Iowa publishers. Former Governor Henry J. Allen of Kansas, publisher of the *Wichita Beacon*, will speak November 14. Other men of national repute have been invited to appear. The program is under the direction of G. L. Caswell, managing director of the association, the school of journalism and the extension division.

New Nebraska Campaign by Dailies

The Nebraska Association of Daily Newspapers, composed of 16 Nebraska dailies, has laid tentative plans for an extensive campaign drafted to advertise the state as a market for the products of eastern manufacturers. The proposed campaign is to include a series of display ads in central and eastern dailies. A campaign of like nature was sponsored by the same organization last spring. Full page ads were used in Chicago and New York papers. The new schedule, as planned, will include more publications of that class. The expense of the campaign will be born by all papers in the association, divided proportionately according to each paper's advertising rate per agate line.

New A. A. C. W. Publicity Director

L. M. Hughes, formerly telegraph editor of the *Sacramento* (Cal.) *Union*, has been appointed publicity director of the Associated Advertising Clubs of the World, with headquarters in New York. Before joining the Sacramento Union Hughes was a member of the Associated Press San Francisco staff.

London Times Editor Returns Home

Geoffrey Dawson, editor of the *London Times*, and Mrs. Dawson, who have been visiting in this country returned to England, October 24, on the S. S. Olympic. Before leaving Friday, Dawson was the guest of honor at a luncheon at the Recess Club, New York, given by Sir William Wiseman of Kuhn, Loeb & Co. Following the luncheon, there was informal discussion of English business and politics, with Dawson answering the questions of American bankers.

Weekly Suspends After 39 Years

The *Crawford County* (Pa.) *Sentinel*, a weekly which had been published without break for 39 years, has suspended. H. L. Bowen, publisher, will continue the job printing department of the newspaper.

Dailies to Share Ad Budget

The $75,000 special community advertising fund which the Salt Lake Chamber of Commerce-Commercial Club will collect this fall is to be spent early in the coming year. Of the total amount $42,250 will be set aside for display advertising in newspapers and magazines.

Radio Account With Churchill-Hall

Churchill-Hall, Inc., New York, has been appointed to direct the advertising account of the Adams Morgan Company, Inc., Upper Montclair, N. J., which manufactures Paragon radio receivers and radio parts. Newspapers will be used, as well as magazines, radio publications and farm papers.

What the People of Every Iowa County Pay for Subscriptions to The Des Moines Register and Tribune

Advertisers will find it interesting to compare their sales in Iowa, county by county, with this table.

County and County Seat	Number of Families	Annual Expenditure for Subscriptions to Des Moines Register and Tribune	County and County Seat	Number of Families	Annual Expenditure for Subscriptions to Des Moines Register and Tribune
Adair, Greenfield	3,169	$7,370.00	Johnson, Iowa City	5,881	13,042.00
Adams, Corning	2,338	3,865.00	Jones, Anamosa	4,135	2,530.00
Allamakee, Waukon	3,841	2,345.00	Keokuk, Sigourney	4,663	10,378.00
Appanoose, Centerville	6,784	11,734.00	Kossuth, Algona	5,574	15,293.00
Audubon, Audubon	2,783	9,113.00	Lee, Keokuk	8,817	2,307.00
Benton, Vinton	5,354	5,737.00	Linn, Cedar Rapids	16,445	14,682.00
Black Hawk, Waterloo	12,572	11,602.00	Louisa, Wapello	2,707	2,146.00
Boone, Boone	6,644	32,656.00	Lucas, Chariton	3,486	13,518.00
Bremer, Waverly	3,717	3,233.00	Lyon, Rock Rapids	3,429	2,637.00
Buchanan, Independence	4,419	2,853.00	Madison, Winterset	3,338	12,265.00
Buena Vista, Storm Lake	4,123	11,529.00	Mahaska, Oskaloosa	5,838	15,054.00
Butler, Allison	3,965	4,076.00	Marion, Knoxville	5,546	24,920.00
Calhoun, Rockwell City	3,951	6,056.00	Marshall, Marshalltown	7,251	18,427.00
Carroll, Carroll	4,787	22,872.00	Mills, Glenwood	3,427	1,522.00
Cass, Atlantic	4,315	12,138.00	Mitchell, Osage	3,094	5,798.00
Cedar, Tipton	3,902	2,646.00	Monona, Onawa	3,806	2,013.00
Cerro Gordo, Mason City	7,706	21,471.00	Monroe, Albia	5,216	10,864.00
Cherokee, Cherokee	3,946	4,677.00	Montgomery, Red Oak	3,789	4,975.00
Chickasaw, New Hampton	3,429	4,910.00	Muscatine, Muscatine	6,454	4,045.00
Clarke, Osceola	2,326	7,467.00	O'Brien, Primghar	4,234	5,287.00
Clay, Spencer	3,480	7,567.00	Osceola, Sibley	2,272	1,693.00
Clayton, Elkader	5,561	3,350.00	Page, Clarinda	5,364	8,257.00
Clinton, Clinton	9,639	3,740.00	Palo Alto, Emmetsburg	3,441	7,739.00
Crawford, Denison	4,581	9,912.00	Plymouth, Le Mars	5,241	2,309.00
Dallas, Adel	5,582	33,463.00	Pocahontas, Pocahontas	3,467	14,810.00
Davis, Bloomfield	2,794	3,223.00	Polk, Des Moines	37,239	384,330.00
Decatur, Leon	3,682	10,783.00	Pottawattamie, Co. Bluffs	13,679	3,796.00
Delaware, Manchester	4,041	1,298.00	Poweshiek, Montezuma	4,424	17,806.00
Des Moines, Burlington	7,893	3,169.00	Ringgold, Mount Ayr	2,871	6,544.00
Dickinson, Spirit Lake	2,276	6,260.00	Sac, Sac City	3,889	10,455.00
Dubuque, Dubuque	12,947	4,188.00	Scott, Davenport	16,435	3,957.00
Emmett, Estherville	2,806	10,319.00	Shelby, Harlan	3,570	4,578.00
Fayette, West Union	6,500	4,156.00	Sioux, Orange City	5,879	1,761.00
Floyd, Charles City	4,191	4,572.00	Story, Nevada	5,819	34,387.00
Franklin, Hampton	3,513	10,083.00	Tama, Toledo	4,858	10,443.00
Fremont, Sidney	3,433	2,294.00	Taylor, Bedford	3,448	6,874.00
Greene, Jefferson	2,806	17,783.00	Union, Creston	3,837	11,477.00
Grundy, Grundy Center	3,205	5,941.00	Van Buren, Keosauqua	3,125	3,316.00
Guthrie, Guthrie Center	3,910	19,320.00	Wapello, Ottumwa	8,430	10,206.00
Hamilton, Webster City	4,340	19,670.00	Warren, Indianola	4,011	17,366.00
Hancock, Garner	3,272	6,838.00	Washington, Washington	4,538	4,129.00
Hardin, Eldora	5,187	18,070.00	Wayne, Corydon	3,417	9,536.00
Harrison, Logan	5,443	2,235.00	Webster, Fort Dodge	8,357	28,544.00
Henry, Mt. Pleasant	4,066	2,611.00	Winnebago, Forest City	2,998	5,084.00
Howard, Cresco	3,046	2,689.00	Winneshiek, Decorah	4,909	2,805.00
Humboldt, Humboldt	2,878	9,353.00	Woodbury, Sioux City	20,484	8,491.00
Ida, Ida Grove	2,598	4,827.00	Worth, Northwood	2,585	1,976.00
Iowa, Marengo	4,133	7,856.00	Wright, Clarion	4,522	17,842.00
Jackson, Maquoketa	4,429	2,746.00			
Jasper, Newton	6,190	26,436.00			
Jefferson, Fairfield	3,653	3,344.00	Total		$1,278,660.00

The net paid circulation of The Des Moines Register and Tribune for the 6 months ending Sept. 30 averaged—

143,214 Daily **130,908 Sunday**

WHAT'S WHAT IN THE FEATURE FIELD

J. CARROLL MANSFIELD, creator of "High Lights of History" a new art strip feature added to the list of the McClure Newspaper Syndicate, New York, obtained the idea for his feature during his earliest school days, when he used to sketch illustrations of the daily lesson on the margin of his history book.



J. Carroll Mansfield

"I can remember being dissatisfied with the histories we were given to study—dry, uninteresting affairs with little to intrigue the youthful imagination," he recalls.

"And so I was obliged to embellish any available white space on the page after reading between the lines."

The strip "High Lights of History" aims to tell in picture form, the outstanding events of history.

Mansfield was recently an illustrator on the staff of the *Baltimore Sun*. He started his newspaper art career on the old *Baltimore Star*, later working as artist for the *Baltimore News*.

During the war, Mansfield served with the Field Artillery in France. Returning to the United States, he studied art at the New York School of Fine and Applied Art. A collection of sketches he had made in France was published in book form.

Three years later he returned to Baltimore to illustrate the Sunday tabloid section of the *Baltimore American*. He was also required to cover murder cases, sensational trials, theatrical reviews, and conventions. He left the American for the Sun.

Science Service, Inc., Washington, this week announced it is handling exclusively the syndicate material on the White Indians of Central America, three of whom were brought to Washington by R. O. Marsh, discoverer of the White Indian nation. A 3,000 word story, illustrated by photographs of the Indians, their king, and their villages, is now being offered to newspapers by the Service. Dr. Edwin E. Slosson is director of Science Service, Inc.

And yet another! Climbing on the puzzle band wagon, the McClure Newspaper Syndicate, New York, announces this week that it has added a daily Cross Word Puzzle by R. H. Tingley to its list. Editor & Publisher now knows of nine different syndicates offering this feature.

Ledger Syndicate, Philadelphia, has just created a new daily interior decoration feature under the title "Home Notes."

A new entrant in the syndicate field is the Vanguard Press, which has just been established at 70 Fifth avenue, New York, with Richard Rohman, formerly of the Paris staff, *Chicago Tribune, New York Call*, and *Detroit Free Press* as managing editor.

Weekly articles are being offered to American newspapers by Henri Barbusse, author of "Under Fire"; Stefan Zweig, Franco-Austrian journalist and biographer of Romain Rolland; Andreas Latzko, author of "Men in War"; Marcel Fourrier, Parisian journalist, editor of *Clarte;* and other notable Europeans.

Associated with Rohman is B. F. Sills, formerly of the staff of the *London Daily Herald*. Simon Doniger is business manager.

Lain C. Lane has written a new serial entitled "Smouldering Fires" for the Central Press Association, Cleveland.

The title of "Gleanings from the Book of Life," a daily editorial feature by Clark Kinnaird, handled by the Central Press Association, Cleveland, has been changed to "The Best of Advice."

"Bud" Fisher, whose "Mutt and Jeff" comic strip is handled by the Bell Syndicate, New York, sailed on a trip abroad last week.

The George Matthew Adams Service, New York, this month took over the "Fun Shop," humorous joke column feature, which had been previously handled by Maxon Foxhall Judell through the Fun Shop, Inc., New York. Judell continues as editor.

The Thompson Feature Service, New York, is handling the newspaper features created for Bernarr Macfadden's *New York Evening Graphic*, a tabloid.

John Bach is creator of a new daily one-column comic for the Ledger Syndicate, Philadelphia.

Marcel Wallenstein, European manager of the Pacific & Atlantic Photos, returned last Saturday to Europe, following a two weeks' visit in this country. Mr. Wallenstein was formerly connected with the *New York Daily News*.

"Darkened Windows," by Cornelia Kane Rathbone, has been added to the serial offerings of the Ledger Syndicate, Philadelphia.

The North American Newspaper Alliance, New York, obtained the services of no less a personage than George Bernard Shaw to write a story for them this week on the baseball game played in London, October 24, between the Giants and the White Sox, now touring England and the Continent, playing exhibition matches. Mr. Shaw couldn't remember the names of the teams. He called them the "famous Chicago Sioux and the New York Apaches." It was his first baseball game; and he witnessed it, he said, "as a sociologist, not as a sportsman."

Ernest Newman, known as Europe's foremost music critic, who recently joined the staff of the *New York Evening Post* as guest critic for the season of 1924-1925, is now writing a weekly article on music for the Post Syndicate, New York. The articles are distributed to newspapers for use Saturday or Sunday. Mr. Newman came to the Evening Post from the *London Sunday Times*.

Nellie Revell, the best known woman news writer and press agent on Broadway, who writes "Nellie Revell Says" for the McNaught Syndicate, New York, was given a rousing welcome, when she visited the office of the *New York Herald Tribune* last week. The Herald Tribune was the first newspaper office Miss Revell has entered, since she was taken ill four years ago.

A weekly New York Dramatic Letter, written by John Anderson, dramatic editor of the *New York Evening Post*, has been added to the list of features offered by the Post Syndicate, New York. It is to run under the title "Two on the Aisle," the same as used over Anderson's daily dramatic column in the Evening Post.

The Max Somers Feature Service has just been established at 204 Fitzpatrick Bldg., Portland, Ore. Max Somers, former owner of a commercial photograph studio, handles photographic, advertising and circulation features, while Naomi Swett is in charge of feature stories, news correspondence, and special editions.

For Editors Only

This copy is not put in competition with that which the publishers' advertising men write.

Nor is it addressed to the same audience.

* * *

It is meant for editors: managing editors, editorial writers, city editors, dramatic editors, financial editors, book editors.

You have seen Scribner's Magazine mentioned frequently in James Melvin Lee's column, and realize that Scribner's Magazine has a special appeal to newspaper men because so many newspaper men contribute to it. But Dr. Lee only touches upon the work of journalists in our columns—and not all of that, of course.

Such things as E. P. (Editorial Page) Mitchell's articles, the stories of McCready Huston, "The Provincial Editor's Outlook" and "The Changing Country Press" and others have been mentioned by him.

* * *

But the important thing to you editors is—each month in Scribner's Magazine there are articles which are editorial material, articles dealing with problems in which your paper is interested, which furnish ideas for follow-ups, or for news stories from a local angle.

* * *

Take, for instance, the November number of Scribner's Magazine which is just published.

Has there been any attempt in your state to censor school histories? Or any controversy about propaganda in histories?

Then Albert Guérard's "The New History: H. G. Wells and Voltaire" will furnish you with much food for thought and for editorials.

* * *

Are you interested in the problems which Japan and the Pacific are offering?

If so, Ramsay Traquair's "The Coming Commonwealth of the Pacific" is right in your line.

The whole country is concerned over the small number of qualified voters who actually exercise their right of franchise.

And Sarah Schuyler Butler, prominent political leader, toured 2,800 miles to find out why. "Women Who Do Not Vote" in the November Scribner's tells what she found.

* * *

You are, of course, interested in community projects. Henry S. Pritchett's "A Tale of Two Cities" is the story of a contest between Philadelphia and Boston which Ben Franklin started and which has almost a hundred years yet to run.

* * *

The dramatic critic will be interested in "Rip Van Winkle Goes to the Play" by Brander Matthews.

* * *

And the book editor in William Lyon Phelp's "As I Like It" every month.

* * *

And the art editor in "The Field of Art" by Royal Cortissoz, which discusses current phases of art in a fresh and vigorous manner with particular attention to America's progress in art.

* * *

And the financial editor in Alexander Dana Noyes' "The Financial Situation."

* * *

And after your office has finished with it, you will find that, above all, it is a magazine worth taking home.

* * *

And here is one more fact—twenty-two papers, situated in widely different parts of the country and ranking among the nation's greatest dailies, contained editorials about *one* article in the September Scribner's.

Indications are that the number will be surpassed by those commenting upon one article in the October number.

Merely a P

THE PUBLISHER is a manufacturer. He purchases newsprint at so much a pound and labor at so much an hour, and sells space at so much a line and his product at so much a copy.

He has other functions, of course, but, as the inventor sees it, the publisher is a manufacturer, who works under unusual difficulties.

News is the most perishable of all commodities, and publishing nearly always is done in the most crowded section of a community. The publisher accordingly must make rigorously economical use of time and of working space.

A minute of time and a cubic foot of space, therefore, become desiderata of the utmost importance to an inventor of newspaper machinery. My own designs invariably are conditioned by these and other requirements, namely, that they shall result in a machine which will produce the greatest number of products possible—whether they be printing plates or printed papers—per minute of time, per cubic foot of working space, per unit of man-effort, per dollar of operating cost.

Take the case of the PONY AUTOPLATE Machine. Before designing it a survey of all but the largest foundries disclosed an enormous waste of time, space, man-effort,

L. J. TARTE,
Président

La

EDIFICE
MO

WOOD NEWSPAPER MACHI
501 Fifth Avenue,
New York, N. Y.

Gentlemen:

We are very well pl
When your Mr. Washingto
time ago, he watched the o
and was much pleased to se
spent in the Stereotyping r
delivered ready for the pre

There is no questio
purchased from you is the
this year.

LA PATRIE

actical Talk

and operating cost. To make a plate five separate pieces of apparatus were used, and each occupied a space and required a working space, while a plate had to be lifted and carried five times.

Upon the application of my formula four spaces and four lifts and four carries disappeared. Now, only a single occupied space requiring a single working space and a single carry—to the press—are needed, while the work—better work—is done in only a fraction of the time formerly needed.

That the uncompromising application of scientific method to the foundry has been appreciated the universal adoption of the AUTOPLATE bears testimony.

The popularity of the PONY AUTOPLATE Machine, for instance, could not be better shown than by the orders which are passing over our order desk at the moment of writing, from the Cedar Rapids *Gazette,* the Tampa *Tribune,* the Troy *Record,* the Youngstown *Telegram,* and the Windsor, Ontario, *Border Cities Star.*

It is not without good reason that Mr. Tarte says of the PONY that it is the best investment his newspaper has made this year.

HENRY A. WISE WOOD

...rie

...treal, October 7th, 1924

...RPORATION,

...th the Pony Autoplate. ... was in Montreal some ... of the Pony Autoplate ...uring the 20 minutes he ... plates were made and

...e Pony Autoplate we ...vestment that we made

... truly,
... J. TARTE,
President,
...HING CO., LIMITED.

EDITORIAL



THE PRESS PROBE

ACCORDING to an article appearing in *The Ohio Newspaper,* written by Dr. Herbert A. Miller, professor of Sociology of Ohio State University, the proposed press investigation by a committee of the National Research Council, exclusively announced in EDITOR & PUBLISHER, has by no means been wrecked by the decision of the Laura Spellman Rockefeller Foundation to furnish no funds beyond the initial payment which that foundation granted for the first meeting of the scientists.

Dr. Miller writes in terms of the present saying that the committee, of which he is chairman, is neither recognizing nor rejecting the "many criticisms directed against the press" as the committee holds that much criticism grows out of conditions which cannot at present be helped, and perhaps never can be controlled. "Some of it," he says, "depends on conditions which arise out of human frailty and prejudice which can never be eliminated."

Dr. Miller says that the most pressing of all social problems is that of the relation of nations and, as this depends upon what nations know of each other, it is the purpose of the committee to make a study of the conditions under which news goes from one country to another. This study includes transportation of news by post, telegraph, cable, radio and films, and Dr. Miller says that there are conditions in the mechanical organization of these instruments which can give bias to news.

He discusses a study of American and European news agencies, which exercise a powerful influence on public opinion. "It will be possible to find out what may be their relations to their governments or to special interests," he says.

The statement concludes: "At present a newspaper may promote hostile or friendly attitudes between nations as it pleases. It is hoped of this investigation, not that there will necessarily be radical reform movements, but that fundamental principles will be outlined and correlated so that as time goes on and studies of this sort are continued, almost unconsciously there may be evolved ways out of what now seems to be insoluble dilemmas in the matter of the relation of the press to public opinion, and thus of the straightforward relations of nations to one another."

Your newspaper is not serving advertisers if any page is too dull to hold the reader's eye.

SHOCKING

"WHAT'S wrong with Albuquerque?"

There was a secret meeting of forty business men in the Chamber of Commerce on a recent Tuesday night to discuss the question.

After solemn weighing of causes and effects the unanimous conclusion was reached that the trouble with Albuquerque was that the newspaper editors of the city were publishing "scandal, personal squabbles of the editor and information concerning places far distant from Albuquerque on the first page, and relegating Chamber of Commerce boosting stories to the back page."

This was said and repeated all around after the chairman of the meeting had announced: "Gentlemen, we are quite alone—newspaper men are not here and nothing that you say shall go beyond these walls."

Next day there appeared in *The New Mexico State Tribune,* edited by intrepid Carl Magee, a shockingly old-fashioned piece of impudence. It was revealed that a reporter for that newspaper had concealed himself behind a few mailsacks of Chamber of Commerce reports, and had made a detailed report of every utterance, which was duly set forth in cold print on page one, with the additional fact that the meeting had selected a committee composed of regular advertisers to wait on the editors, or bring them together, for the purpose of plainly telling them how to edit.

The facts as stated here are confidently set down from the published account.

A comic feature of the reporter's quaint story deals with the arrival of a morning newspaper man on the scene of the meeting, after the business had been done and the doors opened.

"Hello, gentlemen, anything up?" quoth the reporter.

"No, nothing out of the ordinary; just a little booster meeting."

ROMANS

Chapter III—20-21

Love worketh no ill to his neighbor; therefore love is the fulfilling of the law.

NEWS SUPPRESSION

COMMENTING on the peculiar embarrassment a newspaper man feels when suppression of news is asked by personal friends, the editor of *Ottawa Journal* tells his readers that news is a commodity and that it is as absurd to ask an editor not to print an item as it would be to ask a butcher not to dispose of certain beefsteaks to customers, or importuning a music store proprietor not to handle certain songs.

News suppression is usually futile, benefitting no one and doing positive harm in many instances. In Ottawa it has been discovered, for instance, that when the local newspapers yield to the pleas of personal friends to "keep it out, like a good fellow," the special correspondents of out-of-town papers usually get the news and it gradually floats back by word of mouth and Ottawa newspapers are suspected of being either incompetent or cowardly.

Suppression of many news items also reacts against those who have sought it as a means of escaping supposed disgrace or humiliation. It only piles up their troubles.

This angle always reminds us of the Boston merchant who told an editor that he would withdraw all advertising if news of his daughter's elopement was published.

The editor replied: "You can't scare me into doing an injustice to your daughter and her husband. I shall not be party to a family conspiracy which proposes to make the happy and impulsive marriage day of a boy and girl something abnormal and mysterious and therefore a topic for backstairs gossip and indecency. Your daughter has a right to be known as a bride; her husband has a right to his social status as her husband. If you had sense, instead of stupid and half-baked pride in the shallow conventions of life, you would be here asking us to tell the whole town the glad tidings that your daughter had chosen her life partner, and was sufficiently independent and characterful to take him whether you and your wife approved or not."

Poor old daddy weakened and before the interview ended he not only gave permission to run a first page story, but corrected the proof and asked for additional galley proofs to "send to the other papers." He did not "pull" his advertising, but increased it and for years was that editor's personal friend.

The best way to avoid embarrassment when the "good fellows" come around to suppress legitimate news is to tell them exactly what the logical consequences are, to them and your newspaper.

"Though the human race degenerate,
These are pleasant days, at any rate."
F. P. A.

November 1, 1924 Volume 57, No. 23

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Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Langelaan, 34, rue Thiers, Boulonge-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy; $4 a year; foreign $5; Canadian $4.50

WHO'S LOONEY?

IRRESPECTIVE of diverse political interpretations, the income tax "didn't-know-it-was-loaded" blunder would be one of the most laughable incidents in modern newspaper experience if it were not so serious in its effects.

It is amusing that high government officials who are wont glibly to refer in public speeches to "harum-scarum" newspaper practices and invariably address full-grown newspaper men as "boys," should issue a premature or illegal order in a most delicate publicity matter and spill the cards in forty directions.

It is serious that the impression has gone to sections of the public that it was the newspaper press which initiated and executed this famous flivver; that many newspapers violated a law in making public income tax returns; that some newspapers did not publish the names of powerful men and interests as a special favor; that it was a high-handed piece of scandal-mongering by ruthless reporters; that in short the impudent adventure of prying into the affairs and secrets of many of the best guarded families was just another newspaper outrage.

A heated nation-wide debate is now in progress on the question whether there is any justification in principle, let alone law, for the publication of any man's financial status as revealed in an income tax return. It is said to be an unnatural invasion of privacy; it is also said to be as legitimate for news as records of the bureaus of vital statistics, the marriage license bureau, baseball box office receipt, or the proceedings of the courts, including divorce tribunals. If privileged news which now fills the press does not invade the privacy of individuals, should tax returns, if publicity is legal, be regarded as inviolate? These are points raised in the whirl-wind discussion that has followed the treasury action of making public those famous names and startling figures. One point should be kept clear: The press is not guilty of the offense, if any, and we do not believe any newspaper will be called upon to shell out a $1,000 fine.

If you regard syndicate drawings as evidence of a "canned newspaper," localize the captions where it is legitimate to do so—many newspapers are doing this so effectively that only an expert would know they were not made locally.

ENGLISH INSURANCE SCHEMES

ALL British newspapers have reduced the benefits of press insurance schemes, eliminating sickness and small accidents in the home, and it is predicted that there will shortly be increased restrictions.

Newspaper insurance has had a sensational run as a circulation maker in England for the past three years. Contracts were made for stated periods and the premium was regulated by increased sales. One paper vied with the others in giving increased premiums and in this hot competition hundreds of thousands of pounds were paid to beneficiaries.

Circulation leaped in many instances by the hundreds of thousands, but presently publishers discovered that much of this new business was artificial, as it gave small corresponding value to advertisers. The public was found buying four or five newspapers and reading one.

Evils also grew up, and it is estimated by one authority that 60 per cent of the claims sent in were fraudulent. As English newspapers are now tapering off on insurance schemes, they are applying methods which get newspapers into the hands of people who take them to read, and although there have been some heavy circulation declines it is said that publishers are better satisfied.

PERSONALS

M. H. DE YOUNG, publisher of the *San Francisco Chronicle*, was honored by veterans of the San Francisco fire department, who called at his office, Oct. 23, with a garland of flowers for him in appreciation of what he had done and is doing for the city.

Edward E. Bartlett, president of the Bartlett Orr Press, New York City, and director of Linotype typography for the Mergenthaler Linotype Company, sailed for Europe on the Olympic, Oct. 25.

Charles E. Marsh of Austin, Tex., president of the Newspaper Publishing Company, publishers of the *Austin American, Waco News-Tribune, Wichita Falls* (Tex.) *Record News* and other papers, has been appointed by Gov. Pat M. Neff as a member of the board of regents of the University of Texas.

L. C. Brown, owner and business manager of the *St. Petersburg* (Fla.) *Independent*, and Mrs. Brown have returned from a visit to New York City and other northern points.

IN THE EDITORIAL ROOMS

ALEXANDER CUSCADEN, for 15 years on the *Los Angeles Examiner* and for 2 years on the *San Francisco Examiner*, has been appointed night editor of the latter paper. E. Cullenward has been made assistant managing editor; William Wrenn, city editor, and Vic Short, head of the copy desk. Raymond A. McNally, recently on the *San Francisco Examiner*, has been given the post of sports editor on the *San Francisco Bulletin*.

Walter Healy, city hall reporter on the *Bellingham* (Wash.) *Reveille*, has resigned on account of ill health. He has been succeeded by Benton Thompson.

Benjamin Lothridge, make-up man for the *Syracuse Journal*, is on a two weeks' hunting trip and vacation in the Adirondacks.

Forbes Watson, art critic for the *New York World*, will speak on "Nineteenth Century Art," before the newly formed Newark Art Club, on Dec. 18.

Ralph B. Flint, of the *Christian Science Monitor* of Boston, who has been covering the art events in New York has been appointed associate editor of the *Art News* and *International Studio*, in the place of William B. McCormick.

Alger S. Beane, recently on the night copy desk of the *Boston Herald*, has resigned.

Randolph Edgar, musical critic of the *St. Paul Pioneer Press*, has resigned.

Edwin S. Shortess, editor of the *Vinton* (Ia.) *Eagle*, has resigned and will go to Kansas City as an organizer for Co-Operative Clubs, a luncheon club organization.

Everard Jack Appleton, Cincinnati poet and columnist, formerly editor of the "Ginger Jar" and other comic material of the *Commercial Tribune* and latterly of the *Times Star*, is confined by illness to his home in Avondale.

Miss Mary K. Linn is now with the *Salisbury* (N. C.) *Evening Post* in charge of the woman's page.

James Townes, editor of the Merrimac valley edition of the *Boston American*, has been spending a vacation at Rangeley Lakes, Maine.

John G. O'Brien, in charge of the Lowell office of the *Boston American*, has joined the city staff.

L. S. McKenna, sports editor of the *St. Paul Dispatch-Pioneer Press*, went to Seattle to cover the games for the minor baseball league championship.

Fred A. Cummings, formerly managing editor of the *Lynn*, (Mass.) *Telegram-News*, has been promoted to vice-president of the Eastern Massachusetts Street Railway Company. Until recently he has been chairman of the company's board of public relations.

Alvin J. Steinkopf, reporter for the *St. Paul Pioneer Press*, has gone to the *Milwaukee Sentinel* and is succeeded by Elliott K. Hayes.

Joseph Garrettson, former managing editor of the *Cincinnati Times-Star*, who retired last year due to a stroke of paralysis, is reported to be much improved.

Mrs. Elizabeth Moline, society editor of the *St. Paul Dispatch-Pioneer Press*, has resigned, and is succeeded by the club editor, Miss Amy McGuffin, whose place is taken by Miss Alice Larson, editor of the children's page. Mrs. Stanley Miller takes charge of that page.

John J. O'Flanagan has returned from a trip of several months to Europe and assumed his duties as head of the *Boston American* copy desk.

Clarence L. Moody, city editor of the *Lynn* (Mass.) *Telegram-News*, and Mrs. Moody, are parents of daughter, Barbara Louise.

Paul A. Davis, formerly of the *Jamestown* (N. Y.) *Journal*, has resigned as city editor of the *St. Petersburg* (Fla.) *Evening Independent*, to enter the real estate business. Al W. Burger succeeds him.

Harry A. Kenny, city political man of the *Cincinnati Commercial Tribune* has been appointed assistant city editor. The politics run has been assigned to Charles K. Swafford, formerly of Richmond, Ind.

Fred E. Hadley, for many years editor and publisher of the *Winnebago* (Minn.) *Enterprise*, has returned to San Diego, Cal., his birthplace. Citizens of Winnebago gave him a farewell dinner, which was attended by a large number of the leading newspaper men of the state.

A. J. O'Malley, city editor of the *Scranton* (Pa.) *Times*, recently spent his annual vacation in New York City.

Albert F. Phillips, reporter on the *Salt Lake City Telegram* passed his 74th birthday on Oct. 16. He is still as active as he was a half a century ago.

James Dempsey, assistant city editor, has resigned from the *Boston Post* to become managing director of the Eastern Newspaper Service, Boston, Mass.

John Brogan has resigned as managing editor of the *San Antonio Light*. L. A. Hoskins formerly news editor is now acting managing editor.

Frank T. Wright, sporting editor of the *Bellingham* (Wash.) *Herald*, has been appointed manager of the recently organized International Amateur Basketball League.

IN THE BUSINESS OFFICE

C. H. CARSON, formerly general manager of the *Johnson City* (Tenn.) *Staff* and later the *News*, has taken charge of the installation and management of a promotion and service department for the *Roanoke* (Va.) *Times* and *Roanoke World-News*. Mr. Carson assumed his new duties Oct. 20.

Fred I. Cook has resigned as circulation manager of the *Scranton* (Pa.) *Republican*.

James Aaron, formerly connected with the *Philadelphia North American*, has joined the *Trenton Times* advertising department.

George C. Nungezer, mechanical superintendent of the *Alexander* (Va.) *Gazette*, has been promoted to manager of that newspaper.

Roger Ferger, advertising manager of the *Cincinnati Enquirer*, has been elected as president of the American Business Club of Cincinnati.

H. P. Neuman formerly advertising manager of the *Pensacola* (Fla.) *Daily News* and more lately of the sales staff of the American Press Association has been appointed advertising manager of the *American Press*, monthly paper of the organization. Joe Brown continues as business manager.

Robert B. Miller, assistant advertising manager of the *Marion* (Ind.) *Chronicle* has resigned to join the advertising staff of the *West Palm Beach* (Fla.) *Palm Beach Times*.

P. G. Laughridge has joined the advertising department of the *Salisbury* (N. C.) *Evening Post*, in charge of the local advertising.

J. A. Matthews, late of the *San Antonio* (Tex.) *Light*, has been made circulation manager of the *St. Paul Dispatch-Pioneer Press* in place of W. E. Sherlock, who has been transferred to the editorial side.

Albert W. Sherer of Wheaton, Ill., has been appointed western manager of the Curtis Publishing Company, to succeed Earl Reeve.

Everett A. Holman has been appointed director of advertising of the *Seattle Post-Intelligencer*. He was formerly Pacific coast representative of the Hearst morning newspapers with headquarters at San Francisco.

Sam F. Goddard has been appointed Western merchandising manager of Management Magazines, Inc., publishers of *Cafeteria Management*, *School and College Cafeteria* and *Club-Management*.

FOLKS WORTH KNOWING

A MAN with a record for seeing things through to completion with success is descriptive of Henry L. Freking, organizer, founder and now general manager of the *Mansfield* (O.) *Daily Journal*, Freking's latest venture in the newspaper field.



HENRY L. FREKING

Born in Louisville, Freking at an early age entered the newspaper field as a reporter on the *Louisville Commercial*. Following the purchase of that publication by the *Louisville Herald*, he became a member of the Herald's advertising staff. Seeking larger fields he went to Chicago where he became a representative of Standard Farm publications. Later he joined the Hearst organization where he remained until three years ago.

Freking then decided to enter the field independently. During the past three years, he not only organized but established three successful newspapers.

His latest achievement is the founding and organizing of the *Mansfield Daily Journal*. During the summer months of 1924, Mr. Freking entered this field and within a comparatively short time, he had a company of Mansfield's foremost citizens associated with him, installed a modern newspaper plant and on September 13, the first issue of 64 pages made its appearance on the streets.

PRESS ASSOCIATION NOTES

L. C. PROBERT, superintendent of the Associated Press, Washington Bureau, Byron Price, J. L. West and P. F. Haupert, all of the A. P. Washington staff came to New York this week to direct tabulation of the election returns, which is centralized from New York A. P. headquarters.

D. Q. Riddle, formerly United Press staff correspondent, has been appointed professor of journalism at Baylor College for Women, Belton, Tex.

MARRIED

WILLIAM H. MILLHAEM of the *Des Moines* (Ia.) *Register* staff, to Miss Harriett Barrowman of the Register's society department, Oct. 22.

Lawrence J. McCarthy, city editor of the *Ogdensburg* (N. Y.) *Daily News*, to Miss Veronica Hazel May of Syracuse, N. Y., at Syracuse, Oct. 28.

William J. "Dick" Slator, telegraph editor of *Springfield* (Mass.) *Union*, to Helen Mary Cameron, society editor of the *New Haven* (Conn.) *Union* in New Haven, Oct. 7.

Walter J. Stahl, assistant city editor of the *Columbus* (O.) *Evening Dispatch*, to Miss Nellie Gilbert, private secretary to E. H. Mack, editor of the *Sandusky Register*, Oct. 27.

Harold W. Klamser, assistant editor of the *Chelsea* (Mich.) *Daily News* to Miss Lenore Sigler of Decatur, Ill., Oct. 18.

Richard MacFarland, son of the late Granville MacFarland, editorial writer and counsel of the *Boston American*, to Miss Elinor D. Hanley, of Swampscott recently.

Vincent Francis Callahan, reporter on the *Washington* (D. C.) *Times*, to Miss Florence Anita Hawkins, of Washington, D. C., last week.

Charles L. Nicholson, advertising manager of the *Hutchinson* (Kan.) *News*, to Miss Alvina B. Hults, Oct. 22, at Hutchinson.

Joseph W. Dugan of the *Chicago Evening Post* to Miss Isabel Schaefer, October 24.

ON THE MECHANICAL SIDE

D. A. BRISLIN has resigned as foreman of the *Scranton Sunday Dispatch* composing room. He has been succeeded by Al Jennings, of the *Scranton* (Pa.) *Times*.

The most widely read daily newspaper feature service in the United States is "Answers to Questions" by Frederic J. Haskin—a circulation holder that never loses its grip. The complete Haskin service is worth inquiring about. Why don't you write for full information? Address Frederic J. Haskin, Washington, D. C.

HEAD HOUSTON'S A. A. C. W. COMMITTEE





Mayor Oscar Holcombe of Houston has been appointed general chairman, and Robert F. Cornell, assistant publisher of the Houston Chronicle, general secretary of the committee in charge of Houston's arrangements for the 1925 convention of the Associated Advertising Clubs of the World. Mayor Holcombe and Mr. Cornell were among the most active participants in the campaign to obtain the convention for Houston and led the delegation to London last July.

HOLDING NEW POSTS

F. G. SMITH, from staff, *Boston Telegram* to sports editor, *St. Petersburg* (Fla.) *Independent.*

Morris Miller, from staff, *Town of Union* (N. J.) *Hudson Dispatch,* to managing editor, *Bayonne* (N. J.) *Times.*

Richard Armstrong, from *Macon* (Ga.) *Telegraph,* to night editor, *St. Petersburg* (Fla.) *Independent.*

Mrs. Mary Mahoney, from *Boston Traveler,* to staff, *St. Petersburg* (Fla.) *Evening Independent.*

Walter Fogg, from *Boston Sunday Herald* to *Bangor* (Me.) *Commercial* staff.

C. K. Logan, from reporter to city editor, *Salem* (Ore.) *Statesman,* succeeding Stephen Stone.

S. M. Mitchell, from editor, *Newton* (Ia.) *News,* to city desk, *Ft. Madison* (Ia.) *Evening Democrat.*

SPECIAL EDITIONS

DUBUQUE (Ia.) *TELEGRAPH-HERALD,* 14-page section devoted to Better Homes week.

Peoria (Ill.) *Sunday Morning Star,* Oct. 19, 12-page supplement devoted to Home Beautiful week.

WITH THE SPECIALS

CHAS. H. EDDY COMPANY has been appointed national advertising representative for the *Elizabeth* (N. J.) *Daily Journal.*

C. L. Houser Company has been appointed national advertising representative of the *Peekskill* (N. Y.) *Evening Star* in the East and West, effective Nov. 1.

Payne, Burns & Smith, Inc., has been appointed to represent the *Manchester* (N. H.) *Daily Mirror.*

NEW PLANTS AND EQUIPMENT

PASADENA (Cal.) STAR-NEWS, has installed three Intertypes.

Columbus (Ind.) *Republican* has installed an Intertype.

Uica (N. Y.) *Daily Press* is now printing with its new Hoe octuple press.

SCHOOLS

JAMES VERNOL CLARKE, formerly associate director of publicity for the Presbyterian Church at New York headquarters, is now in charge of Journalism work and assistant professor of English at Albion College, Albion, Mich. He was formerly on the staff of the *Nashville Banner.*

Enrollment in the classes in journalism at the University of Illinois are 15 per cent greater than last year and the largest since the course was instituted.

FLASHES

The same brains which think up the titles for Pullman cars are now working overtime naming the new fall collars.—*Newark News.*

Along the roadside the parking space is determined by the sparking pace.—*Cleveland Times.*

Prince Youssoupoff, while pressing his suit against Mr. Widener, also got his jacket well dusted.—*New York World.*

Daily news stories indicate that Wrangel Island is well named.—*Newark News.*

One of the principal reasons why capital punishment doesn't deter criminals is that we rarely resort to it.—*Columbia* (S. C.) *Record.*

The Author of the aphorism, "Talk is cheap," lived before the days of traffic cops.—*Cleveland Times.*

Usually the man with that hunted look has six daughters who know how to say, "Charge it."—*San Francisco Chronicle.*

All roads led to Rome, but in those days Rome was worth going to.—*Little Rock Arkansas Democrat.*

At the present rate it probably won't be long before the man who removes his collar and coat in a barber shop will cause letters of condemnation to reach the newspapers from the fair sex.—*Baltimore Sun.*

In these halcyon days of ownership of motors and radio outfits it makes us smile to recall the time when the tricky politicians tried to lure our votes with the promise of a full dinner pail.—*Milwaukee Journal.*

To tell how one's hair will look bobbed, there is the one and only safe method of picking a good cantaloupe—cut it.—*New York Herald Tribune.*

Movie star claims she has an ideal husband. Those movie stars will say anything to get publicity.—*Columbia* (S. C.) *Record.*

Political Dope doesn't kill those who swallow it, but it makes them crazy.—*Cleveland Times.*

Europe is like your grandmother's corsets. Worked by invisible strings.—*"Bugs" Baer in New York American.*

The *Mead Messenger* inquires: "Why must a man die before he becomes a bafodagtn fiafonmabtsn?" We know a lot of live men who are worse than that.—*Colorado Transcript.*

One good thing about the Chinese is that when they make war they make it at home.—*James J. Montague in New York Herald-Tribune.*

A "good loser" feels just the same about it as the bad loser does, the difference being that he is a better liar.—*Boston Transcript.*

All women are fond of bargains, but it is rare that we find a woman who will admit that she is wearing one.—*Columbia* (S. C.) *Record.*

Henry Ford declares that the horse must go and that the cow has no certainty of the future. But let us hope that we never have the scenery.—*Little Falls* (N. Y.) *Times.*

JOHN · H · SCHNACKENBERG & ASSOCIATES

Magazine and Newspaper Accountants

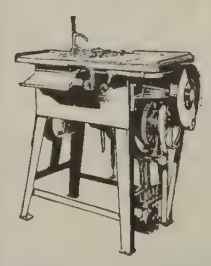
299 MADISON AVENUE

NEW YORK

Ludlow Gives Excellent Results

Says President McDowell

MR. A. W. McDOWELL, President of The Sharon (Pa.) Herald Publishing Company, writes: "As a result of installing the Ludlow System some months ago, we have been getting excellent results both in the appearance of our paper and in the composing room. This all-slug way of producing display faces enables us to handle copy much faster and with new faces every day. The Ludlow also eliminates worries about having enough sorts, especially figures, as our advertisers are extensive users of them—and our distribution problem has been solved. To make the story brief, the Ludlow was just what we needed and just what you represented it to be."



Ludlow Typograph Co.

2032 Clybourn Avenue

San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

ASSOCIATION CHIEFS

J. R. GABBERT, editor of the *Riverside* (Cal.) *Enterprise,* is the 1924 president of the Southern California Editorial Association, having been re-elected to that office at a recent convention.



J. R. Gabbert

Twenty-four years ago, Gabbert started his newspaper career as assistant editor and manager of the *Oxnard* (Cal.) *Courier.* He held this position three years, before matriculating at the University of California, where, in addition to his college studies he was a newspaper correspondent, editor of the *Daily Californian,* and the College annual, the *Blue and Gold.*

Upon graduation in 1907, he became owner and publisher of the *Oxnard Courier,* establishing the daily edition of that newspaper. He held this property five years.

In 1912, he became editor and proprietor of the *Riverside Enterprise.* Nine years ago he organized and established the *California Citrograph,* now published in Los Angeles, and the leading citrus publication in the country.

Gabbert has long played an important part in the affairs of the Southern California Editorial Association. From 1920 to 1924, he has been a member of the association's executive committee, and was elected president in 1923.

ASSOCIATIONS

MICHIGAN LEAGUE OF HOME DAILIES will hold its next meeting at Ypsilanti, Mich., Nov. 20 to 22, when members will attend the Michigan University Press Association's annual fall sessions at Ann Arbor. Walter S. Kennedy, *Albion Recorder,* is League president, and William H. Shumaker, *Three Rivers Commercial,* is secretary-treasurer. The quarterly meeting was held in Grand Rapids, Oct. 16 and 20, with eighteen of the 20 member newspapers represented. J. F. Campbell of the Portland Cement Association, was the principle speaker.

American Association of the Teachers of Journalism will hold its annual meeting in Chicago, Dec. 29, 30, and 31.

Oklahoma Press Association, Group 2, comprising a membership of editors and job printers in 18 counties of the northwestern portion of the state recently held its fall convention in Enid, entertained by members living in that city. Ursel Finch of Cherokee is president. Speakers included Kay Peters of Garber, Elmer V. Jessee of Mangum, Elmer Woods of Lamont and D. T. Meek of Enid.

Chicago Press League observed the thirty-third anniversary of its founding with a luncheon at the Great Northern Hotel.

New York Advertising Club held a Hallowe'en Costume Carnival of Ideas at the club house the evening of Oct. 29. Members had been asked to appear in original costumes representing advertised goods or products. Paul Meyer was chairman in charge of arrangements. Members of the club heard Prof. Lewis Havey of New York University speak on "New York as a Market" at a noon meeting, Thursday, Oct. 23.

Advertising Women's Club of Boston held its third meeting of the season Tuesday evening, Oct. 28 at the Hotel Bellevue. George C. Frolich talked on "Putting On A National Advertising Campaign." Mr. Frolich is a former president of the Pilgrim Publicity Association and is now the general manager of the Medicine Department of the United Drug Company.

New York Business Publishers Association heard Saunders Norvell, chairman of the board, McKesson & Robbins, Inc. discuss "How We Can Make Our Papers More Interesting" at the regular meeting of the Association at the Hotel Astor, Oct. 24.

Virginia State Typographical Society has been reorganized with the election of C. J. Hughes, of Richmond, as president; C. S. Carlton, of Roanoke, vice-president; H. W. Furlow, Norfolk, secretary, and George Hundley, Richmond, sergeant-at-arms. A meeting will be held in Roanoke the first Sunday in November to further outline the work in the state.

Southern California Editorial Association is making arrangements to obtain the services of a field secretary or manager, and it is expected the new office will be created and in operation by Jan. 1: This was made possible recently by the adoption of a new constitution and by-laws. J. R. Gabbert, editor, *Riverside* (Cal.) *Enterprise,* is now making a tour of the territory, obtaining support of the membership. The association prints a monthly craft publication known as the *Southern California Editor,* the direction of which will be taken over by the new manager.

Maritime Press Association, which embraces members of the Canadian Weekly Newspaper Association in the Maritime Provinces, will hold its annual meeting at the College of Agriculture, Truro, N. S., on Nov. 7.

Advertising Club of New Orleans has announced a series of 16 lectures on different phases of retail advertising and selling, to be given every two weeks at regular meetings of the club by New Orleans men prominent in the advertising field.

Advertising Club of Jacksonville, Fla., has just become affiliated with the Associated Advertising Clubs of the World, following its reorganization a few weeks ago. George S. Lowman is president of the club, and Harry E. Burns, of the Thomas Advertising Service, Jacksonville, is secretary.

League for Public Discussion, New York, is planning to send Upton Sinclair, the author, on a lecture tour, which would cover all important schools of journalism in the United States. No definite dates have been decided upon yet.

Iowa Press Association southern district meeting will be held at the University of Iowa school of journalism, Iowa City, Nov. 14 and 15. G. L. Caswell, managing director of the association, is co-operating with journalism faculty members in arranging a program.

SUBLIME FAITH

The following "letter to the editor" appeared in the *Hongkong Daily Press,* betraying the implicit faith of a coolie in the powers of a newspaper:

"Dear Editor,—I no too muchee savvy anything, but have got one smallo business must can talkee. Before two day I washee clothes Wanchai. Bymeby have got one thief catchee one bamboo come, makee stealum one coat. I no can catchee. I savvy that thief what side he live, Please Mister Editor you can help, no can? My mother she too muchee olo. She talkee 'You go Pleece Station catchee one Shajeen can do. How fashion writee letter Editor? Who man Editor.' She too muchee olo, she blong foolo. I talkee he 'Splosum have got one piecee letter too long time no come, allo man no can write Post Office; must can write Editor. Splosum too muchee stink any side, allo man no can write Santry Board; must can write Editor. Splosum have got street makee break, allo man no can write Koongmoosee; must can can Editor. I think Editor he blong number one topside. Allo same joss. Any business can do.' My mother she no got anything can say. Please Mister Editor you can help, no can? That thief he too much bad man. I savvy what side he live. Please you send one man makee help—SUM BOY."

Embezzler escapes Sing Sing and reward is offered. Here is one skin the cops would love to touch.—*New York American.*

1893 SERVICE 1924
as visualized by
BENJAMIN & KENTNOR CO.

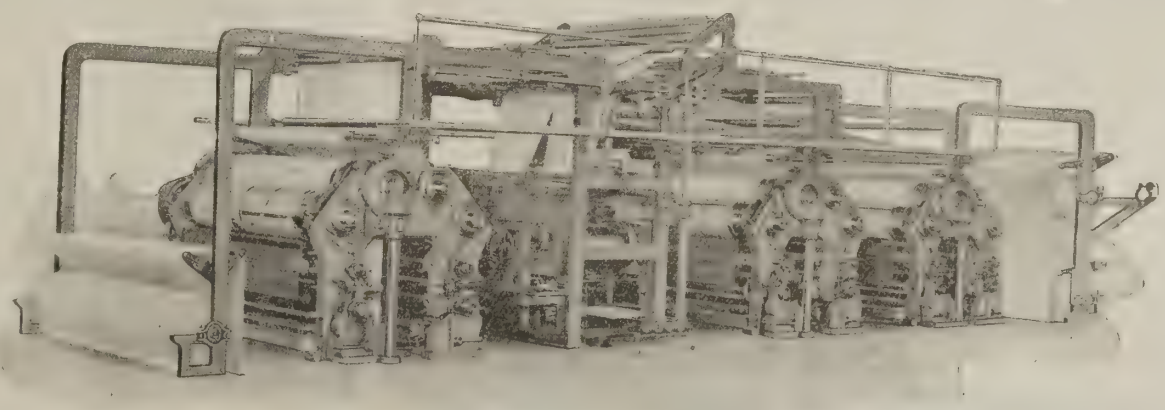
NEWSPAPER REPresentation as we practice it consists of intelligent, honest selling of markets and media; serving advertisers in every possible way; billing and collecting for advertising and sending a publisher a check for all business sent him.

It is a time saving and money saving system for publishers.

Always willing to talk representation to the right kind of newspapers.

BENJAMIN & KENTNOR CO.
Advertising Representatives of Newspapers
2 W. 45th St. New York — 900 Mallers Bldg. Chicago
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The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
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THIS IS THE SCOTT
"Straight Unit" Sextuple Press

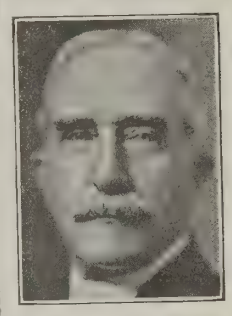
it is without any exception the finest piece of machinery for producing newspapers in a hurry. It prints 4 to 12 page papers at 72,000 per hour, 14 to 24 pages at 36,000 per hour, 28 to 48 pages at 18,000 per hour, delivering product in 2 or 4 collected sections.

Can be expanded to Octuple, Decuple or Double Sextuple Press at any time.

WALTER SCOTT & CO.
CHICAGO 1441 Monadnock Block — PLAINFIELD, NEW JERSEY, U. S. A. — NEW YORK 1457 Broadway, at 42d Street

ADVERTISING AGENCY AFFAIRS

HEADED by Frank Presbrey, president of the Frank Presbrey Company, New York advertising agency, 40 New York advertising men called on President Coolidge at the White House, October 29, and assured him of their support in the campaign.



FRANK PRESBREY

The delegation took breakfast with the President. The party was arranged under the auspices of the Coolidge Non-Partisan League of which Col. Rhinelander Waldo is president.

Presbrey, who led the delegation, is chairman of the National Coolidge Advertising League, and first vice-president of the Advertising Club of New York.

The full delegation is as follows:

Frank Presbrey, president, Frank Presbrey Advertising Company, chairman National Coolidge Advertising League; Stanley Resor, president J. Walter Thompson Advertising Agency; Frank Seaman, president Frank Seaman Advertising Agency; William H. Rankin, president William H. Rankin Company; Paul Block, president Paul Block, Inc., advertising director *Pictorial Review* and newspaper owner; George L. Johnson, president Thomas Cusack Company; H. K. McCann, president H. K. McCann Company; Conde Nast, publisher *Vogue* and *Vanity Fair*.

Frank W. Harwood, advertising director American Tobacco Company; Frank J. Reynolds, president Albert Frank & Co.; C. W. Hoyt, president Charles W. Hoyt Advertising Company; E. D. Gibbs, advertising director National Cash Register Company; William Griffin, vice-president American Press Association; Robert L. Barrows, president Barrows & Richards Advertising Company; Wendell P. Colton, president W. P. Colton Advertising Company; Sturgis Dorrance, president Dorrance-Sullivan Advertising Agency.

Kerwin H. Fulton, president Poster Advertising Company; Herbert Gardner, president Gardner Advertising Company and president of the A. A. A. A.; Stanley Gunnison, president Gunnison Advertising Company; Arthur Kastor, Kastor Advertising Agency; Edward Gould, president Gould Advertising Agency; Carl Kaufman, president Federal Advertising Company; George L. Kleiser, president Foster & Kleiser Advertising Company; Charles C. Green, president Charles C. Green Company; L. A. McQueen, advertising director B. F. Goodrich Rubber Company; G. W. Williams, advertising manager Postum Cereal Company.

Mont. H. Wright, advertising director John B. Stetson Company; Gilbert T. Hodges, advertising director Frank A. Munsey Company; Mark Kellogg, advertising director First National Pictures; Robert Leavitt, advertising director Onyx Hosiery Company; S. D. Malcolm, advertising manager American Express Company; Seamon Lockwood, advertising manager Johns-Manville Company; M. R. Maas, president Auto Strop Razor Company; E. Noble, president Life Savers, Inc.

Carl Shumann, advertising manager Hilo Varnish Company; R. R. Strassman, vice-president *Red Book Magazine;* C. C. Vernon, advertising director Street & Smith; G. Lynn Sumner, vice-president Association National Advertisers; Bernard Lichtenberg, advertising director Alexander Hamilton Institute; O. C. Harn, advertising director National Lead Company; D. A. Carroll, advertising representative; S. P. DeLano, vice-president Presto-O-Lite Battery Company; A. L. Sherman, *Fort Worth Star-Telegram.*

K. Herb Palin, California advertising man, noted as a sloganeer, returned to New York October 25, on the "George Washington" from a brief business trip to England.

R. S. McMichael, who was recently appointed manager of the western advertising office of the *New York World,* is a former advertising agency man, well known to the field.

He started his career as "printer's devil" in the office of his father, who published the *Atlanta* (Ga.) *Evening News* and the *Christian Index*. Later he became associated with his brother in a general advertising agency.

During 1916 and 1917, he was a service man with Lord & Thomas, Chicago, and in the offices of the same agency in Los Angeles, Cal. For several months before going into the U. S. Air Service, he was with N. W. Ayer & Son, Philadelphia.

After returning to the United States from France, where he served as commanding officer of the 224th Aero Squadron, he went into the advertising department of Collier's Weekly. Before joining the staff of the World in March of this year, he was from 1920 with the American Weekly Magazine, New York office, and in Chicago representing the Saturday Magazine section of the *New York Journal* and the *Chicago Evening American.*

Keen competitive conditions, under which outdoor advertising agencies have been operating, will be eliminated, when the merger of Thomas Cusack Company, O. J. Gude Company, and several others is completed. An offering of securities for the new corporation is expected shortly. The financing, it is understood, will be handled by Blair & Co., Inc.

The merger of Thomas Cusack and O. J. Gude was announced recently. At that time it was said it would involve an issue of $6,000,000 of new bonds. Since then plans have been changed, it is said, to admit several other companies into the combine, making the new company the biggest thing of its kind in the country.

L. F. Mowrey, assistant superintendent of the department of colonization, Canadian Pacific Railway Company, is chairman of the Institutional Advertising Service, a foreign language advertising service, which has just been established with offices in New York. Other officers are: Jules R. Arbocz, vice president and manager; George W. Hinckley, secretary; and Conrad Lang Jr., secretary.

William G. Palmer, president of W. S. Hill Company, New York, will be added to the staff of J. Walter Thompson Company, Inc., effective Nov. 1.

J. Raymond Prohaska has joined the art staff of the Southwestern Advertising Company, Dallas, Tex.

The Keelor & Hall Company, Cincinnati advertising agency, has changed its name to the Keelor-Sites Company. L. S. Sites is president; H. G. Shepard, vice-president; H. G. Keelor, treasurer, and S. B. Mallon, secretary.

L. L. Laird has joined the staff of Cecil Edward Cutting, Buffalo advertising agency. He was formerly New York state representative of the Reuben H. Donnelly Corporation.

Richard C. Fowler has resigned as vice-president of Campbell, Trump & Co., Detroit advertising agency, to become general manager of the American Viewpoint Society, Inc. He retains his financial interest in the advertising firm.

Frank I. Whitman has been appointed sales manager of the Hewitt-Gordon Advertising Company, Spartanburg, S. C. Until recently he was secretary of the Chamber of Commerce, Ashville, N. C.

GATHERED AT RANDOM

The *Register* suppressed a news story yesterday. In doing so, we threw ourselves open to many of the charges of corruption or distortion of the news often brought against newspapers. The facts are these: A young man, 19, working hard for his father on a farm, forged his father's name to a check for $55.00 in part payment for a second-hand automobile. To teach the boy a lesson that would last forever, his father had him arrested. Juvenile Court made a thorough investigation of the case, lectured the boy upon the severity of his offense, and turned him over to his father. The boy is thoroughly repentant, and we've still got a splendid chance of making a valuable and useful citizen out of the youth. His father asked that we suppress the story. We did.

Thereby we lost what some folks might call a "good news story" and certainly we violated our trust to furnish the people of Marietta with all the news of the community. We may be wrong—but, according to our present somewhat dimmed moral lights, there was nothing else to do. And if you, or your son, or grandfather, ever get in similar trouble with an equally good case to present, we promise you the same suppression of "the story."—*Marietta* (O.) *Register.*

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921.*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Norwegian Paper Mills Agency
(INCORPORATED)
33 West 42nd Street
NEW YORK CITY
Telephone: PENNsylvania 7443

SELLING AGENT IN THE U. S. FOR
NEWS PRINT PAPER

Representing Seven Largest Norwegian News Print Mills with an Annual Capacity of 200,000 Tons.

SOLE SELLING AGENT IN U. S. FOR
Ankers Traesliperi & Papirfabrik A/S
Bohnsdalen Mills, Ltd.
A/S Randsfjord Traemasse & Papirfabrik
A/S Holmen-Hellefos
Hunsfos Fabrikker
Union Paper Co., Ltd.

Agent for FOLLUM TRAESLIPERI

Prompt Shipments . . Inquiries Solicited

WORK STARTED ON NEW BUILDING FOR CLEVELAND TIMES AND COMMERCIAL



ABOVE is a reproduction of the architect's drawing of the new home of he *Cleveland Times and Commercial,* which is expected to be ready for occuancy early next year. It will be located t E. 22nd street and Payne avenue and vill be a two-story and basement structure, fire-proof, and containing 25,000 quare feet. The foundation will be uilt for a six-story structure, thus proiding for anticipated future expansion nd growth of the paper. The building vill be used exclusively by the Times nd Commercial.

The ground floor will be occupied by the business offices, the circulation and advertising departments. The editorial department and the composing room will be on the second floor, while the basement will hold the presses and provide storage space for white paper. When finished and occupied the structure and land will represent an investment of approximately a quarter million rollads.

O. K. Shimansky is president of the company, and editor; Samuel Scovil is treasurer, R. Malcolm Scovil is assistant treasurer, and Karl Shimansky is secretary.

NEW ENGLAND A.A.C.W. PROGRAM READY

ectional Meet Scheduled for Hartford, Conn., Nov. 16-19—Fred B. Smith, E. A. Filene, Roger Babson Among Speakers

Final details of the program for the nnual convention of the New England)istrict of the A. A. C. W., were pracically completed last week at a meetng of the executive committee held in pringfield. Frederick W. Bliss, of 'rovidence, chairman of the District, preided. The convention will be held in lartford, Nov. 16 to 19.

The convention will open Sunday afteroon, Nov. 16, at 2:30 o'clock in the fternoon with an "inspirational meeting" the Capitol Theatre, during which the ublic will be invited to listen to an rgan recital by Edwin H. Lemare, disnguished organist and composer. Fred . Smith of New York will give an ddress of welcome on the subject, "Is merica a Great Nation?" This will e followed by a reception at the Busiess and Professional Women's Club.

The following morning, in addition to ie period of registration, there will be general session of delegates at the artford Club, where the delegates will e welcomed by Mayor Stevens, as well listen to addresses by Bliss and Merle horpe, editor of the *Nation's Business,* e publication of the United States hamber of Commerce.

Speakers appointed to address conntion sessions include: William F. ogers, advertising manager of the *Boston Transcript,* and president of the Adrtising Club of Boston; Edward A. lene, president of William Filene's Sons mpany, Boston; Charles Cheney, treasrer, Cheney Brothers, silk manufacrers; George Hopkins, vice-president, harles W. Hoyt Company, New York; lward L. Green, manager of the Boston tter Business Commission; Roger bson, Babson Statistical Organization, ellesley Hills, Mass.; Ernest Elmo lkins, of Calkins & Holden, New York, d Prof. Hugh E. Agnew, professor of vertising, New York University.

An immediate membership drive was t under way at the executive committe meeting. New clubs are now being ganized in Pittsfield, Fall River, and eenfield, Mass. John W. Longnecker, advertising manager of the Hartford Fire Insurance Company, was appointed chairman of a new committee on club development.

TULSA TRIBUNE APPOINTS

Hollett Named Circulation Manager—Expansion Campaign Under Way

J. V. Hollett has been appointed circulation manager of the *Tulsa* (Okla.) *Tribune,* of which Richard Lloyd Jones is publisher and William B. Dimon, general manager.



J. V. Hollett

The appointment is coincident to a campaign of general expansion, which has been launched by the Oklahoma daily.

Hollett has had 23 years experience in newspaper work.

Beginning with the old *Indianapolis Press* in 1901, he later was transferred to the *Indianapolis News,* where he remained for 11 years.

He then went to the *Cincinnati Enquirer,* serving two years there, and then to Washington where he served on the *Washington Herald* for three years.

Joining the former Perry-Jones staff, Mr. Hollett served in Tulsa, Pensacola, Minneapolis and Reading, Pa. He resigned to become circulation manager of the *Long Beach* (Cal.) *Telegram.*

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation 118,000
Sunday Circulation 175,000

Member A. B. C.

Experience The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE
342 Madison Avenue **New York City**

THE JIJI SHIMPO
Tokyo

"In Japan, the Buyers Read The Jiji"

BERRY BROTHERS HOSTS TO BRITISH AD MEN

London Publishers Tender Banquet to 400 Backers of London A. A. C. W. Meet—British Advertising Discussed

By Herbert C. Ridout

(*London Editor,* Editor & Publisher)

Sir William Berry and J. Gomer Berry, British publishers, tendered a banquet October 15, in London to the organizers of the London advertising convention at which the results of the convention were discussed. Four hundred persons prominent in British publishing and advertising circles attended.

Sir William Berry presided, and was supported by the French Ambassador, T. P. O'Connor, M. P., Sir Joseph Cook, Sir Robert Kindersley, Sir Edward Iliffe, Sir Lawrence Weaver, Sir Woodman Burbidge, Sir James Carmichael, Mr. J. H. Thomas, M. P., Sir Travers Clarke, Sir Robert Hadfield, Sir Harold Bowden, Sir Charles F. Higham, C. Harold Vernon, John Cheshire, Mr. and Mrs. W. S. Crawford, Gordon Selfridge, and members of the Thirty Club, and representative members of the British delegation that visited the Atlantic City 1923 Convention.

Sir William Berry, in proposing the toast of the Organizers of the London Advertising Convention, reminded his hearers that he and his brother were advertising men, and accordingly took a deep interest in the Convention. He believed that as the result of those meetings at Wembley a great and far-reaching movement had been set on foot. Advertising ran into figures of millions. It had been estimated that thirty-two millions sterling were spent annually in Great Britain in press advertising, another ten millions in other forms of advertising, and including printing, which was largely used for publicity, he thought the total spent on advertising might be set at 50,000,000 pounds. On behalf of advertising he wished to pay tribute to those who had planned and carried through the immensely successful Wembley Convention of 1924. Sir William named the five outstanding figures as C. Harold Vernon, as chairman, John Cheshire, as last year's leader, Sir Charles F. Higham, the first Convention Ambassador to America, W. S. Crawford, in whose brain the idea was conceived, and J. C. Ackerman, chairman of the Entertainment Committee.

C. Harold Vernon, in response, disclosed the interesting facts that 80 per cent of the Convention subscriptions was received from newspaper publishers, and of the whole received, some 40,000 pounds, one-eighth of the total was subscribed by the Berry interests.

Citizens Underwrite New Plant

The residents of Goldfield, Nev., have pledged funds for the purchase of a new plant for the *Goldfield Tribune,* burned out in a recent fire. The newspaper which had been running for 18 years would have suspended but for the action of the townspeople.

Read Editor & Publisher—$4 a year.

PUT CASH IN EDITOR'S HAT; BEATS SCISSORS BY JUST TWO LEAPS

OVER the luncheon table of a Dallas club three newspaper men were exchanging views and reminiscences. In a discussion of journalistic experiences with things religious, E. B. Doran, director of news and telegraph of the *Dallas News,* told the tale of a "divine healer" who once came to Dallas—and suddenly left. Freely quoting Doran, the story ran about like this:

"When I was a reporter a 'divine healer' came to Dallas; and his appearance on the streets created somewhat of a sensation. He plainly attempted to impersonate the traditional appearance of Christ. His hair was long and thick and brown, hanging down over his shoulders. He wore a rich, untrimmed beard. His feet were bare, except for sandals, and he was dressed in a flowing white robe of oriental effect.

"Crowds followed him; and his claims to powers of divine healing quickly spread throughout the city. I was put on the story; and one day I watched him work. His stage presence was perfect. In a crowd of a thousand or more, out on the open street, the sick would be brought to him, and he would stretch out his hand over them, and, closing his eyes, pray for them. It looked like a scene from Galilee of 2,000 years ago.

"Everybody was deeply impressed. The grateful recipients of his attention pressed money upon him, which he took with an air of ignoring it. I was watching the whole procedure carefully, and I could see the coins and bills put into the healer's hands; but scan his movements as best I could, it was impossible to detect what become of them. Better sleight-of-hand work I never saw.

"After that particular seance was over, the 'healer' went to his hotel, a modest little place, and I followed him. I was sent at once up into his room, where I was greeted with astonishing words, so out of character that I could scarcely recover myself:

"'Hello, kid! I've been looking for you. You can do me a lot of good. Here, hold out your hat.'

"Mystified, I held out my hat, wondering what marvel he was going to practice on me. Then I learned where the money had so mysteriously gone. For the 'healer' put his hand under his expansive beard, into the bosom of his long white gown, and began to pull out money by the handful, and to pour it into my hat. There were quarters and halves and dollars and bills, and almost before I sensed the full significance of the affair, my hat was overflowing full of money.

"'There, take that and go back to the office and write a good story about me,' said the fakir.

"Of course, I threw the whole hatful of money at him, and started to tell him what I thought of him.

"The 'divine healer,' looking so spiritual in his whole make-up, and especially with his wonderful big eyes, thereupon let loose such a stream of plain and fancy profanity as is not often heard in Texas. The incongruity of it shook me: for the man's appearance was certainly that of a religious devotee. He cursed me from Dan to Beersheba; and threatened to 'get' me. Never mind what I said.

"A short time afterwards, who should walk into the local room, and make straight for the managing editor's office but my friend, the 'healer.' Only there was a difference. He was now dressed in ordinary clothes, and his long hair was tucked under his coat, and his beard was hidden under his vest. He could have passed along the street without being recognized as the same figure who had been setting the town by the ears.

"Of course, I was interested to know what was going on in the boss' office, and I did not have to wait long to be able to make a guess. For soon the 'healer' came leaping through the door, making for the stairs lickety-split.

"About two jumps behind was the chief—Captain Walter was managing editor then—making wild passes at the runaway with a pair of big editorial shears. It was not the fakir who was cussing then; he had other use for his breath.

"The boss was exploding with 'That ('words-we have-no-concern-with,' as Sentimental Tommy says) tried to bribe me to keep news out of the paper!' Then he would make another lunge with the shears at the 'healer' who was well out of his reach.

"Foiled, the old captain went slowly back to his office, muttering words some of which are sometimes heard in church—but not in the same connection.

"The 'healer' was never heard of again in Dallas."

New York Sun to Give Banquet

The New York Sun's Benevolent Association will give a dinner and entertainment Nov. 2 at the Hotel Shelburne, New York. Prominent Broadway stars will provide entertainment.

AD TIPS

Emil Brisacher & Staff, 405 Flood Building, San Francisco. Placing account of the Paraffine Companies, Inc., San Francisco, manufacturers paint, roofing and floor covering.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Sending contracts on Newbro Manufacturing Co., Atlanta, to newspapers in the southwest.

Nelson Chesman & Company, 1127 Pine street, St. Louis. Handling account of the Elite Manufacturing Company, Ashland, Ohio, manufacturers jacks and builders of scaffold brackets.

Conover-Mooney Company, 111 West Monroe street, Chicago. Issuing small schedules to run for a year on Cudahy Packing Co., Chicago (cheese).

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Making contracts with newspapers for the Chas. A. Eaton Company of Brockton, Mass. manufacturers of the Crawford Shoe.

S. Roland Hall, First National Bank Building, Easton, Pa. Placing account of the Asbestos Shingle, Slate & Sheathing Company, Ambler, Pa., manufacturers of asbestos fireproof building products.

Industrial Advertising Company, 615 Wayne street, Detroit. Placing account of The Truscon Laboratories, Detroit, manufacturers paints waterproof.

Arnold Joerns Company, 26 East Huron street, Chicago. Sending to small eastern newspapers copy to run about six weeks on Grain Marketing Co., Chicago.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Conducting a national advertising campaign for Frank Holton & Co., Elkhorn, Wis., makers of "Holton's—America's Greatest Band Instruments," on their new revelation Saxophone.

H. K. McCann Company, Inc., 16 Broadway, New York. Placing account of the Physical Products Corporation, New York.

Marschalk & Pratt, Inc., 49 West 45th street, New York. Handling account of the S. K. F. Industries, Inc., New York, Manufacturers "S. K F." ball bearings.

Matteson-Fogarty-Jordan Co., 215 North Michigan avenue, Chicago. Sending orders to newspapers of the United States and Canada on Babson Bros. (radio), Chicago.

Street & Finney, Inc., 171 Madison avenue, New York. After January 1, 1925, will handle account of Dwinell-Wright Company, Boston, "White House" coffee.

Francis M. Waters Advertising Agency, 288 Main street, Springfield, Mass. Has secured account of the Duckworth Chain and Manufacturing Company of Springfield.

INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. *See our full page next week.*

INTERTYPE CORPORATION

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POLLARD-ALLING SYSTEM OF ADDRESSING

3—Reliefographs for embossing names and addresses on aluminum plates. Capacity each machine, 150 to 250 addressed plates per hour.

2—Style "H" motor driven addressers. Capacity each machine, 9,000 addresses per hour.

1—Combination addresser. Capacity 10,000 to 12,000 addressed wrappers per hour and 20,000 to 25,000 addresses per hour on proof.

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C. M. Earley, Manufacturing Director
COLLIERS—THE NATIONAL WEEKLY
416 West 13th Street
New York, New York

WHAT OUR READERS SAY

"Population's Purchasing Power"

WASHINGTON, D. C., Oct. 18, 1924.

To EDITOR & PUBLISHER: Our attention has been called to some comments by Arthur Robb which appeared in your issue of September 24 and which relate to our recent pamphlet, "Population's Purchasing Power."

Stated briefly, Mr. Robb believes that the estimates in "Population's Purchasing Power" are so low that they give the cost of advertising a much higher ratio in the costs of doing business than he believes to be the case. In his own language it is stated that: "The inference that newspaper competitors might draw from the pamphlet, apparently bearing the approval of a national business organization, is that the newspapers are levying too heavy a publicity tax on business."

It was very far from the purpose of this department in issuing the pamphlet under discussion to draw any conclusions of any nature other than those which appear in the pamphlet itself; and where so many approximate estimates must be used in criticism of the figures contained in this pamphlet we find it difficult to discover ground firm enough to sustain either an agreement or a disagreement with Mr. Robb.

For example, he states that the average retail purchases in 1923 of a family of 4.9 persons amounting to $1,027, "does not ring like heavy metal." But the Treasury Department reports that the average net income for a family of 4.9 persons was $955, which presents a more unfavorable advertising ratio of expenditure than Mr. Robb derives from our figure. If from the Treasury figures we were to subtract savings accounts, payments for insurance, payments for such services as physicians and dentists, expenditures for amusements, for rent and others not within our classification, even lower family expenditures would be the result and the advertising ratio proportionately higher. It is somewhat unfortunate that the Treasury figures for 1923 are not available yet, but those for 1922 will serve to illustrate the argument.

In Mr. Robb's statement of money spent for advertising in the Cleveland newspapers, he regards 5.3 per cent, the ratio which he derives from $1,027, as being unjust. We agree with Mr. Robb in this conclusion, since a measurable proportion of Cleveland newspaper advertising is of national products, and this proportion, the amount of which we do not know, should be subtracted from the strictly retail advertising of Cleveland. In another respect also there seems to be some misunderstanding, since in such cities as Cleveland, where newspaper circulation extends far beyond the corporate limits and is read by hundreds of thousands who do not live in the city, a considerable proportion of the retail advertising should be assessed against the surrounding population and not against the amount of business done in the city.

For example, the *Cleveland Plain Dealer* has divided its main circulation area into twelve zones, eleven of which are outside of Greater Cleveland and with twice as many inhabitants as are in the Greater Cleveland's trading area to which our figures apply. Other Cleveland newspapers show a similar condition and the inference is clear that the advertitsing revenue of the Cleveland newspapers must be compared with the total retail business for the circulation area outside of Greater Cleveland, in addition to the amount of business shown for Cleveland alone. This means the inclusion of territory within a radius of 100 miles, while our figures relate only to a territory within a radius of 10 miles. By applying these factors we find that the retail advertising ratio of corporate Cleveland actually is about one-third of the 5.3 per cent established.

Every adverse criticism of "Population's Purchasing Power" of a constructive nature will be welcomed by this department equally with all others who are seeking earnestly for facts, the truth of which can be demonstrated. Commendation is pleasant and we have received what we believe to be a generous amount; but our purpose is vastly different: It is to learn, in order to know; it is to call as wide attention as possible to the state of comparative ignorance in which distribution lives and has its being; and finally, to inspire as many as possible to join in the great work of collecting facts which now are distinguished by their absence.

Perhaps we should feel gratified at Mr. Robb's comments as strong evidence of the value and importance of our pamphlet, but we deprecate his concluding words: . . . "the document is worse than useless as an addition to the reliable marketing information already available." We deprecate this language because it is an unwarranted attack upon statistics which were gathered not by the Chamber of Commerce of the United States or its Domestic Distribution Department, but through a carefully worked out plan by the Bureau of Labor Statistics, which has devoted many years to the perfection of its methods. These methods and their results furnish the only substantial clue to the expenditures per capita per annum in the United States, and they will continue to be the basis for many conclusions used as a guide in the consideration of serious distribution problems.

ALVIN E. DODD, Manager,
DOMESTIC DISTRIBUTION DEPARTMENT,
Chamber of Commerce of the United States.

The article in EDITOR & PUBLISHER did not impugn the methods or the accuracy of the Bureau of Labor statistics. It was not, and is not, denied that "their results furnish the only substantial clue to the expenditures per capita per annum in the United States." It is denied that these results, the outcome of surveys of the budgets of 12,000 workingmen's families, are sufficiently substantial or accurate as the basis for an estimate of the annual expenditures of the 24,000,000 families of the United States. Such a pyramid cannot be balanced on a pin-point.

Mr. Dodd's citation of Treasury figures in support of those in the pamphlet is not relevant. The figure given—$955 as the average income of a family of 4.9 persons—appears to be the net income, after the exemptions allowed the head of a family under the income tax law have been deducted. These exemptions certainly exceed the $1,027 allowed by the Bureau of Labor statistics for retail expenditures per family per annum.

As to Cleveland—and the same applies to most of the other cities listed—if we are to include the retail business done within a radius of 100 miles of the city and set against it only the advertising done in the Cleveland papers, without doubt the ratio of advertising expenditure to local business will be considerably less than 5.3 per cent. If, on the other hand, we include the retail business done within this 100-mile radius, using the Chamber's estimating method, and set against it the daily newspaper advertising done in cities within that area, it is probable that the 5.3 per cent ratio will not be substantially altered. EDITOR & PUBLISHER made clear at the time its reasons for criticising the Chamber's pamphlet. If its calculations of retail sales totals are allowed as accurate, newspaper advertising in many localities is little more than an expensive joke.—EDITOR.

LOS ANGELES
EVENING HERALD
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

"Haphazard" Agency Methods

HAMBURG, N. Y., Oct. 24, 1924.

To EDITOR & PUBLISHER: Do all publishers of country papers have trouble with certain large advertising agencies? Usually the big agencies are scrupulously honest and their systematized methods supply the "system" for many a small paper.

As an example of the other kind of agency, however, may be taken the case of a firm on lower Broadway. During the summer we received an order from this firm at 10½ cents an inch under our regular rate, which is published at the masthead of our paper. We ran the first ad of the series and wrote, correcting the rate. When we heard nothing from them dissenting from our figure, we supposed they had accepted it. Several weeks after the last ad had been run we received their check, not only shaved down to their own price but also with a 2 per cent discount added to their agency commission. Heaven only knows what it was for—whether "promptness" in payment or something else.

By the way, why does every agency take the 2 per cent? Even though they take six or eight weeks from the time they are billed until they pay—and many of them do—they take off 2 per cent besides their 15 per cent commission.

We would be glad to hear the experience of other publishers of small papers—weeklies—in these respects. This is not an attack on all agencies, because we often wonder how they get along so well with the haphazard methods of so many country papers, but rather an inquiry for information.

Yours truly,
ERIE COUNTY INDEPENDENT,
E. H. VAN DUZEE.
Editor.

BERNHARD PERMANENT RECEIVER

Takes Over Affairs of Newark Press—Fiske Attempts to Refinance

John A. Bernhard, Newark attorney, was appointed permanent receiver for the *Newark* (N. J.) *Press,* illustrated evening tabloid, at a court hearing held Tuesday, Oct. 28. By order of the court settlement of claims against the property was held in abeyance for 30 days to give Joseph J. Fiske time in which to attempt to refinance the paper.

Bernhard was appointed temporary receiver October 17, at the demand of 75 employes of the newspaper who claimed two weeks' wages were due them.

Current History Editor Honored

George W. Ochs Oakes, editor-in-chief of *Current History,* published by the New York Times Company, was tendered a complimentary birthday luncheon by his associates in the editorial and business departments, Monday October 27, at the New York Advertising Club. The occasion marked the 63rd birthday of Mr. Oakes and the 10th anniversary of Current History Magazine.

The Shop-o-scope
TRADE MARK
Nearly 200 newspapers are already on the list of Shop-o-scope users for 1924. Send *your* order today!
The BASIL L. SMITH SYSTEM, INC.
Otis Building Philadelphia



Grand Rapids
Votes for
Imperial

THE Grand Rapids Herald and the the Grand Rapids Press have also seen fit to cast their votes for the Imperial Plus Metal Plan. This is another city that has gone solid for Imperial.

We wish you could talk with these two publishers and with hundreds of others now using the Plus Plan. They would tell you that the Imperial Plus Plan not only means reliability but that it also adds years of life to type metal. And that's our big point of economy.

Will you trade 5 minutes for the Plus Plan?

On the strength of what other publishers have done will YOU trade five minutes of your time for our plan? If you will, send today for a copy of the Plus Plan.

The main plank of Imperial's platform is dependability and economy. The publishers of these two papers recognize these points as being just as essential to them in publishing as they are to the manufacturers of fine furniture for which Grand Rapids is noted. That's why they selected Imperial!

Imperial METAL
LINOTYPE—MONOTYPE—INTERTYPE—STEREOTYPE
Imperial Type Metal Co.
New York—Philadelphia—Cleveland—Detroit
BEST BY ACID TEST
TRADE MARK REG.

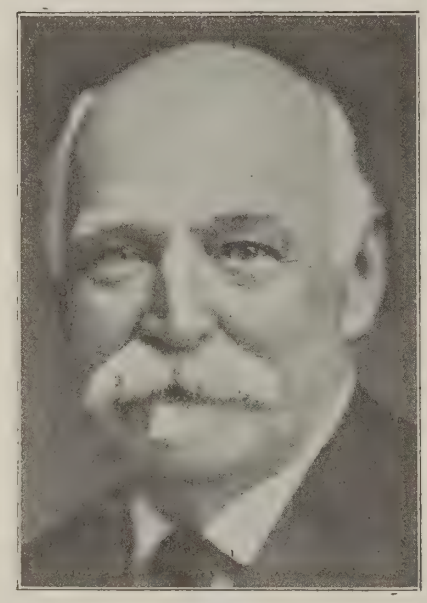
W. B. HALDEMAN, FAMOUS KENTUCKY EDITOR, SUCCUMBS TO HEART STROKE

Noted Associate of "Marse" Henry Watterson Stricken at Churchill Downs Race Track—For Years Edited Louisville Times

ONE of the last editors, linking the old American journalism with the new, is dead.

Gen. W. B. Haldeman, who died within half an hour after being stricken with a heart attack at Churchill Downs, Louisville, October 28, passed away as he must have wished, close to the race track, symbol of the exciting adventure his life has been. He was 78 years old.

As editor of the *Louisville Times*, one of the great newspapers of the South, Gen. Haldeman rated next to the colorful "Marse" Henry Watterson, with



W. B. Haldeman

whom he was associated from boyhood, as one of Kentucky's most noted editors.

He entered journalism an adventurous youth, a Confederate veteran, in the days when newspaper work was real romance. So-called personal journalism was flourishing. Yet Gen. Haldeman's whole influence was directed towards overturning this brand of editorship and limiting battle lines to the editorial page.

His was the true journalistic instinct; and he was among the first to overturn long tradition and divert his news columns from color and bias.

Thus in the early days of his editorship of the Times, he fought all over the paper with Richard W. Knott, editor and publisher of the *Louisville Evening Post*. Editor Haldeman called Editor Knott "Slippery Dick" in his columns, while Knott retaliated with "Crooked Bill."

Eventually Knott's name was blacklisted from the Times, but Gen. Haldeman was quite ready to declare "absolutely all right," when the black list was shortly afterwards broken once and for all.

"W. B." lead a roving youth. He must have had many remarkable adventures, which have never been told.

One legend comes from Palestine, Tex. That "Wild West" frontier town was terrorized by a "bad man." A youngster named Haldeman, the General himself, according to whispers, met the "bad man" and single-handed attacked him, took away his gun, and drove him from town.

Whether this story was true or not, no one knows. But no one ever could or would deny the courage of General Haldeman.

The elder Haldeman, Walter N., was first a book seller and periodical publisher. He was intensely Southern in his sympathies and his paper, the *Louisville Journal*, supported the cause. It soon became dangerous to run his paper in Louisville and he moved further South, leading an itinerant newspaper career.

At this time "W. B." was 15 or 16. He ran away from home and joined a regular regiment in the Confederate army. His father considered his son too young to endure army hardships and obtained a midshipman's appointment for him in the Confederate navy.

Life, however, in the navy proved too dull for the spirited youngster, and he left that branch of the service to join the "Orphan Brigade," so named because it lost so many of its commanders in the battles in which it figured along the Mississippi River. Wounded at Chickamauga, he recovered and returned to the brigade, ending the war as a lieutenant, although he was then only 19 years old.

When peace was declared, the Haldemans returned to Louisville, and "W. B." completed his education at the Kentucky Military Institute, where the curriculum corresponded with a collegiate course of the present day.

After being graduated, he entered newspaper work, his father and Henry Watterson having established the *Courier-Journal* in 1868 and in 1884 the *Times*. He was made editor of the weekly *Courier-Journal*.

From the start he proved himself a good journeyman newspaper man, showing particular aptitude, however, for politics. He had a fine instinct for making friends, and he was therefore used by his father and Watterson as their political representative.

In 1896, the Haldemans and Watterson decided to bolt the Bryan free silver ticket, risking their entire newspaper property in this campaign. Due to the efforts of the Courier-Journal and the Times, Kentucky gave its electoral vote to McKinley.

Later "W. B." was editor of the Times, and under his direction that newspaper became the breadwinner of the two, and it still remains one of the most prosperous newspaper properties in the South. During 1916 and 1917 a family row developed between Bruce and W. B. Haldeman over the extent of authority Bruce, as company president, was showing in directing policies. After a long suit, W. B. Haldeman and Watterson finally won.

In his editorship of the Times, he followed the English method, being a great admirer of Delane of the *London Times*. He seldom wrote anything himself for his newspaper. But in particularly hot campaigns he contributed editorials. Sometimes these were far too vigorous and had to be edited by another. He consented to this always.

General Haldeman was a magnificent physical specimen, 6 feet 2, very attractive, very picturesque. He wore a long white mustache, carefully twisted, and a little goatee in Southern fashion.

He was fond of sport and at all times was extremely interested in military matters. His outstanding characteristic, however, was his political genius. Nevertheless, he repeatedly declined public office, with three exceptions.

Like the true Southern gentleman he was, he was a devotee of the race track, and consequently he accepted the appointment to serve as a member of the Kentucky Racing Commission from 1914 to 1919. And, because of his military service, he was made Adjutant General of Kentucky. The third office he held was that of Democratic National Committeeman.

The two things upon which General Haldeman prided himself most were the Jefferson Davis monument, and the stand he took supporting Woodrow Wilson. He took entire charge of the movement to erect a monument in memory of the Confederate President at Fairview, Ky., the Davis birthplace.

And General Haldeman, even when Watterson was most bitterly denouncing the then Governor of New Jersey, he remained personally sympathetic with Wilson and later was the Wilson leader in Kentucky.

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency

Boston—New York—Detroit—Chicago

A. B. C. EULOGIZES KOHLSTAAT

MEMBERS of the Audit Bureau of Circulations, assembled in convention in Chicago, learning of the death of Herman H. Kohlsaat, ordered the following minute written and spread upon the records of the Association, and a copy sent to Mr. Kohlsaat's family:

Mr. Kohlsaat's life was an example of the triumph of character and ability which we like to identify with America and its opportunities. A boy born to hard work and small means, he won victory over adversity; and he capped that accomplishment with the greater triumph of so impressing his character and personal worth upon his nation and his time that he was the beloved friend and counselor of rich and poor, of Presidents and humblest citizens, of a multitude who now mourn his passing.

Mr. Kohlsaat was distinguished alike in the profession of journalism and the business of newspaper publishing. A vigorous and fearless hater of inefficiency and corruption in public life, a brave defender of sound principles of Government of our Republic, his contributions to the welfare of the city, State and nation as a newspaper man and as a citizen were substantial and lasting. More particularly in those affairs within the domain of newspaper publishing, Mr. Kohlsaat throughout his wide experience in the management of journals of great influence, was a leader in efforts to lift the ideals and standards of his chosen field of endeavor. The members of this association voice their sorrow over Mr. Kohlsaat's death and their gratitude for his life and example.

VICTOR L. LAWSON,
R. R. McCORMICK,
FRANK MUNSEY,
CYRUS H. K. CURTIS,
ARTHUR HAYS SULZBERGER,
JOHN STEWART BRYAN,
LOUIS WILEY, **Committee.**

BELL, "NEWSPAPERMAN'S DIPLOMAT," IS DEAD

Charge d'Affaires of American Legation at Peking Formerly Handled Press Relations at Washington and London

Edward Bell, charge d'affaires of the American Legation at Peking, whose sudden death Tuesday came as a great shock to Washington, was a newspaperman's diplomat.

A "career" man in the foreign service of the United States, constantly on duty since he began as American vice-consul in Egypt in 1909, Bell displayed an unusual faculty for dealing with reporters. On three important occasions he was deliberately chosen by the State Department to handle press relations. Few trained newspaper men, yanked from the craft and put in a press relations post, ever handled the job as well. Washington correspondents particularly appreciated Bell and nothing except his death caused more genuine regret than the order that transferred him from the Division of Current Information of the State Department to the post of Counsellor of the Peking Legation.

As second secretary of the American Embassy in London, when Walter Hines Page was Ambassador to the Court of St. James, Bell first came in contact with the reporters in the tense days of American neutrality between 1914 and 1917. It was his chief duty to meet the representatives of the American and British press then, and later after the United States entered the war. It was in no small degree due to his frankness and tact that the American position was intelligently interpreted.

Bell, who was left in Tokio as charge d'affaires when Roland S. Morris returned from his post as Ambassador just before the Washington Conference on the Limitation of Armaments and Far Eastern Questions, was recalled to act as American observer on the Chino-Japanese Commission, which succeeded in working out the Shantung settlement.

At the conclusion of the Armaments Conference, Bell was retained in Washington as chief of the Division of Current information and served in Washington more than a year before being sent to China. Since the outbreak of the present Chinese conflict, Bell, as acting head of the American Legation in the absence of Minister Schurmann, has done yeoman service. Only the day before his sudden death from heart disease, he contrived to put through via the State Department, dispatches from the various correspondents now stationed in Peking.

Edward Bell was born in New York in 1882, and entered the foreign service five years later.

New A.N.P.A. Member

The *Parkersburg* (W. Va.) *Daily News* has been elected to active membership in the American Newspaper Publishers Association.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Cartoons

Radio Comic Strip—John Decker.
Weekly Sport Survey—Buddy Scheel.
Jingles, by Sucker & Pause.
Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

LET US BUILD YOUR CIRCULATION
Famous stories by famous authors.
Service for Authors, 33 W. 42d St., N. Y. C.

Home Features

"WOMEN IN THE HOME,"
and every kind of home feature.
Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman.
Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Obituary

THOMAS HARBAUGH, 75, known as one of the first newspaper columnists, died at Piqua, O., Oct. 28. Nearly 40 years ago he wrote brief comments on news and political happenings for the *New York Times*. He was also one of the writers of Nick Carter detective stories.

LAURA JEAN LIBBEY, 62, novelist, and former newspaper woman, died at her home in Brooklyn, N. Y., Oct. 25. She wrote more than 50 novels and a vast number of short stories and articles. Her first composition, she sold to the old *New York Ledger* for $5. While publishing her first novels, she remained in newspaper work, serving as editor of the *New York Fashion Bazaar* and for three years as special correspondent of the *New York World*.

HENRY BAWKES, founder and publisher of *De Telegraaf*, first Dutch language newspaper to be nationally circulated in America, died at his home in Clifton, N. J., Oct. 25. He founded the newspaper in 1881 and sold it in 1894. It suspended publication two years ago.

CLARENCE A. NEWMAN, formerly city editor of the *Iowa City* (Ia.) *Citizen*, some years ago prior to its merger with the Press, died Oct. 18, in Oak Park, Ill., following an attack of paralysis.

THOMAS A. KAVANAGH, veteran printer and make-up man on the *Boston Herald-Traveler*, died Oct. 24, at his home in Dorchester, Mass.

ALFRED HOFFMAN, 35, a pressman on the *Boston American*, was killed when an automobile in which he was riding crashed into a street car at Chelsea, Mass., last week.

EDWIN C. HUMPHRIES, city editor on the *Pittsburgh Post* 15 years ago, died Oct. 26, in his home in Washington, D. C. He began his work in Washington as a reporter.

MAJOR JOSEPH W. KELLY, 80, Civil War veteran and for 15 years publisher and editor of the *Acme* (Wash.), *Prospector*, died at Sumas, Wash., on Oct. 20. He had been in the newspaper business 66 years.

MRS. WILLIAM PECK, mother of William J. Peck, owner of the *Pittston* (Pa.) *Gazette*, died recently.

WILLIAM M. MARDEN, for 15 years a district man for the *Boston Globe*, later with the *Boston Herald*, died Oct. 26, at his home in Plymouth, Mass. He retired from newspaper work a few years ago.

WALTER M. FERNALD, 57, a member of the *Boston Transcript* editorial staff, died Oct. 23, at his home in Melrose, Mass. He formerly was editorial writer on the *Ansonia* (Conn.) *Sentinel*, later on the *Hartford* (Conn.) *Times*, joining the Transcript last May.

MISS MARY T. HAMILTON, 34, of Austin, Texas, for several years a member of the staff of the *Austin American*, died recently after a lingering illness. She was at various times society, music and city editor, and later secretary to the publisher.

LOUIS BURTON MACKENZIE, 44, prominent publisher and clubman, died recently at the Southe Shore Hospital in Chicago following a short attack of pneumonia. Mackenzie was head of the *Automotive Electrical Engineer*, the *Welding Engineer*, and the Welding Encyclopedia.

PETER MCARTHUR, 58, humorist, poet, biographer, and contributor of articles to the *Toronto Globe* died in London, Ont., October 28, following an operation.

IN MEMORY OF NELLIE BLY—REMARKABLE NEWSPAPER WOMAN

JUST as our circumaviators reached this land of freedom the newspapers printed an item that the net estate of Mrs. Elizabeth C. Seaman, the world-girdling Nellie Bly, is but $8,700. Her feat thirty-five years ago is nothing compared to the problem of her executors. How are they to encompass her bequests, amounting to about $11,100, with $2,400 less than that? But she always wanted to do the impossible, and her will is not a surprising document to those who knew her, remarks a writer in commenting on her wonderful career.

Nellie Bly was a great figure in her day, far more popular than our aviators. Her day was the time when American journalism was getting ready to don the motely, and she was half creature, half creator of her era. As Elizabeth Cochrane she found her native Pittsburgh gave no scope to her elbows, and she naturally made for New York—for New York and the amazing editor of the day, Joseph Pultizer of the *World*. She asked for an assignment to go up in a balloon. Instead, they sent her to the city insane hospital, where she stayed as a patient to get copy. It is enough to say of her story about it that there was finally an appropriation of $8,000,000 to remedy the abuses which she told us of. She exposed city police stations in the same way, and again the city took steps to correct grave wrongs.

As Nellie Bly—she appropriated the name from a popular song of the day—she bought a baby for $10 in the open market, and exposed the infamy of the traffic in infants. She walked with Coxey's army to Washington. She visited Pullman, Ill., during the great strike, wrote a series of articles on gambling at Saratoga, and went on the war-path against frauds, large and small. Her best known feat, of course, was the circling of the world. Leaving Hoboken Nov. 14, 1889, she was back Jan. 25, the trip taking 72 days, 6 hours, 11 minutes and 14 seconds. Everybody had read Jules Verne's fanciful story, "Around the World in Eighty Days." She not only bettered him by several days, but stopped at Amiens, while she was performing her feat, and let Monsieur Verne greet her.

Nellie was not the first of the sob sisters of the press, but she was one of the first and one of the best. Her name will be associated with her trip around the world. She did more than that for women, however. She showed that they have capacity for newspaper work of certain kinds, and doors opened to them a decade or two earlier than if she had not impetuously shown city editors something.—Editorial, *New Haven Union*.

Sun Employes Organize

The Sun Club, composed of employes of the *New York Sun*, has recently been organized for the purpose of promoting closer cooperation between the various departments of that newspaper. The following officers were elected: president, E. O. Peterson; vice-president, H. Muller; corresponding secretary, Joseph Friedman; recording secretary, Mrs. A. K. Suplee; treasurer, Mrs. S. F. Meringer.

Enjoy Hollowe'en Dance

Advertising Club of New York members and their friends held a Hallowe'en costume carnival at the clubhouse, Oct. 29. Advertising slogans, trademarks, products, or services were the theme of the costumes, for which prizes were awarded by advertisers.

Ad Men to Fete World Flyers

Chicago Advertising Post of the American Legion will celebrate Armistice Eve with a military ball and reception for the world flyers, to be held at the Bal Tabarin, Hotel Sherman.

Special Parish Jubilee Section

The *Fall River* (Mass.) *Herald* published an interesting 8-page section Saturday, Oct. 25, commemorating the 50th jubilee of the founding of the parish of Notre Dame de Lourdes in that city. Page 1 carried a large picture of the parish church with the jubilee program. The other pages carried the history of the parish and its clergymen along with the advertisements from local merchants.

London Morning Post Changes

The new proprietary of the *London Morning Post* has brought in its train some staff changes. The former business manager, H. E. Peacock, has resigned, and his place is being taken by Ivor Fraser, of the Press and Publicity Department of the Underground Railways. Ivor Fraser's successor at Electric Railway House will be Sir Ernest Clark, associated with the Civil Service of Northern Ireland.

Typos Give Dinner to Hewson

Austin Hewson, recently elected second vice-president of the International Typographical Union, was guest of honor at a dinner in Brooklyn, N. Y., October 26. More than 1,000 friends attended. Speeches were made by Leon H. Rouse, president, and John S. O'Connell, secretary and treasurer of "Big Six." Jack Sullivan, vice-president, and L. A. Prendergast, trustee, arranged the affair.

You Know It's

The Beacon Journal

In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they **want**, as well as what they **need**. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

The Value of News

The New York Times holds to its single purpose of gathering and printing the news.

News is the indispensable element of a newspaper for which there can be no substitute, for which nothing else can compensate.

The New York Times spares neither effort nor expense to gather the news. The energy and trained intelligence of an unrivaled staff, the unequaled use of cable, telegraph and local facilities assemble nightly news of world, nation, state and city for the readers of The New York Times.

first!

—in circulation
—in lineage
—in reader interest
—in proved results

The Indianapolis NEWS

First eight months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

***Present average circulation 126,763**

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives

Marbridge Bldg. New York, N. Y. **Lytton Bldg. Chicago, Ill.**

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia and GROWING!

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By CARL ED

Creator of "Harold Teen" Began on Rock Island Argus



"BORN? Sure," was Carl Ed's characteristic reply to the first of the usual questions on essential data regarding well-known persons.



CARL ED

The date, if that means anything, was July 16, 1890, the place Moline, Ill. Other details of the rise of the originator of the comic "Harold Teen" include a start with the World Color syndicate in 1912, which lasted for six years; along with the job of sports writer for the *Rock Island* (Ill.) *Argus*. From there he went to Chicago, in 1918, where he was connected with the *Chicago Evening American*. The next year saw him at his desk in the *Chicago Tribune*, which he still holds down with ability, and a little additional weight acquired since the salad days.

Other details of this sleek appearing cartoonist's life are perhaps less technical, and consequently more interesting. For instance, his last name, the shortest perhaps in the world, is pronounced the longest way round, "ED."

Also, he does not use bear grease on his hair; it just got the sheikish habit through the Teenish thoughts trickling through; for of course it is a w. k. fact that Harold Teen and his companion of the strips, Lillums, are the original sheik and Sheba of cartoondom, and comprise the only feature on adolescence in existence.

Persons who know Mr. Ed from early days in Moline claim that his knowledge of lovelorn lads was acquired at an early age; and it's easy to see that he had no trouble in procuring a good model for the ideal youth by taking a look in the mirror each morning. But at that he isn't spoiled. He lives in Evanston, the happy hunting ground for his sort of copy; where collegiate youths and beautiful co-eds flock the streets.

In New Orleans it's THE ITEM

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

WHOLE PRESS CONFUSED BY TREASURY OFFICIALS

(*Continued from page 3*)

"Collectors of Internal Revenue:

"The attention of Collectors is invited to Section 257 (b) of the Revenue Act of 1924, which reads as follows:

> The Commissioner shall as soon as practicable in each year cause to be prepared and made available to public inspection in such a manner as he may determine, in the office of the collector in each internal-revenue district and in such other places as he may determine, lists containing the name and the post-office address of each person making an income-tax return in such district, together with the amount of the income tax paid by such person.

"It is held that the provision of Section 257 (b) are applicable to all returns of income made after January 1, 1924, filed under the provisions of the Revenue Act of 1924 or prior income tax acts. This section apparently contemplates the filing of only one list in a collection district for each year. Such list must show the amount of tax paid as well as the name and address of the taxpayer, and it should be prepared as soon as practicable in each year.

"Section 2 (a) (1) of the Revenue Act of 1924 defines the term 'person' as including an individual, a trust or estate, a partnership, or a corporation. The term must be considered as having this meaning in Section 257 (b) and the lists for public inspection must be prepared accordingly. Under the express provisions of the statute, the lists should contain the names of only those taxpayers who make income tax returns in the particular collection district.

"The Assessment Lists prepared on Form 23A meet all the requirements of Section 257 (b) in that they show the name, address and amount paid by each taxpayer on all original assessments and additional assessments as well as penalties, interest, etc. Such lists, prepared from the income tax returns filed after January 1, 1924, shall, therefore, be open to public inspection as quickly as possible after they have been compiled. It is not necessary to treat the Assessment Lists as confidential pending the receipt and posting of second, third, and fourth installments.

"Forms 23A upon which are listed taxes transferred from other districts shall not, under the provision of the Act, be opened to the public.

"In view of the importance of the Assessment Lists, every precaution should be taken to insure their protection and to prevent their being damaged or mutilated. Under no circumstances shall the Assessment Lists leave the possession of the Collector or his representatives, or be removed from the Collector's office.

"Each Collector of Internal Revenue will designate an employe of his office who will assist all persons making inquiry to obtain the information to which they are entitled under the provisions of Section 257 (b).

"It is realized that the opening of the Assessment Lists to the public may interfere to some extent with the work in the Collector's office, and the loss of at least a part of the services of the employe assigned to this additional duty will be a matter of consequence to some Collectors. However, it is the desire of the Internal Revenue Service to afford every facility to persons seeking the in-

Special Copy for Special Church Days

Series No. 6 of church advertisements issued by this department has special copy for such days as Thanksgiving, Christmas, Easter, Mothers' Day, etc. Here is the suggested copy for the Sunday preceding Thanksgiving:

NEXT THURSDAY

Thanksgiving is in some senses a good deal like the church. The church is here and has been here from the early days of the city. Thanksgiving has also been here as long as any one can remember. We take both as a matter of course. But we wouldn't have one without the other, and both are meant for more important uses than boisterous sports.

If the hardy men and women who hewed a living out of bleak New England had been men who put gold above God there would be no Thanksgiving observance this week. The Pilgrim Fathers came here so that they might have the religious freedom they could not find abroad.

The people who settled South America were of another stripe. Gold was their main object in life, and the intelligent leaders of the republics to the south are keen enough to realize that religious inheritance makes a vast difference to a country.

How *you* treat the church and Thanksgiving may make a great difference to the future of this land. It has been built upon Christian principles. These will change with the growth of men's understanding, but any lessening of respect for the things of God mean that fifty years hence (name of town) will be a less good place in which to live than it is today.

By all means join the other good folk of (name of town) and go to church tomorrow.

Wouldn't the publication of this ad help the churches, the community and your paper? Force the church-going people of your town to look to your paper for news and inspiration. Series No. 6, 52 ads, one paper in a town, costs 3 cents per week per thousand circulation.

For proofs address Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising Clubs of the World

383 Madison Ave. New York City

formation to which they are entitled by virtue of Section 257 (b) of the Revenue Act. For this reason it has been decided to open the original records. Any list that might be prepared to show the name and address of each taxpayer and the amount of tax paid would necessarily have to be taken from the Assessment Lists, and the possibility of typographical errors would have to be considered, but by opening the original documents to the public, there can be no question as to the authenticity of the information obtained.

"D. H. BLAIR,
"Commissioner."

It was this statement that eventually led to publication by newspapers of income tax returns secured by them from the Collector of Internal Revenue of their respective districts.

When there arose almost immediately a far-reaching difference of opinion as to the legality of the action of these newspapers, Mr. Mellon's office issued the following statement, dated October 23:

"In connection with the opening in the Collector's office of each district of the list showing the amount of income tax paid by each person, in accordance with the provisions of Section 257 (b) of the Revenue Act of 1924, the Treasury desires to call the attention of all persons to the provisions of Section 3167 of the Revised Statutes which provides in part:

> * * * and it shall be unlawful for any person to print or publish in any manner whatever not provided by law any income return, or any part thereof or source of income, profits, losses, or expenditures appearing in any income return; and any offense against the foregoing provision shall be a misdemeanor and be punished by a fine not exceeding $1,000 or by imprisonment not exceeding one year, or both, at the discretion of the court." * * *

Almost simultaneously with this statement, another ("Document B" for this story") descended upon the Press Room of the Treasury building from the office of Commissioner of Internal Revenue Blair, which read as follows:

"By direction of the Commission of Internal Revenue, with the approval of the Secretary of the Treasury, lists of taxpayers showing the amount of income tax paid by each, have been made available for public inspection in the offices of collectors of internal revenue.

"The revenue act, approved June 2, 1924, provides that there shall be prepared and made available to public inspection in the office of the Collector in each internal revenue district, lists containing the name and tho Post Office address of each person filing an income tax return in such district. The law also provides that the amount of income tax paid by each person shall be shown.

"The Bureau of Internal Revenue interprets this provision of the Act as applying to all returns of income made after January 1, 1924 whether filed under the provisions of the Revenue Act of 1924 or prior income tax acts. The term "person" means an individual, a trust or estate, a partnership, or a corporation.

"The lists required by the new revenue law are now available for inspection in the collector's office and the collector has designed one of his employees to assist all persons making inquiry to obtain the information to which they are entitled by virtue of the new revenue law.

"The records which are open to the public are the official assessment lists. They show a complete history of each person's transactions with the Government in regard to his income tax matters. The name and postoffice address appear on the lists as well as the amount of tax paid on all original and additional assessments, also penalty and interest payments. It is the desire of the Internal Revenue Service to afford every facilty to persons seeking the information to which they are entitled and the Bureau is prepared to co-operate with the public to the fullest possible extent.

"The assessment lists are, of course, the basis for all the collector's bookkeeping transactions and any additional information that might be compiled would have to be taken from these lists. The opening of the official assessment lists to the public eliminates all possibility of errors that might be made in transcribing the information and there can be no question whatsoever as to the authenticity of the information given to the public."

On the following day, as a nation-wide controversy raged as to the right of newspapers to have access to the tax lists for publication, Mr. Mellon gave out the following:

"My attention has been directed to an editorial in the *New York World* charging partisan purpose in the compliance by the Treasury with the mandatory provisions of an Act of Congress. The amendment to the Revenue Act of 1924 added to the provision under the former law which made open to inspection names of taxpayers, the requirement that there also be open to inspection the amount of tax paid, and in due course when the information was available it was opened to inspection. Presumably Congress in reenacting specifically in the same Act the prohibition against printing or publishing a part of a return, intended to have both provisions effective. Inspection where reason for it existed and not newspaper publication solely to satisfy idle public curiosity. The *World* sees fit to ignore the penal statute against printing or publishing and such action is alone responsible for just what it pretends to condemn—partisanism. The Treasury had no alternative and criticism would rightly have been made had it not complied with law."

EVENING WORLD CLAIMS BEAT

The editorial management of the *New York Evening World* this week claimed it had "beat the country" on publishing the income tax returns.

Receiving the flash at 3:30 last Thursday that the lists were available for public inspection, three reporters were immediately dispatched to the Customs House, where returns of many of the world's richest men were filed. By the 4:20 edition, the Evening World was on the street, printing some of the more important names, and the list was added to in subsequent editions.

SCRIPPS-HOWARD COUNSEL O.K.'s PRINTING TAX LISTS

On Wednesday of this week, Robert P. Scripps, editorial director, and G. B. Parker, general editorial executive, of the Scripps-Howard newspapers, announced that the 25 members of the chain would continue publication of the income tax payments.

The announcement followed an opinion on the income tax publicity subject from Baker, Hostetler, and Sidlo, a Cleveland law firm.

The announcement follows:

"The Scripps-Howard newspapers hereby announce that they intend to continue publication of income tax payments.

"This declaration follows receipt of a legal opinion from Baker, Hostetler and Sidlo.

"Newton D. Baker, former mayor of Cleveland and secretary of war in the Wilson cabinet, is senior member in the law firm referred to.

"The Scripps-Howard newspapers take this position, not because of any tendency or desire on their part to defy a law, but on the contrary, because of a desire to serve the law.

"They believe publicity of income tax payments is a thing specifically called for by congress in its latest legislation on the subject.

"And they therefore, believe they would not be performing the service they should perform if they withheld from their readers the information congress intended to be made public.

"They conceive as a basis mission of a newspaper the quick and convenient transmission of public records—that it is manifestly impossible for every citizen to go to a court or to a legislature hall or to the capitol at Washington or to a revenue collector's office and find out personally what is going on in public affairs.

"And they believe that when a newspaper ceases to function as a service by which the public is thus informed, the newspaper as an institution becomes impotent and that some other medium for quick and convenient transmission of public information should take its place.

"It is not therefore, as a newspaper privilege but as a newspaper duty that the Scripps-Howard newspapers view their action in this matter.

"Accordingly, publicity of income tax payments through the Scripps-Howard newspapers will be continued, and in event of a refusal of the lists to representatives of Scripps-Howard newspapers, suitable action to compel publicity will be taken."

The following is the opinion of the Cleveland law firm in part:

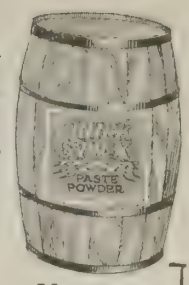
"Section 257 of the revenue act of 1924 provides 'returns . . . shall be open to inspection only upon order of the president and under rules and regulations prescribed . . . ' But a further paragraph of the section provides the commissioner of internal revenue shall . . . make 'available to public inspection in such manner as he may determine . . . lists of names . . . with the amount of income tax paid.'

"The reason for protecting one kind of information from publication and permitting the other kind to be published readily appears," the opinion stated. "If the returns by the tax payers that is, the report as to the sources of his income his profits, losses, etc., were made public it might cause him serious injury and give his competitors an undue advantage. Publication of only the amount of the tax paid could not cause any injury."

35,434
Net paid (1923) Average.
An increase of
47% in 7 Years.
TRENTON (N.J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York
Lytton Bldg. Chicago

"FIRST IN PUBLIC SERVICE"
The World. MORNING EDITION
The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.
The Evening World
Pulitzer Building, New York
Mallers Bldg. Chicago
General Motors Bldg. Detroit

The
Plain Dealer
has the
Largest
Circulation
of Any
Cleveland
Daily
Newspaper
205,569
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly Security Bldg. Chicago

QUICK STICK
PASTE POWDER


Has Many Uses
Quick Stick is the stickiest paste powder on earth and has a hundred uses. It is used in many instances in place of hot glue—it's that strong. In a newspaper organization Quick Stick is indispensable.
In the Mailing Room
For bundle and single wrapping Quick Stick has no equal. Mixed in a minute—enough for the day's batch—won't sour or mould—and it certainly makes the wrappers stick. Won't smudge—can't pull loose—the paper tears before the paste would give.
As a Matrix Paste
Quick Stick Paste Powder makes the finest matrix paste. Fine for either backs or facing and it certainly makes a halftone stand out clear, sharp and distinct. We'll guarantee it to be better and more economical than the "mat" paste you now use. Quick Stick in 200 and 150 lb. barrels cost you only 10c a lb.
For Splicing Webs
Many a pressman splices his webs with "Quick Stick" without stopping the press. Do you know of any other paste that will stick quick enough and tight enough for that? Truly a barrel of "Quick Stick" Paste Powder will serve every department satisfactorily.
"Quick Stick"
Sticks Quick
Quick Stick will mix quick, stick quick and stick tight. The best powder paste on earth. 10c a lb. in barrel lots or a 25 lb. trial keg for $3.00.
705 Mailing Machine Paste


Our "705" Mailing Machine paste works perfectly in any standard make mailing machine. Will not clog or gum, nor does it ever harden in the fountain. Absolutely free from lumps and flows freely for rapid labeling. The labels stick. Send for a trial order. 51 gallon barrels at 35c per gallon. 2 gallon wooden pail for trial $1.40.
COPASCO
The Perfect Semi-Liquid Desk Paste


Copasco Liquid Paste never needs water, sticks quickly, dries fast, spreads smoothly and never dries out. 1 dozen self-closing 5 oz. desk jars only $3.00 or $1.40 a gallon in 12 gallon lots.
Write Today for Complete Catalog
The Commercial Paste Co.
Makers of the Largest Line of Adhesives
Dept. 51 COLUMBUS, OHIO



Our Own World of Letters

By JAMES MELVIN LEE

A NEWSPAPER of four pages, but every bit of it good stuff, a newspaper which featured brevity and cleverness of expression above everything else—such was *The New York Sun* in 1875 when it hired young Edward P. Mitchell fresh from the shore of Maine at the then extremely generous salary of $50 a week.

Mitchell's "Memoirs of an Editor" (Scribner's) tells the story of fifty years of the Sun and of American journalism, but the success of Dana seems to have enjoyed most the period in the seventies and eighties when Dana had made the Sun "the newspaper man's newspaper."

"There never was such a paper" says the cover blurb. The humor of Dana resembled a bit that of Eugene Field, and he was at his best in ironic persecution of public figures who had incurred his malice. One such *affaire* afforded Mitchell the chance to compose his first contribution for the Sun:

> Richard Smith, of the *Cincinnati Gazette*, had been so lucky as to offend Mr. Dana by some now forgotten utterance. He was forthwith elected or erected as one of the Sun's pet targets for its mock admiration, constant solicitude, and tormenting archery; being styled Deacon Richard Smith, of the Cincinnati Gazette, and represented systematically and almost daily as a truly good man, struggling hopelessly to keep his newspaper virtuous despite the contrivances of a gang of wicked partners, the wickedest being a subordinate named Romeo Reed. This motive was played with a hundred ingenious variations for month after month and year after year. . . .
>
> Just at this time one of the periodic revivals of the Shakespeare-Bacon controversy was flagrant in the press. My trial essay attempted to prove by internal evidence that the real author of the once immensely popular, "Proverbial Philosophy," of Martin Farquhar Tupper was none other than the truly good Deacon Richard Smith, and that the immortal poem was packed full of admonitions and warnings privately intended to reform Romeo Reed and the other wicked partners. In looking it over I am compelled to admit that the case for the deacon was as good as that for Verulam.

Mr. Mitchell, who remained with the Sun until 1922, wrote at different times, everything from obituaries to editorials, met cranks, of which a superior variety seemed to infest the Sun offices, traversed the United States and most of the rest of the world, and even, for many years, assiduously but unsuccessfully hunted ghosts.

"Memoirs of an Editor" is a delectable quarry of pleasing facts concerning the great and the obscure of the last two generations. One of Editor Mitchell's early recollections is of seeing through a transom in the Willard Hotel the Pickwickian George Frisbie Hoar earnestly declaiming a speech before a mirror clad only in nightgown and spectacles.

Mitchell's apprenticeship began in Boston on the *Daily Advertiser*, "a vast blanket sheet . . . . . crammed with good writing."

> We used to believe that the regulations governing the use of English in the Daily Advertiser had been drawn up originally by the faculty of Harvard University in solemn conclave, and the professors met from time to time to devise new refinements of speech and to investigate the fidelity of our observance.

After the Daily Advertiser and a period on the *Lewiston Journal*, under Dingley of the McKinley tariff bill, Mitchell began his connection with the Sun which was to last nearly all the rest of his life.

But the early days are the ones to which Mr. Mitchell refers with the most gusto. The happy days thus described:

> No happier working days can come to the newspaper man than those wherein the responsibility is minor, rather than major; that is to say, to the paper and its chief, and not directly to the paper's ownership and the public. The forenoon illusion of importance and efficiency has not yet faded, the opportunities seem boundless, the pride and joy of effort are the greater, as I thought then and still believe, behind an impersonal journalism in which self-promotion by individual advertisement has no place. Fashion has changed much in 40 or 50 years in this respect; I am not the less convinced that for the writer as well as for his paper anonymity is a desirable thing. . . .
>
> The decade of years from 1872 to 1881 was a period of stimulating prosperity for the four-page *Sun* . . . Dana . . . paid his helpers' salaries sometimes mounting to from four to ten times the highest pay he had received on the *Tribune* a few years previously.

Despite this generosity the Sun during this decade paid an annual average dividend of 36 per cent. For some time Dana had hopes of doing without advertising altogether and depending entirely on his circulation for support.

> The vision dissolved only when the enhanced cost of white paper from the mills and the expansion of pages invited by the public appetite for quantity, especially in the Sunday editions, with the competition of esteemed contemporaries to meet this growing demand, and the sudden development of department-store advertising, all conspired to shape the Brobdingnagian format.

Memoirs of journalists must inevitably contain incidents relating to celebrities. Some of Mitchell's lesser known personages are more entertaining than the greater or more notorious ones. There was the episode of the predacious baron, during the great junket given in celebration of the completion of the Northern Pacific:

> The adjacent table was occupied by a party of Mr. Villard's German barons. They were silently but energetically devouring venison in huge mouthfuls and grunting satisfaction as they swallowed. I saw one florid, spectacled well-born interrupt his exercise and fix bulging eyes upon an especially attractive tidbit that lay upon the plate of his neighbor next but one. After a moment of envious observation he reached with his fork in front of the intervening banqueter, speared the desirable morsel and transferred it to his own aesophagus without a word of "by-your-leave, baron." It was not a mere act of heavy Teuton sportiveness, as one might have supposed; the rape was in dead earnest. The two barons glared at each other; the despoiled baron gurgled a gutteral protest; the despoiler stared him down, being perhaps an ace in Berlin high finance, while the other was but a jack; and I derived then on the shore of Lake Minnetonka in Minnesota my first conception of the possibilities of Prussian ruthlessness.

The episode of the Baron is a sample of Mitchell's writing at its best. But almost every page contains some interesting reminiscence. As an editor Mitchell seems a bit the survivor of a forlorn hope. The gay and strenuous journalism of Dana's day has changed into something just as strenuous, but which hardly dares the playful manner of presentation that permitted Dana to bestow absurd front or middle names on his victims and nominate them for undesired offices like the Liberian mission or the consulate at Duck Portage. Such antics must be left to the columnists now, alas.

The "Memoirs" are appropriately discursive and leave out much of recent history which would be extremely interesting. Perhaps Mitchell considers recent journalism less interesting than the great Sun of the eighties.

Frank A. Munsey, the final owner and transformer of the Sun (who would have thought the once puny *Evening Sun* would become the sole inheritor of the grand old name?) writes:

> Notwithstanding his very great place in the newspaper world Mr. Mitchell is little known to the American people . . . He has insistnetly kept himself in the background of his newspaper and in the background among men.

The background seems the fated stage of the modern editor. Perhaps Bernarr MacFadden, with his *Graphic*, will guide us back to the good days when the editor was better known than the comic strip artists or the columnist.

* * *

THE address of Louis Wiley, business manager of the *New York Times*, before the New Jersey Newspaper Institute recently held under the auspices of the New Jersey Press Association at Rutgers University has been put into type. Mr. Wiley spoke on "The Newspaper as a Public Trust," and in the course of his remarks said many sensible things in reply to recent criticism of American newspapers in the magazines. Printed copies of this speech can doubtless be obtained—while the edition lasts—upon direct application to Louis Wiley, business manager, the *New York Times*, Times Square, New York City.

FROM the Department of Journalism at Indiana University, Bloomington, Ind., comes "The Small City Daily and the Country Weekly" by Norman J. Radder, Associate Professor of Journalism at that institution and author of "Newspaper Makeup and Headlines" (McGraw-Hill Company). Among the topics taken up by Prof. Radder are "News and Editorials," with special reference to country correspondence; "Newspaper Circulation," with some reference to newspaper accounting; "Advertising," in which local display is not overlooked; "Promotion Methods," in which marketing plans are outlined.

Anyone who glances through this text by Prof. Radder will be impressed by the frequent references to the EDITOR & PUBLISHER. Professor Radder covers a field where the literature has been most scant and jejune.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD
New York Tribune

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Four transcontinental railways, two with terminal shops in Tacoma; large and commodious harbor; thirty commercial docks; cheapest electric power in U. S.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A. B. C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

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David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 N. Michigan Ave., Chicago, Illinois

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NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

THE
PASSAIC
DAILY NEWS
Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION
167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

On and after September 6th, 1924
The New Orleans States
Will be represented in the East and West by the
JOHN M. BRANHAM COMPANY
New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit

UTILITIES FIND NEWSPAPERS VALUABLE FOR EMERGENCY MESSAGES

Philadelphia Company of Pittsburgh Submits Its "Best Piece of Good Will Copy" from the Standpoint of Results—Value of Timely Copy Discussed

EDITOR & PUBLISHER *herewith presents scnts the sixth of a series of nine articles dealing with public utilities and advertising prepared, in response to many requests, by the Bureau of Advertising of the American Newspaper Publishers Association. The purpose is to help public utility companies build business through newspaper advertising. The articles are built upon facts rather than theories.*

ALL newspaper advertisers recognize the timeliness and the adaptabiilty of newspaper advertising—the instant publicity which newspaper copy makes possible.

Newspaper campaigns are often organized "between days" to meet some sudden emergency, some unforseen development and the advertising story comes


PUBLIC SERVICE

To the Men Who Did the Work!

Duquesne Light Company *Pittsburgh Railways Company*

Friends Were Made by This Copy Among Public and the Company's Employes

along as a fresh piece of business news, while the public is still thinking and talking about the event with which the copy deals.

Public utility companies who advertise, understand the value of the newspaper as a means of acquainting the public quickly and completely with the facts behind unusual circumstances that develop in the conduct of their business.

Probably there are on record a great many striking examples of successful "emergency advertising." Typical of these is an experience of the Philadelphia Company of Pittsburgh which has as subsidiary organizations the Duquesne Light Company, Equitable Gas Company, Pittsburgh Railways Company and Equitable Sales Company, all of which serve the Pittsburgh district.

In submitting some of its newspaper copy which has been used with much success, an officer of the Philadelphia Company says:

"We have used a number of advertisements on good will and informative lines from time to time, but there is one full page advertisement on public service which we consider the best piece of good will copy it has been our pleasure to produce.

"This copy appeared on Feb. 21. In explanation, the Pittsburgh district was stricken with the worst sleet storm in twenty years on the night of Feb. 19 and the morning of Feb. 20, with the result that our men were on the job from early Tuesday morning right straight through until Thursday morning, a stretch of forty-eight hours without sleep.

"Copy appeared on the morning of Feb. 21, just at the time when the men were virtually exhausted. Its effect was immediate, the men appreciated the public acknowledgement of our thanks, and kept on working."

"The effect upon the public was equally well demonstrated, as the Philadelphia Company officer asserts in elaborating his statement. The advertising indicated clearly the unstinted effort of the company's men to make good with the public and the latter, appreciating the circumstance through the advertising, were quick to respond.

The Philadelphia Company feels that this single page advertisement, which is reproduced in connection with this chapter, won for it a tremendous number of friends which could not have been gained by any other means.

The Philadelphia Company uses newspaper advertising consistently to obtain definite objectives. Its policy is to take space in the newspapers which serve the Pittsburgh district and its schedule calls for every-other-day insertions.

Speaking of further results obtained, an officer of the company says:

"All of our campaigns which have made tangible offers have met with response from the public, such as an offer to replace broken iron cords, 'Duquesne Luminaire,' and the offer of service on gas and power. A hot water heater campaign also proved a producer, with the result that we have installed more hot water systems this year than in any corresponding period in previous years.

"Frankly, we consider the newspaper the best means for putting our story over to the public, and our advertising budget is so set up as to provide for the expenditure of the largest portion in the daily newspapers. While we use other mediums, they cannot compare with the daily newspapers for the presentation of our story, and I think that the public utilities in general can be of greater service to themselves by devoting more attention to the presentation of their problems in the daily newspapers."

SWOPE GIVES COLLEGE PRIZE

Establishes $250 Annual Essay Award at Hobart College

Herbert Bayard Swope, executive editor of the *New York World*, has established at Hobart College, Geneva, N. Y., an annual prize of $250 for the next five years for the best original essay on a subject of general interest selected from any department of study at the college, President Murray Bartlett of the college has announced.


HERBERT B. SWOPE

Not only is this prize the most valuable now available at the local institution, but the contest is the broadest one ever provided there. The purpose of the Swope Prize is to promote on the part of the students a tendency to apply to everyday life the lessons of the classroom and laboratory, and to express the relationship between the two in a form similar to the editorial.

The founder of the prize, is an honorary graduate of Hobart College, which conferred upon him the degree of Doctor of Humane Letters last June. On that occasion he delivered before the Phi Beta Kappa Society an address entitled "Journalism: An Instrument of Civilization," which was later published and distributed by the college.

Provo (Utah) Herald Sold

The *Provo* (Utah) *Daily Herald* has been sold by E. C. Rodgers, to William H. Hornibrook, who has been a publisher of newspapers in California and Washington.

IOWA'S BOUNTY

A Plentiful Supply of Soft Coal

19,000 square miles of black diamonds, in the form of coal deposits, underlie the state of Iowa, causing the operating of about 250 mines, the employing of about 15,000 men, and yielding about 8,000,000 tons, annually.

These mineral deposits not only furnish a direct source of wealth for Iowa, but because of certain characteristics, influence the fertility of the soil. These two resources furnish Iowa with a more productive surface and less waste land than is found in any similar area in the U. S.

The residents of such a natural field of wealth are necessarily possessing a greater individual wealth. A greater individual wealth makes for a greater market.

Iowa, besides being blessed with many natural advantages, has exceptional marketing facilities, the cities providing excellent distributing centers, while hundreds of small towns offer trading and shipping accommodations.

This veritable gold-field of fertility can prove a real gold field for advertisers who use these dailies.

	Circulation	Rate for 5,000 lines
***Burlington Gazette .....(E)	10,535	.04
*Cedar Rapids Gazette .....(E)	21,481	.07
*Council Bluffs Nonpareil .....(E&S)	16,096	.06
*Davenport Democrat & Leader.....(E)	14,564	.06
*Davenport Democrat & Leader.....(S)	17,895	.06
†Davenport Times .....(E)	24,676	.07
*Des Moines Capital .....(E)	57,945	.14
*Des Moines Sunday Capital.....(S)	24,662	.14
*Iowa City Press-Citizen.....(E)	6,387	.035
†††Mason City Globe Gazette.....(E)	13,405	.04
*Muscatine Journal .....(E)	7,762	.035
*Ottumwa Courier .....(E)	12,852	.05
*Waterloo Evening Courier.....(E)	17,071	.06

* A. B. C. Statement, Sept. 30, 1924.
*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

IN a small room on the top floor of a flat we saw the other day a newspaper vending machine that worked perfectly. Two cents dropped in a slot that seemed to be gum proof and slug proof—a slight turn of a handle and out came a paper that was as clean as when kicked off the press. And this machine did not work any better than several others we have seen in the past year.

So, it really looks as though the mechanical method of selling newspapers will be adopted pretty generally within a few years, at the most.

The newsboy will always be able to outsell a machine and will probably continue to be a necessity on busy corners but he is now being and will continue to be replaced in even greater numbers on corners where only few papers can be sold.

But before vending machines can be universally adopted their cost will have to be greatly reduced. Most concerns now making machines do not seem to be equipped for large production and their prices are consequently too high. They do not, it seems to us, realize that the newspaper business is organized in its circulation department on a penny basis and that a machine costing from $25 to $50 would have to 'sell' papers for about a year to pay for itself.

What the paper vending business needs is a Ford who will build and sell machines at from $5 to $10. Until such a product is produced we are going to stick to our open style metal boxes with which most circulators are pretty familiar. These boxes are made of heavy material, wear well and cost about $2.00 each. They are a tremendous help in circulating our paper and we consider them just as important to our distribution system as we do the newsstands.

We will have more to say at another time about our experiences with these boxes.

* * *

The outlook for a steady increase in circulation this fall and winter looks good to us. We are paying no attention to the calamity screamers and making plans for promotion just as though this were not an election year. Business and industry will go on just the same regardless of what happens November 4.

* * *

Food shows, radio expositions and the like conducted by newspapers create good will and help get advertising. Another way to profit by these shows is to solicit all the visitors for subscriptions. Many papers hesitate to capitalize a show to this extent even though the orders that can be obtained are often the most desirable kind. People who attend a show sponsored by a paper are usually interested in it and those who are not regular readers make the best prospects, especially if the paper has a strong department of particular interest to them.

* * *

The newspaper section of the A. B. C. at the recent convention in Chicago was wise in favoring the classifying as premium orders subscriptions obtained by club raisers. We never could see much difference between getting orders by giving dishes to subscribers and bicycles to boys. The less hair splitting distinctions the A. B. C. makes in its rules the more satisfactory will be its work.

Another good move, we believe, was to count subscriptions paid for by contestants as bulk circulation. What will the contest boys do now in the last days of a campaign?

* * *

Our boss told us that, as usual, he got more out of the round table discussions at the Chicago convention than from the addresses and papers read.

The New York State circulators are to be commended for vigorously opposing the proposed increase in postal rates. We hope that other state organizations will take the same action at their winter meetings.

When the present proposal is killed an effort should be made by all publishers to get rates reduced as they should be.

Organizations and committees working on this problem would do well to look into the cost of handling government and politicians' mail free. Such an investigation might reveal that the P. O. department could wipe out a good portion of its deficit if the franking privilege were curtailed or abolished.

* * *

Once again newspapers are classified as a necessity by zealous municipal officials in enforcing Sunday blue laws. Ashtabula, O., is going through the painful and humiliating experience of having Sunday closing laws enforced. But Sunday papers are permitted to circulate as usual.

Merchandise Conference Committee Named

Michael Levy of the *Drygoodsman* again has been named chairman of the Advertising Club of St. Louis committee which will have charge of the Move-More Merchandise Conference, which will be held in connection with the meeting of the American Retailers' Association in St. Louis next February. J. L. Isaacs of the *St. Louis Post-Dispatch* and Felix Coste of the D'Arcy Advertising Agency are members of the committee.

Two Illinois Weeklies Combine

The *Harvard* (Ill.) *Herald* has purchased the *Harvard* (Ill.) *Independent*, combining the two weekly newspapers under the heading Herald-Independent.

COAST CIRCULATORS AT OAKLAND

Round-Table Meetings and Lavish Entertainment Feature Two-Day Sessions of Semi-Annual Meeting

Oakland, Cal., Oct. 20.—Representatives from nearly every newspaper in California attended the sixth annual convention of the California circulation managers association at the Hotel Oakland, Oct. 20. The Mayor and the Chamber of Commerce were hosts. Al the married delegates brought their wives and a special committee saw that they were properly entertained. On the second day the San Francisco publishers gave the delegates and their wives an auto ride around the Bay District.

At a banquet Monday night addresses were made by Charles S. Young, publisher of the *Oakland Post-Enquirer*, and J. R. Knowland, publisher of the *Oakland Tribune*. On both days round table sessions listened to papers on "Recent A. B. C. Questionnaires," "Radio News Broadcasting," "Street Sales—How to Make Them," "Newest and Best Promotion Plans," "Should Postmasters Be Paid Commission on Mail Subscriptions?", "Cost of Subscriptions Secured Through Prize Offers."

Reports and papers were read by J. Dillinger, Oakland Tribune; Virgil Lundy, *Fresno Republican;* Frank See and B. B. Marcum, *Los Angeles Illustrated Daily News,* Harold Searles, *Hollywood Citizen;* O. K. Williams, Pomona *Bulletin;* W. V. O'Farrell, *San Diego Union;* Charles A. Fay, *San Pedro Pilot;* P. M. Knox, *Fresno Bee;* King T. Boardman, *Santa Barbara Press;* F. E. Rhode, *Sacramento Union;* Robert J. Corrigan, *Los Angeles Examiner;* J. L. Wagner, *Riverside Press;* B. W. Bates, *San Francisco Bulletin;* O. F. Thayer, *San Bernardino Sun Telegram;* H. A. Waters, *San Francisco Illustrated Daily Herald;* E. T. Hamrick, *Pasedena Star-News;* George Fisher, *San Francisco Chronicle,* and A. L. Parker, *Los Angeles Times.*

The program was arranged by A. E. Crawford, *San Francisco Examiner,* W. J. Harrison, *Los Angeles Evening Herald;* Harold Searles, *Hollywood Citizen;* John E. Grey, *San Francisco Call;* Edgar Pugh, *Long Beach Press,* and Edwin L. Simpkins, *San Jose Mercury-Herald.*

W. F. D. Brown of the *Oakland Tribune* was chairman of the entertainment committee, assisted by Mr. Fisher, Mr. Bates, and Victor Lattaner of the *Oakland Post-Enquirer.*

JOHN GLASS RETURNS

Well-Known Chicago Special Spent Three Years in Europe

John Glass, for many years Chicago special representative of the *Pittsburgh Press, Cleveland Plain Dealer, Cincinnati Enquirer, Indiana Star League* and other important newspapers, returns this week from Europe and is at Hotel Marguery, 270 Park avenue, New York.

During his three years' absence he traveled through nearly every European nation.

Your readers will praise your selection!

Most popular serial of the year.

THE DARK CHAPTER

by E. J. Rath

Author of "The Nervous Wreck"

SERVICE FOR AUTHORS, INC.

Dept. A. 33 West 42nd Street

New York City

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.

Times Building, New York

again

ON THE

San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER

CIRCULATION ORGANIZATION

717-718 COM'L EXCHANGE BLDG.

LOS ANGELES, CAL.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service

Home Life Bldg., Washington, D. C.

what does your name mean?

Are you named William, John, Margaret, Anna—? These as well as all other names have interesting stories which are explained daily in

WHAT'S IN A NAME?

By Hope Norris

Keep your readers watching for their own and their friends' names. A sure circulation builder.

Readers' Syndicate, Inc.

799 Broadway New York City

Metal Markets

J. Barton Nealey will bring to your readers a knowledge of metals possessed by few men in this country. His daily weekly and monthly authoritative signed dispatches are eagerly awaited wherever metals are traded in and used.

His fundamental grasp of general conditions, together with his intimate knowledge of the production of metals, the manufacture of finished products and the marketing of both lend a force to his interpretative market analyses that has brought them attention throughout this country and abroad.

Besides writing a weekly and monthly review, Mr. Nealey writes a daily dispatch on the situation in iron, steel, copper, tin and other metal markets which is available to newspapers for simultaneous publication to morning and evening dailies.

INTERSTATE COMMERCIAL NEWS SERVICE

38 Park Row New York

SHERMAN HEADS DAILY LEAGUE

Elected President of Texas Group at Recent Dallas Meeting

K. K. Hooper of the *Sherman Democrat* was elected president of the Texas Daily Press League at the annual meeting held recently in Dallas. Homer Price of the *Marshall News* was elected vice-president and Walter Murray of the *Ranger Daily Times*, secretary.

Representatives of 47 daily newspapers of the smaller cities of Texas were present at the meeting. Practically all of the members of the league were in attendance. The Advertising Bureau of the league met also in connection with the annual meeting of the league.

J. L. Greer of the *Denison Herald* was elected chairman of the advertising Bureau. Houston Harte of the *San Angelo Standard* was the choice for vice-chairman.

The next meeting will be called in Dallas in January.

PUSHCART CRADLED N. Y. CIRCULATOR'S FORTUNE

(*Continued from page 7*)

making that would interest cynical editors?

He knows first of all the importance of getting papers on the stands at the time people want to buy. He speaks of morning papers chiefly because the majority of his papers are morning publications.

"When the paper arrives late at the stands it misses a large part of its readers," he declares. ""They are on their way to work. They buy something else. of his newspapers are morning publications.

"Papers are often held up an hour for a play review or a bit of news the editor considers important. But how many people care? They want the paper first of all. They don't care much about the bit of extra news that breaks on the deadline. One more piece of news won't recapture the circulation lost by arriving late on the stands."

Another thing Weinstock knows is that he can't sell mediocre papers. They don't have to be "high-brow," but they must be good of their kind. He is disinclined to estimate the value of comics and special features as circulation boosters,—he might lose his impartiality—but he does affirm that on the East Side at least, news pictures have great pulling power.

Weinstock has watched the growth of New York dailies from 16-page publications to the present 32-36 page size. And from delivering newspapers in the bulk he knows what this growth means, not only to himself but to the reader.

"I know this for a fact," he says, "that people who go to business in the morning want a 'light' paper—one which is not bulky to handle and in which they can get the news at a glance. A 40 and 50 page morning newspaper drives away circulation because of its sheer weight. I will make an exception of Sunday papers for the buyer has all day in which to read them."

During his long connection with New York publishers Weinstock has kept out of entangling alliances. He serves the weak papers as faithfully as the powerful. He has been offered stock in new publications, to enlist his aid as a distributor, but he has refused. He has been asked by old customers to deny his delivery facilities to a growing rival. He has always refused. He serves all the newspapers impartially.

Since the majority of the papers he handles are from the foreign language press he has had opportunity to watch their effectiveness as builders of Americanism.

"You often hear foreign language papers termed a menace because they don't teach Americanism," he says. "I call them the greatest builders of Americanism. The foreigner who cannot read English naturally buys a paper printed in his tongue. There he gets his first lessons in English. There is scarcely a foreign paper which does not carry simple English lessons. Progress is rapid. As soon as the immigrant can read English he buys English papers.

"During the war the *Evening Telegram* printed daily a page in Italian. Italian papers lost in circulation. Their buyers bought the Telegram because they were proud to be seen with an English paper in their pockets."

A good share of the success of the Metropolitan News Company is due to Louis Weinstock, but he would rather this were not said. For he disclaims his part was any greater than that of his partners.

"We have all worked equally, one with the other," he says. "And we are still together."

Weinstock knows his East Side as thoroughly as an unemployed actor knows Times Square. He understands the foreigner, his likes and dislikes. He knows the news dealers from Park Row to the Bronx, and he understands the habits of their patrons.

He is the unseen factor in the East Side circulation of half a million newspapers daily.

CAN WOMEN SUCCEED IN MODERN JOURNALISM?

(*Continued from page 5*)

periences, and stand in her light every time there's a chance for her to really learn anything.

"Next to the city editor who falls in love with his girl reporter and kills her chance once and for all, comes the city editor who thinks woman's place is in the home or the cabaret. He doesn't believe in newspaper women at all and starts in a series of petty persecutions which will break any woman's heart and turn her into a discouraged, disillusioned drudge in six months.

"The third sort of city editor who is never any help to a newspaper woman is the nice fellow who hates to think of a woman going out in the rain, or being out alone too late at night, so he protects her from all the good stories and makes her feel like saying 'thank you for nothing.'

"City editors are busy men in these days of many editions. It is hard for them to take the time to train and develop either young men or young women but that is no excuse—the city editor ought to see to it that he has someone on his staff whose sole business it is to do that.

"Nobody has the time to go over a beginner's story and tell her why it's wrong or why it's good. If I've had success it's because I had training!

"The editors are too busy thinking up 'circulation drives' to keep the old-fashioned 'back-to-the-wall, you and I and our crowd against the world' spirit alive in the average newspaper office.

"We get out better newspapers now than we ever did—better headlines, better pictures, better print and better play-up. Have we as much influence as we used to have? And where are the courageous brilliant and sincere writers that used to be a part of every newspaper staff?

"We need newspaper women all over America, the public needs them and the newspapers need them.

"The business manager of every good newspaper knows that the big advertisers want to advertise in a paper that *women* read—women are the ones who pay attention to the bargain sales—not the men.

"And women like to read what other women say."

The woman's point of view coupled with a man's action. That has been the keynote of Winifred Black's success. At heart she is entirely feminine. And in her brief auto-biography which she wrote for EDITOR & PUBLISHER we find the following quiet paragraph, typical of the woman herself:

"I have been twice married. I have had three children. My eldest son is married and has an orchard in Sonoma county, California. My daughter is married and lives in Los Angeles. I lost my second son seven years ago when he was eight years old. The world has never been the same to me since then."

We Find in the State of Indiana

—36,354 square miles of land with more than 3,000,000 people.

—Over 50 per cent of the population live in cities and towns of more than 2,500 inhabitants.

—Over 47 per cent of the entire population is employed in gainful occupations.

—The aggregate wealth of the state exceeds $8,800,000,000.

—The most liberal spenders in the country live in Indiana cities—all of which are exceptionally prosperous communities.

Indiana ranks eleventh in point of population and presents opportunities for successful advertising of everything from toilet soap to farm tractors.

Indiana is thoroughly American. Only 5.9 per cent of its 3,000,000 people are foreign born. It is a productive state for every national advertiser.

The state can be covered like a blanket by using Indiana's leading newspapers. They have enormous influence and result producing power.

		Circulation	Rate for 5,000 lines
†Decatur Democrat	(E)	3,106	.025
*Evansville Courier and Journal	(M) 27,839 (E) 11,230	39,069	.09
*Evansville Courier and Journal	(S)	32,840	.08
*Fort Wayne Journal-Gazette	(M)	31,502	.07
*Fort Wayne Journal-Gazette	(S)	34,520	.07
*Fort Wayne News-Sentinel	(E)	41,938	.09
*Gary Evening Post-Tribune	(E)	14,196	.055
Hammond Times	(E)	15,436	.05
***Huntington Press	(M&S)	3,563	.025
*Indianapolis News	(E)	128,400	.25
*Lafayette Journal & Courier	(M) 7,605 (E) 12,900	20,505	.06
†††La Porte Herald-Argus	(E)	6,000	.025
*Newcastle Courier	(E)	6,000	.025
***South Bend News-Times	(M) 10,155 (E) 12,884	23,039	.06
***South Bend News-Times	(S)	21,440	.06
†South Bend Tribune (S) 19,388	(E)	20,627	.06
***Terre Haute Tribune	(E&S)	23,608	.06

***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.
*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

WHAT THEY ARE SAYING

STUDY PUBLIC OPINION

"JOURNALISM is the most powerful agent to recast public opinion. Therefore it behooves everybody in the profession to make a careful study of public opinion, what it means and how it acts, to understand thoroughly how it operates."—Nicholas Murray Butler, president, Columbia University.

* * * * *

A REPORTER'S WORK

"REPORTING is work for a gentleman; the good newspapers today do not expect their reporters to do anything a gentleman would not be willing to do. Jimmying windows in order to steal a photograph is not being done nowadays by reporters on respectable papers. Third degree bullying by reporters to get facts is not countenanced by the persons who are running better newspapers."—Prof. W. S. Maulsby, School of Journalism, University of Iowa.

* * * * *

NEWSPAPERS AND UTILITY ADVERTISING

"NEWSPAPERS have been found the most productive of all advertising mediums for public utility advertising. People can be counted upon to see your business messages as they appear, because the better class of people in every community are constant readers of the daily and weekly newspapers. Through them you can get quick action upon any proposition you may present."—Frank LeRoy Blanchard, Henry L. Doherty & Co., New York.

* * * * *

THE WOMAN'S PAGE

"THERE must be something on the page to please every type of woman: the home, the business and the club woman, and the young, the middle aged, and the elderly. Nine women out of ten are just 'Mrs. Average Smith,' a woman of about 35-55, and she is not a type, but a combination of all those types. She is housekeeper, wife, mother, business woman, club woman, reformer, and always looking out for new ideas. She is not a 'high-brow,' not a moss-back. She wants good stuff for her reading matter and she recognizes and appreciates it when she gets it."—Mrs. Florence Riddick Boys, Woman's Editor, *Plymouth* (Ind.) *Pilot.*

* * * * *

WHEN TO ADVERTISE

"THERE are two times when some men talk about cutting out their advertising: When business is good and they say they do not need it: and when business is poor and they say they can not afford it. The man who cuts out his advertising when business is good is simply placing a surtax on himself and denies himself one of the most potent factors for promoting better business. The man who does not advertise when business is poor is like the farmer who refuses to plant corn because his last year's crop was a failure. We cannot de without newspaper advertising."—Andrew N. Fox, before Advertising Club of Indianapolis.

* * * * *

MAKING THE CARTOON

"THE mission of the cartoon is to picture national, international, and local questions. Have some idea. I do not believe in a lot of extraneous matter. Do not try to put more than one idea into a cartoon. When a cartoonist tries to put three or four ideas into a cartoon, the reader does not know what it is all about. Two labels and the picture must tell the story. There are many things necessary for a cartoonist besides mechanical skill. You have to read. You have to know. You have to be able to interpret national, international, and local events, in a way to appeal to your reader."—Roy H. James, Cartoonist, *St. Louis Star.*

* * * * *

"TRIAL BY NEWSPAPER"

"LIBERTY of the press does not warrant trial by newspaper. But, since it is of public importance that the proceedings of those who administer justice be known, the newspaper may publish accounts of judicial proceedings, provided they be fair, impartial and reasonably accurate. The publisher may abridge and condense if thereby he does no violence to the requirements of fairness; but he must not interpolate or give opinion or impugn the truthfulness of witnesses or reflect upon or threaten the court, the parties, or the jurors. Sensational or insinuating headlines should be avoided, and while comment, if fair and in good faith, is permissible, it should be in the editorial column and not incorporated in or as a part of the report of the court proceedings."—Guy A. Thompson, President, Missouri Bar Association.

* * * * *

THE EDITOR'S TASK

"NO editor has the right to say 'we must give the people what they want to read.' Ours is a profession, not a mere business. We are not dealers in self commodities. We are above the plane of hucksters and peddlers. We must give these readers better things than they want because we want them to become better men and women than they are. We represent one of the most powerful agencies in American public life. We preach to people who never enter a church. We teach folks who were denied the opportunity of school and university. We make the mental food upon which men's and women's souls are fed and healed. It is our duty to make our readers' interests broader, their world wider, their tastes appreciative of the finer things in life. Make these readers think. Unless our newspapers do this our dreams of democracy will never be realized. Unlimited publicity of the right kind is the life blood of a people's government."—Mrs. Marie Weeks, Editor, *Norfolk* (Neb.) *Press*, and President, Nebraska Press Association.

John E. Wright Is Dead

John E. Wright, 64, who died at his home in Lees Summit, Mo., October 24, was at one time managing editor of the *Chicago Evening Post* and later managing editor of the *St. Louis Times.* He was a cousin of Melville E. Stone, counsellor for the Associated Press.

Seek $400,000 for State Advertising

Californians, Inc., are seeking $400,000 to finance its 1925 national advertising campaign, boosting California. The first advertisements will probably be run Dec. 1. J. B. McCargar is chairman of the finance committee of the corporation, with headquarters in San Francisco.

Editor Arrested for Libel

Edward M. Davis, publisher of the *Newark* (Del.) *Ledger* was arrested Oct. 26, and held in $5,000 bail, charged with libeling Gen. T. Coleman du Pont, a candidate for United States Senator. The action taken by General du Pont's friends is the outcome of attacks by Davis' newspaper on General du Pont in the present campaign.

Launches Cambridge Edition

Commencing last Monday the Boston American launched a Cambridge edition, which consists of a four page supplement at present. Robert Gillis, day city editor, has been placed in charge of this edition. Herbert Caryl, assistant city editor, is now acting city editor. A Cambridge office has been opened, with Francis P. O'Neill, as district man.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale

Sixteen-page Potter web press, printing 4, 6, 8, 10, 12, 16 page papers, 22½ inches long, 7 columns 13 ems wide, extra color on four pages. Speed 10,000 per hour. Papers folded to half page. With stereotype machinery and motor. A good press at a low price. Send for details and price (our No. 589). Baker Sales Co., 200 Fifth Ave., New York. (Many other machines for sale. "Used but Good." Let us know your wants.)

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale.

Cox Duplex Flat Bed Web press, printing 4, 6 or 8 pages 7 col. 13 ems; or 8 col. 12 ems. Paper page 17½x22½ inches. Replaced by 16-page web press—must be moved quick—very low price. Price and sample of its work on application. Wire or write for details, referring to our No. 590. Baker Sales Co., 200 Fifth Ave., New York.

Web Press for Tabloid Papers.

For Sale—Hoe 24-page newspaper web press, printing the usual combinations up to 24 pages, seven or eight columns wide, 21¼ inches long, equipped with complete stereo. outfit and motors for 220 volts direct current. Arranged to print tabloid papers also. For details address: Baker Sales Co., 200 Fifth avenue, New York City. (Many other machines for sale, "Used but Good." Send for our list No. 42.)

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
MEMPHIS APPEAL
Memphis, Tenn.
We refer you to them for their opinion

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MANF'G. CO CHICAGO
CLINE WESTINGHOUSE

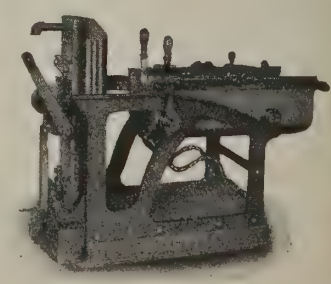
MAIN OFFICE Fisher Building 343 S. Dearborn St. CHICAGO
EASTERN OFFICE Marbridge Building Broadway at 34th St. NEW YORK

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST
R. HOE & CO., INC.
504-520 Grand St., New York City
7 South Dearborn Street, CHICAGO, ILL.
7 Water Street BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Display, classified. Contracts. Features. New accounts. Copy writer, 11 years' experience. Large and small cities. Married. Family. Age 31. Permanent connection as solicitor or manager desired. Short trial will prove ability. Address B-933, Editor & Publisher.

Advertising Manager—Solicitor.
Have you a place in your organization for a capable young advertising executive, copywriter and solicitor? All my working life has been spent in the newspaper business; have a working knowledge of every department including mechanical end. Pleasing, energetic, convincing personality; the ability to meet and talk to one or a hundred men, a thorough knowledge of advertising and merchandising methods, including the discernment as to the advertiseability of products and a good creative imagination that can dig up possibilities and develop them into space users. Available now for job as advertising manager—solicitor on strong small daily. Salary about $3,000 a year. Aged 31, family. Splendid recommendations. Address B-938, Editor & Publisher.

All Round Newspaper Man,
widely experienced, editorial and business, well educated, clean cut, desirable personality and good address, wishes connection with ad service department. Can write copy and solicit. Address Maxwell, 22 South Tenth, Minneapolis, Minn.

Business and Advertising Manager.
Available Nov. 15, twenty years' experience in all departments. Thirty-six years old and married. Unquestioned references. Will locate anywhere job is big enough. Address B-940, Editor & Publisher.

Business Manager,
fifteen years general manager small daily, metropolitan experience editorial end, now assistant daily 70,000, seeking change in New England. Address B-937, Editor & Publisher.

Cartoonist
desires position that can offer better future than one he now holds. Experienced in all newspaper art. Address B-939, Editor & Publisher.

Circulation Manager.
15 years' experience on morning, evening, Sunday and combination papers; thoroughly familiar with all branches of circulation work. At liberty now; go anywhere. Address Box B-923, Editor & Publisher.

City Editor or Editor.
At liberty Nov. 8. Now employed as editor on 8-20 page daily, seeks change to sane, progressive newspaper in bigger field with future. Prefer Missouri, Iowa or Kansas, in city of 20,000 or larger. Experienced. Capable of handling telegraph, editorial and writing features. Am 27 years old, unmarried. Only permanent positons considered. State all in first letter. D. S. Ruble, Pekin, Ill.

IS YOUR MECHANICAL DEPARTMENT CROWDED?

Have you any unused equipment taking up valuable space? There is no need for this machinery to become an obstacle to efficiency in your plant.

A classified ad in EDITOR & PUBLISHER will sell it for you quickly and cheaply.

Situations Wanted

Classified—General Promotion.
Writer and compiler of "The Story of Classified Ads" in its published form and creator of the publicity used to secure distribution of this book which was the hit of the Columbus Convention, desires connection as Promotion-Publicity Manager or Assistant Classified Manager. Direct Mail Expert, copy writer. Knows how to build classified lineage and how to hold it. Knows how to increase Reader Responsiveness to advertising columns of newspaper. Thirty-five years old. Single. College education. Ten years' advertising experience. Unquestioned references. Can come at once. Address B-930, Editor & Publisher.

Classified Specialist.
Mr. Publisher. Here is an entirely new proposition to increase your classified columns without change of management or additional expense.
Are you satisfied with present returns from your classified department or do you desire an increase?
Are you aware of the fact that the revenue from classified advertising is considerably higher than the major bulk of display advertising in some very large newspapers?
Are you open for a proposition to increase your present volume of classified advertising?
Are you anxious to increase the number of advertisements under certain classifications?
Are you anxious of securing entirely new business under new classifications?
All this can be accomplished by the undersigned. Twenty-five years' experience with New York City and out of town newspapers, thoroughly familiar with all so-called systems now in use, as well as with the rates of all prominent newspapers. I will visit your office, city or out of town, as a Specialist in classified advertising and submit my proposition. I refer by permission to Mr. Frank McCabe, Classified Advertising Manager of the New York World. If interested please address Ernest Liebermann, 200 East 23rd Street, New York City, N. Y. Phones: Lexington 9719, Lexington 9553.

Editor.
Man 38, Democrat, two college degrees, legal training, experience all news and editorial departments, now managing editor and editorial writer, desires position as editor or editorial writer, preferably the latter, anywhere east of the Mississippi. Specimens of editorial work and interview on request, also reference to present employer, with whom he has been eight years. Is a hard, steady, careful worker who knows how to co-operate and make friends for a paper. Can report in thirty to sixty days. Address B-935, Editor & Publisher.

Editor, General Manager.
Available November 15, accomplished editor, with complete box office viewpoint. Thorough experience in organizing and directing editorial, art, photographic, display, copy-writing, classified, circulation and promotion departments. Seasoned in build-up campaigns in all revenue-producing departments. Has legal training; familiar with costs, installation and finance. Forty-two years old; 26 years' newspaper experience (mostly Metropolitan) regular and tabloid size newspapers. Executive with personality capitalized for newspaper he directs. Sober and conscientious. Highest references. Now employed in Metropolitan Area in East. Salary must be commensurate with service and zeal. Will consider progressive cities from 200,000 up. Contract optional. Address Box B-927, Editor & Publisher.

Editorial Writer
Desires connection. Highly identified. Now with large nationally-known publishers. Clean record as writer and executive. Address Box B-914, Editor & Publisher.

Experienced Reporter.
University education. Feature writing, crusade and promotion experience. No objection going South. Address B-932, Editor & Publisher.

Financial Editor.
Young man, college educated, sound knowledge of business finance, investments, accounting and stock market, wants position as financial editor. Man who can make financial page interesting to small investor as well as to large capitalist. B-922, Editor & Publisher.

Situations Wanted

Managing Editor
with unbroken record of success, now employed, desires connection with progressive daily. Best of reasons for seeking change. Excellent organizer, real builder and thoroughly competent newspaper man. Young, aggressive and reliable. References and detailed information gladly furnished. Address B-934, Editor & Publisher.

Managing Editor's
or similar position wanted on small afternoon paper; permanent connection only; Great Lakes region preferred. Practical young news man with executive experience, including three years with Associated Press. Married. May have small sum to invest. Box B-921, Editor & Publisher.

Managing Editor.
Who plays ball with advertising and circulation departments, now in market for high-class connection. Nationally known publisher paid him as managing editor an annual bonus for phenomenal circulation building without premiums. Thoroughly conversant with all departments and cost of operating them. Long experienced. In the prime of life. Clean-cut, dynamic, versatile. At the top of his game now. Address Box B-946, Editor & Publisher.

News Man,
sheet or desk, wants position. Can write good stories, take telephone report, write heads and make up attractive page. Single, 25. W. J. Duchaine, Y. M. C. A., El Paso, Texas.

Young Woman,
college graduate, would like position as reporter or society editor. Has had experience in newspaper work. Address Box-944, Editor & Publisher.

Advertising Manager or Assistant.
Thoroughly experienced, neat appearance, personality, executive and business getter, dependable, not a floater. Presently employed without opportunity for advancement. References. Address Box B-945, Editor & Publisher.

HELP WANTED

New England Newspaper Has Opening
for young man with reporting and desk experience. Quick recognition of news, accuracy and energy will be needed to hold the job which will prove a good one for the right man. Address B-943, Editor & Publisher.

Wanted
for permanent traveling position. Man with circulation experience for verifying work. Single man over 30 preferred. Address stating experience, Box B-942, Editor & Publisher.

Wanted.
Accurate desk man and copy reader, under thirty years of age, college graduate preferred. Write Wallace L. Robinson, Lancaster, Pa., News Journal and Sunday News.

Young Man.
Experienced book lovers' contests and similar enterprises. Give full particulars. Address B-936, Editor & Publisher.

Wanted.
An experienced circulation manager who can manage boys and men to get results and increase circulation at reasonable cost. Write giving experience, references and salary expected. Exceptional opening on live paper in large southern city. B-931, Editor & Publisher.

BUSINESS OPPORTUNITIES

For Sale.
Job and publication printing plant in Florida City of 100,000. Established trade. Address Box 4385, Jacksonville, Florida.

For Sale.
Only newspaper (weekly) in small city in Everglades section of Florida. Rapidly becoming industrial center, with rich outlying farm lands. This is opportune time to convert property into daily. Modern equipment. Net cash profit this year will be about $8,000. Price $18,750—$12,000 cash down. Palmer, DeWitt & Palmer, 350 Madison Ave., New York.

Owner New York Printing Establishment,
too busy to properly handle property, offering borough weekly six months old, showing weekly profit, $10,000; half interest $5,000. Address Box B-941, Editor & Publisher.

FEATURE ARTICLES

Publishers—Attention!
We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept. MOJ4, Hannibal, Mo.

Ben Mellon Leaves Newspaperdom

Ben Mellon has left *Newspaperdom*, a fortnightly newspaper magazine, where he had been engaged as editor.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WEEKLY NEWSPAPER PAYING OVER 16% and $2,000 SALARY can be bought for $5,800—part deferred. Owner has opportunity to purchase job printing plant, which he prefers. Outlying towns swell advertising volume; job printing from two important educational institutions. Equipment includes Linotype, Miehle cylinder (recently installed) and two Gordons. Our No. 6830.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

POLLING CONGRESS ON POSTAL RATE CUT

American Publishers' Conference Sending Card to Members Asking Congressmen's Attitude — Seek Repeal of War Increases

The American Publishers' Conference, through its membership, is polling the candidates for Congress, both senators and representatives, on their attitude upon second-class postal rates. The Conference is backing a proposal to repeal the last two increases in second class rates authorized just after the war. The repeal, sponsored in the last session of Congress by Senator McKinley, of Illinois, was defeated, but will be re-introduced at the December session.

A. C. Pearson, national chairman of the conference, has circularized the members with return postal cards upon which the publisher, who receives the card, will write the "Yes" or "No" answer of tse senatorial and congressional nominees in his state or district to the following question:

"Do you favor reducing the postage rates on newspapers, magazines, farm papers and business papers which were raised 265 per cent during the war?"

Mr. Pearson's letter calls attention of threat of raise in postal rates instead of the reduction the publishing interests virtually have been promised. The increase, Mr. Pearson believes, unquestionably would result from the advance in pay of postal employees, which will be agitated before Congress.

"Now that we are threatened with a raise instead of a decrease," wrote Mr. Pearson, "all political parties hide behind their inability to persuade the Senators and Congressmen of their own party. While most of the candidates are now in their own districts, it is a good time to find what we are facing in the future.

"I wish you would ask all the candidates for the Senate and the House in your territory the question on the enclosed card, and advise our Washington office."

Theater Party for Classified Staff

The classified advertising department of the New York *World*, which recently tendered a testimonial dinner to Frank McCabe, classified manager, held a theater party and supper on Wed., Oct. 29, at the Casino theater where "I'll Say She Is" written by Tom and Will Johnston, is playing.

The playwrights are both on the World.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

FOR years you have believed that your newspaper's heavy suburban and country circulation deserved the patronage of mail order houses, and you have enviously looked at the mail-order sections of large city rival newspapers, which carry whole pages and even Sunday sections of this copy.



If it is true that your circulation deserves this business, why not set about this week to get it? There are plenty of reliable mail-order houses in every large city, doing business largely by direct-by-mail solicitation. There is a group of national mail-order houses clamoring for the business of the biggest houses.

Mail order stuff gets run of the paper and often stands up when other accounts fall by the wayside. If it is the right copy, all conditions being fair, mail-order stuff turns merchandise and makes a satisfied advertiser.

* * *

THE *Worcester Evening Post* is running a series of advertisements, six inches double column, introducing Post Specialists to Post Readers. Other papers might adopt this plan of giving the pictures and short writeups on the folks who make their publication interesting.—V. G. Dawson, Halifax.

Why not have every fraternal lodge in town call its meetings in a special inch ad the morning or afternoon before meeting? A lodge of 600 members spends $12 in stamps alone to call meeting, to say nothing of printing 600 copies of the notice, and the labor of mailing. One Southern paper has obtained the regular advertising of practically every lodge in the city. These lodges have abandoned use of letter notices. The paper states that every lodge member looks to that column for all calls and that this method is the surest and the cheapest way to call meetings.—C. M. Littlejohn, Washington, D. C.

It may be a little soon to mention it, but a good Red Cross page will be found profitable in a few weeks, so keep the idea in mind. I have never found a page which sells so easily as does this feature.—Donald O. Ross, Washington, Iowa.

A Kentucky newspaper distributed slips to the carrier boys to be filled in with the subscriber, the slips containing these questions; What appeals to you most in our newspaper? What appeals the least to you? Could you offer any suggestion whereby we can improve our service to you? Space was left for the name and address of the subscriber. The boys left the slips one day and collected them in the next. The survey provided valuable information and resulted in a number of changes as recommended.—B. A. T.

This is the time of the year when autoists who have been leaving their cars outdoors during the summer months feel that they should get the cars indoors at night so as to save them from the wear and tear of winter weather. Consequently at this time of the year there is always a great amount of interest in the matter of new garages. It would be a good plan to group together in a full page or half page all the local concerns handling ready-cut garages or putting up garages.—Frank W. Williams, Santa Ana, Cal.

Write the numerals 1, 2, 3 and 4 vertically in a row and ask your friends to cross out one number; four out of five will cross out No. 3. Why?—M. E. P.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

CONSIDER for a minute the number of people who have automobiles and the number who are going to have automobiles and those who have had automobiles and haven't them anymore. Not any subject has much more life than this one. Then devote a minute to the number of citizens, prominent and otherwise, who violate the automobile regulations. There's a little story of wide interest in every man and woman of 'em. Sometimes a grievance, which is perfectly luscious for reading purposes; sometimes a cheerful confession and a resolution which is good preaching; sometimes something else. The papers I see make only the barest mention of such things. Wouldn't it be good stuff to spread a bit upon it?—D. H. T.

A comparison of the headlines of your paper of Oct. 1, 1904, Oct. 1, 1914, and Oct. 1, 1924 (or any equivalent dates covering twenty years of history) will make a vitally interesting story. The *Denver Post* ran a four-column feature story embellished with pictures of society women in frocks of the three dates, that in themselves told an obvious story of the transition from sedateness to speed that twenty years has seen. The amazing changes in everything from the physical appearance of the city to the tactics of criminal defense before the courts; from wine advertising to the names of stage stars, and from our pre-1917 conceptions of war to the complete change in political issues made very good reading—F. J. McEmry, 2857 Humboldt st., Denver, Col.

PRINCE PLEASES REPORTERS

Grants Interviews and Pictures During Chicago Visit

Reporters in Chicago assigned to cover the visit of H. R. H., the Prince of Wales, during his 24-hour visit to that city, found none of the difficulty and trouble attendant upon getting a good story from him and his activities encountered by reporters in other cities, especially New York. At every occasion on the prince's program, publicity men were especially provided for. Photographers and human interest writers for the Chicago papers found him a very agreeable subject.

Reporters were informed in advance by private letter through Louis F. Swift, host to the royal visitor, just when he would arrive and where. A special car was provided to care for the newspaper men during his visit through the Chicago Stock Yards and the University of Chicago. The Prince posed on request and moreover very gracefully. At a dinner in his honor, tickets were given the reporters.

Throughout the entire day of his visit, the press men followed him about and were treated with exceptional graciousness. When the Prince left Chicago at three-thirty o'clock in the morning, he obligingly posed on the observation platform of his train for a farewell flash.

Van Dyke New Syracuse Ad Manager

Curtis E. VanDyke of the advertising department of the *Syracuse* (N. Y.) *Journal* has been made advertising manager and will take over the duties of business manager, held by the late W. Howard Burrill. Mr. VanDyke has been on the Journal staff for a number of years. Fred W. Burnett has been promoted to assistant advertising manager. No successor has yet been appointed to Wilbur G. Miller, editor-in-chief, who recently resigned to go into business after many years on the Journal as editorial writer.

Ferger Wins Golf Cup

Roger H. Ferger, advertising manager of the *Cincinnati Enquirer*, won the cup in the Enquirer golf tournament held recently in which the advertising, editorial and business department of the Enquirer contested.

Mildred Barbour
"Mistress of the Emotions"
"DELIGHTFUL DISPENSER *of* THRILLS"
"THE DARLING OF DESTINY"
A New Serial Now Ready
Metropolitan Newspaper Service
Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY

All-Star Features
Comics
Magazine Pages
Editorials
Special Articles
Fiction
Send now for
THE GREEN CATALOG
of
KING FEATURES SYNDICATE, INC.
M. Koenigsberg, President
NEW YORK CITY

NEA NEA
The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

Try the Sunday Anecdote Feature-
"With the Notables"
by
Robert D. Heinl
Washington D.C
REG. U.S. PAT. OFFICE

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Thomas W. Briggs Company
Memphis, - Tenn.
Originators of the *Permanent* Weekly Business Review Page
Look us up in Dun or Bradstreet's

Mr. Publisher or Business Manager
The International Circulation Managers' Association can supply you with a competent circulation manager. Write
CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.
Peoria Star Co.
Peoria, Ill.

New England States

COMPRISE AN INDUSTRIAL GIANT

Billions Are Annually Poured Into Her Coffers for the Products of Her Mills, Soil and Waters and Make Her One of the Richest Markets of the World

IN a territory comprising only a little over 2 per cent of the area of the United States, New England produces more than 11 per cent of the total manufactures. It is a closely knit industrial region which has had the longest experience in manufacturing of any section of the United States. Within its borders are a great variety of industrial products and on its roster of manufacturers are many world famous names.

In various lines of industry, New England leads the country in production. In the textile industry, of which cotton comprises the larger part, fifty per cent of the manufactured value came from New England.

New England leads all other sections of the United States, as a shoe manufacturing district. It produces about 50 per cent of the boots, shoes, and slippers and a large proportion of the leather made in this country.

New England manufactures more than two-thirds of the textile machinery produced in the United States. It also leads in the manufacture of shoe machinery, blowers and fans, paper mill machinery, brass, bronze and copper products, needles, pens, hooks and eyes and rubber goods.

This territory is mostly city trade with more than half of population living in thirty-nine cities. These people are spending millions of dollars daily and, for the most part, depend upon local newspapers to introduce and tell them about new merchandise.

To secure this trade it is necessary to use these foremost Daily New England Newspapers

		Circulation	2,500 lines	10,000 lines
MASSACHUSETTS—Population, 3,852,356				
*Attleboro Sun	(E)	5,628	.0275	.0175
***Boston Globe	(M&E)	278,616	.50	.50
***Boston Globe	(S)	332,083	.55	.55
***Boston Post	(M)	362,520	.60	.60
***Boston Post	(S)	367,600	.55	.55
*Fall River Herald	(E)	15,553	.05	.05
***Fitchburg Sentinel	(E)	11,410	.055	.045
*Haverhill Gazette	(E)	15,400	.055	.04
†Lynn Item	(E)	16,345	.06	.04
†††Lowell Courier-Citizen and Evening Leader	(M&E)	21,270	.06	.06
***New Bedford Standard-Mercury	(M&E)	32,565	.10	.10
***New Bedford Sunday Standard	(S)	27,334	.10	.10
***North Adams Transcript	(E)	9,604	.04	.035
†††Pittsfield Eagle	(E)	17,073	.04	.035
*Salem News	(E)	20,784	.08	.07
Taunton Gazette	(E)	8,551	.04	.03
*Worcester Telegram-Gazette	(M&E)	86,049	.24	.21
*Worcester Sunday Telegram	(S)	49,849	.18	.15
MAINE—Population, 768,014				
†Bangor Daily Commercial	(E)	14,750	.055	.05
***Portland Press Herald	(M&S)	31,115	(A) .09	.08
*Portland Express	(E)	27,251	.10	.07
*Portland Telegram (Sunday Edition Express)	(S)	29,992	.10	.07
†Waterville Sentinel	(M)	6,134	.035	.025
NEW HAMPSHIRE—Population, 443,683				
*Concord Monitor-Patriot	(E)	5,104	.0375	.025
†Keene Sentinel	(E)	3,609	.03	.034
*Manchester Union Leader	(M&E)	27,864	.09	.07
RHODE ISLAND—Population, 604,397				
†Newport Daily News	(E)	6,249	.0336	.0296
†Pawtucket Times	(E)	25,555	.07	.07
†Providence Bulletin	(E)	64,524	.17	(B).23
*Providence Journal	(M)	36,686	.10	(B).23
*Providence Journal	(S)	61,575	.15	.15
*Providence News	(E)	26,845	.07	.07
†Providence Tribune	(E)	23,603	.10	.09
*Westerly Sun	(E&S)	4,618	.025	.025
†Woonsocket Call	(E)	13,666	.05	.05
VERMONT—Population, 352,428				
*Barre Times	(E)	6,944	.03	.025
†Bennington Banner	(E)	3,067	.0125	.0125
*Burlington Free Press	(M)	12,983	.05	.05
*Rutland Herald	(M)	10,765	.04	.04
***St. Johnsbury Caledonian-Record	(E)	4,024	.0214	.015
CONNECTICUT—Population, 1,380,631				
*Bridgeport Post-Telegram	(E&M)	45,795	.15	.15
*Bridgeport Post	(S)	20,017	.10	.10
*Hartford Courant	(M)	37,649	.08	.08
***Hartford Courant	(S)	50,247	.11	.11
†Hartford Times	(E)	48,875	.12	.12
*Meriden Record	(M)	7,348	.045	.03
*Middletown Press	(E)	8,050	.0325	.025
†New Haven Register	(E&S)	42,171	.12	.11
†New London Day	(E)	11,925	.06	.045
†††Norwich Bulletin	(M)	12,494	.07	.05
*Norwalk Hour	(E)	5,842	.04	.04
†††South Norwalk Sentinel	(E)	3,771	.025	.025
*Stamford Advocate	(E)	9,305	.05	.04
*Waterbury Republican American	(M&E)	22,836	.08	.08
*Waterbury Republican	(S)	15,048	.08	.08

*** A. B. C. Statement, April 1, 1924.
††† Government Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.
* A. B. C. Statement, Sept. 30, 1924.
(A) Circulation daily edition only.
(B) Combination rate Daily Journal and Eve. Bulletin.

THE NEW YORK
TELEGRAM-MAIL

Six Months' Net Paid Circulation Statement Analyzed Day by Day

The following day by day record establishes the regularity and dependability of the Telegram-Mail's circulation and its sound value as a day by day medium for your advertising announcements.

DATE	NET	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
1.		191,913	223,584	Sunday	242,637	206,817	Labor Day
2.		190,334	224,591	226,846	243,684	219,447	208,558
3.		208,970	251,470	260,484	242,793	Sunday	215,282
4.		201,322	Sunday	229,698	171,147	205,324	220,888
5.		235,918	224,874	227,142	231,181	204,557	210,219
6.		Sunday	227,532	226,286	238,008	201,683	228,720
7.		197,350	226,224	264,332	Sunday	198,170	Sunday
8.		201,573	214,963	Sunday	234,888	196,582	227,701
9.		201,593	212,075	228,615	270,121	212,724	218,639
10.		199,100	280,920	226,408	223,717	Sunday	233,961
11.		196,546	Sunday	226,432	219,539	196,950	228,415
12.		233,340	218,646	221,580	232,443	191,620	217,968
13.		Sunday	228,229	222,999	Sunday	203,506	239,952
14.		198,437	226,062	252,610	219,926	202,915	Sunday
15.		213,552	223,350	Sunday	219,596	202,970	222,800
16.		219,733	224,118	229,690	216,068	211,842	224,424
17.		218,311	265,495	231,026	210,888	Sunday	209,054
18.		188,660	Sunday	226,896	211,175	203,135	221,734
19.		237,890	228,986	225,053	226,124	204,126	212,244
20.		Sunday	224,260	220,739	Sunday	200,487	238,623
21.		216,343	219,759	250,321	213,363	202,547	Sunday
22.		216,788	223,538	Sunday	213,617	203,353	221,430
23.		224,003	221,525	225,302	215,017	210,980	223,685
24.		218,823	246,747	225,358	210,465	Sunday	225,635
25.		228,872	Sunday	216,576	205,742	201,657	223,986
26.		243,731	220,451	231,997	223,199	202,986	221,670
27.		Sunday	221,871	226,674	Sunday	206,704	280,939
28.		223,620	226,050	260,290	210,771	203,459	Sunday
29.		223,045	225,804	Sunday	210,721	205,104	199,529
30.		220,662	174,766	240,013	212,046	215,778	195,566
31.			251,908		200,480	Sunday	
TOTAL		5,539,445	6,127,797	5,823,367	5,968,807	5,315,423	5,499,622
AVERAGE		213,055	226,955	232,934	221,067	204,440	219,985

Total number of copies sold in six months	34,274,461
Average daily sales	219,739

The Government report of 220,707 included free copies distributed for services rendered.

Western Representative
J. E. LUTZ
Tower Building, Chicago, Ill.

Publication Office
73 DEY STREET

Eastern Representative
DAN A. CARROLL
110 East 42nd St., New York, N. Y.

THIS ISSUE:—WHAT RADIO DID ON ELECTION NIGHT.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING, NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879
Issued Every Saturday

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Richmond News Leader	15	1			16
Springfield (Mass.) News	1	14			15
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Camden Daily Courier	1	1	2	8	12
Nebraska State Journal	1	10	1		12
Williams Printing Co., Albany, N. Y.	4	1	2	5	12
St. Louis Post-Dispatch	1	3	4	4	12
Toledo Blade	3	2	2	5	12
Peoria Journal	10	2			12
Il Progresso Italo-Americano, New York	1	1	1	8	11
Tacoma News-Tribune	2	7	2		11
Trenton Times	7	4			11
Lorain Journal	1	1	1	8	11
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St. Paul Dispatch	3	6	1		10
Knickerbocker Press	3	2	5		10
Wilkes-Barre Record	1	4	1	4	10
Pawtucket Times	1	2	4	3	10
Long Beach (Cal.) Press	1	1	1	7	10
Reading Tribune	7	1	2		10
Atwell Printing Company, Chicago	3	2	3	2	10
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Vol. 57 NEW YORK, NOVEMBER 8, 1924 No. 24

Press Radiocasting of Election Returns Gives Journalism New Ally

Twenty-Eight Dailies Put Results On the Air—Chicago Tribune Bows to A. P. Rule and Uses U. P. Service—Foreign Demand for Election News Establishes Record

By PHILIP SCHUYLER

THROUGH the enterprise of American newspapers, more than 10,000,000 radio fans, according to estimate, received election returns Tuesday night via the air.

This was the outstanding feature of this year's newspaper and press association coverage of the national vote, marking, as it did, the first time in the nation's journalistic history that the newspapers utilized broadcasting on a wide scale to inform readers about an important news event.

A total of at least 28 newspapers put news of the Presidential and local political voting upon the air for the benefit of their communities, EDITOR & PUBLISHER learned.

Also of considerable interest was the action of the *Chicago Tribune*, which, having previously challenged the Associated Press regarding its right to prevent broadcasting of A. P. returns, and having intimated it intended to violate the association's rulings and instigate a test case, eventually veered from this stand and used the election returns of the United Press Associations.

It is understood that several A. P. members, embarrassed by inability to broadcast A. P. returns, intend to protest to the association, seeking a change in the radio ruling.

Associated Press officials, however, informed EDITOR & PUBLISHER that no such protests were received up to Wednesday evening this week. A change in the ruling can only come through action of the entire membership at the next annual meeting to be held in New York in April it was said.

In addition to use of radio, increased transmission of election news to foreign countries featured the handling this year of the "big quadrennial story."

Despite the heaviest polling in the country's history, and the fact three candidates were in the field, press association officials reported that returns came in with the usual speed and were transmitted with no more than the customary difficulty to newspaper clients or members.

The biggest radio hook-up was that engineered by the United Press Associations. The U. P. took over station WEAF of the American Telephone and Telegraph Company for six client newspapers, headed by the *New York Sun*. Other newspapers included in the hook-up were the *Baltimore Evening Sun, Detroit News, Boston Post, Pittsburgh Press*, and *Buffalo Evening News*.

A new kind of newspaper office was set up in the A. T. & T. Company's building, New York, to handle this service.

Two wires were cut in from U. P. headquarters in the World Building on Park Row to a duplicate of a newspaper's city room installed adjacent to the A. T. & T. broadcasting studios. There Hugh Baillie acted as city editor, and with a staff of six men, prepared election returns for the air, instead of for newspaper presses. Graham McNamee, of the WEAF staff manned the microphone.

The manner in which the returns were played on the air was interesting. Between announcement of returns, which were made at frequent intervals from 7 o'clock in the evening until 1 o'clock Wednesday morning, entertainment was provided by two prominent advertisers, the Gold Dust Corporation and the National Carbon Company. What these advertisers paid is not known.

For the first time in history, news dispatches by press association staff correspondents were broadcast. At intervals during announcement of the returns, interpretative stories by Paul Mallon and Robert Bender, U. P. political writers, were read by McNamee. Joe Vila, sporting editor of the Sun, was also on the program.

The WEAF hook-up, according to estimates, reached 6,000,000 radio listeners. The Twentieth Century Limited installed radio receiving sets, and passengers heard U. P. election returns on their journey between New York and Cleveland.

More than 200 congratulatory telegrams were received by WEAF, A. T. & T. Company officials announced.

Karl A. Bickel, United Press president, was enthusiastic over the first use of radio by a press association.

"It demonstrated without any doubt that radio is simply an extension of the newspaper bulletin board," he declared to EDITOR & PUBLISHER; "that radio, properly used, can be made a great asset for building good will and prestige for broadcasting newspapers; that radio has proved itself an efficient factor in the general work of a newspaper for performing public service in its community.

"By the use of radio, the widest and most comprehensive distribution of election night bulletin service in American journalistic history was made possible."

Other newspapers which broadcast United Press election returns in addition to the six in the hook-up and the Chicago Tribune were: *Trenton* (N. J.) *Times, Wilmington* (Del.) *Journal, Rochester Times-Union, Fall River* (Mass.) *Herald, Albany News, Cleveland Press, Cincinnati Post, Omaha News, Dallas Journal, Norfolk* (Neb.) *News, Hastings* (Neb.) *Tribune, Oakland* (Cal.) *Tribune, San Francisco Bulletin, Portland* (Ore.) *Journal*.

To provide election returns for the Chicago Tribune, four United Press wires were run into the Tribune office.

Five Hearst newspapers broadcast returns. They were the *New York American*, using Station WNYC; *Washington Times*, WRC; *Milwaukee Wisconsin-News*, WSOE; *Chicago Herald Examiner*, KYW; *Boston American*, WNAC. Their returns were collected by Hearst news gathering forces.

Other newspapers which used neither United Press nor Associated Press returns but which broadcast election news were the *Brooklyn Eagle, Memphis Commercial Appeal, Kansas City Star, Detroit Free Press*, and *Fort Worth Star Telegram*.

The Brooklyn Eagle obtained the returns by arrangement with the headquarters of the different political parties. Their radio report was of an interpretative, rather than a news nature. Figures were supplemented by interpretations by Henry Suydam, of the Eagle's Washington bureau.

To cover and transmit the election by wire, all five important press associations of the country centralized their activities in New York.

In that city the Associated Press, the United Press, the United News, the Universal Service, and the International News Service tabulated returns received from all sections of the country, and from there all important leads to the big political story were dated.

Political writers handling the assignment from A. P.'s New York headquarters included L. C. Probert, superintendent of the Washington bureau, Byron Price, J. L. West and P. F. Haupert, all of the Washington staff.

Chief correspondents for the United Press were Paul Mallon, Robert Bender, Raymond Clapper, and Frank Getty.

Five members of Universal Service's Washington staff who came to New York on the political assignment were John T. Lambert, James R. Nourse, Winder Harris, Franklin Wisner and Sears Taylor.

George Holmes, Gus Heywood, William Hutchinson and Kenneth Clark were the political reporters for International News Service.

All press associations reported keen interest among members and clients in election returns, with many extra editions the rule, despite the use of radio.

In regard to the issuance of extra

CAMPAIGN PUBLICITY COST UNKNOWN DESPITE BORAH INVESTIGATION

Little Paid Newspaper Advertising Done by National Committees, Who Know Nothing of That Done Locally—Much "Literature" Employed

By J. Bart Campbell

WASHINGTON, Nov. 5.—One of the unsolved riddles of the 1924 Presidential campaign promises to be how much was spent in newspaper advertising and other forms of publicity by the various and manifold Republican, Democratic or LaFollette national, state, county, local and other organizations, individually and collectively.

The Borah committee shed some light upon part of the campaign expenditures of the Republican, Democratic and LaFollette parties, it is true, but many details were lacking in the testimony at almost every turn.

It became obvious as the committee pushed its investigation to almost the eve of the national election there would be many a dollar collected and expended by all sorts of campaign committees and subcommittees alike which could never be accounted for completely, if at all.

This appeared true particularly of the publicity end of a campaign in which the newspaper, the magazine, the radio, the mail and the telegraph were all employed by the contending parties to an unprecedented extent.

George Barr Baker, publicity director for the Republican National Committee, testified before the Borah committee, he and his associates had spent about $430,000 for publicity purposes.

James W. Gerard, treasurer of the Democratic National Committee, submitted an advertising item of $25,916.88 in testifying to a total expenditure of $548,440.02 by his committee between July 1 and October 20.

Congressman John M. Nelson, of Wisconsin, the LaFollette campaign manager, accounted for a total of $245,710.24 part of which he divided into $57,500.37 for printing and $21,107.52 for publicity.

All three of them conceded such figures did not by any means cover the tremendous scope of the advertising and other publicity reaching from the rival candidates for the White House down the long line of Senatorial, Congressional, State and county aspirants for office.

When William M. Butler, the Republican National Chairman, was on the stand he stated it would be just as humanly impossible for the Republicans as for the Democrats or LaFollette to compute accurately how much money was expended for or by their respective interests.

All phases of the publicity work of the Republican National Committee he left entirely to Mr. Baker, Mr. Butler explained.

"There is no way of determining how much money is being spent in the campaign to elect President Coolidge?" Mr. Butler was asked by Samuel Untermyer, LaFollette counsel before the Borah committee.

"All I know about it are the transactions we have through the Republican National Committee," Mr. Butler replied.

"You do know there is money being spent outside of your committee in various directions?" pursued Mr. Untermyer.

"I know there are State campaign funds," replied Mr. Butler. "There ordinarily are."

"But apart from State campaign funds, you know money is being spent in various directions in advertising and by the various sub-committees of the various contributions committees?

"No, I do not know that."

(*Continued on page* 4)

editions, a change of policy on the part of the *New York Sun* was regarded as significant. The Sun, of course, was broadcasting over WEAF, and consequently, for the first time, on record this evening newspaper did not publish an extra Tuesday evening, appearing on the street instead with an "election paper" at 7 o'clock on Wednesday morning. The *New York Evening World* and the *New York Evening Journal* were the only New York evening newspapers which printed election extras.

All New York morning newspapers were on the streets earlier than usual with extras.

The New York World, Democratic, was the first in the country to concede Davis' defeat, and proclaim an overwhelming Coolidge victory. The extra carrying this news was sold on Manhattan streets at nine o'clock Tuesday evening.

The United Press informed EDITOR & PUBLISHER that more than 900 client newspapers in the United States took the U. P. election service.

George C. Shor, editor and manager of International News Service, said that there were "more newspapers on the I. N. S. wire election night than on any other night service offered by the organization since it began operation."

Nearly all the regular clients took the election report, Shor said, and in addition there were a great many morning newspapers added to the usual list.

"It was a difficult election to report," Shor told EDITOR & PUBLISHER. "Its coverage required care, caution, and sound judgement, as well as speed."

The elaborate election reporting machinery of the Associated Press, set up annually at a cost of approximately $250,000, worked with well oiled precision, Jackson Elliott, assistant general manager, declared. By the A. P.'s method, all returns gathered are tabulated at New York headquarters and disseminated from that point.

All press associations reported a demand for election news from newspapers in foreign countries, which broke all previous records and indicated the world-wide interest in the quadrennial event.

J. H. Furay, United Press vice-president, informed EDITOR & PUBLISHER, that the U. P. election report was sent direct to 20 different foreign countries, the greatest number that this association has thus served. The U. P. had a staff of 14 correspondents filing cables exclusively to foreign newspapers.

The United Press report was sent direct to Germany, Austria, Czecho-Slovakia, Italy, France, England, Spain, China, Japan, Philippines, Argentina, Brazil, Chile, Peru, Columbia, Bolivia, Porto Rico, Guatamala, Santa Domingo, Sweden, and Russia.

To South American countries, the United Press sent 3500 words by cable Tuesday night. This press association serves 50 South American newspapers. To Middle European countries and France and Spain, the U. P. cabled 1500 words. Included in the list were fourteen German newspapers. The *Paris Herald Tribune* purchased 1,000 words cabled by the U. P.

To the Orient, the U. P. sent 1,000 words direct to the *Osaka Mainichi* and the *Tokyo Nichi Nichi*, where it was translated and published in Japanese. In Japan the U. P. report was also furnished to the Nippon Dempo Tsushin Sha, telegraphic agency, which serves practically all Japanese newspapers.

The British United Press supplied about 10 newspapers in the British Isles, while nearly all English newspapers got the U. P. report through the Exchange Telegraph Company. The A. P. report reached England through Reuters Limited. France learned of the election through U. P.'s connection with the Agence Radio Telegraphique, and A. P.'s connection with Havas Agency.

A similar demand for news on the termination of the Presidential race by foreign countries was reported by International News Service, which served clients with cable reports, in England, Germany, South America and Japan. The I. N. S. has approximately 30 client newspapers in Germany, George C. Shor said.

CAMPAIGN PUBLICITY COST UNKNOWN

(*Continued from page* 3)

"You do not know whether that is so, or not?"

"I do not know, no."

"Then it would not be possible for any one man to know how much is being spent in the interests of the Republican Party in the campaign?" Mr. Untermyer continued.

"Or, the Democratic Party, or the LaFollette Party," was Mr. Butler's reply.

"Or, any party?"

"Or, any party."

"There are so many outside agencies?"

"There may be."

"Then it is impossible to find out what the campaign costs?"

"It is very difficult."

"Have you any approximate idea of the amount that has been spent in advertising, outside of the Republican National Committee?"

"I know nothing about that, except I have occasionally seen advertisements."

"We have a number of them here, which have appeared in different places, marked 'paid for' by the wool industry."

"Yes?"

"Or the cotton industry, or some other industry, the advertising men, and so on."

"That has been done for years. I know nothing about it, however; I have not asked anyone to advertise."

"Do you know whether or not these advertisements are being vised by your publicity department?"

"I cannot answer, because I do not know definitely whether they are or not, but my opinion is they are not, and, if they are, it is against my orders."

Mr. Butler explained at another stage of his examination by Mr. Untermyer that he had not included newspaper advertising in the budget of the Republican National Committee.

"We have not any broad newspaper advertising plan," he added. "It is very easy to spend a million dollars overnight in general newspaper advertising."

"You have cut that method of campaigning out of your budget?" inquired Senator Caraway.

"Yes, I have cut that item out," Mr. Butler replied.

"Do you think the so-called boiler plate and canned editorials more effective than regular paid display advertising?" pursued Senator Caraway.

"I have left that question largely to Mr. Baker," answered Mr. Butler.

Mr. Baker, who followed the Republican National Chairman to the stand, explained partly the expenditure of $430,000 for publicity purpose under his direction by stating:

"We have put out 66,000 mats, 8,000 full page plates, 2,000 part page plates, two, three or four columns each. That is a very large amount to put out."

Mr. Baker said the "mats" alone cost about $20,000.

"That is the mere cost of them," he continued, "not the writing or mailing them."

"The full page plates cost about $22,000.

"The staff that did the writing and all the work on them cost about $24,000.

"Aside from that there has been the ever-present mimeographing and addressographing, and I should say, with the cost of machines, and the operation of them, and the paper, and all the expense of writing the material, the cost would run up to about $24,000."

One article, entitled "Debunking LaFollette," went into about 3,000 newspapers, Mr. Baker volunteered.

He estimated an expenditure of about $65,000 under the heading of "literature."

Up to October 17 he figured finally there had been spent for all kinds of publicity at the Chicago headquarters of the Republican National Committee about $365,000; at the New York and Washington headquarters combined, about $104,000.

"But the Washington office does not count for much," he remarked.

"How many advertisements have been put in the newspapers under the direction of the Republican National Committee?" Mr. Baker was asked.

"Practically none," he replied. "The Democrats have spent a great deal of money in advertising which has not been signed by them. We always sign ours in some way."

Mr. Baker was shown a copy of the *Woman's Home Companion* by counsel for the Republican National Committee. Containing an article boosting the Democratic candidates, it was intended to be put into general circulation by October 25, it was stated.

Mr. Baker said he had been told by the advertising agency responsible for the magazine carrying the "boost" the cost would be $7,600 for the page.

"I only wish we had money enough to do that sort of thing," was his comment.

"A full page advertisement in the *Saturday Evening Post* would cost more?" inquired Mr. Untermyer.

"Yes," replied Mr. Baker.

"It would cost double?"

"Oh, I do not think double, but a lot more."

Mr. Baker said he had relied to some extent upon the publicity he believed the Republicans got by his sending out "sixteen million different pamphlets through the mails."

Light was shed on the cost of advertising in the Saturday Evening Post by Cyrus H. K. Curtis, its owner and publisher.

Mr. Curtis testified to the expenditure of $40,000 in advertising Samuel G. Blythe's much-discussed LaFollette article in the Saturday Evening Post.

"LaFollette wrote one article about himself for us for which we paid him $1,000," said Mr. Curtis.

The article was one of three. The others were about John W. Davis, the Democratic Presidential candidate, and Charles G. Dawes, the Republican Vice-Presidential candidate.

"LaFollette charged us $1,000; the others did it for nothing," added Mr. Curtis.

"We spent $10,451 advertising the publication of one editorial in the Country Gentleman," Mr. Curtis said at another point in his testimony. "Out of $700,000 spent so far this year by us, about $60,000 was for advertising articles that might be considered political."

There had been spent $17,000 advertising "The Farmer in the White House," a Coolidge article in the Country Gentleman, Mr. Curtis also figured.

Questioned as to the cost of a page advertisement in the Saturday Evening Post, Mr. Curtis replied, "I believe it is $8,000." A page advertisement in the Country Gentleman, he explained, cost $3,000 in color, $2,500 in black and white.

When it came to the turn of the Democrats to explain their campaign expenditures, former Ambassador James W. Gerard, their treasurer, figured, aside from the $25,916.88 set down as advertising, there had been expended between July 1 and October 18, for printing and stationery, $12,335.33; for publications, $42,745.79, at the New York headquarters of the Democratic National Committee.

The expenditures of the publicity bureau of the Washington headquarters of the committee he estimated at $19,766.50.

Clem L. Shaver, Democratic National Chairman, who followed Mr. Gerard to the stand, was asked, "Have any of your funds been expended in the way of paying directly to the newspapers for publication of matter for you?"

"I do not think I am in a position to answer that," responded Mr. Shaver.

And the committee let it go at that.

When J. Henry Roraback, Republican National Committeeman from Connecticut, was on the stand, he testified to a total of $55,557.48 expended in his State, "advertising included, but not specified."

William Skinner, a New York silk manufacturer, and treasurer of the Uptown Dry Goods Association of that city was among those summoned by the committee in its inconclusive efforts to discover just how much either the Republican, Democratic or LaFollette parties had spent for advertising or other publicity.

Mr. Skinner testified he had collected a total of $34,000 in behalf of the Coolidge campaign. He admitted as treasurer for his association he had been arranging for advertising in the New York newspapers to urge their readers to support Coolidge and not LaFollette.

"The people who volunteered or gave their advertising space to you were people who already had contracts with the newspapers and merely said, 'Use that space,'" it was suggested to Mr. Skinner.

He replied in the affirmative.

Among those mentioned as having donated such advertising space was the American Woolen Company.

On this subject, Mr. Butler, the Republican National Chairman, was also questioned by LaFollette counsel.

"Don't you know certain industries have clubbed together and have done advertising for the Republican ticket on their own account?" demanded Mr. Untermyer.

"I do not know that they have," was Mr. Butler's reply.

"Have you not seen such advertisements?"

"I have seen one or two of the advertisements."

How far the manifold phases of campaign expenditures might extend was borne witness to by W. Harry Baker, Republican State Chairman of Pennsylvania.

"How much have been the collections and expenditures for the county tickets in your State?" Mr. Baker was asked.

He shook his head.

"Cannot you estimate how much?" was the next question.

"That is impossible," was his reply. "I could not tell you that, because we have no way of finding out exactly."

When the Borah committee finally suspended its labors it was evident to those who had followed its course that the extent to which newspaper advertising was resorted to, the cost of it all and the extent to which the radio, so freely used by all parties, supplanted the newspapers in paid publicity, would doubtless remain one of the unsolved mysteries of the 1924 campaign.

Assuredly, the Borah committee only skimmed the surface of so tremendous a subject, as is attested by the thousands of words of testimony taken by it both at Washington and Chicago.

HUGE ELECTION PRIZES OFFERED

London Dailies Post $15,000 for Subscribers Guessing Returns

Huge prizes were offered by a number of London dailies to readers who gave the most correct forecasts of the recent Parliamentary election. The *London Daily Chronicle* offered a prize of $15 a week for life (or a cash sum of $15,000) for the nearest estimate to the actual number of successful candidates for each of the several parties. The *Daily Graphic* offered $15,000 for an absolutely correct forecast, or $2,500 for the nearest.

The *Daily Mail* first offered $15,000 (or $15 a week for life), but subsequently increased the prize to $25,000, or $25 a week for life.

On election night, the *Daily Chronicle* entertained more than 300 prominent advertisers to supper at their offices in Salisbury Square, Fleet street, with a lavish entertainment, so that they might enjoy the hospitality of the publishers and learn the election results as received.

The *Daily Mail* engaged the Albert Hall, with accommodation for 10,000 people, for election night. Between the announcements of results, an entertainment was provided of music by an orchestra, songs by well-known vocalists, topical cartoons drawn on the spot by Tom Webster and "Poy," the newspaper cartoonists, films and pictures of political interest, and broadcast items.

NEWSPAPER MEN'S PLAY DAZZLES BROADWAY

But Golden Flood of Royalties Fails to Lure Lau ence Stallings from N. Y. World Staff Although Maxwell Anderson, Co-Author of "What Price Glory" Departs for Greener Fields

By BRUCE GOULD

EASY Street may be the goal of most newspaper men, but Grub Street is mine, says Laurence Stallings, youthful literary editor of the *New York World*. This blunt manifesto was elicited by questioning the co-author of Broadway's spectacular dramatic hit, "What Price Glory," as to whether he will follow Maxwell Anderson's example of leaving the grand old profession flat on its back. Three days after the play was produced, and success was assured, Mr. Anderson left off writing editorials for the World to watch the goose nightly lay its golden eggs. Mr. Stallings stuck.

"I'll be making deadlines 20 years from now," grumbles Stallings after the sour tradition of the newspaper man.

The play's the thing, it seems, to make money. H is for Happiness, meaning the Harness. Mr. Stallings likes his rut, and in his not infrequently amiable moments can be heard contending that it's a bed of roses.

Not so Mr. Anderson. When his weekly royalties of $1,000 made him fair meat for enterprising bond salesmen, he joined the "I used to be a newspaper man myself" club. At the present moment he is a professional playwright, passionately bent on the destruction of all that is flimsy and gimcrack in the theatre, and on the production therein of a few of his own finely articulated dramas.

The phenomenal financial and artistic success of Messrs. Anderson and Stallings is not more startling than the determination of the younger collaborator to remain a newspaper man. Thousands of journalism's best men yearly desert the field when the wind blows southerly. Greener fields, better salaries, opportunities for more rapid and more secure advancement lure all too many of the most vigorously minded youthful Danas away from Park Row and its local equivalent. And the satisfied renegades distract their more steadfast brothers with persistent urging to go and do likewise, baiting them with a fat and alluring pay envelope.

An anecdote will perhaps reveal why Mr. Stallings prefers to remain chained to his typewriter and dictionary, measuring off his life by editions. A few nights after "What Price Glory" became a sure hit on Broadway, he emerged from the theatre to find his managing editor, Herbert Bayard Swope, and Laurette Taylor, of "Peg o' My Heart" fame, in animated discussion of him and his play. Turning to Mr. Stallings, Miss Taylor burbled:

"Anyway, I'm glad it's so successful for Laurence's sake. It will relieve him from that driving newspaper work!"

The Swope brow darkened. The Swope hair flamed. The idea advanced that his brilliant slaves galled under the yoke, rankled in the managerial breast. But Stallings, too, strangely enough, was fuming at the injustice of the well meant remark. He exploded first.

"Nonsense! I can afford to stay in now!" he detonated. The curtain came down on the little scene with Messrs. Swope and Stallings smiling and happy, and the lovely Laurette not a little puzzled, perhaps, at their strange attitude.

It was not until nearly the hour of midnight on Sept. 5, last, that Mr. Stallings and Mr. Anderson were presented with a choice between journalism and a life of affluent ease. On that date "What Price Glory" opened at Arthur Hopkins' Plymouth Theatre.

It was the night when blasé and sophisticated first-nighters shouted themselves hoarse with applause; when strong men and beautifully gowned women, overcome with delight, fell on the nearest neck and wilted formal collars of



LAURENCE STALLINGS



MAXWELL ANDERSON

utters strangers with tears of hysteria. It was the night Alexander Woollcott cried "Magnificent" in a voice 46 points high, and Heywood Broun muttered in his beard, "And to think he was once only a —— —— copyreader!" thinking of Mr. Stallings. It was the night——

But enough! The success of that night put Messrs. Stallings and Anderson both on Easy street, to coin a phrase, beyond the dreams of avarice. The play promises to net them individually upwards of a quarter of a million dollars before Fortune up-ends her capricious cornucopia.

The story of the acceptance of "What Price Glory" for production by Mr. Hopkins is hardly less exceptional than the story of its success. Many successful plays have waited weary years for a hearing, with only their authors to believe in their ultimate triumph. The stories of such plays, if placed end to end, would reach from here until bedtime. But the Anderson and Stallings play, in less than six months after its inception, was not only the artistic but the box-office success of the reigning season.

Alexander Woollcott, in his chosen character as Mr. Fixit, plays an important part. The day the typist returned the manuscript to Mr. Stallings, the author met the dramatic critic of the *New York Sun* at the Hotel Brevoort. In the middle of a demi-tasse, Stallings loosed the terrifying information that he and Anderson had just finished a play. He had been wondering, he said, how the important fact could be brought to the notice of Mr. Hopkins. Almost as if that were his cue, Mr. Hopkins entered the room, looking as unconcerned as if he were not going to be bearded the next moment.

"I have a play I'd like you to read," observed Stallings.

"Send it to me," encouraged Mr. Hopkins.

"I won't do it," replied Stallings. "You won't read it."

You could, as they say, have heard a pin drop. Mr. Hopkins is notoriously careless in his treatment of manuscripts. It is said that taxi drivers, who find the scripts of plays left in their cars, automatically return them to the Plymouth Theatre. Woollcott, aware of this, smiled knowingly. Either the smile or the Stallings' gesture saved the day.

"I'll read it tonight," said Mr. Hopkins. "You'll have your answer Monday."

The answer was "Accepted."

Park Row, as well as Broadway, buzzed with the instant success of the play. Doubtless, by this time, reporters in even the furthermost county seat have learned of the "luck" of the two newspaper men. Both were fairly well known before their names went up on a skyrocket. Perhaps the name of Mr. Anderson, due to the anonymity of the editorial column, was less well known than that of Mr. Stallings. The latter's triweekly column, "The First Reader," and first novel, "Plumes," just published, had created a respectable sensation. But the most successful journalists sometimes indulge in the professional grouch, and declare "It's a good game to get out of." Undoubtedly, the majority of newspaper men who thought about the matter at all took it for granted that both men would "take the cash and let the credit go."

Mr. Anderson fulfilled those expectations. The farewell bang of his roll top editorial desk almost echoed the drop of the curtain that tumultous night. He departed from the World on an extended leave of absence. Friends expect the leave to become more and more tenuous. He can produce excellent reasons for his departure from Park Row and entrance into other fields. Mr. Anderson's first play, "White Desert," though a financial failure when produced last year, disclosed to the theatrical world a brilliant and authentic playwriting talent. It is quite possible that he will let his several years' service on the *San Francisco Bulletin*, the *San Francisco Chronicle*, the *New Republic*, the *New York Globe* with Henry J. Wright, and later years with Frank I. Cobb on the World stand as his journalistic record. However, he is only 36, and many things can happen.

Mr. Stallings first entered the newspaper world as a reporter on the *Atlanta Journal*. He was born in Macon, Ga., in 1894. He received a B. A. from Wake Forest, a small college in North Carolina. The daughter of the president, Helen Purefoy Poteat, later became his wife.

In 1917, Mr. Stallings joined the Marine Corps as a result of helping the sergeant in charge of the Atlanta recruiting office prepare alluring articles for newspaper use. He was convinced by his own stuff, and enlisted for five years. After ten months in the ranks, he emerged as an officer. As First Lieutenant he was in command of a company at Belleau Wood, when wounded. He learned of promotion to the rank of Captain while convalescing in a hospital.

While playing hide and seek with surgeons in the Walter Reed Hospital, Washington, D. C., he worked on the *Washington Times*, and earned a M. Sc. degree at Georgetown University. On the Times he served as reporter, financial editor, acting city editor, dramatic critic, and creator of advertising copy. In March, 1922, he came to the World, and was placed on the copy desk.

On the World he was successively dramatic reporter, Sunday writer and editorial writer, before assuming his present position. It was while on the editorial staff that he became acquainted with Mr. Anderson. Mr. Stallings' job was to take down the editorials dictated by Mr. Cobb, who was confined to his bed. He helped in the composition of the final editorials written by that brilliant and courageous editor. It was when E. W. Osborn became dramatic critic of the Evening World that Stallings was given the post of literary editor of the World. The change occurred in August, 1923.

One of the reasons given by Mr. Stallings as to why he prefers to remain a newspaper man instead of setting up shop as a professional playwright and novelist, parallels the answer given by William Hazlitt in explanation of the reason he preferred the conversation of authors to that of all other people.

"Newspaper men, their talk and their ways of living may not be so interesting as outsiders suppose them to be," says Mr. Stallings, "but they are better than anyone else."

"What Price Glory" was born in the editorial rooms of the World. Mr. Stallings, as an expert on the Marines, was given to entertaining Mr. Anderson with merry tales of army life, after both had settled the problem of the universe and proofread their solutions for the first editions. The anecdotes Mr. Stallings related dripped with human juices. Mr. Anderson, seeking eagerly for vivid and colorful dramatic topics, saw the skeleton of a good play. Stallings also believed that the Marines would make good stage material, and dallied with the idea of using them in a musical comedy, with settings in Haiti during the leatherneck occupation.

Anderson clung to the idea that grimmer drama was there. He plied the former captain with questions concerning life and love with the Fourth Brigade of the Second Division on the battlefields of France. Shortly after, Anderson appeared with the manuscript of a war play. The second act, to say nothing of other portions, was written in its entirety by Mr. Stallings. It took him, he states on oath, just 35 minutes to complete the act, with the deadline, the hour set by his wife for dinner. He had come home from the World, and was told when he sat down to work on the second act, that dinner would be ready in half an hour. He emerged from his study with the act written as later produced on the stage, just as his wife pulled the hot biscuits out of the oven, and beseeched him to hurry. He made the edition.

It is possible that a mistake is being committed in publicly lauding Mr. Stallings for his action in remaining with the newspaper men. It appears that the matter was not entirely of his own choosing. Pressure was brought to bear to glue him to the editorial seat.

"Mr. Stallings deserves only a minimum of credit for staying in newspaper work," says Walter Lippmann, editor of the World's editorial page. "We wouldn't let him get away."

Which, after all, may be the real reason why Mr. Stallings will never say—until such time as Saint Peter assists him out of the celestial elevator—"I used to be a newspaper man myself."

WASHINGTON POST BEATS SHUBERT EFFORT TO CENSOR CRITIC

Full Privileges Restored, Also Advertising Schedule, Without Conditions, After Paper Refuses to Disavow a Frank Opinion

By J. BART CAMPBELL

THE *Washington Post* has won a great moral victory for the freedom of the press. Before the courageous fight undertaken by the *Post* to insure its dramatic criticisms absolute freedom from outside dictation the well known New York theatrical producing firm of S. S. and Lee Shubert, Inc., has capitulated.

On the night of October 26 John J. Daly, Post dramatic editor, was refused admission to Poli's, one of two Shubert theatres here, because he had the temerity to give his frank opinion about "Artists and Models," a Shubert production, when it was shown first at the house on the night of Oct. 5.

The Shuberts, evidently incensed because criticism instead of praise was bestowed by Mr. Daly upon the production, which early received pruning at the demand of the Washington police, went even further to bar him from Poli's. They denied him access to the Shubert-Belasco, their other house here. They then reduced their advertising in the Post to a bare fraction of ordinary schedule and followed this up by revoking all passes and other courtesies to the Post.

Even at the loss of most of the Shubert advertising, the Washington Post stood by Mr. Daly, and the Shuberts finally decided to open negotiations directly with Edward B. McLean, its owner and publisher. They agreed this week (Tuesday) to rescind their order barring Mr. Daly from their theatres here, had their Washington representatives communicate personally to him he was again to have the freedom of both Poli's and the Shubert-Belasco, and at the same time restored their advertising to the Post on its former basis.

Mr. Daly's experience paralleled in some respects that of Alexander Woollcott, when he was dramatic critic of the *New York Times*, who, after printing an unfavorable review of the farce, "Taking Chances," when it opened in New York, March 17, 1915, was barred from all theatres under the control of the Shuberts. Shubert advertising was then barred by the Times from its columns.

Some time later Mr. Woollcott, after he was denied admission to the Maxine Elliott Theatre, began action against the Shuberts under the civil rights statute, and later attended a performance of "Trilby" under the protection of a court injunction.

After hearing arguments in the case Supreme Court Justice Hendrick handed down a decision on May 18, 1915, for Mr. Woollcott against the Shuberts, who then appealed. The appeal was sustained, and the case continued until Lee Shubert formally notified the Times in May, 1916, that the Shuberts would welcome back its critic to their theatres.

In commenting on this at the time the New York Times stated:

"This invitation is the voluntary act of Mr. Shubert and comes to the Times without any solicitation, agreement or understanding of any kind."

It is understood the Shuberts have now made their peace with the Washington Post on a similar basis.

On the morning following Mr. Daly's exclusion from Poli's, George Rothwell Brown, "columnyist" of the Post, made this reference to the incident in his column which paralleled on the first page the news story of the treatment of the critic:

"Authors are partial to their wit, 'tis true,
But are not critics to their judgment too?"

J. J. Shubert, of New York, turns critic, and undertakes to prevent the people of Washington from learning the truth about his plays. He bars the Post's dramatic editor, with the highly puritanical name of Daly—but he can't keep Mrs. Van Winkle out, just because she doesn't like "Artists and Models." As Pope says in his Essay on Criticism—

"To what base ends, and by what abject ways,
Are mortals urged through sacred lust of praise."

The Washington Post itself presented Mr. Daly's case as follows:

John J. Daly, dramatic editor of the Washington Post, was refused admission to Poli's theatre last night after having purchased his ticket at the box office.

In line with the regular first-nighters, Mr. Daly appeared in the theatre lobby shortly before curtain time and was sold a seat in "E" row by Stephen Coster, ticket-seller. Advancing along with the regular patrons, Daly was about to hand his ticket to the doorkeeper, William Henley, when the manager of the house, Leo Leavitt, who was standing nearby, came over and intervened. Mr. Leavitt explained that the Shuberts, lessees of Poli's theatre, had placed a ban on Daly, as dramatic editor of the Washington Post, following the review of "Artists and Models," which recently appeared here.

Mr. Leavitt, taking Daly's ticket, went to the box office and refunded the purchase money—$2.75. In doing so he stated that he personally had nothing to do with the action taken; that he was merely carrying out instructions, acting on orders from New York and that, as manager of the house, it was his duty to exclude Daly as critic.

When "Artists and Models" opened at Poli's theatre on Sunday evening, October 5 last, J. J. Shubert, member of the firm of S. S. & Lee Shubert, Inc., New York, theatrical producers, came along with it. On the following morning the Washington Post carried a review under the headline, "Artists and Models Found to Feature Suggestiveness—Revue at Poli's Called Blend of Old-Time Burlesque and Vaudeville, with Vulgarity and Coarseness Streaking Numbers."

In the review itself, written by Daly, it was pointed out that "Artists and Models" was for men only. It was further stated that cleverness in this revue fell by the wayside to let vulgarity, coarseness and sometimes commonness takes its place. Admitting that there were lovely, even exquisite scenes in the show, the reviewer stated that some of the acts wound up "with dirt behind the ears" and that "evidently, everything has to be tainted to get by in 'Artists and Models.'" These references, according to Mr. Leavitt, brought down the wrath of J. J. Shubert upon the head of J. J. Daly, resulting in the edict executed last night —the banishment of the Washington Post critic from Poli's.

On the opening night of "Artists and Models" among those present were members of the local police force who, after consultation, succeeded in having revised certain features of the show. Objections to some scenes in the revue were advanced not only by the critic of the Washington Post but by a majority of the newspaper reviewers present. The verdict that "Artists and Models" was off-color came near being unanimous. It was admitted, however, that the closing number almost took the curse off the production.

Receiver Issues Call for Claims

John A. Bernhard, receiver for the *Newark* (N. J.) *Press*, evening tabloid which suspended publication Oct. 17, has given notice to creditors of the company to file their claims on or before Nov. 27, or they will be excluded from such dividends as may be declared by the court from the assets of the company.

SONGS OF THE CRAFT

(Written exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

THAT OLD SUBSCRIBER

God bless that Old Subscriber! . . . He drifted in one day
Fresh from the uncut meadows, all redolent of hay,
The smell of sod upon him, his boots begrimed with clay.

He came into the office as one who'd done his chores
And earned the right to mingle with cubs and editors!
He brought a breath of Somewhere . . . the soul of All Outdoors.

He spoke of Autumn plowing, of clover crops and wheat,
Of fattening hogs and cider, a smokehouse full of meat! . . .
The talk he talked was magic, the talk he talked was sweet!

His mind was filled with acres, his vision touched the sky;
And as he talked, our troubles went drifting, sailing by.
Man-power was in his sinews, and God was in his eye.

He spoke of bulls and bullocks, of sheep that grazed his hills,
Of woods gold-clothed in glory that only Nature spills;
His voice was like the music sung by a thousand rills!

And we who toiled with trifles, who heaped our desks with trash,
Sifting the stuff disgusted . . . that pile of wordy hash! . . .
We who must earn our living where minds and moments clash,

We took our Old Subscriber, our prophet of the hoe,
Out to the elevator, to lift us down below. . . .
We took our Old Subscriber to see a Burlesque Show!

Him who had All of Nature, we took to see the dregs! . . .
He who could speak of chickens and moulting time and eggs,
We tried to entertain him with painted lips, and legs!

God bless that Old Subscriber! . . . and may he come again
Fresh from the sod, so simple, so manly and so plain!
(No burlesque show the next time, though; he nearly missed his train).

SURPRISE TO WATSON

Assistant Publisher of N. Y. American Given Party

Victor Watson, assistant publisher of the *New York American*, was given a Hallowe'en surprise party by friends Oct. 31.

Jack V. Smith, purchasing agent of the American, entertained Watson while guests gathered at the latter's apartment.

Among those present were: A. J. Koebler, general manager of the *American Weekly;* W. A. Thayer, managing editor of the American; Martin Dunn, city editor; F. J. McCarthy, Sunday editor; Edwin Jones Clapp, editor of the American; Rudolph Block, who writes for Hearst newspapers under the name of Bruno Lessing, and George Van Cleve, head of the American's dramatic department.

Gilda Gray was also among the guests and gave an exhibition dance. Besides Watson's newspaper associates, those at the party included doctors, lawyers, politicians and one priest, Father McGoldrick of Flushing, N. Y.

Watson returned from a trip abroad Oct. 25.

BRITISH PRESS WEARY OF PRESS AGENT FAKES

"We Like Your Stars But Not Your Stunts," Is Comment on Visits of U. S. Celebrities and Their Publicity Men

BY HERBERT C. RIDOUT
(*London Editor*, EDITOR & PUBLISHER)

English newspaper editors tell me they are getting a little tired of the attentions of the press agents of American movie principals and grand opera stars who seek free publicity for their employers. In this they confess, there is no intent to criticize the ability of the artists in question, but only the feeling that the press agents are overdoing their part.

And truly, our long-suffering editors have endured much at the hands of the wily free-publicity merchant who is part of the retinue of every movie and operatic star that visits our shores.

Their editorial eyes were opened first when Douglas Fairbanks and Mary Pickford timed their visit to England to synchronise with the release of one of their big films, and although they saw certain news values in the stories of the mobbing of the stars, they still saw the nigger in the woodpile.

When Chaplin followed a little later the news-editors gave him all the publicity he wanted, until there came a time when even he pleaded for mercy, and it is on record that he was obliged to sneak out of back-entrances from his hotel to take quiet walks at night in his old London haunts. But he had the powerful appeal of the fact that he was a Londoner, and there was a news-story in his meteoric rise.

Then, in rapid succession, it became a fashion of film producers to send over their movie-stars on the release of big pictures—with press-agent attachment. But it did not work very time, and a lull set in until the child Coogan, with papa and mamma, set foot in town. This precocious infant, might have had a good press of a kind, but some of our editors smelt a rat when a guileless mayor of a seaport town gave a civic reception to the child on landing. That was a clumsy bit of free publicity work, but might have escaped notice, if the press agent had not introduced a "slobber" line of talk, and tried to feed editors with sob-stuff and gush. The press dropped the million dollar kid straightway, and his departure from the country went unnoticed.

This past week or two we have had the Galli-Curci "boom"—a clever press campaign upon a voice that musicians declare to be in no special way phenomenal. It was not until the newspapers found that an astute press agent had unloaded upon all of them "specials," signed either by the singer herself, or her husband, that they realized they had been rather cleverly "worked" again and had given thousands of pounds worth of free publicity to boost a business tour, whose principals were quite able to pay for all the advertising they needed.

Small wonder that the English editor, with an experience of news that seems to be nothing but one darned press stunt after another, is getting a little sick of it, and is beginning to look upon the press agent as a totally unnecessary evil. And as these things invariably recoil upon the innocent, it may be that some deserving and high-souled American visitor may suffer in consequence, for our editors are looking askance at new arrivals, deeply suspecting that each one in has his or her baggage a press-agent whose sole mission it is to pull something over on them when they are not looking.

As one of them said to me a few days ago, "a press agent is an advertising man who takes pride in the fact that he is not called upon to subscribe the motto of the Associated Advertising Clubs of the World—Truth in Advertising!"

Graphic Joins Publishers Association

The *New York Evening Graphic* has been elected to membership in the Publishers Association of New York.

PROFESSOR WEIGHS "KEEP MY NAME OUT" PLEA

Arguments For and Against Suppression of News Listed By L. N. Flint, University of Kansas—Typical Cases Presented and Analyzed

SUPPRESSION of news, reasons for and against such suppression, and some typical instances where the question has been met and solved by editors are contained in a recent article printed in the *Kansas Editor*, published by the department of journalism, University of Kansas. The article, taken from a forthcoming book by L. N. Flint, director of the University's journalism school, on "The Conscience of the Newspaper," follows:

The phrase, suppression of the news, has an evil import to most minds, arising from the fact, no doubt, that the cases of suppression we hear most about are coupled with intimations of venality or graft on the part of the editor or sinister influence by some powerful individual or group. Experience with the problem, however, or even study of it from the outside, soon reveals that it has its laudable aspects as well as its evil ones. A veteran in journalism, looking back over his career, may very possibly take as great satisfaction in the remembrance of acts of news suppression as in those of fearless news publication or any other of his achievements.

One editor of a metropolitan daily ventures the opinion that, "suppression of news has come to be a topic of conversation largely because some persons have disagreed with newspapers about the relative importance of news. A committee organizes a political party and then complains that the newspapers suppress the news about it. The trouble is that the doings of the committee interest so few people that the editors do not feel justified in giving much space to them."

Moreover, if one looks at the reading matter in almost any issue of any newspaper, with the question in mind as to how much of it would have been suppressed if everybody's selfish interests or personal preferences had been considered, he will find plenty of evidence that remarkable independence is maintained by the press. It is printing the news without much fear or favor. A view behind the scenes will, however, show him that this is not the whole story.

Among the reasons given for asking that news be withheld from publication are some of doubtful propriety or plausibility and some which may be accepted as convincing. Some of the more familiar and interesting reasons are:

That withholding of an item about a misdemeanor would constitute a threat calculated to prevent further offenses by the same person.

That the publication of the item would hurt the business of the person concerned.

That the item of news would hurt the town.

That publication of the item would hurt the business of the editor.

That suppression of the item would be a favor to the editor's friends and in line with his social obligations.

That suppression of the truth about an incident would be proper because of the paper's previous acceptance of a formal statement, though unture, as covering the case.

That the item refers to a first offense.

That the item relates to a juvenile offender.

That sympathy for parents justifies the suppression.

That suppression would promote peace in the community.

That suppression would avoid embarrassment of innocent persons.

That the paper is not sure of all the facts.

That the matter is a delicate one involving affairs of state or similar public matters.

That the item involves the reputation of a woman or a girl.

That the story looks like propaganda.

That the story was obtained in confidence.

That the story is morbid in tone and content.



Sometimes suppression of news works good to public and to press, but not very often, it seems to Prof. Flint, who finds dissection of the newspaper conscience an interesting field of the new psychology.

L. N. FLINT

That the item is to be regarded as free publicity.

Favoring full publicity. Among the obvious reasons against suppression, the following are to be regarded seriously:

That the newspaper has an implied contract with the public to give it complete information of the day's events.

That omission is one way of telling an untruth.

That suppression gives rise to rumors while publication of the facts protects the public against anxieties growing out of baseless reports.

That the news can be published with substantial fairness to all concerned and with better results than to attempt to favor certain ones through suppression.

That by refusing to suppress news, a newspaper demonstrates its independence.

That the knowledge that publicity may be "a part of the penalty" will act as a wholesome deterrent from wrong doing.

Typical Cases

"Don't Scare the People." An argument for suppression that is met by large and small newspapers alike is that publication of the news in question would disturb the community's peace of mind.

Case. Information came to a newspaper in a city having one paper that the water supply of the city was menaced by typhoid contagion. Officials and prominent citizens earnestly requested the newspaper to refrain from "scaring the people." It was represented that the officials were doing their utmost to remedy the evil, and that there was no need to create general alarm.

The news was suppressed.

Comment. In this particular case an epidemic came and the death list was large. The editor afterwards expressed the opinion that, "to have scared the people would have been to keep the faith and save life." But regardless of the eventualities in this case, it seems clear that suppression was the wrong policy. Fear is often salutary. There were precautions the people could have taken against infection if they had appreciated the danger. They had a right to the facts on which to base a judgment as to whether or not some city official or employee had been derelict in duty. Perhaps an intelligent public opinion, fully informed by the newspaper, could have brought about improvement in the water supply system.

"Don't Hurt the Town." Among the most difficult tasks of an editor is to decide what to print and what to suppress in the way of unpleasant facts about the town or city. No performance by a newspaper requires more courage than telling the truth, perhaps the whole truth, in such a matter.

Case. A newspaper in a large city was convinced that vice conditions were the worst in the city's history. It had evidence of collusion between the underworld and the police. It believed that nothing but an aroused public sentiment could force officials and judges to enforce the law or at least maintain a maximum of restriction. But it was argued that advertisement of the wickedness of a town prejudices desirable non-residents against it while attracting an element that only intensifies the evil. Also that news of vice is not fit reading matter for the home.

The paper decided upon a vigorous campaign to enforce a "clean up." It centered the attack upon the chief of police; published much sensational evidence of evil conditions, including addresses of illegal resorts and stories of personal observations by reporters, and many photographs.

"Don't Hurt Business." While the advertising influence is a subject by itself, a case from that general direction may be included here.

Case. Some weeks before Christmas in a period of hard times and manifold demands for money in support of public enterprises, a newspaper published a number of interviews with prominent women of the town declaring that these women were going to confine the giving of Christmas presents to members of their own families and make the presents simple and inexpensive. The paper received vigorous protests from its advertisers and demands that articles which would discourage Christmas shopping be not published.

The paper ceased the publication of the interviews.

Comment. It is not clear that publication was justified by any duty to the public. The interviews were not news in the strict sense. They were opinions of people in the community. If the paper held the same opinions, it had a right, of course, to print not only interviews but editorials on the subject. If it held contrary opinions it could print the interviews and at the same time dissent editorially from the views expressed. But it is difficult to see that the paper sacrificed anything of its independence in discontinuing further publication of the interviews on the ground that the matter dealt with was entirely of individual concern and not of public concern.

"Don't Antagonize Your Friends." There is an interesting diversity of opinion as to how popular an editor ought to expect to be.

Case. The editor's family had accepted an invitation to dine with friends. Two days before the dinner the brother of the lady who was to be their hostess was indicted by grand jury for misuse of public funds. The lady asked as a personal favor that no sensational story, if any story at all, be printed. She regarded her brother as innocent and was sure that the money was safe and would be paid at the proper time. The front page of the paper was already made up, with a banner heading on the story, a two-column cut, and a ten point lead. Should the editor (1) tone down the display and print only the bare facts of the story, (2) let the page ride, sending regrets for the dinner, or (3) let it ride and go to dinner as if nothing had happened?

The second course of action was chosen.

Comment. The public had a right to the facts in the case when it became a matter of record in the proceedings of the grand jury. No sense of duty compelled the sensational treatment of the story, however. It was a dramatic story and the editor "played" it. If the editor had been willing to modify his sense of the news value of the story in consideration of the feelings of his friends, he would hardly have been derelict in duty. He chose to get the utmost returns in reader interest through sensational handling. It seems fitting that he should relinquish his claim to the hospitality offered.

This raises the much discussed question as to whether or not an editor should have friends. Can he be faithful to his responsibilities as an editor and maintain friendships? A few great editors have answered in the negative. Certainly the editor's friends can not be chosen from among whose interests are likely to conflict with the public interest.

In the words of one careful editor: "I have quite come to the conclusion, after twenty-five years in the newspaper business, that the directing editorial chief of the paper must make up his mind to have very few friends. The fewer he has the better it is for the newspaper and the more independent he becomes."

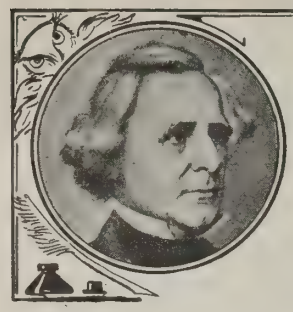
"Have Sympathy."—The plea for suppression on this ground has many angles. Sometimes it is sympathy for individuals mentioned in the story, sometimes for their relatives or friends. Sometimes the basis of the request is the youthfulness of the offender, sometimes it is the fact that the offense is his first one and likely to be his last, if he is given a chance to save his good name. Sometimes the story relates to no offense against the law but to some humiliating or compromising or embarrassing incident.

Case. A prominent man in a large city was found dead in a downtown hotel. The coroner's verdict was acute alcoholism. He had a wife and several daughters who would be embarrassed if the cause of death were given. Did the paper owe it to other men to print what might serve as a warning against intemperance? If the man had not been prominent would the question have arisen at all?

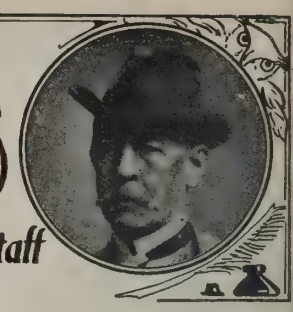
It was determined not to print the alcoholism angle of the story. Upon request the coroner changed the verdict to heart disease. Instructions were given the desk that in all cases of death, good judgment and humanitarianism should be exercised, even though it were necessary to omit the facts.

Comment. Publication of the details to satisfy the morbid curiosity of some newspaper readers would undoubtedly have been unjustiafiable. If the case had no real bearing on a question of public policy, of law and order, the newspapers' handling of it was doubtless correct. The

(*Continued on page* 31)



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS



By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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The Funeral

Mr. Bennett, Jr., cabled to New York ordering the embalming of his father's remains and that arrangements for the funeral be postponed until he arrived from Europe. His mother and sister did not accompany him on his return, and he was the sole representative of the family, excepting a cousin of his father at the final obsequies.

The son preferred to have the funeral services conducted in the home of deceased rather than in St. Patrick's Cathedral, as proposed, though Mr. Hart of the Cathedral had charge of the elaborate funeral arrangements.

The funeral took place on June 13, from the Fifth avenue mansion, the remains lying in state in the drawing room, and were viewed by hundreds of citizens, who came to pay their last respects to the great journalist, and who passed in solemn procession by the coffin. Among the distinguished citizens present were Charles O'Conor, A. T. Stewart, Leonard W. Jerome, Mayor A. Oakey Hall, Judge Gunning S. Bedford, Theodore Tilton, August Belmont, John Swinton, Isaac W. England, etc.

The costly casket was remarkable for its elegance, nearly square in shape and made of a species of wood said to be more durable than metal. The side panels were covered with velvet. The eight handles were of solid silver, while the lid was in two parts, hung on heavy silver hinges. The entire casket was surrounded by a massive moulding of silver, forming a frame work that "will survive the lapse of ages," said the Sun.

The casket lay literally in a bed of roses, while floral emblems filled the parlors and the air was heavy with the perfume of the flowers. Placed on the foot of the coffin was a large floral anchor and a harp. They bore a card with this inscription:

"Miss Jeannette Bennett, from Mme. Hardy, with affectionate condolence."

The Herald Fund Association's huge cross of white roses was also a noticeable tribute.

The body of the late editor was dressed in a plain black suit. His arms were crossed, and in his right hand was a small bunch of white flowers. There were two tall golden candlesticks, one at each end of the coffin, each having seven lighted candles.

At half past ten, Mr. Bennett, Jr., and his father's cousin took up their places at the head of the coffin, and the former with bowed head manifested his grief at the great bereavement. The Herald Office had been closed for the day, and the members of the staff of the paper filed into the parlor and took up positions in rear of the chief mourner.

The Pallbearers

The following prominent editors and publishers accepted an invitation to act as pallbearers: Horace Greeley, of the *Tribune;* George W. Childs, of the *Philadelphia Ledger;* Erastus Brooks, of the *Express;* Robert Bonner, of the *New York Ledger;* Charles A. Dana, of the *Sun;* George Jones, of the *Times;* Frederic Hudson, formerly managing editor of the *Herald;* Hugh J. Hastings, of the *Commercial Advertiser;* David M. Stone, of the *Journal of Commerce;* and J. M. Bundy, of the *Mail.*

Manton Marble, of the *World* had also been invited, but sent a note regretting his inability to serve. In fact he could not have very well accepted the invitation as about a month before he had attacked the Herald, referring to "keyhole" journalism in his editorial, and commenting sneeringly on the news that Stanley had found Livingstone, adding that the Herald had entered a newer and larger arena, "assuming to itself all possible human industries in addition to its own." Dr. Ceccarini was chosen to take Marble's place.

It had been expected that Archbishop McCloskey would have conducted the funeral services, but he was absent from the city at the time, and the Very Rev. Dr. Starrs, the Vicar General, took his place. Entering the room dressed in full canonical vestments, and followed by Mr. Bennett's negro servant carrying the censer, and standing at the head of the coffin, he delivered a brief address, eulogizing the deceased.

"Mr. Bennett," said he, "was a man of great genius and enterprise; and of great charity, and he has made his memory of times past to live after him, and I think that he was not alone the greatest journalist in the country but in the world. His death is a serious loss to this great city. He was charitable to the church. He gave one of the lots on which the Church of St. Elizabeth is built at Fort Washington, and he also gave $5,000 to the priest of that church for the building fund. Mr. Bennett as I have ascertained was kind to those in his employment. He died in the faith in which he was baptized, and in the church in which he was brought up by his pious and devoted mother. He had a brother who studied for the priesthood prior to his untimely death, and his aged sister in Scotland is also a devoted member of the church. At his own request the Archbishop administered to him in his sickness and also gave him the rites of the church. He was an affectionate father and a fond husband, but he is to be no longer seen; no longer will he guide his family by his hand. Death has separated him from his family; from the church; and from the world. May he rest in peace."

At the end of the solemn service the coffin was closed and conveyed to the hearse. Mr. Bennett, Jr., had hired 50 carriages and these with fully as many other private vehicles, all filled with those eager to show their respect for the great man, proceeded to Greenwood Cemetery in Brooklyn, where the body was temporarily placed in the vault of the Jerome family, until the son had completed a vault on his family plot in the beautiful Fern Avenue and where Mr. Bennett's remains rest today along with those of two of his infant children and those of his wife and mother-in-law.

In reporting the funeral the *Brooklyn Union* gave a very interesting account of the pallbearers' early careers—at or about the time that the late Mr. Bennett started the Herald.

Horace Greeley was a young journeyman printer who came to New York in 1831 with only $10 in his pocket. After a hard struggle he started the *New Yorker* and later the *Log Cabin,* but met with little financial success, until like Bennett he founded a great daily newspaper.

James Brooks was already the publisher of the Express, and Erastus, his brother, worked under him. George Jones, of the Times, was then a young boy, employed later in the Tribune office. Dana was an ambitious reporter on the *Boston Chronotype,* fresh from the meadows of the noted Brook Farm. Bonner was a young typesetter on the Journal of Commerce. Stone, of the Journal of Commerce, was then working at the saddlery and harness making trade, while Hugh Hastings was a cub reporter on the *Albany Knickerbocker.*

(*To be continued next week*)

FRENCH DAILIES INCREASE PRICE

Rising Costs Force Advance from 15 to 20 Centimes Per Copy

By G. Langelaan

(*Paris Correspondent,* Editor & Publisher)

Paris, Oct. 26.—In spite of efforts to aid in the struggle against the ever-increasing cost of living in France, French newspapers have been obliged to increase their price from 15 to 20 centimes a copy. Twenty centimes at the present rate of exchange, which is around 19 francs to the dollar, represents a fraction over one cent.

When the newspaper representatives, at a meeting held Oct. 20, came to this decision they set forth their reasons in a communiqué issued to the public, which gives an idea of the conditions prevailing at present in France in the newspaper industry.

"The representatives of the French press," says the communiqué, "have today examined the situation created by the economic crisis through which the country is passing. This crisis in so far as they are concerned has brought with it a considerable increase in all kinds of costs, which are bearing heavily upon production.

"Newspapers which before the war bought printpaper for from 28 to 30 francs (in 1914 $5.60 to $6) per 100 kilos (220 pounds) now have to pay more than five times as much. All other expenses have suffered considerable increase.

"The independence and the existence of the press would be threatened were immediate steps not taken to give to the newspapers of Paris and the provinces, whatever their importance, the means of ensuring regular publication.

"In view of this situation, constituting a problem of exceptional gravity for newspapers, the general meeting have voted an increase in the selling price of the papers to 20 centimes per copy as from Nov. 1. It has furthermore been decided at the meeting to fix at 14 fr. 50 (roughly 75 cents) per 100 the minimum price at which newspapers will be supplied to retailers."

Alaska Daily Sold

Anchorage (Alaska) *Daily Alaskan* has been purchased from the Alaska Miners News Publishing Company by a group of Anchorage business men. E. F. Jessen, former advertising manager of the *Alaskan,* now head of the Jessen Advertising Syndicate, has been made general manager. C. J. Lincke is editor, and R. G. Southworth, former editor, is president of the company. The paper will continue as an 8-page daily, published every morning except Monday.

Houston Chronicle Wins Suit

The *Houston* (Tex.) *Chronicle* emerged victorious in an extended libel litigation Oct. 29, when the state supreme court upheld the civil court of appeals in its action reversing a $10,000 libel award to Sheriff Henry Thomas given by a Galveston trial court. The suit grew out of publication in 1921 of a statement in a news story to the effect that "the sheriff was not available when sought."

Capper Sweeps Kansas

Senator Arthur Capper, owner of the Capper publications, which includes two dailies, the *Kansas City Kansan* and the *Topeka Capital,* was re-elected to the Senate by a majority of 250,000 votes, the largest majority ever given any candidate in Kansas at the election Tuesday. He carried every county and every precinct in the state.

Daily Sponsors Food Show

The *St. Paul Dispatch-Pioneer Press,* in conjunction with the Retail Grocers' association recently gave a week-long food show at the Auditorium, with cash and other prizes.

COLONEL McCORMICK DEFINES A NEWSPAPER

It Is a Daily Publication, Conducted for Profit, Conveying News of the Day to the Public, Promoting Commerce, and Supplying Check on Government that Constitutions Lack

TWO definitions of a newspaper were put forward by Col. Robert R. McCormick, co-editor of the *Chicago Tribune*, in an address he delivered last week before the church publicity conference held under the auspices of the Chicago Church Federation and the Advertising Council of the Chicago Chamber of Commerce. After reviewing the history of the press and the explosive influence it has held upon world affairs since the invention of printing machines and movable type, he declared that the "newspaper is a daily publication conducted for profit." And, after carrying out that thesis in all its phases, he submitted a final definition:

"A newspaper is an instrument created by modern civilization to convey to the public the news of the day, while promoting commerce through advertisements and to furnish that check upon government which no constitution has ever been able to provide."

Col. McCormick's address, with his historical allusions excised, follows in substance:

A newspaper is a daily publication conducted for profit. I take it that the prevalence of the telegraph, the newspaper syndicate and the fast mail have relegated the weekly newspaper into the domain of the periodical magazine. The same agencies have held the newspaper to become primarily a purveyor of the most recent events of public interest.

In this assembly I expect to find considerable surprise in that part of my definition which requires that a publication be conducted for profit in order to be termed a newspaper. The signal fact remains that unless a newspaper is conducted for profit it is not a unit in itself but part of something else.

* * *

A newspaper cannot be independent unless it earns its living.

The next aspect of a newspaper conducted for profit is that it must exist in the face of competition not only of other publications like itself but of those subsidized by some other money making or money collecting institution.

* * *

News is the basis of the modern newspaper, but it cannot live by news alone. It must also amuse and serve. There are strips of comics. There are book and theatrical reviews. There are columns of advice on health, investment, radio, law, love, complexion, corsets, cooking, good manners, substantially all subjects that interest the general public.

We also have circulation campaigns and our intricate delivery system.

All those things must be paid for. A price must be obtained for the paper and the advertisements in it which will cover all these expenses—and more—because of the law of commerce that what does not increase, decreases and finally disappears.

Individually, most people rail at the newspapers of today. Collectively, they will not tolerate any other kind.

We receive much comment, largely unfavorable, upon the selection of news for publication made by our editors. The principal charge, of course, is that we lean toward sensationalism. The charge is perfectly true, but if sensationalism in itself is an objection, how much of literature can escape?

Newspaper editors come from the ranks of the normally educated. The first newspaper men's minds were moulded by the prevailing education. Newspapers have not altered this standard. Our earliest instruction, be it religious or otherwise, is filled with marvels. I trust no one will misunderstand if I draw attention to those features of the Bible which stand out in every man's memory, how great or how little a reader of the Scriptures he may be:—the Creation; the Flood; the drunkenness of Noah; the Plagues; the death of Absalom; David and Bathsheba; the thousand wives of Solomon; the Miracles; the Crucifixion; the Resurrection; the Adventures of St. Paul.

Entering the realm of great poems, what more sensation than "Paradise Lost"; than "Dante's Inferno"? Passing into lay or profane literature, what works of Shakespeare first strike your memory—Hamlet, Macbeth, King Henry IV, King Lear, Julius Caesar. What of Homer and Cicero? What of the Greek tragedies?

It is everywhere the same. Literature, other than scientific and economic, is founded upon sensation. What more sensational than aviation and radio, or the redemption of mankind by issuing silver money? Others than journalists made a sensation of Darwin's dry tomes.

The next charge we hear is that of untruthfulness, a very acrimonious word for the reason that it combines two words in its meaning; "accuracy" and "honesty." If you say to me that newspapers are inexact I will say "amen." If you will say they are dishonest, I will say their honesty is in the ratio of eleven out of twelve. To claim a higher ratio than that would seem presumptuous.

Accuracy is difficult of attainment. Last year I was one of five witnesses to an automobile accident. None of the witnesses had any personal interest, none meant to deceive. Their stories varied considerably and agreed on only one point—the street corner at which the accident took place. It so happened we were all mistaken as to that one statement, and upon cross-examination all realized and admitted the mistake.

Who has not been to a baseball game and seen men angry in denunciation of an umpire's decision? Prejudice. And even more aroused at strikes being called upon a favorite batter? Prejudice plus belief that their batter would not have let a good ball pass.

The reporter witnessing an event has but one pair of eyes, located in a certain position. To be sure the eyes are trained, and the position generally an excellent one for observation. But he may err and others may differ from him. It is not necessary to be wrong to be contradicted.

The majority of the happenings reported in newspapers do not occur before the reporter's eyes. He is forced to accept hearsay testimony and sift it without the right to compel witnesses or administer an oath.

Of course, liars do go into the reporting profession just as unworthy men enter other professions, but they eliminate themselves. The outbreak of the European war found American journalism unprepared, while the rival governments and generals placed every possible obstruction in the way of newspaper work. How well I remember the mushroom war correspondents that sprang up all over Europe, who presumed upon the ignorance of American editors upon European conditions and upon war. There was a heyday of sensation and, I will say, thrilling "eye-witness" stories, but as these stories one after the other proved their authors liars, the latter were discharged, disgraced by the profession they had offended.

And yet, newspaper writers are story-tellers and are subject to the temptation of all story-tellers. Perhaps newspaper men are naturally credulous. It may seem to their interest to be credulous. Believing and wanting to believe have an affinity. Against this tendency we have recently raised a defense—the school of journalism. It is teaching a technique and creating a code of ethics. Editors are called to lecture before the lasses. They find it congenial to describe their occupation in admirable light and then feel the obligation to live up to their description.

Another charge against newspapers is that they are controlled by their advertisers, a charge heartily subscribed to by unsuccessful journalists and echoed by whoever wishes, to weaken the reputation and influence of newspapers. It is as absurd as a number of false statements which by continued reiteration win a certain belief.

In yesterday's Chicago Tribune there were 12,306 separate advertisements, paid for by people of all religions and political beliefs. The largest advertiser in this newspaper last year produced 2.1 per cent of its advertising revenue. Assuming a willingness on the part of the advertiser to spend his money for political support rather than sales effect, and assuming cupidity on the part of the newspaper proprietor, how many advertisers with identical interests or the same political opinion would it take to justify a proprietor in ignoring the rest of his advertising clients, to say nothing of his readers, upon whom he as well as his advertisers depend for a living?

Shall I refer to the charge that news is distorted for ulterior purposes?

What ulterior purpose can you imagine a newspaper can have strong enough to induce it to adulterate the article it sells? Would you expect a milk company with millions of dollars invested in a collection and distribution system to put ipecac or prussic acid in the milk? As well expect us with our vast collection and distribution organization to poison our news. Mind you, the charge is not made that we water our news, but poison it. And news is our staple in trade.

There remains the editorial policy of the newspaper. Those policies vary widely and to some extent follow the public opinion in which they circulate.

* * *

As I have said, a newspaper is an entity, not a limb of a greater organization. Its editorials are the product of organization rather than the work of an individual. A single person would find the task of conducting a modern editorial page far too complex. There are, of course, paragraphers, literary Will Rogers, who cover the whole field of news with amusing comment, but not usefully.

The editorial page, however, must be the work of organization. In our own case this consists of the editors, three editorial writers, two political cartoonists, librarians and stenographers. The entire personnel of the newspaper is available for investigation and research.

Of the editorial writers one has been a lawyer, one a political reporter, one a college professor. Of the cartoonists one used to pitch professional baseball.

Editorial organization permits deliberation and discussion and ample time for writing, the day's work of a writer averaging seven hundred words, a small tax on a professional literary man. Six days a week there is an editorial conference lasting from one to three hours. The decision to take sides on a new question or one which has assumed new aspects is taken after much consideration and debate and when the accuracy of the view seems established.

An editorial page, therefore, has the benefit of a large amount of information hardly to be found elsewhere. A self contained unit, it expresses its own opinion, not that of a party, a bloc, a church or a class. It therefore must frequently be at variance with all parties, blocs, churches and classes, because they are from time to time or all the time at variance with each other.

Hence it is called demagogic by Dawes, aristocratic by LaFollette, capitalistic by the farmers, and sinful by churchmen.

The greatest importance of the newspaper comes from a function that has develved upon it, a function not mentioned in the Constitution and without which the Constitution could not continue to function. This is the exposure and denunciation of corruption in government.

Parties view with alarm all that the opposition does and point with pride toward or cover up all of their own performances.

Blocs ally themselves to any parties, groups or individuals who support their particular hobby with a callousness to common honesty that shocks hardened ward politicians.

Fortunately, corruption is important news. A paper that fails to print such news because of political affiliations or other reasons is seriously handicapped itself in its struggle for existence.

I am now led to give a final definition of the Newspaper:

A Newspaper is an instrument created by modern civilization to convey to the public the news of the day while promoting commerce through advertisements and to furnish that check upon government which no constitution has ever been able to provide.



ACCORDING TO COLONEL McCORMICK

A newspaper cannot be independent unless it earns its living.

Individually, most people rail at the newspapers of today. Collectively, they will not tolerate any other kind.

An editorial page has the benefit of a large amount of information hardly to be found elsewhere.

TEN FIRMS LISTED AS MILLION DOLLAR NEWSPAPER ADVERTISING ACCOUNTS

There Are Many Others No Doubt Says Bureau of Advertising In Issuing First Estimates of Outlays In Daily Press

THE Bureau of Advertising of the American Newspaper Publishers Association this week issued the first estimates ever made of the newspaper advertising appropriations of 62 large national advertisers. The figures, which cover the newspaper advertising expenditures of these firms in 1923, range between $1,700,000 and $100,000 and total about $27,000,000. Several months have been spent in the compilation.

"So far as the Bureau knows," its statement reads, "this is the first time a compilation of this sort has been made. Figures showing the appropriations of magazine advertisers have been published annually for a number of years. The many difficulties in the way of obtaining similar estimates in the newspaper field have been considered heretofore sufficient reason for not attempting the task.

"In deciding to undertake the work, the Bureau was actuated by the constantly growing demands of advertisers and agancies for data of this character. The Bureau has estimated with reasonable accuracy the total valume of national and local newspaper advertising, but the amounts spent by individual companies have remained something of a mystery.

"Wishing to help advertisers in every way to a better understanding of the newspaper medium, the Bureau believes its compilations will be welcomed as a new and important service.

"The Bureau believes the estimates given are generally accurate. It must be remembered that they represent only a small portion of the big list of national newspaper advertisers. While ten advertisers who spent $1,000,000 or more in 1923 are listed, there are many others in this class whose names do not appear.

"There are scores of others whose expenditures fall between the $1,000,000 mark and the minimum of $100,000, and then beyond this group there is the vast army of national or sectional advertisers who spend less than $100,000.

"The tabulation suggests that there is no fixed sum covering the cost of a general newspaper campaign. Some advertisers find it profitable to spend much; others accomplish their purpose by spending a little. A great deal depends upon the advertiser's merchandising plan and the number of markets in which he may find profitable business. But a study of the figures emphasizes the low cost of newspaper space, when it is remembered that so many products have become household words through newspaper advertising with what seem like surprisingly modest appropriations. This fact should become increasingly apparent as the Bureau is able to add to its list of estimates from time to time."

The Bureau's figures appear in the box on this page.

BROWN GOLDEN RULE CHAIRMAN

Heads A.A.C.W. Committee to Co-operate with Near East Relief

President Lou Holland, as the result of action taken at a recent meeting of the Executive Committee of the Associated Advertising Clubs, has appointed James Wright Brown, chairman of a special committee to co-operate with the Near East Relief in connection with obtaining the co-operation of advertising clubs and other advertising organizations, in the celebration of International Golden Rule Sunday, December 7.

Advertising clubs are asked immediately to appoint strong co-operative committees to get in touch with the local chairman of their Golden Rule Committee.

The Near East Relief has prepared a sort of trade mark, (advertising Golden Rule Sunday) which is being supplied to retailers and other advertisers and to many publications for use in connection with advertisements. Matrices and electrotypes have been supplied through a number of the advertising service companies dealing with retailers. This material will be sent to a club if the committee addresses John A. Goodell, organizing director, Golden Rule Sunday, Near East Relief, 151 Fifth avenue, New York.

Florists Approve Huge Ad Fund

The Pittsburgh, Pa., branch of the National Florists' Association has voted approval of a $2,000,000 newspaper advertising campaign, national in scope.

Column Contributions in Book

"The Line Book" a compilation of the best recent contributions to the "Line o' Type or Two" in the *Chicago Tribune*, conducted by Richard Henry Little, has made its appearance. The book has 64 pages.

Whatever China's troubles, its people don't have to fight over the question of Nordic superiority.—*Beloit* (Wis.) *Daily News.*

HERE ARE THEIR NEWSPAPER OUTLAYS FOR 1923

American Tobacco Company	$1,700,000
Lever Brothers Company	1,500,000
Standard Oil Company of Indiana	1,500,000
Victor Talking Machine Company	1,500,000
Calumet Baking Powder Company	1,200,000
Dodge Brothers	1,200,000
United States Rubber Company	1,110,000
Literary Digest	1,080,000
Liggett & Myers Tobacco Company	1,000,000
Wm. Wrigley, Jr. & Co.	1,000,000
Corn Products Refining Company	900,000
Pepsodent Company	800,000
Buick Motor Company	600,000
B. F. Goodrich Company	600,000
H. J. Heinz Company	600,000
Clicquot Club Company	550,000
Hupp Motor Car Corporation	530,000
Goodyear Tire & Rubber Company, Inc.	525,000
Firestone Tire & Rubber Company	500,000
General Cigar Company	500,000
Hart, Schaffner & Marx	500,000
Sun-Maid Raisin Growers Association	485,000
Kellogg Company	450,000
Armstrong Cork Company	430,000
Colgate & Co.	430,000
Packard Motor Car Company	400,000
Proctor & Gamble Company	400,000
Quaker Oats Company	400,000
Chevrolet Motor Car Company	325,000
Atchison, Topeka & Santa Fe R. R.	300,000
Cheek-Neal Coffee Company	300,000
Portland Cement Association	300,000
Union Pacific R. R. System	300,000
Franklin Automobile Company	285,000
Borden Sales Company, Inc.	265,000
Autostrop Safety Razor Company	250,000
International Magazine Company	250,000
Pompeian Laboratories	250,000
Southern Cotton Oil Trading Company	250,000
New York Central Lines	240,000
California Fruit Growers Exchange	240,000
Coca Cola Company	225,000
Eastman Kodak Company	225,000
Anheuser-Busch, Inc.	220,000
Simmons Company	205,000
Johns-Manville Company	200,000
Andrew Jergens Company	200,000
Hurley Machine Company	200,000
Alfred H. Smith (Djer-Kiss)	200,000
A. Stein & Co.	200,000
Pond's Extract Company	200,000
Vick Chemical Company	200,000
American Radiator Company	175,000
Famous Players-Lasky Corporation	165,000
B. Kuppenheimer & Company	150,000
Northern Pacific Railroad Company	150,000
Metropolitan Life Insurance Company	125,000
Edison Electric Appliance Company	115,000
Van Ess Laboratories, Inc.	115,000
Cacuum Oil Company	105,000
McCall's Magazine	100,000
Washburn-Crosby Company	100,000

W. A. WHITE DEFEATED

"Never Wanted to Be Governor," Says Emporia Gazette Editor

William Allen White, editor of the *Emporia* (Kan.) *Gazette*, who entered the Kansas gubernational race as an independent on an anti-Ku Klux Klan platform, was defeated by Ben S. Paulen, Republican.

"Naturally, I never wanted to be Governor or I would have gone about getting it in the regular way," said White in a statement issued Nov. 6.

"It was a beautiful adventure that I will always treasure in my heart," he said of his campaign, which was waged without manager or organization.

Printers' Home to Appoint Trustees

Two trustees will be elected for the Union Printers' Home, Colorado Springs, at a meeting of the board to be held Nov. 8. The men to be appointed are Steven O'Donnell of Colorado Springs, Col., and E. D. Ballentine of Newark, N. J. Vacancies were left on the board by the death of Thomas McCafferty, resident trustee, and election of Seth R. Brown, Los Angeles, as vice-president of the International Typographical Union.

Another "Nick Carter" Writer Dead

Eugene T. Sawyer, 78, who died in San Jose, Oct. 29, was a writer of "Nick Carter" stories, more than 300 of them being credited to his pen. In his work on the "Nick Carter" series, Sawyer was associated with Thomas C. Harbaugh, who died recently in the county infirmary at Piqua, Ohio, after an illness of eighteen years.

Woman Buys Paper

Betty Wright, who has been editor and manager of the *Hilmar* (Cal.) *Enterprise* for a year has bought the newspaper. The four newspapers in Hilmar and Turlock, within five miles of each other, are each owned by a woman, and with one exception, edited by women.

Publisher's Wife Dies

Mrs. Nellie Lynett, wife of E. J. Lynett, publisher of the *Scranton* (Pa.) *Times*, died Nov. 5, after an illness of a year. Besides Mr. Lynett, two sons, William R., assistant to the publisher of the Times, Edward Jr., and one daughter, Elizabeth, survive.

Intertype Issues Booklet

Intertype Corporation has recently issued an illustrated booklet in two colors explaining the advantages of a standardized slug casting machine. It can be obtained on request from the offices of the Corporation, 50 Court Street, Brooklyn, N. Y.

FORESHADOWED EVENTS

Nov. 14-15—Iowa Press Assn., Southern District, fall meeting, University of Iowa, Iowa City.

Nov. 14—Canadian National Newspapers and Periodicals Assn., annual convention, Toronto.

Nov. 16-20—New England Advertising Clubs, annual convention, Hartford, Conn.

Nov. 17-19—Association of National Advertisers, annual convention, Ambassador Hotel, Atlantic City.

Nov. 17-19—Sigma Delta Chi, journalistic fraternity, national convention, University of Indiana, Bloomington, Ind.

Nov. 19-20—National Forestry Conference, Washington, D. C.

Nov. 20-22—Michigan University Press Assn., annual fall session, Ann Arbor, Mich.

Nov. 20—Pacific Coast and Inter-Mountain Newspaper Executives, second annual meeting, San Francisco.

Nov. 20-22—Michigan League of Home Dailies, fall meeting, Ypsilanti, Mich.

Editorial Excellence a Mark *of* The Detroit News


The Literary Digest for October 25, 1924

TOPICS IN BRIEF

(An extension of this department appears weekly on the screen as "Ears from the Press")

17

That seat that will end all seats will not be bought or sold.—*Columbia Record.*

If La Follette expected to be elected he would make fewer promises.—*Toledo Blade.*

Now the straw vote, but the wheat vote is the more important.—*St. Louis Globe-Democrat.*

Giraffes used to be green with envy. Now they are merely tall and not much more.—*Asheville Times.*

WOMAN'S watchful waiting ... Pictures and Pinafores ... Horizontal line out. —*Baltimore American.*

The sum of Dr. Valk is excuses to be made.—*Portland Oregonian.*

You can tell China is a republic. They're not trying to save her.—*New Republic.*

The Chinese are now at it hammer and tongs.—*Florida Times-Union.*

Reverses are people who would thank you nothing to get it.—*Boston Herald.*

They are planning La Follette a birthday party. But there is no cake with the paint.—*Columbia Record.*

It's a good idea to kiss the children goodnight, if you don't mind waiting 16 years.—*Pittsburgh Post.*

If some almost unbelievable thing happens and nothing like the Zeppelin ever hey during the campaign.—*New York Herald Tribune.*

A lot of people will be unhappy in heaven when they find out there aren't institutes and prisons and passing laws.—*Columbia Record.*

Many mansions please—but are not to be compared with the clothed in purple and fine linen and fare sumptuously every day.—*Detroit News.*

Fifty-thousand-dollar mansions for sale by a church, was our first truthful surprise.—*Detroit News.*

What this campaign needs is a message from Albert B. Fall.—*Detroit News.*

Do plants suffer? asks Tue Literary Digest. We'd say a good question for them to put on their Intelligence Department.—*Detroit News.*

Jack Dempsey is demonstrating the futility of fisty- ... And it's particularly unfortunate when it's in the other fellow's face.—*Detroit News.*

A New Jersey humorist gets fined $100 for trying to be funny. Judge Oberwager is a humorist, too, in his way.—*Detroit News.*

The Government is operated on a system of "checks and balances," but in the people put up the checks and the special interests get the balances.—*Columbia Record.*

A magazine suggests that Americans should boost home-made liquor. Here is a good chance to die for your country.—*Fort Worth Press.*

[illegible] Ears at the speed at which light travels. The ears are a lot of film stars like that, too.—*Detroit News.*

Now that a dispatch from Moscow says Trotsky has been [illegible] that much of it ought to be true.—*W. G. McAdoo.*

Few babies are born with a silver spoon in their mouths. They started the overproduction.—*Columbia Record.*

The common people who are [illegible] will be glad to [illegible] recommend [illegible] before we read about —*Columbia Record.*

Thus is the hatchet buried.—*Cleveland Plain Dealer.*

Ask dad; he knows.—*Boston Post.*

It's rather fine, this willingness of the candidates to say, [illegible] another [illegible] the country from one end to the other.—*Cleveland Leader.*

The way to keep audiences at political meetings from getting sleepy is to stop bleeding in the old bunk.—*Nashville Tennessean.*

Politicians who promise to save the farmer always make the condition that the farmer is to save them first.—*Shoe and Leather Reporter.*

The man who whistles [illegible] professional [illegible] never [illegible] the [illegible] hand, the Victrola.—*Detroit News.*

Ease the good name of the world was [illegible] more about the human race than we found about the Martians.—*Columbia Record.*

Now that a [illegible] invented [illegible] heat [illegible] —*Columbia Record.*

THE POLITICAL BIRD WATCHER
—Chicago Tribune.

THE issue of the Literary Digest of October 25, a page of which is reproduced here, contained six quotations from The Detroit News including the reproduction of a cartoon by Thomas. The following week, The Literary Digest reprinted a dozen paragraphs from The Detroit News and two of its political cartoons. It is this very editorial excellence which has locally won for it the great circulation and reader interest which makes The News the greatest advertising medium in Michigan and largest carrier of advertising lineage in America.

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

THRIFT WEEK OFFERS OPPORTUNITY FOR LARGE EXTRA LINEAGE

1924 Figures from Many Newspapers Indicate Business Firms Backed Week Liberally—Indorsed by Many National Organizations

By HAMMOND EDWARD FRANKLIN

PLANS are being completed rapidly by small and large newspapers to make Thrift Week, 1925, an event of large, extra lineage and distinct local community interest.

Even last January's considerable total volume of advertising obtained is expected to be exceeded from Saturday, Jan. 17, through Friday, Jan. 23, based on the following line-up of dates:

Saturday, Jan. 17—Pay Bills Day.
Sunday, 18.—Share with Others Day.
Monday, 19—Thrift or Bank Day.
Tuesday, 20—Life Insurance Day.
Wednesday, 21—Own Your Own Home Day.
Thursday, 22—Budget Day.
Friday, 23—Safe Investment Day.

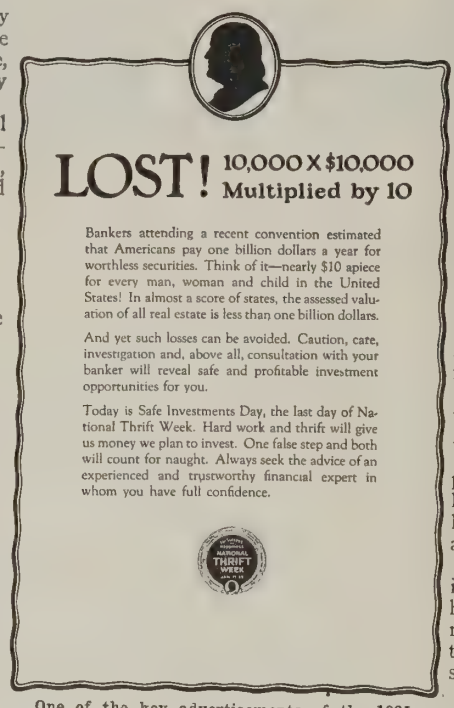
A new feature this January will be Safe Investment Day, which has been arranged because of the millions lost in fake stocks. It tunes in with the advertising program being launched by the Investment Bankers of America and, it is thought, should make every reliable financial house, bank, building and loan association and similar institution prospect for solicitation for extra liberal space on this day.

Signs point to keener interest this year on the part of Building and Loan Associations, of which there are over 10,000 with 3,000,000 members. Advertising on their part will prove appropriate in particular on Thrift or Bank Day, Own Your Own Home Day and Safe Investment Day. Such associations have been backward in using newspaper advertising as extensively as they should, but once awakened should yield much high grade lineage. In a previous article EDITOR & PUBLISHER has shown the great strides one such institution made under a far-visioned executive with an advertising sense.

John A. Goodell, executive secretary of the National Thrift Week committee, 347 Madison ave., New York City, met recently with the representatives of the various advertising mat services. These on January releases plan to devote increased attention to thrift week appeals. In addition, the committee will have ready a complete series of mats, one for each day, prepared without charge by Edwin Bird Wilson, New York advertising agency, late this month or early in December. These mats may be obtained from Thrift Week headquarters or through the local Y.M.C.A.

With endorsements of organizations which include, among others, the American Bankers Association, the American Red Cross, the Associated Advertising Clubs of the World, the Jewish Welfare Board, the Kiwanis Club—International, General Federation of Women's Clubs, Federal Council of Churches, Boy Scouts of America, Girl Scouts and International Rotary Clubs, newspaper publishers as a whole have concluded this at least, out of the various "national weeks" attempted, presents a real editorial and business office opportunity which go closely together.

A phase of Thrift Week which has appealed to many publishers is that its various days give the staff solicitors forcible ammunition to bring to bear on many types of firms which seldom use space. In addition to building and loan associations, it enables the men to line up co-operative banks, savings banks, trust companies and commercial banks, insurance agents, manufacturers, retail merchants of all kinds, credit groups, welfare organizations, reliable stock and bond houses, churches and real estate operators. The thrift movement plays up wise spending as well as wise saving. The slogan is "For success and happiness". The small country weekly as well as the big city daily can find ways to adapt the idea to local conditions.



One of the key advertisements of the 1925 Thrift Campaign.

The *Macon* (Ga.) *News* last January sold 5,684 lines. This included a full page bought by the Macon Retail Credit Men's Association and space used by banks.

Eight more pages than usual were used on Jan. 17, by the *Wilmerding* (Pa.) *News-Tribune* in connection with the local Y.M.C.A. The newspaper printed articles previous to the 18th and in this edition. About 480 single column inches were netted in advertising. The *Oklahoma City* (Okla.) *Oklahoma News*, obtained about 400 inches through special pages.

"Our paper obtained 2,632 lines of special Thrift Week advertising, including one full page, which was paid for by the Spokane Life Underwriters' Association", reports Earl Smith, advertising manager, the *Spokane* (Wash.) *Spokesman-Review*. "This is business which we would not have secured except upon some special plan such as National Thrift Week offers. In our opinion National Thrift Week is an institution worth fostering".

The *Trenton* (N. J.) *State Gazette*, published a news item each day and a streamer across the bottom of page one. On Jan. 17, it published 2,212 lines of advertising, on the 18th, 2,114, on the 19th 2,009, on the 21st, 2,121 lines, on the 22nd, 2,800 lines, and the 23rd, 1,582, making a total of 12,838 lines during the week.

The *Niagara Falls* (N. Y.) *Niagara Falls Gazette*, sold 4,000 extra lines, the *Van Wert* (O.) *Times* 6,000 lines, the *St. Paul Daily Volkszeitung* 1,500 lines, and the *St. Joseph* (Mo.) *News-Press*, obtained substantial added lineage, to cite just a few.

The *Easton* (Pa.) *Express* sold a total of 14,952 lines. Five full pages were bought by the banks of Easton and Phillipsburg, which lies the other side of the Delaware River, each bank paying an equal share for representation.

The secretary of the Y.M.C.A. at Ansonia, Conn., directed the selling of display advertising on Thrift and the *Ansonia Evening Sentinel*, published by Emerson Brothers, ran two advertisements of 30 inches each free.

The day before Thrift Week opened, the *Galveston* (Tex.) *Tribune*, published a page of advertisements of local merchants and manufacturers. On National Thrift Day, the banks had a page of individual advertisements. Local life insurance agents and concerns paid for a full page on Life Insurance Day. Fifteen firms, mostly realtors, jointly shared the cost of a page on Own Your Own Home Day. Doctors and other public-spirited citizens financed a page on Share with Others Day. On Budget Day, various firms, including a dentist, a business college, a credit jewelry company, an electric company, a phonograph store and an insurance man bought advertisements. Net result of the week—10,600 lines.

Interviews with prominent citizens were run daily by the *Beaumont* (Tex.) *Enterprise and Journal*.

The advertising managers of both newspapers at Meriden, Conn., sat in with the local Thrift Week Committee and helped line up five different groups for special advertisements.

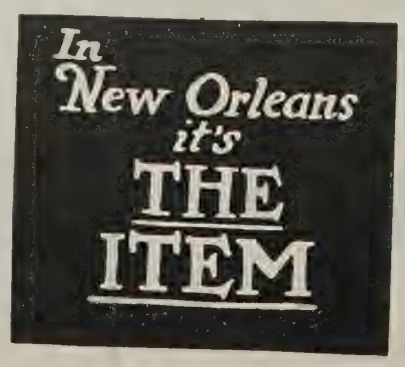
"The main idea in selling this advertising is to go to the prospect and show him that here is a national campaign running throughout the country during this particular period to increase new savings accounts, etc.," says Wilson M. Brooks, advertising manager of the *Danville* (Va.) *News*. "The first page we ran had only four spaces open to sell and was sold within an hour."

"We started our campaign ten days in advance of Thrift Week, using several editorials and news articles to create interest, following up with a solicitation of bankers, insurance men, merchants, contractors, tradesmen, etc.", explains the Leader Publishing Company of Staunton, Va. "Our advertising was built around the official Thrift Week advertisements furnished by the Y.M.C.A. and material furnished by our advertising service. Before the week opened, we had a large volume of additional advertising accepted. We could have sold more, had we had the facilities to handle it, as interest increased in Thrift Week, due to advance work, the appearance of the first ads, and editorials and interviews on each day's subject."

The *Hartford Courant* sold 23,940 lines of special advertising including two double trucks on Budget Day and Own Your Own Home Day, two full pages on National Thrift Day, a page on Pay Your Bills Day, one on Share With Others Days and one on Make A Will Day, plus four or five miscellaneous thrift advertisements.

The *Toledo Blade* is thought to have won top place last January on total lineage, which, incidentally, included a full page contributed by local theatres for Share With Others Day and a strong showing on the building and loan association idea.

The sentiment of publishers seems to be that National Thrift Week is taking its place as a permanent event which will yield extra advertising in an "off month" and at the same time benefit the community.



Major B. H. Namm hits the nail on the head.

Home Owners

¶ The United States has more home owners than any other country. ++

¶ Over six million families here are not subject to the whims of the landlord. ++

¶ And this is a great factor in the content of the American people. ++

¶ When a man owns property in a country or stock in a company for which he works, there is a deeper interest and a closer bond. ++

¶ 90,000 Brooklynites own their homes. ++

¶ Hence their interest in the development of this borough. They live here, own property here and shop here. ++

B. H. N.

Oct. 14, 1924.

¶ The advertising pages of the A. I. Namm & Son department store carry from day to day an editorial written with much care by the head of that firm.

¶ This one particularly is worthy of National reproduction.

¶ It is significant that the daily circulation of the Standard Union rapidly approaches the number of Brooklynites who own their own homes.

A. I. Namm
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

EDITOR'S LIFE THREATENED, BUT HE LIVES

Graphic Chief Gets Murder Note and Mysterious Telephone Calls— Seven Days Come and Go Without Action

"Crooks to Murder Editor in Seven Days!"

Old time turbulent newspaper adventure seems to have jumped back into Manhattan, after a long period of calm.

At least so the *New York Evening Graphic* would have its growing list of readers believe, when it decorated its tabloid front page with this sensational threat headline recently.

And Emile Gauvreau, the Evening Graphic's managing editor, object of the threat, stands by his newspaper's slogan "Nothing But the Truth."

"Newspaper adventure in New York *is* turbulent," he declares.

The "seven days" have come and gone and Gauvreau still lives. But he admits a week attended by slight nervousness, following receipt of an anonymous letter, which gave him seven days to live, the story of which ran under the heading at the beginning of this story.

Gauvreau traces probable origin of the letter back to a group of illicit cotton brokers against whom he directed the power of his newspaper, New York's infant tabloid.

The Graphic early last month started an exclusive expose of conditions in the cotton market. The public, it found, was being mulcted of millions of dollars by illicit brokers.

The newspaper's reporter-investigators were put to work after the Graphic obtained the first story of a death threat sent Louis Brooks, chairman of the committee of business conditions, of the New York Cotton Exchange. The letter came presumably from members of a bucket shop gang.

The Graphic, under Gauvreau's orders, immediately started further probe.

Then came the anonymous letter addressed to the editor of the Graphic. The newspaper has reason to believe it originated with the same clique which threatened the life of Brooks.

The letter, typed on a Western Union telegram blank through a sheet of black carbon paper, follows:

"Keep your hands off the fight against the autocrats of the Cotton Exchange if you don't want trouble. We have laid up one of them and we will take care of you later. We can do the same to your shop as we will do to their structure. Money won't save them or you if you don't lay off. You are up against men who mean business. See that you print no more lies. 'Seven-Three?'"

In addition to the letter Gauvreau was treated to other thrills, he says. Every day for a week, his telephone would ring and a voice would tell him:

"You have just six days to live," or "just five days" and so on, down to the final day.

Bernarr Macfadden, the Graphic's owner, wanted his editor guarded by detectives, but Gauvreau refused.

"I didn't worry a great deal," he said to the writer this week. "A threatened man, I think, is always safe. If one's enemies are going to shoot, they don't tell about it beforehand."

As a result of evidence, obtained by the Graphic, A. H. Jackson, chairman of the directors of the Southern Cotton Exchange, and F. Donovan Darby, secretary and treasurer, of the same organization, were subpœned and in secret sessions recently testified before Supreme Court Justice Guy in New York.

The story has not yet ended. Despite death threats, according to Gauvreau, the Graphic is continuing its investigations and expects developments shortly, which will end bucketshop activities among certain cotton traders.

McCullagh Returns from Russia

Capt. Francis McCullagh, war correspondent, and former special writer for the old *New York Herald*, arrived in New York this week on the Saxonia from Liverpool. He lived six years in Moscow and Leningrad, while under the Soviet regime, and comes to this country to deliver a series of lectures on "Bolshevik Persecution of Christianity." Also on the Saxonia was Christopher Morely, former columnist on the *New York Evening Post*, now writing for the *Saturday Review of Literature*, who has spent six months in Normandy with his family.

TUCSON STAR SOLD

Matthews and Ellinwood Assume Control of Arizona's Oldest Daily

Sales of the *Tucson* (Arizona) *Daily Star* by the Phelps Dodge Corporation to W. R. Matthews, formerly business manager of the *Santa Barbara* (Cal.) *Morning Press* and R. E. Ellinwood of Tucson was announced Oct. 31, by P. G. Beckett, general manager of the corporation.

All stock of the State Consolidating Publishing Company is equally owned by the new publishers who assumed charge of the plant on Nov. 1.

The sale marks the fifth ownership of the Star, the oldest daily newspaper in Arizona, since its founding in 1877. Mathews becomes general manager, Ellinwood, editor.

Folsom Moore, former manager, returns to Bisbee as manager of the *Bisbee Daily Review* while Chester A. Johnson, former editor, is to devote his entire time to writing.

REPORT DES MOINES NEWS SOLD

Gossip That Cowles Will Merge It with the Tribune

A report as in circulation late this week that the *DesMoines News*, a Scripps-Howard newspaper at DesMoines, Ia., had been sold.

There was gossip that the property had been acquired by Gardner and John Cowles, for merger with their *Des Moines Tribune*.

No confirmation of these reports could be obtained on Friday, but it was said that a statement might be expected on Saturday or Monday.

"Perfect" Batteries Sold

Perfect batteries do not exist, despite the enticing assurances of some advertisers, the National Vigilance Committee of the Associated Advertising Clubs of the World reported this week following a probe of advertising put out by battery concerns. Cases of deceptive battery advertising were reported by Better Business Bureaus and investigated by the Vigilance Committee. Firms responsible promptly corrected errors in their advertising copy, the committee says.

Brooke Leaves Toronto Globe

Bertram R. Brooke has resigned as promotion manager of the *Toronto Globe* and has purchased the interest of W. A. Lydiatt in Marketing Publishers, Limited, Toronto, becoming president of the publication, *Marketing*, with first issue for November. Mr. Brooke was formerly vice-president and business manager of Marketing, prior to which he was advertising manager of the *Regina* (Sask.) *Leader* and promotion manager of the *Winnipeg Free Press*. Marketing is an advertising publication, issued bi-monthly.

EVENING HERALD
Los Angeles, Calif.
Gained 6,631 Daily Average Circulation.
Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.



When Petey Dink is left out —they ask for him

Ask *The Hartford Courant* and *The Fort Wayne News Sentinel.*

More than 100 newspapers have printed Petey for years.

Petey Dink Is Back Again!

Petey Dink is back.

After an absence of almost a year he has consented to once more join The Tennesseean's famous family of comic strip notables.

Petey makes his bow to his old friends today on the daily page of comics, along with such notables as Otey Walker, Freckles and Rudy Nebb.

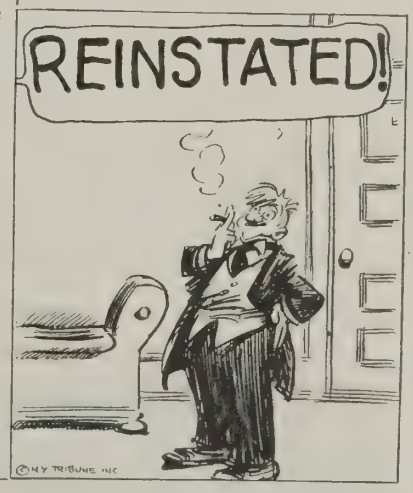
This time he is here to stay, in response to an insistent demand.

The adventures of Petey are born of the brain and pen of C. A. Voight, one of the world's greatest comic strip artists, who has a clean, pleasing brand of humor that is contagious.

Watch for Petey daily in the evening edition of The Tennesseean.

—and now

The Nashville Tennesseean prints this on the front page:



How many of your comics will stand such a test?

The New York Herald Tribune Syndicate

PITTSBURGH PAPERS' CO-OPERATIVE WORK EXTENDED TO NEW FIELDS

Joint Outdoor Advertising Campaign Started by Five Papers Which Also Experiment With Joint News Stands and Delivery

THE daily newspapers of Pittsburgh, acting through the Pittsburgh Publishers' Association, have decided upon a co-operative campaign to advertise newspaper advertising which is believed to be the first experiment of its kind in newspaper history.

On a large number of sign boards which have already been contracted for, the following will be painted.

"NEWSPAPER ADVERTISING
PAYS IN PITTSBURGH
WHERE PROSPERITY BEGINS."

The arrangement, being co-operative, has no provision for the use of the name of any newspaper and the plan can be accepted as a general boost for newspaper advertising.

Another experiment is now in process of development. Some thousand or more news stands have been placed at important points of distribution over the city and surrounding territory for the convenience of the public. Heretofore these stands have been furnished by the individual newspaper but a recent arrangement has been made wherein they are to be owned jointly by all of the newspapers and in the future they will be so maintained.

Under the new arrangement the words "Pittsburgh Daily Newspapers" and "Newspaper Advertising Pays" will supplant the names of the individual newspaper.

Another experiment, co-operative delivery of newspapers to the stands, is now being tried, and if successful will result in one of the greatest economic systems ever attempted, the publishers believe. The morning newspapers are being delivered to important points in the city by the same motor truck. The plan that is being worked out is to have the truck of one newspaper take on its load for a given route and then drive to the plant of its contemporary and take on the papers necessary to cover the same route, thus saving duplication of truck delivery. Schedules will be arranged as rapidly as possible fixing a given time of arrival at a stated point so that excessive speeding will not be necessary. For the time being this plan is confined to the morning newspapers but should it prove successful it likely will be extended to the afternoon field.

The members of the Pittsburgh Newspaper Publishers Association are the *Chronicle Telegraph, Press, Sun* in the afternoon field, and the *Gazette Times* and *Post* in the morning field. These newspapers a few months ago purchased the *Pittsburgh Dispatch* and the *Pittsburgh Leader* and retired them from the field. Healthy co-operation in an effort to eliminate destructive and wasteful competition is practiced to a greater extent in Pittsburgh than in any other city in the country, the publishers state.

MELLON AND BLAIR CITED

Injunction Sought Against Publication of Income Tax Returns

WASHINGTON, Nov. 6.—Andrew W. Mellon, Secretary of the Treasury, and David H. Blair, Commissioner of Internal Revenue, have been cited by Justice Hoehling, of the District Supreme Court, to show cause November 14 why they should not be enjoined from publishing or from making available for publication the figures contained in the income tax return of Gorham Hubbard, of Boston, Mass.

The rule of the court is based on a petition filed by Hubbard this week in which he claims that the provision of the income tax law permitting publication of returns is in violation of the constitutional rights of privacy of the citizens and violates the Fourth Amendment, which assures citizens against unlawful search and seizure.

GERMAN EDITOR A SUICIDE

Hans Hackel of St. Louis West-Liche Post Feared Breakdown

On the verge of a nervous breakdown, caused by the extra effort and anxieties incident to the election, Hans Hackel, 56 years old, editor and publisher of the St. Louis *West-Liche Post*, a German language paper, ended his life by gas in the kitchen of his home last Sunday night. "The work has been too much of a strain on me," he wrote to his wife.

Hackel strongly urged the election of President Coolidge as against the Stueben Society and other German-American organizations and leaders who favored the candidacy of La Follette. Because of this, he received many letters of abuse, according to his son, Carl Hackel, manager of the West-Liche Post steamship agency.

Hackel was born in Germany. He came to the United States as a young man. He enlisted as a private in battery A during the Spanish-American War, and because of his unusual letters from the front to the West-Liche Post he was given employment as a reporter when he was mustered out of the service in 1899. He became city editor of the paper in 1907, managing editor in 1914 and president in 1919.

SPIEGELMAN NAMED EDITOR

Former Warsaw Newspaper Man Joins N. Y. Jewish Bulletin

William Z. Spiegelman has been appointed editor of the *New York Jewish Daily Bulletin*, a tabloid printed in English, which began publication Oct. 15.

Spiegelman started his journalistic career in Warsaw, where he was city editor of the Jewish daily *Der Moment*. He has been a contributor and collaborator of the *Haolom*, a Hebrew weekly now published in Berlin, the *Hazefirah*, which formerly appeared in Warsaw, and other journals.

For two years he was editor of the Jewish Telegraphic Agency in London.

Montague Joins Herald Tribune Staff

Richard Montague, son of James J. Montague, conductor of the syndicated column of poetry and comment "More Truth Than Poetry," has joined the staff of the *New York Herald Tribune* as reporter. Montague was formerly a reporter on the staff of the *New York Sun*, and more recently was connected with the Herald Tribune's London bureau.

Copy Course Opens

The Graduate Copy Course of eight lectures, being given by the Advertising Club of New York under the [illegible]on of Charles Austin Bates, opened Monday evening, November 3, with a talk on "Letters, Correspondence, Direct Mail," by John Howie Wright, editor of *Postage*. Harry Varley is manager of the class.

DAILIES LAUNCH RADIO FUND FOR BLIND

N. Y. Herald Tribune Starts Nation Wide Campaign Organized by Radio Assn. and Foundation for the Blind

Working in co-operation with the American Radio Association and the American Foundation for the Blind, newspapers of the nation this week launched a drive to place a radio receiving set in every home throughout the United States where there is a needy blind person.

Start of the campaign was announced in New York by the *New York Herald Tribune*. Other newspapers in the United States will co-operate with this movement, carrying the campaign in their columns. A detailed report of all money received by these newspapers will be prepared by Prince, Waterhouse & Co., who have agreed to audit the campaign free of charge.

All money raised will be collected into a national fund and spent under authority of the radio advisory committee on which the Herald Tribune, the American Foundation for the Blind and the American Radio Association will be represented.

Alfred M. Caddell, organizer and secretary of the American Radio Association, which comprises in its membership more than 150 radio editors throughout the United States and listeners-in in every state of the Union, conceived the plan of the campaign.

The American Foundation for the Blind is the national organization of organizations which work for the betterment of the nation's blind.

GRAVURE SECTIONS PRINTED
Special and Regular Editions, Magazine Inserts and Commercial Work.
Standard Gravure Corporation
LOUISVILLE, KY.

MORNING PAPERS THE *GET ACTION SAME DAY*
LAST REMINDER!
ON OUR
Christmas Shopping Number
Artgravure Section
SUNDAY, DECEMBER SEVENTH
FORMS CLOSE TIGHT NOVEMBER 20TH
This feature issue, beyond all shadow of doubt, is the most widely read issue of the year; and as for coverage—well, it goes to every person in the Cincinnati market.
Wire Reservations Now
I. A. KLEIN Chicago New York
R. J. BIDWELL CO. 742 Market Street San Francisco
The CINCINNATI ENQUIRER
One of the World's Greatest Newspapers

AUTO CRASH FATAL TO MISSOURI PUBLISHER

George A. McClellan, St. Joseph Gazette, Dies Nov. 5, Following Injuries Received When Car Leaves Road —Bought Newspaper May, 1923

George A. McClellan, publisher of the *St. Joseph* (Mo.) *Gazette* died the evening of Nov. 5, in St. Joseph. Death was caused from injuries received when his automobile plunged from the road and crashed into a fence Sunday, Nov. 2.



G. A. McClellan

Mr. McClellan purchased controlling interest in the Gazette in May, 1923, assuming full control four months later. He moved to St. Joseph from New York, where for six years previously he was publisher and part owner of *Today's Housewife*.

Prior to that he was general manager of the Star League of Indiana, publishing the *Indianapolis Star*, the *Muncie Star*, and *Terre Haute Star*. He became part owner and publisher of the *Indianapolis Times* and publisher and owner of the *Dayton* (O.) *Journal* and the *Jacksonville* (Fla.) *Metropolis*.

Miller, London Editor, Dies

Frederick Miller, 61, managing editor of the *London Daily Telegraph*, died in London, Nov. 5, from pneumonia, following a chill contracted last week. He joined the staff of the Telegraph in 1883. In 1900 he advanced from chief sub-editor to assistant managing editor, holding the latter position 23 years. He was appointed managing editor in June, 1923, upon the retirement of Sir John E. Sage.

Obituary

EDWIN C. R. HUMPHRIES, newspaper reporter and lawyer died last week in Washington, D. C. He was at one time connected with the *Washington Post* and later the *Washington Evening Star* covering courts. He studied law and about 5 years ago was admitted to the bar.

WALTER SCOTT, 84, one of the pioneer printers of the *Providence* (R. I.) *Evening Bulletin* and later connected with the *Providence Morning Star*, died Oct. 28.

C. F. LECOMPTE, one of the oldest newspaper men in Iowa, for 62 years associated with the *Corydon* (Ia.) *Times-Republican*, died Oct. 27 in his home after a brief illness.

CHARLES W. WEISER, 60, one of the best known newspaper men in Pennsylvania died at his home in Fullerton, Pa., Nov. 2. For many years he was active in the editorial department of the *Allentown Call* and *Allentown Record*.

J. W. HALE, editor and owner of the *New Berlin* (Ill.) *Tribune*, died recently.

THOMAS A. KAVANAGH, veteran make-up man and printer on the *Boston Traveler-Herald* died recently at his home in Boston.

GUY MCGREER, 53, proofreader on the *San Diego* (Cal.) *Union*, died recently from pneumonia.

London Post Editor Ends U. S. Visit

Sir Percy Bates of the *London Morning Post*, who has been visiting in this country, returned to England this week on the Berengaria. He told ship news reporters before leaving that he could see no parallel between the United States and British elections. Washington, from the European standpoint has always been an "incalculable quantity," he said.

TORONTO SUNDAY WORLD SOLD

Merged With Weekly Edition of the Toronto Star

The *Toronto Sunday World*, published at the week-end by the *Toronto Mail and Empire*, has been purchased by the *Toronto Star* and will be amalgamated with the *Toronto Star Weekly*. The Sunday World was established originally by the *Toronto World*. When the latter was taken over some years ago by the Mail and Empire, the Sunday edition was continued under the old name.

Terms of the sale have not been announced and parties to the deal decline to divulge figures. The Star Weekly will take over best of the World features but will not absorb any of World staff. The World has circulation of about 70,000.

The World was started 34 years ago by W. F. McLean, publisher of the Daily World as a Sunday paper. Legislation later prevented its sale on Sunday but it retained its name and was circulated Saturday evening. For years it had hard struggle but eventually became source of profit and financial strength to the Daily World attaining circulation of over 100,000, when absorbed by the Mail and Empire it was retained by purchasers as profitable property. The Star Weekly was launched by the Daily Star as week end paper in 1910.

Tabloid to Become Daily

The *Toronto News-Mirror*, tabloid newspaper, hitherto issued weekly, will shortly become a daily publication, it has been announced.

Saved N. Y. Telegram from Oblivion

PASADENA, Cal., Nov. 1, 1924.

TO EDITOR & PUBLISHER:—I noticed that a recent issue of EDITOR & PUBLISHER carried a full page advertisement of the *New York Telegram and Evening Mail*, containing picture of H.R.H. Prince of Wales, reading the Telegram.

It pleased as well as interested me to note the circulation quoted at over 220,000. But I wondered how many of its readers of today knew that but for the writer there would have been no Evening Telegram published over 30 years past.

In 1888, Mr. Bennett had decided to discontinue the Telegram as it was then a losing proposition. But before doing so he gave me the management to see if I could revive the paper. The circulation had dropped to 10 or 12 thousand and the advertising to less than two columns daily. I took charge in November, 1888, and in the following spring the circulation had increased to between 30 and 40 thousand and advertising 20 to 25 columns daily—according to my recollection.

It never went back again, but continued to prosper also under good management after I had resigned on account of poor health, about 1900, from both the business management of the Herald and Telegram. During the late war at Mr. Bennett's request I went to Paris to reorganize the Paris edition of the Herald, after which I returned to New York again as general manager, resigning again later on to come to California.

ALBERT FOX.

If our creditors will practice strict economy they soon will save as much as they have lost on us.—*Milwaukee Journal*.

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

Fifty Years of Service

DURING the month of June the Mirror Printing Co., publishers of the Altoona Mirror, passed their fiftieth milestone in the newspaper profession. It has been fifty years of continual service to the general public and to our advertisers.

During this time we have built a circulation of 27,579. This circulation comes from a population of 115,000 people, who are voluntary subscribers to this newspaper. No premiums were ever offered nor were there any inducements for over-night subscribers. People bought the Altoona Mirror because it was the kind of a newspaper they wanted, clean and up-to-the-minute at all times.

Not only have its columns been kept clean from a news standpoint, but the publishers of the Altoona Mirror have refused all advertising that was not up to a high standing and in accord with the policy of the publishers.

Advertisers locally use the columns of the Altoona Mirror almost exclusively to put their message across. National advertisers seem to have just as much confidence as the merchants at home, realizing that to cover this territory thoroughly, it is necessary for them to buy space in Altoona's leading newspaper, "The Altoona Mirror."

MIRROR PRINTING CO., Publishers

Altoona Mirror

ALTOONA, PA.

Business Direct.

LA FOLLETTE CHARGES DAILY WITH LIBEL

Enters $100,000 Suit Against Seattle Times for Publication of Excerpt from Noted St. Paul War Speech

Alleging publication of "false, defamatory, and libelous matter," a suit for $100,000 damages was filed in the federal court of Seattle, Oct. 31, against the Times Printing Company, publishers of the *Seattle* (Wash.) *Daily Times,* on behalf of United States Senator Robert M. La Follette.

The complaint was filed by Attorney Edgar C. Snyder, secretary of the Washington State Progressive Committee, and Attorney W. D. Lane.

Excerpts from an article appearing in the *Sunday Times* of Oct. 19 are made the basis of the suit. The particular language excepted to, as set forth in paragraph 4 of the complaint, follows:

"The speech by La Follette at St. Paul, to which reference is made in the above excerpt, contains these phrases:

'I wasn't in favor of beginning this war. We had no grievance. The German Government had interfered with our right to travel on the high seas. . . . On these grievances, which were insignificant considering the rights and consequences involved, we went to war.'"

The article in question purported to quote from a speech delivered by Senator La Follette at St. Paul on Nov. 20, 1917, according to the complaint.

What La Follette in fact had said, the complaint sets forth, was: "I don't mean to say that we hadn't suffered grievances; we had—at the hands of Germany. Serious grievances."

"As the defendant well knows," it is further alleged, "it was republishing a false and incorrect report of the plaintiff's said speech as given out by the Associated Press at the time, and knew that the Associated Press had retracted said statement and publication in the following language:

"'The error was regrettable, and the Associated Press seizes the first opportunity to do justice to Senator La Follette.'"

Attorney Snyder, following the appearance of the *Times'* article, notified Senator La Follette and was authorized to take any action deemed advisable. The present suit is the outcome.

CHURCHES SHOULD ADVERTISE

Lutheran Group Reports Paid Space Effective in Church Work

"Churches should avail themselves of every opportunity to reach the public through newspaper publicity or advertising," was the report made by the committee on publicity at the convention of the United Lutheran Church in America held recently at the Edgewater Beach Hotel, Chicago.

"The Lutheran churches have found publicity and advertising proper aids in prosecuting their work nationally and locally," the report declared, "and the public press has come to attach a growing value to church activities as news for their leaders. Paid advertising has become invaluable to a considerable number of local churches."

Chicago Associations to Meet

Members of the Advertising Council of the Chicago Association of Commerce, the Advertising men's Post of the American Legion, American Association of Advertising Agencies, Newspaper Representatives Association, the Agate Club, the Women's Advertising Club and the National Aeronautic Association will hold a joint pre-Armistice Day luncheon meeting on Monday, Nov. 10, in the Tiger Room of the Hotel Sherman. Guests of honor will be the world flyers, Gen. James A. Drain, national commander of the American Legion, Richard Henry Little, column conductor for the *Chicago Tribune,* and distinguished military men.

Washington Reporter to Wed

The engagement of John Aloysius Kennedy of the *Washington* (D. C.) *Herald* staff to Miss Viera Hines, daughter of Brig. Gen. and Mrs. Frank T. Hines has been announced. The wedding will take place Nov. 19, in Washington. Kennedy was one of the leaders in exposing conditions in the Veterans' Bureau which led to the dismissal and indictment of Director Charles R. Forbes during the Harding administration.

Woman Editor to Marry

Miss May Kerrigan, former editor of the *Bootle Times,* British publication, sailed from New York Friday on the steamship Munamar for the Bahamas, where she will be married to Cyril Morton, manager of the *Nassau Guardian.* Miss Kerrigan recently arrived from Liverpool where a play of hers was produced.

FLASHES

If violent exercise is essential to health, how does the turtle hang up his records for longevity?—*Baltimore Sun.*

A third party may be all right in politics, but when it comes to courtship that is different.—*Chicago Daily News.*

One kind of patching the modern girl knows about is patching auto tires.—*Columbia* (S. C.) *Record.*

Eskimo wives, says a returned Arctic explorer, often are traded. Civilized nations wouldn't think of using so harsh a word.—*Detroit Free Press.*

—"It is a pleasure to greet this multitude of representative and intelligent people" usually means: "Howdy, suckers."—*Baltimore Sun.*

There are any number of things which appear to be wholly impracticable until we have tried them.—*New Orleans Times-Picayune.*

Many a flame is started by the flicker of an eyelid.—*Columbia* (S. C.) *Record.*

Report says the Prince of Wales wears just what he likes. But he will be married some day, like the rest of us.—*New York American.*

Imagine the consternation were creditors to adopt radio broadcasting the first of every month.—*Detroit Free Press.*

True religion is the kind that makes you love people after you no longer need them.—*Baltimore Sun.*

John Barleycorn was staged to sing his swan-song years ago—since which time he has been constantly engaged singing encores.—*Columbia* (S. C.) *Record.*

The ZR-3 deserves praise. She let off her gas without boring anybody.—*Baltimore Sun.*

1890:—Wine, women and song. 1924:—Moonshine, flappers and static.—*New York Telegram and Evening Mail.*

There is a movement on foot to raise the levels of all highways so automobile tourists can see over the billboards.—*New York American.*

"George Washington, wot kinds of cigars does you smoke?"

"Why, brother, I smokes a Robinson Crusoe cigar."

"Wot kinda cigar is a Robinson Crusoe?"

"Castaway, dumb-bell, castaway!"—*Chelsea Record.*

Things would be better if, when the nations stack their arms, the diplomats wouldn't stack their cards.—*Columbia* (S. C.) *Record.*

RADIO RESULTS

The 44-page Radio Section of The Sun last Saturday, November 1, was the largest in its history—12 pages larger than was published by any other New York newspaper.

That advertisers appreciate its worth is evidenced by the fact that The Sun publishes far more Radio advertising than any other New York newspaper—nearly as much as all the others combined.

The Sun

280 Broadway New York

The Cathedral Towns of England

PETERBOROUGH

Easy of access by the great trunk route from London to Edinburgh, Peterborough beckons the traveler to its noble fane.

In passing through a stone gateway into the close one stands in front of what is perhaps the noblest western facade of any Cathedral in the World. Three uniform gables are supported by three very deeply recessed Early English Arches. On either side are towers of the same period carrying spires and corner turrets.

Two queens have been buried in the Cathedral, Catherine of Aragon, Henry VIII's first wife, and Mary, Queen of Scots, after her execution at Fotheringay, a few miles away. The remains of the unfortunate Scottish queen were later removed to Westminster Abbey.

On the London & North Eastern Railway's famous East Coast Route Between England and Scotland.

Apply for free booklet describing
ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent

LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York

Quality *Plus Speed* with the Ludlow

THE Ludlow system of matrix composition is fast because it is the "Short Route" to display composition. No matter what style or size of typeface you need, if it is between six and sixty point, you can have it instantly and in any quantity you want as you want it. The Ludlow eliminates running around in circles hunting for sorts. It eliminates distribution of used forms. Ludlow type on slugs handles faster than single types, and make-up time is reduced.

Ludlow compactness eliminates much leg work, because everything is within easy reach of the operator. Ludlow slugs are of even height to paper, thus make-ready time is reduced over the make-ready necessary for high and low, worn single types. The Ludlow requires no magazine, mold or machine changes. Several compositors can work at it at the same time, each setting and casting a different size or face without interfering with one another.

Just as long as you keep the metal pot full of slug metal, the Ludlow provides an unlimited amount of new, clear-cut type in a six to sixty point size range, also bold and extended.

The Ludlow stands ready at any time to prove its claims to simplicity of operation, versatility for producing display type on slugs, and speed in production—it being the fastest system for setting regular run-of-the-hook display copy.



Let us show you how the simple, versatile, fast Ludlow System can profit you.

Ludlow Typograph Co.
2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO New York World Bldg.

LUDLOW QUALITY COMPOSITION

"Whale of a Service" —by United Press

FOUNDED IN 1771
THE NORTH AMERICAN
PHILADELPHIA

November 5, 1924.

Mr. Karl E. Bickel,
United Press Association,
World Building,
New York City.

My dear Karl Bickel:-

The very first thing I am doing this day after election is to write to you to tell you what a whale of a service the United Press gave us last night.

Early in the evening I defined what it was to be and gave orders that the United Press report was to be delivered to me personally.

The North American beat the hide off every other morning paper in Philadelphia, and I want you to know how much help the United Press was in our victory. Just so show you what we did I will mail you the first pages of some of our editions.

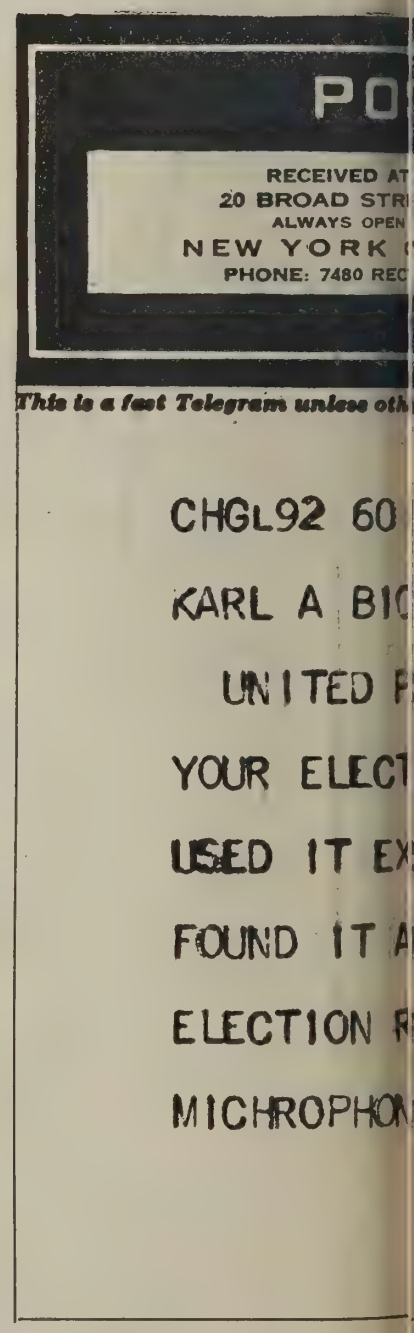
I think they are quite a triumph of presentation and election results and I am glad that your organization had such a prominent part in the triumph.

Incidentally, I want you to thank your Mr. Wasney for his courtesy and cooperation. It is a pleasure to have him around.

With best wishes, I am as ever

Very cordially yours,
Frederick F. Forbes
Frederick F. Forbes
MANAGING EDITOR.

From the Chica



UNITED PRESS

World Building

go Tribune

AL TELEGRAPH – COMMERCIAL CABLES

CLARENCE H. MACKAY, PRESIDENT

TELEGRAM

DELIVERY NO.

ndicated by signal after the number of words:—"Blue" (Day Letter) "N.L." (Night Letter) or "Nite" (Night Telegram) | 16—39597

STANDARD TIME INDICATED ON THIS MESSAGE.

WR CHICAGO ILLS 5 NOV 5 7 42 PM 24

S ASSOCIATIONS NEW YORK NY

SERVICE NATIONAL STATE AND LOCAL WAS SPLENDID STOP WE

IVELY NOT ONLY IN OUR COLUMNS BUT IN BROADCASTING AND

RATE RELIABLE SPEEDY STOP DURING THE HOURS WHEN WE BROADCASTED

RNS WE WERE GLAD INDEED TO GIVE FREQUENT CREDIT THROUGH THE

UNITED PRESS FOR ITS RAPID AND ACCURATE NEWS SERVICE

THE CHICAGO TRIBUNE

ASSOCIATIONS

NEW YORK

And the New York Sun

The Sun

EDITORIAL DEPARTMENT

New York

November 6th,
1 9 2 4.

Mr. Karl A. Bickel,
United Press Association,
World Building,
New York City.

My dear Mr. Bickel:-

Please accept my congratulations for the excellent service provided by the United Press on Election Night. You covered the country in a remarkable way, and it was a great achievement for you to furnish a service so quick and accurate.

Your service for the SUN, broadcasting elections by Radio through WEAF Station, was all that could be desired. You and the other men on the United Press, who took part in the arrangements and the general election work, ought to be proud of your accomplishment.

Very truly yours,

Frank Speed

Managing Editor.

TRADE BODY WAGING WAR ON FRAUD ADS

U. S. Commission Issues Cease and Desist Order Against Varnish Firm—Cigar Maker Also Cited

Warfare against misleading advertising appeared particularly active this week, when the Federal Trade Commission in Washington took steps against a cigar manufacturer, a varnish concern, and three New York furniture firms, charging misrepresentation in advertising copy.

The commission issued an important cease and desist order against the Donolac Company of Rochester, covering the objection of the National Varnish Manufacturers Association on misrepresentation in advertising.

An unfair competition complain, charging misrepresentation and misbranding in the advertisement and sale of cigars was directed to Julius Klorfein, New York cigar maker, while three complaints were issued against New York firms, charged with misleading the public in advertising furniture.

Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it shall issue its complaint. However the question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried.

Daily's Plant Nearing Completion

Work is proceeding quickly in the erection of new plant started late last month by the *Cape Giradeau* (Mo.) *Southeast Missourian,* an evening daily. When completed the new building will cover more ground than any other commercial building in Cape Giradeau, measuring 125.6 feet by 113. The Missourian will occupy a part of the ground floor, the remainder of the two-story stucco building being fitted for stores and offices.

SCRANTON TIMES TO BUILD

Four Story Modern Plant to Be Constructed Early Next Year

E. J. Lynett, editor and publisher of the *Scranton* (Pa.) *Times,* has announced plans for a new four story building for the Times at the corner of Penn avenue and Spruce street, construction work to be started the first of the year. The new plant will be erected on a plot adjoining the present structure owned by Mr. Lynett, and will have a ground area 80 by 173 feet.

Davis and Lewis, of Scranton, have been retained as architects, S. P. Weston of New York on newspaper engineering and plant design, Dwight P. Robinson Company, New York, on engineering and construction. In addition to the new building the Times will install entirely new press equipment, adopting the straight line unit layout. The press room and reel room will be located in the Spruce street frontage at street level. A number of features will be included in the new Times Building which have not heretofore been used outside the major cities.

OCTOBER ANOTHER BANNER MONTH IN NEW YORK ADVERTISING

NEW YORK daily newspapers last month published the second largest volume of October advertising in their history, their total, according to the New York Evening Post Statistical Department, being 15,598,282 agate lines, or 867,858 lines less than in October, 1923, the previous high mark for the month and for all months, all years. It may be recalled that the 1923 figure was swollen by efforts of advertisers during the first ten days to catch up with the publicity they lost during the pressmen's strike of late September. And it may also be noted here that the last few days of this October were marked by some slackening due to uncertainty as to the election's outcome. With these factors eliminated, it seems probable that November and December will set new records for their respective periods. The figures in detail follow:

Pages 1924	Pages 1923		Percentage of total space	1924	1923	Gain	Loss
1,354	1,304	American	8.2	1,279,726	1,408,092	.....	128,366
...	1,022	Herald	...	.....	§1,066,654	.....	.....
1,314	1,040	Herald Tribune	10.0	1,397,140	970,456	426,684	.....
828	....	*Mirror (Tabloid)	2.1	334,100	‖.....	.....	.....
1,156	1,088	News (Tabloid)	3.7	581,906	495,346	86,560	.....
1,826	1,618	Times	16.4	2,563,230	2,438,942	124,288	.....
1,280	1,254	World	10.0	1,559,278	1,654,118	.....	94,840
400	....	*Evening Bulletin	1.8	282,656	**.....	.....	.....
1,282	1,268	*Evening Journal	9.7	1,516,514	1,567,228	.....	50,714
....	658	*Evening Mail	...	.....	¶798,620	.....	.....
806	554	*Evening Post	3.0	459,916	407,250	52,666	.....
810	726	*Evening World	5.5	854,992	870,004	.....	15,012
1,000	862	*Sun	8.9	1,382,630	1,231,822	150,808	.....
696	636.	*Telegram & Mail	5.1	791,052	††758,064	32,988	.....
1,178	1,182	Brooklyn Eagle	9.4	1,473,250	1,555,462	.....	82,212
578	634	Brooklyn Times	2.8	443,420	461,164	.....	17,744
646	664	Standard Union	4.4	678,472	782,918	.....	104,446
15,154	14,510	Totals		15,598,282	16,466,140	.....	867,858 Net Loss

*No Sunday edition.
¶Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924.
††Evening Telegram carried 107,728 lines in the 4 Sunday issues of October, 1923; this lineage is included.
§Herald and Tribune combined March 19, 1924.
**Evening Bulletin first issue June 19, 1924.
‖Mirror (Tabloid) first issue June 24, 1924.

	1924	1923	1922	1921	1920	1919	1918
American	1,279,726	1,408,092	1,093,872	1,056,762	1,031,432	1,103,590	810,446
Herald	.....	1,066,654	1,240,434	1,167,942	1,285,416	854,692	663,226
Herald-Trib.	1,397,140	970,456	952,746	940,708	1,033,188	886,774	487,220
Mirror (Tab.)	334,100	.....	.....	.....	.....	.....	.....
News (Tab.)	581,906	495,346	329,318	324,884	209,570	.....	.....
Times	2,563,230	2,438,942	2,504,096	2,154,542	2,234,254	2,084,150	1,289,726
World	1,559,278	1,654,118	1,826,518	1,405,766	1,682,738	1,692,936	1445,486
Eve. Bulletin	282,656	.....	.....	.....	.....	.....	.....
Eve. Journal	1,516,514	1,567,228	1,187,118	1,081,276	1,028,202	1,085,464	748,435
Eve. Mail	.....	798,620	579,432	590,152	607,106	582,890	377,208
Eve. Post	459,916	407,250	346,740	411,884	533,542	432,783	362,248
Eve. World	854,992	870,004	834,958	854,040	947,318	979,102	579,158
Globe	.....	.....	‡.....	753,302	718,454	765,398	981,850	624,960
Sun	1,382,630	1,321,822	961,798	789,506	870,724	985,036	599,857
Teleg. & Mail	791,052	758,064	639,008	601,478	623,894	852,996	726,670
Bklyn. Eagle	1,473,250	1,555,462	1,502,974	1,409,590	1,277,986	1,166,432	821,327
Bklyn. Times	443,420	461,164	326,040	336,808	382,564	†.....	†.....
Stand. Union	678,472	782,918	792,610	657,726	787,566	741,550	591,545
Total	15,598,282	16,466,140	15,870,962	14,501,518	15,300,898	14,430,335	10,127,512

†Figures not recorded.

‡Sun and Globe combined June 4, 1923, name changed to Sun March 10, 1924

Permanent roads are a good investment —not an expense

The High Cost of Postponing Permanent Highway Building

Poor motor roads stifle industry and agriculture, waste huge sums annually in high maintenance costs, and greatly increase gasoline, tire and repair bills.

There is not a state, not a county, not a community, that isn't paying a heavy price for having too few *permanent* roads.

There are still many sections of the country — even whole states — that are trying to operate twentieth century traffic over nineteenth century roads.

This is costing millions of dollars every year, and will keep on costing millions until we have well developed permanent highway systems everywhere.

Even what we often call the more progressive communities are far behind the demands of modern highway traffic with its 16,000,000 motor vehicles.

From the Atlantic to the Pacific, and from Canada to Mexico, we need more Concrete roads—the roads for twentieth century traffic.

Your highway officials want to be of the greatest possible service to you. Get behind them with ways and means that will provide more Concrete roads and streets. Such an investment will pay you big dividends year after year.

PORTLAND CEMENT ASSOCIATION
111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 29 CITIES

EDITORIAL

RETURNS BY RADIO

THE American people, to all intents and purposes, got their election returns on Tuesday night by radio.

If this new communication science has not now demonstrated to American newspaper publishers its threat or its promise we are indeed blind.

The main facts are:

(1) Newspaper men and newspaper organizations contributed the biggest interest of four years to a medium other than print. We have no quarrel with this. It is as stupid to fight against radio as to ignore it.

(2) Newspapers have never expected to make great profits from election night service, but it is obvious that radio made this news service pay, with advertising disguised as "legitimate program" and stupendous profits flowing in to the radio interests through sale of equipment.

(3) Newspaper extras and bulletin boards looked like stage-coaches in the airplane age to the average citizen whose home was equipped with radio, and if there were crowds around newspaper offices on election night they demonstrated, not that home radio is unappreciated, but that a large number of radio sets are still to be sold.

(4) Radio broadcasters could not themselves collect election returns, so they borrowed our tools.

There were many unequal conditions in newspaper offices throughout the country on election night. Not every publisher who wanted to was able to engage in broadcasting returns. But those newspapers that found it possible to get into the game were in splendid company, were marked for enterprise and their publishers demonstrated that they are not yet ready to yield the interest of their local fields to any outside force.

Radio has become one of the greatest problems in journalism. For nearly a year the point has repeatedly been urged in EDITOR & PUBLISHER. We believe this new art has a legitimate place in the scheme of American life. We do not believe that it can possibly supplant the newspaper, partly because of radio's limitations, such as its inability to select interest, and definitely because the sense of hearing does not satisfy the same intellectual craving as does the sense of reading. We do believe that ways can be found to make radio broadcasting profitable.

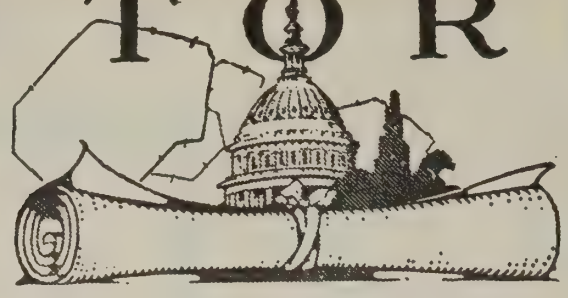
EDITOR & PUBLISHER's proposition is and has been that either journalism shall capture and control radio as an auxiliary force, or that outside forces shall find their way into local fields, not to occupy the place now filled by the daily newspaper, but to find a new and in a sense competitive market for news entertainment, and perhaps advertising.

As sure as tomorrow's sun press telegraph service will be delivered to the newspapers of this country by radio instead of wires. That is the business of the press services. For newspapers it should mean a vastly increased volume of material, for automatic radio transmission has stupendous wordage possibilities, many times the capacity of the telegraph key. Large volume means broad selection and opportunity to serve any possible class of general information.

An interesting list of American newspapers today own and operate broadcast outfits, or have satisfactory arrangements with commercial concerns which yield the same result. These newspapers have not been content to lose any part of their control. In instances it has been an expensive development. Not every publisher could withstand the drain. Radio broadcast is a public gift, compensated for only in the intangibles of prestige. The exceptions are in the instance of publishers who have found a means of making indirect profits from broadcasting, perhaps through great enterprise in selling radio advertising or through profit-sharing in the local sale of equipment.

Whatever the means used, we believe it is good sense and good enterprise to accept radio in principle and in fact. It lies in the province of journalism. The science has arrived, the practice has been demonstrated—what are you going to do with it?

Get set for a holiday trade of good proportions.



ST. MATTHEW

Chapter XVI—26

For what is a man profited, if he shall gain the whole world, and lose his own soul? Or what shall a man give in exchange for his soul?

NEWS IN AD-COPY

SUPREMACY of the newspaper as an advertising medium is unquestioned when copy has a spot news value, which is the most effective copy that can be written. Why is spot news neglected so often in advertising? Is is because of a lack of news sense on the part of advertiser or agency? Do the mere implements of the trade stand in the way of action—such as typography which satisfies "all hands," cuts made just so, mats prepared to meet some difficult specification with all of the red tape of putting through a national schedule to be unwound? Does this prevent a news flavor in national copy?

EDITOR & PUBLISHER recently noticed how John Lucas & Co., Philadelphia paint manufacturers, got news action on an incident which bore on their trade. The morning newspapers carried a story about the collapse of an old fire escape, which crushed out the life of a child. Some man in the paint concern, with abstract ideas, immediately said when he had read that story: "That is the result of not saving the surface and protecting all—if that fire-escape had been painted it would not have rusted and collapsed."

In advertising which appeared in the evening newspapers the morning story was reproduced in facsimile and the paint concern told the average householder of the perils of rust and how its paint would preserve such iron work.

Nothing could be more obvious—yet how rare and refreshing it is to see this copy! Every day's news is brimming with suggestions for advertisers. Such advertising copy can be depended upon to yield tangible and immediate results.

It is a notion of ours, often heretofore expressed, that the day will come when certain types of national advertising will be so in tune with the day's news that it will be telegraphed like a press report across this country.

If in your advertising copy superlatives have been exhausted and exaggeration beggared, why not try to describe your article in simple language for plain people?

November 8, 1924 Volume 57, No. 24

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
1115 *World Building, 63 Park Row, New York*

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors,
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business and Advertising Manager.
Fenton Dowling, Promotion Manager.
George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.
Chicago: L. B. Gilmore, 30 North Dearborn Street.
London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.
Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).
Tokyo: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 *cents a copy; $4 a year; foreign $5; Canadian $4.50*

BITTER INGRATITUDE

IT is a commentary on civilization, but neverthele true that most of a business man's life is a figh In the battle the more sensitive and the mo original and creative types suffer most at the han of the phlegmatic, who are usually non-creative. Th struggle is all about us in journalism.

This editorial is suggested by an interview we ha just had with the general manager of a newspaper the middle west. He is one of the cleverest, mo resourceful, most scientific newspaper managers our acquaintance. A few years ago, as an employ he was placed in charge of a daily which was bad on the losing side, the tail-ender in the field. Throu his skillful operation this paper has out-distanced rivals in every department, and whereas our frie has profited in reasonable measure the stock values the ownership have increased more than 1,000 p cent and the chief stockholder is rich, whereas faced bankruptcy less than ten years ago.

While fighting the battles of these stockholde none of whom is competent to do the work as t past record shows, this manager has been compell he tells us, to maintain a constant fight upon the the beneficiaries of his work, in order to effect t obvious and elemental means of making the newspa stand up in the community and progress. They ha plagued his life and with a sort of fiendish gl Unable to meet him on any ground of candor or match wits with him on any business problem, th interference has been covert and insulting, larg through others, including local advertisers.

Our friend's equity in this really monumen achievement is his salary; the obstructionist own ship refuses to sell its interest at even fabul profits. His problem is to resign and begin life o again, at middle-age, or stick it through. He ele the latter, but some day inevitably his fine spirit w force him to resign. The owners will search t country for a man to fill his shoes.

What is this perversity? There is nothing politi or industrial in the objects of the obstructing owne They are only interested in their newspaper dividen Is it ordinary jealousy? Could the psychoanaly determine their complexes?

Good men are scarce—really good men, who kn how to make a newspaper pay without resorting any of the dangerous "sell-outs" that shysters u It is inconceivable that men should be so stupid those who, out of mere cussedness, stalk a man of a job which not one in ten thousand co fill so well as he. It is bitter ingratitude. It is bo headed business.

Public opinion—greatest force in modern life and least understood.

A WOMAN'S VIEW

MRS. FLORENCE RIDDICK BOYS, wome editor of the *Plymouth* (Ind.) *Pilot* tells n editors some valuable inside secrets conce ing what women want in newspapers. We find remarks in a recent bulletin published by the U versity of Missouri. It behooves the writers of per cent of newspaper material to give sharp ear:

Don't write "down" to women; many women intellectual and enjoy literature.

Don't play up the seamy side of life, nor be cyni or pessimistic.

In writing to women you must make your co interesting, "homey," human, cheery and decent.

Don't use jokes which have a sting or a reflect on womankind, as the mother-in-law joke, or th implying that women talk too much.

Avoid preachy propaganda, wrangling, low gr drivel, "heart problems," love triangles, political ar ments, extremism, hobbies and fads.

Write to the home woman, but don't forget busin and club women, the school girl and the elde woman.

Fully 90 per cent of the newspaper is written men, but women buy seven-eighths of the goods s over the counter.

A home paper is worth more than a street pa and to get in the home you must appeal to wom

A woman expects news, but she also expects ent tainment, inspiration, broad views, intellectual fo practical help, idealism.

PERSONALS

GUY U. HARDY, editor and publisher of the *Canon City* (Col.) *Record,* was re-elected to Congress.

Cyrus H. K. Curtis was a White House caller this week.

Senator Arthur Capper, publisher, *Topeka Capital,* who was returned to the United States Senate this week, will again have the company in the Kansas House delegation of D. R. Anthony, Jr., *Leavenworth* (Kan.) *Times,* and Homer Hoch, Kansas weekly publisher and member of the House postal committee.

Laurence Hills, editor of the *Paris Herald Tribune,* has arrived in this country on a two weeks' visit. He will spend most of the time in New York.

Urey Woodson, of the *Owensboro* (Ky.) *Messenger,* figures prominently in reminiscences of free silver politics by Clinton W. Gilbert, in the *New York Evening Post.*

Len Small, who was re-elected Governor of Illinois, is interested in the publication of the *Kankakee* (Ill.) *Republican.*

IN THE EDITORIAL ROOMS

LIN BONNER, lately managing editor of the *Newark* (N. J.) *Ledger,* has joined the copy desk of the *New York Evening World.*

V. V. Hostetter has resigned from the copy desk of the *New York World.*

Leo J. Rosche, formerly of the *New York World,* and Norman S. Hall, formerly editor of *Foreign Service,* have joined the copy desk of the *New York Evening Graphic.*

William S. Hines, formerly city editor of the *San Francisco Examiner* has been named managing editor of the *San Francisco Bulletin.*

Everett Delgrave, courthouse reporter for the *Tacoma* (Wash.) *Daily Ledger,* is seriously ill.

Walter E. Myers, who succeeded Arthur F. Stone early this year as editor of the *St. Johnsbury* (Vt.) *Caledonian-Record,* has resigned his position and has returned to Boston to join the Edison Electric Company.

Gilbert I. Garretson, the Medill School of Journalism has been appointed editor and general maanger of the *Dundee* (Ill.) *Valley News,* published by the Associated Editors, Inc., Chicago.

Roy A. McMillan, desk man for the *Tacoma News Tribune,* is teaching a class in journalism at the Tacoma City College.

C. D. Hannon, editor of the *Erie* (Ill.) *Independent* is recovering from a serious illness at the home of his son in Davenport, Ia.

Roy C. Beckman, courthouse reporter for the *Tacoma* (Wash.) *News Tribune,* has returned to work after an absence of six months caused by illness.

John L. Southwick, for 28 years editor of the *Burlington* (Vt.) *Free Press,* who was obliged to give up work earlier in the year on account of ill health, is back at his desk.

C. A. Holding of Waurika, Okla., is now editor and manager of the *Comanche* (Okla.) *Reflex.*

Vann L. Marsh has been appointed editor of the *Spray* (N. C.) *Arrow* succeeding Stuart O. Bondurant.

Allen Carncross, formerly with the *Long Beach* (Cal.) *Press,* and Spencer Williams, formerly with the *Utica* (N. Y.) *Press,* are now on the copy desk of the *San Diego* (Cal.) *Union.* Frank Mullock, reporter on the same paper, has gone to Michigan to undergo an operation.

Miss Mary Margaret McBride, formerly on the staff of the *New York Evening Mail,* is now assistant editor of the *Paris* (Mo.) *Mercury.*

A. H. Montgomery, formerly editor of the *Clinton* (Ill.) *Daily Public,* has purchased a grocery store in Clinton and will devote his time to that business.

T. V. Bodine, for a number of years managing editor of the *Paris* (Mo.) *Mercury* has purchased a half interest in the Mercury Printing company, formerly held by the late W. H. Alexander.

Harlan Miller, an assignment man for the *New York Evening Post,* left Wednesday for a 10-day vacation in Des Moines, Ia.

W. D. Taunton has been appointed editor of the *Halifax* (N. S.) *Sunday Leader,* to succeed P. J. Giffen.

R. V. Sharpe, who has been local feature writer on the *Sydney* (N. S.) *Record* for the past five years, has joined the reportorial staff of the *Windsor* (Ont.) *Border Cities Star.*

Lester M. Hunt, political editor of the *Tacoma Daily Ledger,* and Mrs. Hunt are parents of a son born Oct. 26.

Joe Cornish, former high school correspondent, is now a regular member of the staff of the *Tacoma News Tribune.*

IN THE BUSINESS OFFICE

RALPH SPANGLER has joined the advertising staff of the *Charlotte* (N. C.) *Evening News,* going to that paper from the *Winston-Salem* (N. C.) *Journal.*

Joseph Bannon, circulation manager of the *New York American,* sailed on the Berengaria from New York this week for a six weeks' pleasure trip abroad.

W. H. Ward, formerly circulation manager of the *Halifax* (N. S.) *Chronicle* is now circulation manager for the *Toronto Globe.* Edwin C. Young, formerly business manager of the Chronicle, is now business manager of the *Toronto Globe.*

Frank L. Yorke, formerly on the advertising staff of the *Halifax* (N. S.) *Herald and Evening Mail,* is now on the advertising staff of the *Toronto Globe.*

MARRIED

JOHN R. MORRIS of the *Tokyo Japan Advertiser,* to Miss Bernice Thomure of the *Philadelphia Public Ledger* staff in Bonne Terre, Mo., Oct. 27. The couple plan to sail for Japan early in December.

Charles H. Eagan, sports writer on the *Washington* (D. C.) *News,* to Miss Ruth Dietrich of South Bend, Ind., at Trenton, N. J., last Saturday.

Robert Bryant Carr, editorial writer of Providence to Dorothy Halsey Doris, also of Providence.

Valentine J. Oldshue, former city editor of the *Pittsburgh Gazette Times,* to Miss Agnes C. Waldmeier, in Pittsburgh, Nov. 5.

Herbert D. Frey, auditor of the *San Diego* (Cal.) *Union and Tribune,* to Miss Elvina B. C. Lawson of that city, recently.

PRESS ASSOCIATION NOTES

FRANK H. KING, a member of the staff of the London Bureau of the Associated Press, is visiting his parents in Columbia, Mo. He will return to New York next week to sail for London. King stopped in St. Louis before coming to Columbia to marry Miss Olga Opie of Oakland, Cal.

Winder Harris of the Washington bureau of the Universal Service will sail from New York, Nov. 8, to spend about two months in Geneva, Switzerland, to report the proceedings of the narcotic section of the League of Nations.

Kenneth Duncan, former Minneapolis and Chicago newspaper man, has been appointed chief of the International News Service bureau at Kansas City, Mo., replacing William S. Sullivan, resigned.

Gus Robbins, former chief of the United Press, Wilkes-Barre, Pa., bureau, which was closed with the establishment of a printer circuit there, is temporarily attached to the New York office.

FOLKS WORTH KNOWING

SINCE Hal E. Hoss was 19 years old, he has been in the newspaper business, starting as a contributor to the *Salem Statesman.* He is now managing editor of the *Oregon City Enterprise,* and for the second time has been elected president of the Oregon State Editorial Association.



HAL E. HOSS

Following his work on the Statesman, he was offered a position as cub reporter on a Seattle paper but declined this to take a partnership in the *Weekly Visitor* published in Salem.

"My job," he says ruminatively, "was to write the news and editorials, to help print and fold and deliver the 3000 copies to most of the urban population."

The position of correspondent on a Portland paper for several Oregon beach resorts during one summer, met with such success that he entered the *Courier* office in Oregon City, that fall, working as a reporter. After several months on the Courier he took over the management of the *Banner,* another weekly in the field and after acquiring a part interest in the Banner Hoss effected a consolidation of the Banner and Courier.

His desire to work on a daily led him to sell out his interests and enter the offices of the *Oregon City Enterprise,* where he is now managing editor, virtually directing the policies of the paper in the absence of E. E. Brodie, owner of the Enterprise, who is American minister to Siam.

Mr. Hoss has never had a high school education but at the University of Oregon, where he is a frequent visitor, the students have recently recognized his ability and his personal qualities by electing him to the membership of Sigma Delta Chi, national honorary journalistic fraternity for men, and to Phi Sigma Pi, social fraternity.

WITH THE SPECIALS

CONE, HUNTON & WOODMAN, publishers representatives, New York, have been appointed to represent the *Hollywood* (Cal.) *Daily Citizen.*

Fralick & Bates, Inc., New York, have been appointed to represent the *Shawnee* (Okla.) *News* in the East and West.

C. L. Houser Company has been appointed the national advertising representative in the East and West of the *Lima* (O.) *Star.*

HOLDING NEW POSTS

LEO H. WISE, from assistant sporting editor of the *Charlotte* (N. C.) *Evening News,* to associate news editor, *Hendersonville* (N. C.) *Daily Times.*

WITH THE ADVERTISERS

EDWARD S. MORSE has resigned as advertising director of Lord & Taylor, New York department store, effective Nov. 15. A. E. McElfresh, advertising manager of the Stewart Dry Goods Company of Louisville, Ky., has been appointed his successor.

Harry A. Porter, advertising manager of the Syrup Pepsin Company of Monticello, Ill., since 1911, has resigned to become vice-president and executive director of the Earle B. Barber Company, Chicago.

NEW PLANTS AND EQUIPMENT

FOREST CITY (N. C.) *COURIER* has moved into its new home on East Main street. A new model 14 linotype has been installed.

Winston-Salem (N. C.) *Sentinel* has installed a new model 8 linotype.

Ironwood (Mich.) *Daily Globe,* has recently installed a 40-5 h. p. alternating current Cline-Westinghouse double motor drive equipment for the purpose of driving the 32- page Goss web perfecting stereotype press in its plant.

SPECIAL EDITIONS

PITTSBURGH (KAN.) *SUN,* a 25-page Style and Exposition Week edition.

Weirton (W. Va.) *Leader-News,* an 88-page edition in honor of the 15th anniversary of the founding of the town.

Town of Union (N. J.) *Hudson Dispatch,* a 212-page Golden Jubilee edition, Nov. 1.

CHANGES OF OWNERSHIP

W S. CAUCH, former publisher of the *Elsinore* (Cal.) *Lake Elsinore Valley Press,* has purchased from H. A. Perkins the *Fallbrook* (Cal.) *Enterprise.*

ON THE MECHANICAL SIDE

E. L. LAWRENCE has been appointed manager of the job printing department of the *Ft. Madison* (Ia.) *Democrat.*

How many advertising and editorial ideas for your newspaper does this EDITOR & PUBLISHER contain?

One of the best ways in which a newspaper can render a direct service to its subscribers is to let Frederic J. Haskin answer all questions of fact its readers may ask. All correspondence on your special stationery. All the original letters and coupons are returned each week to publications taking the service.

ASSOCIATIONS

VIRGINIA PRESS ASSOCIATION executive committee, has been called to meet in Richmond, Wednesday, Nov. 12, to decide the time and place for the mid-winter meeting.

Association of Canadian Advertisers will hold its annual meeting at the Prince George Hotel, Toronto, on Nov. 27 and 28.

Advertising Club of New York heard Jean Patou, famous French fashion designer and sportsman, at a special luncheon of its members on Nov. 6. Next Monday, Nov. 10, the club will hear Mr. Godfrey L. Cabot, of Boston, president of the National Aeronautic Association, and Rear Admiral W. A. Fullam, in a talk on the aviation situation in the United States today. On Nov. 12, Wednesday, the president of the American Bankers Association, Mr. W. E. Knox, president of the Bowery Savings Bank, is to speak to the members.

Pacific Coast and Inter-Mountain Newspaper Executives will gather in San Francisco Nov. 20, for their second annual convention.

New England Advertising Clubs of the Associated Advertising Clubs of the World have prepared an elaborate program of addresses on advertising subjects for their annual convention to be held at Hartford, Conn., Nove. 16 to 20. Edward A. Filene, prominent Boston merchant, will be one of the chief speakers.

ASSOCIATION CHIEFS

IN A. H. Gravenhorst, editor of the *Effingham* (Ill.) *Review,* the Illinois Press Association, has an army veteran for its 1924 president.



A. H. GRAVENHORST

Mr. Gravenhorst served on the Mexican border from 1916 to 1917 with the 4th Illinois Infantry as a captain, and in the world war from 1917 to 1919. He saw a year's active service in France, where he was made a major of infantry in November 1918.

He comes from an old newspaper family, and started his newspaper work as "devil" in his father's newspaper plant, the *Effingham Review,* in 1902. He became editor of the same newspaper in 1908, a position he has held ever since, except during periods of his army service.

From 1913 to 1917 he was president of the board of managers of the Illinois State Reformatory, being the youngest man who has ever held that office.

In 1923 he was made first vice-president of the Illinois Press Association, and was elevated to the presidency at a recent convention, succeeding John H. Harrison of the *Danville* (Ill.) *Commercial-News.*

Graham Hemminger, recently connected with *Drug Topics,* in New York, has joined the staff of Eastman, Scott & Company, Atlanta, Ga. Hemminger was formerly associated with the Richard A. Foley Agency, of Philadelphia, and the Massengale Advertising Agency, of Atlanta.

Wolf Rothband and Lawrence H. Flynn have joined the Ethridge Company, New York advertising agency, as members of their art staff.

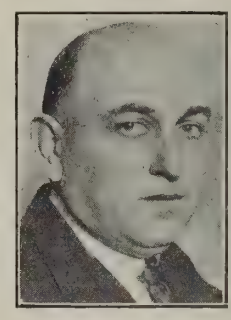
J. H. Newmark, Inc., New York, has taken over the account of the Twin-High Corporation, distributing the Twin-High Transmission for Ford cars and trucks. The account of the Rawlings Company of Ameria is now also being handled by this advertising agency.

Former Hearst Editor Dies

Philip Francis, 67, former leading editorial writer for the Hearst newspapers, died of heart disease in Oakland, Cal., Nov. 2. At one time Mr. Francis was editor of the *Stockton* (Cal.) *Mail* and later was employed by the *San Francisco Call and Examiner,* going east to become editorial writer for the *New York American* and political writer in Washington.

CLIMBING

WILLIAM M. HINES has been appointed managing editor of the *San Francisco Bulletin,* recently purchased by a syndicate of wealthy San Francisco business men.



WILLIAM M. HINES

Only 36, Hines began his newspaper career as San Jose, Cal., correspondent for the *San Francisco Examiner,* working his way up from the ranks to news editor of that newspaper.

While city editor of the Examiner, Hines solved the Father Heslin murder mystery, for which William Hightowe is now serving a life sentence. He also arranged the first air-transport for newspaper service, the bringing of the Toledo Willard-Dempsey fight pictures to the Pacific Coast by 'plane, beating the other San Francisco newspapers by 48 hours.

ADVERTISING AGENCY AFFAIRS

W. A. LYDIATT, publisher since 1914 of *Lydiatt's Book* and since 1918 of *Marketing,* the Canadian advertising journal, has severed all connections with these publications and along with W. G. Abel of the Smith, Denne & Moore Agency has formed W. A. Lydiatt, Limited, a new advertising agency, at 27 Wellington street, East Toronto.

Mr. Lydiatt began his advertising career 25 years ago with George P. Rowell, New York. Following several years with other agencies in New York, he was for nearly two years in Toronto as an advertising specialist. He was then associated with J. J. Gibbons Agency, Toronto, and the Butterick publications, New York, successively, establishing his own business in 1914.

Mr. Abel was recently on the staff of the *Grain Growers' Guide,* Winnipeg, and for the past year with the Smith, Denne & Moore Agency, Toronto.

Establishment of the Carl Reimers Company, Inc., advertising agency, with headquarters in the Gotham National Bank Building, Broadway at 59th street, New York, was announced this week. The incorporators are Carl Reimers, Charles H. Bauer, and Boyden Sparkes. Sparkes, who is a political writer on the staff of the *New York Herald Tribune,* plans to continue in newspaper work, being only financially interested in the new agency. He returned to New York this week from Evanston, Ill., where he covered the wind-up of the Dawes campaign for Vice-Presidency.

The fifth anniversary of the founding of the Syverson-Kelley Advertising Agency, Spokane, Wash., was to be celebrated by a reception and dance to be held in Spokane, November 7. Officials of the agency are Alfred H. Syverson Raymond P. Kelley, Hervey L. McCowan, Sam E. Smyth, Lee R. Double, Dorothy Egan, and Lois Koss.

Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

Columns

"If You Believe It, It's So!"—Daily.
"Direct from Broadway"—A weekly theatrical survey.
"Between the Lines"—About Authors & Books.
Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

Fiction

"STORIES"
Lewis Wilson Appleton, Jr.
2048 East Wilmot St., Philadelphia, Pa.

WORLD'S FAMOUS AUTHORS
Unexcelled selection, serials, novelettes, shorts.
Service for Authors, 33 W. 42d St., N. Y.

Radio

RADIO NEWS AND FEATURES
Two columns weekly by Carl H. Butman. Washington Radio News Service,
Room 201, 1422 F St., Washington, D. C.

Radio

CURRENT RADIO
Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.
American Radio Relay League, Hartford, Conn.

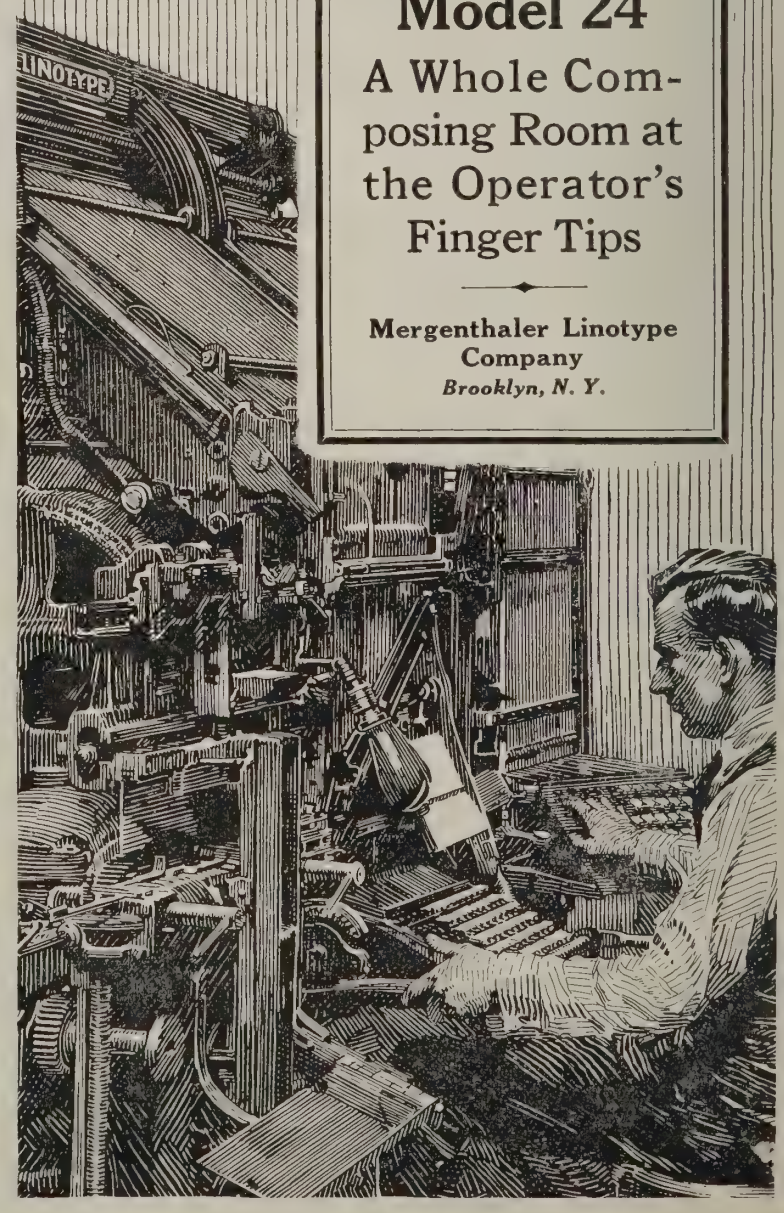
Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON
The Standard Religious Feature of American Newspaperdom. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
The Ellis Service, Swarthmore, Pa.

Theatrical

"DIRECT FROM BROADWAY"
A weekly column by one of New York's best informed theatrical personages.
Tri-Feature Synd. Service, 110 W. 40th St., N. Y.

© TRADE **LINOTYPE** MARK ©



Model 24

A Whole Composing Room at the Operator's Finger Tips

Mergenthaler Linotype Company
Brooklyn, N. Y.

Composed on the Linotype in the Cheltenham Bold and Antique No. 1 Series

It Pays to Advertise in the

SOUTH

For the year 1923, the total value of crops produced by the Southern States was $6,127,400,000 or approximately 42% of the entire crop value of the United States.

The increase in value of the cotton crop of the Southern States has been considerable, but the great increase in diversified farming in the South has been responsible for the vast proportion of this increase in the value for 1923.

The South's estimated area of all farm crops is 130,250,000 acres, which is over 35 per cent of the total crop area of the United States. Out of this acreage, about three-fourths of the farming area in the South is devoted to diversified agriculture and only one-fourth to cotton.

Because of the large value of her crop, the South finds herself supplied with plenty of money to spend.

The listed newspapers cover the most populous portion of the South and the use of these dailies will enlist the local dealers for pushing your product.

		Circulation	2,500 lines	10,000 lines
ALABAMA				
**Birmingham Age-Herald	(M)	33,184	.08	.08
**Birmingham Age-Herald	(S)	41,448	.10	.10
**Birmingham News	(E)	76,312	.18	.18
**Birmingham News	(S)	86,185	.18	.18
**Mobile News-Item	(E)	11,722	.05	.05
**Mobile Register	(M)	20,824	.07	.07
**Mobile Register	(S)	33,130	.085	.086
FLORIDA				
***Daytona Daily News	(ES)	3,165	.03	.03
**Florida Times-Union, Jacksonville	(M&S)	37,564	.10(S.12)	.10(S.12)
**Miami Herald	(M)	18,300	.06	.06
***Orlando Sentinel	(S)	21,681	.07	.07
†St. Petersburg Independent	(M&S)	5,965	.035	.035
**Tampa Times	(E)	6,007	.04	.04
**Tampa Tribune	(M&S)	15,176	.05	.05
		24,783	.07(.08S)	.06(.07S)
GEORGIA				
**Augusta Herald	(E)	15,095	.05	.05
**Augusta Herald	(S)	15,554	.05	.05
**Macon Telegraph	(M)	26,222	.07	.07
**Macon Telegraph	(S)	27,376	.07	.07
**Savannah Morning News (M), 21,372	(S)	22,671	.06(.07S)	.06(.07S)
KENTUCKY				
**Lexington Leader	(E)	19,395	.06	.06
**Lexington Leader	(S)	19,368	.05	.05
**Paducah Sun	(E)	8,616	.04	.04
NORTH CAROLINA				
†Asheville Citizen	(M)	14,066	.055	.055
†Asheville Citizen	(S)	14,540	.055	.055
**Greensboro Daily News	(M)	24,423	.07	.06
**Greensboro Daily News	(S)	31,592	.07	.07
**Raleigh News and Observer	(M)	29,921	.07	.07
**Raleigh News and Observer	(S)	33,403	.07	.07
***Winston-Salem Sentinel	(E)	15,025	.06	.06
SOUTH CAROLINA				
**Columbia Record	(E)	16,107	.05	.05
**Columbia Record	(S)	15,907	.05	.05
**Columbia State	(M)	24,246	.06	.06
**Columbia State	(S)	24,442	.06	.06
**Greeneville News	(M)	20,190	.065	.06
**Spartanburg Journal	(E)	3,940	.05	.05
**Spartanburg Herald (M) 6,726	(S)	9,357		
TENNESSEE				
**Chattanooga Times	(M)	24,189	.08	.08
**Chattanooga Times	(S)	24,726	.08	.08
†Nashville Banner	(E)	54,189	.11	.11
†Nashville Banner	(S)	53,069	.12	.12
VIRGINIA				
***Danville Register and Bee	(M&E)	12,128	.05	.05
***Danville Register (Sunday)		7,184	.05	.05
**Newport News Times-Herald	(E)	7,326		
**Newport News Daily Press	(S&M)	5,622	.05	.05
**Roanoke Times & World-News	(M&E)	24,993	.07	.07
**Roanoke Times	(S)	16,894	.06	.06
**Staunton News-Leader (M), Leader	(E)	6,424	.035	.035

** A. B. C. Statement, Sept. 30, 1924.
*** A. B. C. Statement, April 1, 1924.
† Government Statement, Sept. 30, 1924.

PEARSON AND CURTIS CONSULT COOLIDGE

President Tells Them Congress Must Act on Second Class Mail Report Before He Can Move

(*By Telegraph to* EDITOR & PUBLISHER)

WASHINGTON, Nov. 6.—The forthcoming report of the Post Office Department to Congress on mail costs, including second class matter, is understood to have been discussed by A. C. Pearson, national chairman of the American Publishers' Conference, and Cyrus H. K. Curtis, the Philadelphia publisher, with President Coolidge at the White House Thursday.

It was understood from a White House spokesman the President informed Mr. Pearson, Mr. Curtis and others present at the conference in the President's private study that the report was one for Congress and not for him to pass upon first. As Congress had specifically authorized and otherwise provided for an extensive investigation of mail costs to the government which has now been going on for a long time.

Postmaster General Harry S. New announced after the White House conference the report would not be made public until it is submitted to Congress after the national legislative body meets in December.

Nor was it revealed clearly whether recommendations by the Post Office Department would accompany the report, or the department would depend upon whatever recommendations Congress may make on the basis of the report.

Neither Mr. Pearson nor Mr. Curtis would discuss any phase of their conference with the President, nor the subsequent one they are said to have had with the Postmaster General.

Their visit to the White House revived the question of whether promised increased pay for postal employes is to be met by increases in first, second or third class mail rates.

The President has assured callers at the White House he will now sign a postal pay raise bill if proper means are found to finance it. Congressman Martin B. Madden, chairman of the House Appropriations Committee, who was also a visitor to the White House Thursday, reiterated his opposition to increased mail rates being employed for such a purpose.

"BETTER AD WEEK" URGED

Carmical, of Chicago American, Addresses Direct Mail Association

Hope for creation of a "Better Advertising Week," was expressed by A. L. Carmical, director of promotion publicity of the *Chicago American,* when he addressed the Direct Mail Advertising Association Convention, held last week at Pittsburgh.

"If a lot of advertisers would see the way some advertising is brought into the world, some advertisers would hang their heads in shame," he declared.

Carmical said that no newspaper places more emphasis on the value of direct mail advertising than the Chicago American which sent out 3,000,000 pieces of direct mail matter last year in efforts to build up circulation and advertising. He contended direct mail advertising can be made as fresh as newspaper advertising.

GATHERED AT RANDOM

SOME years ago the *Hartford Courant,* the oldest and certainly—barring its abominable politics—one of the best of New England newspapers, boasted that the widow Watson, who owned and published that paper in 1776, was "the first woman editor in the United States."

It would appear from the following notes that the South Carolina widow Timothy preceded Mrs. Watson by 38 years.

The five South Carolina women here briefly considered were not literary women whose novels, dramas, reviews, translations or poems are described and criticised in "Southland Writers," "Women of the South Distinguished in Literature," Davidson's "Living Writers of the South," Miss Jennie T. Clark's "Songs of the South," Ludwig Lewisohn's "History of Literature in South Carolina," Prof. G. A. Wauchope's "The Writers of South Carolina," or other compendia of the kind, but women who were directly concerned in managing or editing newspapers; members of "the fourth estate," co-workers in "the art preservative of all arts."

Mrs. Alice Morse Earle, in an article in the *New York Independent,* regarded it "a curious circumstance that on the eve of the Revolution, so many Southern newspapers should have been conducted by women," and observed: "Long ere that, from 1738 to 1740, Elizabeth Timothy, * * * publisher of the South Carolina Gazette, carried on that paper after her husband's death, and her son Peter Timothy succeeded her."

All "country newspaper" men of the old days have read, and a great many of them wrote earnest appeals to subscribers to "pay up" their dues, but the appeal of Louis Timothy's widow in *The Gazette* in 1738, which apparently escaped Mrs. Earle's notice, is probably unique in American journalism. * * * She announced, in December, 1738, that she would continue the paper as usual, and asks patrons "to continue their favors and good offices" to the "poor, afflicted widow, and six small children, and another hourly expected."

In 1782, Anne, the widow of Peter Timothy, revived the Gazette, as had her mother-in-law before her, and published it successfully twice a week for 10 years, till her death in 1792. Mrs. Earle says: "She had a large printing house, corner of Broad and King streets, Charleston, and was printer to the State, truly a remarkable woman!"

Peter Timothy's sister Mary married Charles Crouch, who was drowned when on a vessel bound for New York. He was a sound Whig and had set up a paper in opposition to the Stamp Act, called the *South Carolina Gazette and Country Journal.* This was one of the four Charleston papers all entitled "Gazette," in order to secure such advertisements as were directed by law "to be published in the South Carolina Gazette." Mary Timothy Crouch continued the paper for a short time after her husband's death, and in 1780, before the surrender of the city to the British, went with her printing press and type to Salem, Mass., where, for a while, she printed the *Salem Gazette and General Advertiser.*

After the Colonial period, the first South Carolina woman journalist of whom the writer has any record is Sarah Clarke Faust, the wife of "General" Jacob John Faust, State Printer and editor of the *South Carolina State Gazette and Columbia Advertiser;* the first newspaper published at the state capital. It was published certainly during the year 1801, and probably prior and subsequent to that year.

Mrs. Faust was the daughter of Blake L. White of Charleston, by his marriage with Elizabeth Bourquin, granddaughter of Abraham Bourquin, a Huguenot refugee to South Carolina, and a sister of the Hon. John Blake White, an eminent artist, scholar and playwright of Charleston in its palmiest days. Mrs. Faust was described by her nephew, the late T. G. White of Beaufort, as "a brilliant and cultured woman, a Greek and Latin scholar, who conversed fluently in French, Spanish and Italian. She was a mistress also of the piano, violin and guitar." Her home was the focus of fashion in Columbia and according to Colonel White, "there was shaped much of the policy of the State during her editorial influence."

"But," he continues, "it was not only in the graces and amenities of life that she excelled, for her style of writing was forcible and caustic."

Her private diaries, which are said to prove her "unbounded courage and self-confidence," were in the possession of her nephews, Dr. Octavius A. White of New York and Col. T. G. White. It is to be hoped that they are still in existence and will yet see the light, judiciously edited by some careful student of the old regime.

The fame of the newspaper editor is probably the most ephemeral of all and Mrs. Faust's accomplishments may have been exaggerated; but surely so accomplished a gentlewoman as Mrs. Faust should not be utterly forgotten!

So far as the writer knows, there is no file of General and Mrs. Faust's Columbia Gazette in existence.

One of the most gifted South Carolina women who combined the flowers of literature with the drudgery of newspaper work was the late Miss Esther B. Cheesborough of Charleston, for many years a resident of New York City. She was perhaps the first South Carolina woman of the Sixties to adopt journalism as a profession. She wrote for the *Charleston Courier* when under the editorship of Mr. Yeadon, the Southern Literary Gazette edited by Mr. Richards and subsequently by her lifelong friend Paul H. Hayne; the *Columbia Phoenix,* the *News and Courier,* and was a not infrequent contributor to *Russell's Magazine* and the *Southern Episcopalian.* For 15 years she was connected with the Darlington Southerner, much of that time editorially; furnishing editorials, polished and otherwise, serial and short stories, essays and poems. She filled every department in newspapers, except type-setting, and in 1887 won the prize offered by the *Abbeville Press and Banner* for the best essay on "The Mission of the Press."—*Y. S. in the Columbia (S. C.) State.*

35,434

Net paid (1923) Average.
An increase of
47% in 7 Years.

TRENTON (N.J.) TIMES

KELLY-SMITH CO.
National Representatives
Marbridge Bldg. New York — Lytton Bldg. Chicago

OF the entire population of the state of Utah, 263,340 people, or 53 per cent. live within a 44 mile radius of Salt Lake City.

The Deseret News

THE Deseret News delivers daily to this territory 18,887 papers, or a paper to every 2.9 families.

Foreign Representatives
CONE, HUNTON & WOODMAN
New York — Chicago — Detroit
Kansas City — St. Louis — Atlanta
Pacific Coast Representatives
CONGER & JOHNSTON
Los Angeles — San Francisco

WHY SOME TEXAS CAMPAIGNS FAIL?
Because
The BEAUMONT ENTERPRISE
AND
The BEAUMONT JOURNAL
were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.
Ask Beckwith—He Knows.

The Plain Dealer

has the largest circulation of any Cleveland daily newspaper—

205,569

—over 10,000 *more than the second newspaper—evening.*
—over 40,000 *more than the third newspaper—evening.*

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, *119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 126,763
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by
THE
Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.
PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

WHAT'S WHAT IN THE FEATURE FIELD

HERMAN BERNSTEIN, author, editor and former European correspondent for the *New York Times, Herald, American,* and *Sun,* is sailing Nov. 27, on a six months' trip through Europe and the Near East for the Federal Feature Syndicate, New York, to write a series of 100 "Close-Ups" describing political and social conditions in these countries. He will specialize in interviews with



HERMAN BERNSTEIN

ading personalities and in human in- rest sketches of the day-by-day life in ese countries.

Mr. Bernstein's latest book, "Celebri- es of Our Time," consisting of 31 in- rviews with world notables, based on rmer newspaper articles, has just been iblished by Joseph Lawren.

His first trip to Europe was as a spec- l correspondent for the New York imes in 1908. He travelled through urope again in 1909, 1911, and 1912 for e Times.

In 1917 he was sent to Russia by the ew York Herald to report the Revolu- n, where he secured the Willy-Nicky legrams, the secret correspondence be- een the Czar and Kaiser, which Lord orthcliffe characterized as the "biggest urnalistic scoop of the war."

The next year he visited Russia to in- stigate the Bolshevist regime, and was en sent by the Herald as war corre- ondent with the A.E.F. in Siberia and er to the Czecho-Slovak front in the ral Mountains. He also represented e Herald at the Peace Conference. In 20-21 he served as special correspon- nt of the New York American, describ- g the new states created by the Ver- illes treaty.

The Republic Syndicate, New York, s joined the increasing ranks of Cross ord Puzzle distributors. Maggie Daley creator of the puzzle now being offered a daily feature by this syndicate.

Damon Runyon has transferred his of- e from the *New York American* edi- ial rooms to the offices of King Fea- es Syndicate, Inc. He will continue cover assignments for Universal Ser- e.

The Ullman Feature Service, Wash- ton, D. C., has added a new feature its list to run under the caption "Win- Motor Car Care."

Mrs. Florence Riddick Boys, political iter, who syndicates a page of woman's features from the *Plymouth* (Ind.) *Pilot,* edited by Samuel E. Boys, has completed work directing the women speakers during the political campaign in the Chicago headquarters of the Republican National Committee.

J. P. McEvoy, formerly of the *Chicago Tribune* and creator of the "Potters," Sunday feature handled by the King Features Syndicate, Inc., recently entertained more than 100 Chicagoans bearing the name Potter at a performance of "The Potters," his comedy, while it was playing at the Great Northern Theatre.

George W. Wightman, president of the United States Lawn Tennis Association, this week announced appointment of a special committee to study the player-writer tennis rule, interpretation of which involves William Tilden, who writes tennis articles for the Ledger Syndicate, Philadelphia. The committee follows: Arthur Hellen, S. W. Merrihew, J. W. Mersereau, W. T. Tilden, 2nd., Senator George Wharton Pepper, Devereaux Milburn and Grantland Rice, of the *New York Herald Tribune.* Conclusions of the committee in the from of recommendations will be submitted to the executive committee of the U. S. L. T. A. at its December meeting.

Six new features, designed to appeal to the woman reader, last week were added to the list of N. E. A. Inc., Cleveland. "Care of the Babies," by Dr. Stanley Gibson, of Chicago; "Cynthia Grey," advice to women; "A Fashion Smash," from an exclusive designer in New York; "The Psychology of Love," the old story told in a new way; "Make Your Own Christmas Presents," and "Love Stories of Famous Americans" are the new additions. N. E. A. is now sending out seven sheets from Cleveland and two from New York to its full service clients.

Rube Goldberg, who draws for the McNaught Syndicate, Inc., New York, and Harry Hershfield, creator of Abie the Agent for, the King Features Syndicate, Inc., New York, have drawn cartoons of themselves, appearing in the current issue of the *New York Theatrical News,* a monthly publication, which made its initial appearance with last month's number.

Dr. Frank Thone, assistant managing editor of Science Service, Washington, D. C., is making an editorial trip to the mid-West, covering scientific and industrial centers of Chicago, Pittsburgh, Dayton, and other cities.

Clare A. Briggs, cartoonist, who draws for the New York Herald Tribune Syndicate, New York, and Mrs. Briggs this week announced the engagement of their daughter, Sarah, to Reuben Alexander Lewis, Jr., of Birmingham.

ADDITIONS TO EDITOR & PUBLISHER'S ANNUAL SYNDICATE DIRECTORY

FEATURE	AUTHOR	SYNDICATE
: of Advice, The (D)	Clark Kinnaird	Central Press Association, Cleveland, O.
Game Stalking (h. p. ill.) (W)	Joseph C. Grew	Houghton Mifflin Company, 4 Park St., Boston, Mass.
get Service (news, features, mics, pictures) (D)		Central Press Association, Cleveland, O.
oons (human interest) (D)	Kessler	Metropolitan Newspaper Service, 150 Nassau St., New York.
oons (Sport) (3 col.) (3 tw.)		Central Press Association, Cleveland, O.
orial Page (mats. 8 col. any pth) (D-W)		Central Press Association, Cleveland, O.
o Comic ("Ticklers") (1 col.))		Audio Service, 30 N. Dearborn St., Chicago.
o Program Service (mat. and ɔy) (D)		Audio Service, 30 N. Dearborn St., Chicago.
o Time Table (mat.) (D)		Audio Service, 30 N. Dearborn St., Chicago.

The following offerings of the Interstate Commercial News Service, 38 Park Row, New , omitted from the EDITOR & PUBLISHER ANNUAL SYNDICATE DIRECTORY were received too to classify in the additional list appearing above:
Market Barometer (d) E. Walter Mockler; Market At A Glance (d) Staff; Commercial (d) Staff; Editorials, Business (d) Guy W. Beardsley; The Business Week (w) Hugh ll; Commodity Markets (d) Staff; Financial Tables (d-w) Staff; Market News (d) Staff; Wire Service (d) Staff; Assignment Wire Service (d) Staff; Query Wire Service (d)

Education a Great Asset to Merchandising

WEST VIRGINIA is justly proud of her educational system and expends millions of dollars annually in this project. These huge investments in the mental welfare of the rising generation, are considered by WEST VIRGINIANS to carry greater promise than any other investment activities.

You, Mr. National Advertiser, are in line to draw your dividends from this investment, since an educated public is a discriminating public and will accept a product at its full face value provided its merits are presented to them in an intelligent, dependable manner.

With a population of over 90 per cent native Americans, WEST VIRGINIA has established compulsory educational laws for children from 8 to 14 years of age. These laws apply to both white and colored population for whom separate schools are furnished.

WEST VIRGINIA people are educated people and in consequence straight forward advertising in these daily newspapers is most effective.

When you desire the greatest return on an advertising investment choose these daily newspapers listed here.

		Circulation	Rate for 5,000 lines
Bluefield			
*Telegraph	(M)	11,605	.05
*Telegraph	(S)	15,752	.06
Charleston			
*Gazette	(M)	19,619	.07
*Gazette	(S)	23,493	.08
Clarksburg			
***Telegram	(E)	9,479	.04
***Telegram	(S)	11,797	.045
Huntington			
***Advertiser	(E)	11,176	.04
*Herald-Dispatch	(M)	14,501	.04
*Herald-Dispatch	(S)	14,265	.04
Martinsburg			
*Journal	(E)	4,830	.03
Morgantown			
†Post	(E)	5,085	.025
Parkersburg			
*News	(M)	7,261	.025
*News	(S)	8,840	.025
*Sentinel	(E)	7,751	.03

***A. B. C. Statement, April 1, 1924.
*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

"IDEA MILL" CUTS OPERATION COSTS ON THE NEW YORK SUN

Edwin S. Friendly, Business Manager, Snares Suggestions and Puts Them to Work for Newspaper by Unique Business Council

IDEAS are valuable, but far too often they are allowed to lie untroubled in a thinker's brain to pass eventually into the place of forgotten things.



EDWIN S. FRIENDLY

Edwin S. Friendly, business manager of the *New York Sun,* realizing this truism, has set about to dam the flow of ideas from the brains of his workers, and put them to work in the business administration of his publication.

What is more, he stimulates the creation of ideas, the "idea mill" of his fashioning taking the form of a weekly business council held in the Sun offices over which he presides regularly.

These meetings are attended by:

H. B. Fairchild, advertising manager; C. F. Colborn, assistant advertising manager; H. Buggeln, publication office manager; H. L. Goldman, classified advertising manager; E. A. Sutphin, national advertising manager; J. E. Martin, superintendent of production; Geo. Benneyan, manager of statistical department; Sam Wolfenden, manager of the accounting department; J. E. Hasenack, circulation manager; C. E. Luxton, office manager; Don Williams, promotion manager; H. B. Ward, auditor.

Products from the "idea mill" since its inauguration have ranged from extremely small details to investigations which it is estimated will result in saving the Sun upwards of $25,000 per year. In the short time it has been going 34 different ideas have been suggested, investigated, and favorably acted upon.

"Ideas come best from the inquisitive," Mr. Friendly reasoned.

Consequently he chose a unique method for conducting his business council. Instead of asking the advertising manager to investigate his own department and report ideas, he appoints the circulation manager, or office manager, believing that a person unacquainted with the working of a department other than his own, would ask more questions, and therefore learn a great deal more.

Thus weekly, committees are named by Friendly to look into some phase of the newspaper office of which they do not expertly know, and to report back such ideas as occur to them for improvement.

EDITOR & PUBLISHER sought from Mr. Friendly a summary of results. It follows:

"Among the matters brought to attention was the manner in which printed matter for the Sun was being purchased.

"After careful investigation by a committee it was decided that in the future all printing orders should be submitted to not less than three printers, who by reputation were considered in an equal class one with the other. This has put the Sun's printing on a competitive basis. This system has been in operation for four months, and during that time, of the 31 jobs printed, there has not been one instance of an unsatisfactory job.

"The total money saving between the lowest and the highest bids received, amounts to several thousand dollars. The savings covering a period of one year should amount to at least $10,000, inasmuch as the system has been used thus far only during the summer months when activities are at a low ebb.

"Another point was the manner of receiving incoming mail. A committee report resulted in the complete revision of the plan for receiving and delivering incoming mail. This also resulted in greater efficiency and the avoidance of possible monetary losses because of slow service in editorial and advertising mail.

"An investigation of the telephone service disclosed the fact that there were too many operators employed at the telephone switchboard and that there were many extensions throughout the office which were not necessary, and which were subsequently removed. This resulted in a saving of approximately $1,800 in salaries and rentals.

"It has been the practice of the Sun to purchase through a news-dealer copies of other papers for use in the Sun office. A committee appointed to see if it were not possible to reduce the number of copies reported the combination use for papers and various eliminations which reduced the annual paper bills by approximately $500.

"It was discovered by a committee appointed that the stenographic work of the organization could be curtailed by consolidation with the result of a saving in annual salaries of approximately $5,000.

"The Sun had been receiving complaints from advertisers and advertising agents whose names were on the mailing list of the Sun that checking copies were not being received regularly. A committee appointed to investigate this suggested employing the service of an advertising checking bureau, which was adopted. Immediately all these checking copies were removed from the mailing list, which netted a saving of approximately $1,500 annually and has eliminated complaints concerning the receipt of checking proofs.

"It was pointed out at one of the business meetings that on rainy and stormy days many copies of the Sun were spoiled en route from the mailing room to the delivery wagons on the street. By the erection of a steel canopy which extends out over the sidewalk from the building, all this waste has been eliminated in addition to giving protection to employes.

"It was discovered that the publication office was faulty in its methods of handling drawings from advertisers and advertising agents, which had resulted in the loss of several drawings. A set of rules was adopted by a committee which was the means of keeping a record of the drawings, and since its adoption there have been no further losses, and the system is working smoothly.

"It was discovered that the Sun was delivering one dozen proofs on all 'wait order' advertisements, whether this number was required or requested. It was decided to reduce the number of proofs of each advertisement to six, which was satisfactory to all concerned and saved labor in the composing room.

"With a constantly increasing cost of production it was found expedient to go over the list of copies of the Sun distributed to advertisers and advertising agents. The reduction effected produced a saving of approximately $1,000 annually. Daily reports of the mailing and press rooms disclosed the fact that there was a large number of unaccounted for copies between the number delivered to the mailing room and the press indicators. After several months of investigation on the part of the committee appointed, automatic numbering indicators were installed in the mail room, which are checked with the presses after each run. This system is just starting. It is hoped it will reduce the unaccounted for to a minimum, thereby saving many thousands of dollars in the course of the year.

"An advertising censorship committee was formed which adopted a set of regulations for the acceptance or rejection of all advertisements offered for publication in the Sun. This committee passes upon any doubtful advertisement and acts as a board of censorship. All the facts pertaining to the acceptance or rejection of advertisements are heard by the committee.

"It was discovered that many employes had never seen the press-rooms, mechanical departments, and in fact, some of them had never seen any department other than the one in which employed. A committee was organized for conducting a tour of inspection for such persons. All employes of the Sun now have a knowledge of what the different departments or the organization are like and what they accomplish. In this connection the Business Meetings have been of inestimable value to various department heads, as they now have a closer understanding of what each is endeavoring to accomplish and this, perhaps, more than anything else has proven a great boon to the organization as a whole."

Forestry Conference Nov. 19-20

Commemoration of the services of the late Secretary of Agriculture, Henry C. Wallace, will feature the forthcoming National Conference on Utilization of Forest Products, set for Nov. 19 and 20, in Washington, it was announced this week. Secretary Wallace originated the conference and directed its program. The conference will discuss plans for better utilization of forest resources and create a nationally representative advisory committee to assist the Secretary of Agriculture in formulating and carrying out adequate measures to insure the efficient development and use of the forests of this country.

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,600 People

20 lumber mills in city limits which shipped products valued at over $36,000,000 last year; largest production fir doors, wood columns and veneer in U. S. 19 furniture factories manufacturing $6,000,000 worth of furniture annually.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune; A.B.C. Audited Circulation, 32,643.

Frank S. Baker, President — Charles B. Welch, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, 341 Fifth Ave., New York City — Ford, Parsons Co., 360 No. Michigan Ave., Chicago, Illinois

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

"FIRST IN PUBLIC SERVICE"

The World. MORNING EDITION

The World and the Evening World have a combined circulation daily, of 750,000 for $1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The

Pulitzer Building, New York
Mallers Bldg., Chicago — General Motors Bldg., Detroit

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities

TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

first!

—*in* circulation
—*in* lineage
—*in* reader interest
—*in* proved results

The Indianapolis NEWS

On and after September 6th, 1924

The New Orleans States

Will be represented in the East and West by the

JOHN M. BRANHAM COMPANY

New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

Over—

200,000

CIRCULATION

in less than 3 years.
—because Detroiters want it.

DETROIT TIMES

WHAT THEY ARE SAYING

BANEFUL SOPORIFICS

"HUMAN heads carry brains; doll's heads are stuffed with sawdust. The editorial columns of a newspaper should represent its mental force, its convictions, its personality, rather than being crammed with the puppet-filling stuff of sawdust and shavings. The "canned" editorial is narcoticizing newspaper influence on public opinion in American communities. Editors need not mourn that fewer people read the editorial page than formerly, as one Wisconsin editor did the other day, till they are prepared to cut out the baneful soporific of the "canned" editorial, roll up their sleeves and turn to the production of their own editorial matter, which if it be not fully up to the metropolitan standards of pungency and information, will at least express individuality and newspaper personality."—Editorial, *Beloit* (Wis.) *Daily News.*

* * *

NEWSPAPERS HAVE NO SECRETS

"THE press has immense power, terrifying power if it be misused, but it is easily within your power to hold it in order. Unlike other kinds of business, the newspaper has no secrets to the discerning eye. With a little study, one can by examination of the paper itself tell what its revenues are, whence they come, and how they are expended. Circulation and advertising space are all that it has to sell, the prices are pretty well standardized and may be ascertained, and four times a year the names of its owners are required by law to be published. It is for you to acquire a justly critical attitude toward your newspaper, not to be content merely with reading it, but to read it between the lines, seeing for yourself whether it print the news fully and fairly or whether it distort and suppress news."—Prof. W. W. Ball, Dean of the School of Journalism, University of South Carolina.

* * *

PRESS RESPONSIBILITY

"THE printing of sensational news and gruesome details of crime are generally considered wrong. I believe that the minds of the people should be turned in a better direction and that the responsibility is upon the shoulders of the press of the country. Just as thrilling stories can be written of discoveries in the field of science and of other worthwhile effort of men and women, and they will prove just as valuable in the promotion of circulation. Constructive news is one of the most vital things of the time."—Edgar T. Cutter, Central Division Superintendent, Associated Press.

AD TIPS

Aitkin-Kynett Company, 1516 Chestnut street, Philadelphia. Placing account of the Colonial Chemical Corporation, Reading, manufacturers "Flyosan," "Phenosan," "Red Head." Also placing orders with newspapers in selected sections for Frank H. Fleer Company, "Checker Berry" gum, Philadelphia.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers in various sections for Manning, Bowman & Company, nickel plated ware, Meriden, Conn.

Earle S. Barber, Wrigley Building, Chicago. Making contracts with newspapers in various sections for the Pepsin Syrup Company, Dr. Caldwell's Syrups, Monticello, Ill.

Thomas E. Basham Company, Inc., Inter-Southern Life Building, Louisville. Placing account of the Brillion Iron Works, Brillion, Wis., manufacturers of soil pulverizers.

Calkins & Holden, 247 Park avenue, New York. Renewing some newspaper contracts for the Southern Cotton Oil Company, "Wesson Salad Oil and Snowdrift Shortening," New York.

Campbell-Ewald Company, 5 S. Wabash avenue, Chicago. A general list of newspapers is receiving copy on the Burroughs Adding Machine Company, Detroit.

Nelson Chesman & Co., 500 N. Dearborn street, Chicago. Copy is being sent out to a general list of papers on the Jo-Vex Chemical Company, Akron, O.

Frank M. Comrie Company, 2104 Straus Building, Chicago. Placing account of C. A. Shaler Company, Waupun, Wis., manufacturers vulcanizers for auto tires.

H. H. Good Company, 45 Murray street, New York. Renewing newspaper contracts for the Carter Medicine Company, "Carter's Little Liver Pills," New York.

Charles C. Green Agency, 450 4th avenue, New York. Placing orders with newspapers in selected sections for David H. Fulton Company, "Dreco," Baltimore.

Guenther-Bradford Company, Inc., 7 S. Dearborn street, Chicago. Contracts on the Kolar Laboratory, Chicago, are going out to a general list of newspapers. One hundred-ninety-two line, single time; insertions on the Marlow Manufacturing Company are also being distributed.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Placing orders with newspapers in cities where F. M. Hoyt Shoe Company, "Beacon Shoes," Manchester, N. H., have distribution.

Honig-Cooper Company, 507 Montgomery street, San Francisco. Placing orders with Pacific coast newspapers for Albers Bros. Milling Company, San Francisco.

Charles W. Hoyt Co., Inc., 116 West 32nd street, New York. Placing account of C. F. Church Company, Holyoke, Mass., manufacturers "Sani White" toilet seats.

Johnson, Read & Company, 202 South State street, Chicago. Has secured the accounts of the Premier Electric Company, Chicago, manufacturer of radio parts, the Franklin Radio Company of Newton, Ohio, the Economy Electric Lantern Company and John Sexton & Company, wholesale grocers, Chicago, the Crescent Calendar Company, Newton, Ohio, manufacturers of personal checks.

H. W. Kastor & Sons, Lytton Building, Chicago. Again placing orders with newspapers for the Foot Remedy Company, Chicago.

Kling-Gibson Company, 220 S. State street, Chicago. A list of Indiana towns has been selected for a try-out campaign on Edna Wallace Hopper (water softener).

Littlehale Advertising Agency, 175 Fifth avenue, New York. Has secured the account of the Everlastik Company, elastic webbing, New York.

Fred M. Randall Company, 6 N. Michigan avenue, Chicago. A small list of newspapers in scattered territory is being prepared for use on advertising of National Butter Producers.

Joseph Richards Company, 247 Park avenue, New York. Placing orders with newspapers in various sections for the Manhattan Electrical Supply Company, New York.

Rogers & Smith, Inc., 326 W. Madison street, Chicago. Contracts for six insertions are being sent to newspapers on the Elto Outboard Motor Company.

Arthur Rosenberg Co., 110 West 34th street, New York. Has secured the account of the Herzog Radio Corporation of Brooklyn.

J. Walter Thompson Company, 242 Madison avenue, New York. After January 1, 1925, will handle account of Kops Bros., "Nemo Corsets," New York.

J. Walter Thompson Company, Inc., 14 E. Jackson boulevard, Chicago. A small list of newspapers throughout the middle west, mostly those with roto sections, however, is being made up to receive copy on Libby, McNeil, and Libby, Chicago (evaporated milk), sometime after the first of the year. The account of the Colortex Company, Chicago, formerly placed by the Ferry-Hanly Advertising Company, Chicago, has been obtained, although nothing is contemplated on this account outside of Chicago until after the first of the year.

Frank Seaman, Inc., 470 4th avenue, New York. Handling account of Bausch & Lomb Optical Company, Rochester, N. Y., manufacturers of Lenses, Baloptiocons, etc.

Smith, Sturgis & Moore, 1463 Broadway, New York. Now handling account of the Innovation Trunk Company, New York. Placing orders with newspapers in selected sections for the Briarcliff Lodge Hotel, Briarcliff Manor, N. Y.

Gerald B. Spiero Company, 1 West 34th street, New York. Placing orders with newspapers in various sections for Simon & Schuster, publishers, New York.

F. R. Steel Company, 201 East Ontario street, Chicago. Small schedules are being sent out to a general list of newspapers in the middle west on the Grein Pahls Food Products.

United Advertising Agency, 339 5th avenue, New York. After January 1, 1925, will handle account of B. T. Babbit Company, Babbit lye and cleanser, New York.

Alfred Wallerstein, Inc., 70 West 40th street, New York. Placing orders with newspapers in various sections for the Piso Company, medical, Warren, Pa.

World's Dispensary Medical Association. Making contracts with newspapers generally directly through W. H. Stuart, advertising manager.

YOU NEED ILLINOIS' APPROVAL

before your trade mark can be permanently planted in the Middle West.

In every section of the country there is one particular territory that is the recognized leader in all things. The rest of the section merely accepts the choice of this leader.

In the Middle West Illinois' approval is a guarantee that your merchandise will be accepted throughout this territory.

With the possible exception of New York, more merchandise of every kind is distributed through Illinois wholesalers, jobbers, and mail order houses than through any other state in the Union.

Illinois sets standards—is the headquarters for people from the Middle West and West.

Advertising placed in Illinois daily newspapers—telling people about products which may be procured from Illinois jobbers, links such merchandise to retailers who take their cue from Illinois, so it really has a tremendously far-reaching influence.

Succeed with These Dailies

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
***Aurora Beacon-News	(E)	16,982	.06	.06
*Chicago Herald & Examiner	(M)	348,005	.55	.55
*Chicago Herald & Examiner	(S)	1,018,917	1.10	1.10
†††Chicago Daily Journal	(E)	120,449	.26	.24
*La Salle Tribune	(E)	3,230	.025	.025
*Moline Dispatch	(E)	10,680	.045	.045
*Monmouth Daily Review Atlas	(E)	5,314	.035	.035
*Peoria Star—(E) 29,197	(S)	22,236	.085	.07
*Rock Island Argus	(E)	10,605	.045	.045
*Sterling Gazette	(E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.
***A. B. C. Statement, April 1, 1924.
†††Government Statement, April 1, 1924.

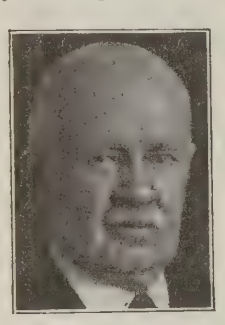
ELLIOTT LOOKS BACK OVER FOUR FRUITFUL DECADES

New York Advertising Agent Came to New York in 1884 After Seven Years As a Chicago Reporter—His Office Has Been for Many Years on Street He Made Early in His Career

By A. R. ELLIOTT

EDITOR & PUBLISHER *takes pleasure in granting the privileges of its columns to Mr. Elliott, who since* 1884 *has stood for all that is worthy in advertising and publishing practice. We join his many friends in wishing him long continuance of his fruitful labors.*

IT was Dec. 2, 1884, when I began my career in New York, after seven years' experience in Chicago, where I began newspaper work Sept. 6, 1877, feeding a press, setting type, handling news boys, a cub reporter on the *Chicago Times,* and the *Chicago Herald,* doing editorial work on the *Chicago Commercial,* and finally a traveling correspondent for three Western newspapers. Then I decided to establish an advertising agency in New York.



A. R. ELLIOTT

At first I located at 2 College Place, which then extended from Chambers street, four blocks south to Barclay street. College Place was confusing; there is a College street on the East Side. I went to see Mayor Grant one day in 1889, and told how two College streets mixed up the mail.

"See your Alderman, Cornelius Flynn," he replied. "He keeps a sailor's saloon, down in Thames street."

I saw Flynn.

"What is it worth to yez?" said he. "Not one cent!" said I. "All right, I'll fix it," said he. He did, and in 1895 they pulled down all the buildings on the west side of College Place, to widen the street twenty feet. Then the three streets, South Fifth avenue, West Broadway, and College place, from Washington Square south to the intersection of Greenwich street, was called West Broadway. I had changed the map of the City of New York, with the help of the Board of Aldermen. I liked to get out of old ruts; and I was new from Chicago. I felt better; my business increased; and I moved north, three blocks to 166 West Broadway.

During my forty years in New York I have made the acquaintance of many publishers of magazines and daily newspapers. Some of them are still busy catering to the American reading public.

For example, just around the corner, at 81 Warren street, Frank Munsey was publishing a periodical called the *Argosy.* He was traveling no easy road then, but judging from the way his affairs are spoken of now, he has pulled through in pretty good shape, and has climbed high on the ladder of success. Munsey was born in Maine, the Scotland of America, and he comes from a stock of men reared in a climate that clears the brain, hardens the muscles, and gives a stout heart for a long race. I know, for my grandparents were from Maine and they raised me according to Maine ethics. When I did anything unfair they were as cool as ice. They did not believe in sparing the rod and spoiling the child.

I remember very well their application of Maine ethics.

Another man who has come to be very well known in the publishing business, used to drop in at my office frequently was Cyrus H. K. Curtis. He was from Philadelphia and was then engaged in pushing a woman's publication of an entirely new and progressive sort, and his *Ladies' Home Journal* and the *Saturday Evening Post* have arrived at the very peak of periodical publishing. I was always impressed with the fact that he was not content to sit in the little place on Arch street and wait for business to arrive, he went after it.

To save carfare, I established my domestic plant near my office. I was domiciled in a room on the top floor of Simm's old boarding house in Murray street. The room next to me was occupied by a young newspaper reporter named Arthur Brisbane, who at that time was a reporter on Dana's *New York Sun.* Brisbane was a live wire and could turn out more good, readable copy, than any newspaper writer I have ever known.

Eventually, Simm's hunger resort was about to be torn down, to make room for modern improvements. I met Arthur Brisbane one day and he said to me, "Elliott, they are tearing down Simm's hash factory. Before they destroy it let's go up and see the old rooms we used to occupy." We climbed up to the fourth floor and look the last look of the rooms that held for both of us, so many pleasant memories.

One day I chanced to call on William J. Rogers, secretary of the New York Condensed Milk Company (now the Borden Company), then in a small four-story building at 79 Murray street.

"Our firm has never really done any advertising," said Mr. Rogers.

"Why not begin," said I.

"All right!" said he, "write me some three-line squibs to run on the first page of every daily in New York; that will locate them beneath reading matter." It paid and we kept it up. We covered all the dailies in the Eastern States with those pungent readers. Later we used every leading daily in the country and then shifted to display copy. That first order is framed and hangs in my private office now, dated "February 28, 1890." For thirty-four years the name of this great company has not been off my books, and I am said to be one of its "large stockholders." In all these years I have placed millions of dollars for "The Borden Company."

In 1897 I was given a very substantial order for advertising from John Duncan's Sons, for Lea & Perrins' Sauce, that great English condiment that is known in many countries, by lovers of appetizing food. The account is still on my books and millions of dollars for publicity have been placed with my agency, in the last twenty-seven years.

In August, 1898, I made a call on the J. L. Prescott Company, now proprietors of about every brand of stove polish worth naming in the United States.

Mr. Prescott was about to leave his office one day for his summer outing in his camp in the Maine woods. "Mr. Elliott," said he, "I will think over this matter of advertising and let you hear from me."

He went away, and in about three weeks he wired me: "Come up here and catch fish." I like trout fishing and I found him in his camp. Nothing was said about advertising for a week. We were busy fishing and we caught fish; and I was also fishing for Prescott! I was leaving for New York Sunday night. As I was going he handed me an envelope. "Elliott," said he, "I like those ads very much; here is an order for you. Begin placing it at once!" When I opened the envelope on the train I had in hand an order for nearly $100,000 worth of advertising, to tell his story to American housekeepers. I had caught my largest fish. This account during twenty-six years, has been continuously on my books.

Good service holds customers.

I have been forty-seven years in newspaperdom—forty years in New York on the second day of December of this year. Many of my accounts have remained through all these years. I have never put doubtful accounts on my books and have never handled advertising for products that were unworthy of the confidence of the public. My losses for forty years have not been one-half of one percent. I have tried to give every customer a square deal. There is no other way to build up a business. I have seen scores of advertising agencies in New York come and go. When I began business here in 1884, there were not a dozen advertising agencies in the city; now there are said to be more than three hundred.

I wish them all well and as long a life in the field as it has been my good fortune to have been in it. In my employ I have had many faithful workers. They have been my right hand. I love newspaper and advertising work. If I were to live my life over again I would want to be back in the field where I have had so many happy years, and where I have made many good friends among advertisers and publishers, who I hope hold me in the high esteem in which I hold them.

CAMDEN DAILY TO BE SOLD

Articles of Incorporation Filed by New Company—Patterson Present Owner

The *Camden* (N. J.) *Post-Telegram,* for many years published by Representative F. F. Patterson, Jr., will change hands about Nov. 15, it was learned this week.

Articles of Incorporation have been filed for the Camden Post Telegram Company, with David Baird, Jr., Joseph H. Forsyth and Pierrepont I. Prentice named as the incorporators. Prentice, who was formerly connected with the *New York Herald Tribune,* will be general manager under the new ownership.

No more definite facts about the transfer could be learned, when EDITOR & PUBLISHER sought information this week. A statement would be forthcoming shortly, it was declared.

"EMPLOYER AND EMPLOYEE—
OUR RELATION TO SUBSCRIBERS"

When a publisher decides to take on our checking proof service—he hires us on the same basis as he would an employee—with the same privileges of hiring and firing.

We do not try to hold him on an iron-bound contract—because we don't believe in them where a personal service is concerned.

If we "make good" we expect to continue in his employment—otherwise he has the option of discontinuing on 30 days' notice.

The fact that we hold our subscribers—year in and year out—must indicate that we are trying our level best to please our "bosses" and that we are succeeding can readily be understood.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Division of BABSON INSTITUTE, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



Annual Review Number

Out in January. Elaborate issue of more than 200 pages. A complete advertising directory and handbook of the far West.

WESTERN ADVERTISING
566 Market St., San Francisco

6 months' trial subscription with Big January Annual $1

"KEEP MY NAME OUT" PLEA WEIGHED

(*Continued from page 7*)

argument that the original verdict would have been printed in the case of an unimportant citizen contains the fallacy that publicity for the fact in the two cases would have caused equal embarrassment, which was probably not true. At all events, the safe rule, "when in doubt, don't print," justifies the decision.

Case. A young business man was arrested in a neighboring town and fined for drunkenness. He returned home and begged the editor to withhold the story. He had borne a good reputation and was succeeding well in his first business venture. He assured the editor that he would never get drunk again. The item was withheld.

Comment. The editor embraced an opportunity to hold his newspaper as a disciplinary club over the head of a first offender. Few memories give an editor more satisfaction than those of the instances in which he took pity on youthful or other first offenders.

However, there should be a definite limit to the editor's forbearance.

Case. A telegraph story was sent to a large number of newspapers giving the results of an inquiry among married women as to their attitude towards marriage. As one editor viewed it, its effect was in the direction of discontent and cynicism.

He killed the story.

Comment. "Don't irritate people needlessly," is not a bad principle.

"DON'T VIOLATE A CONFIDENCE."—Suppression of news received in confidence is a matter in which considerable variance exists between theory and practice. The theory is admirable. Not only journalists but statesmen, speaking after dinner, laud the scrupulous care with which newspaper men hold inviolate confidential information. And it is all true, but it is not the whole truth. The fact is that newspapers are so often imposed upon in such cases as to discourage idealistic notions. Just as, under certain circumstances, men offer evidence in court in exchange for immunity, so they seek to trade confidential news in exchange for protection from publicity. Many revelations labeled as confidential are in fact not at all exclusive; may be likely any day to reach other newspapers. In some cases the public has a clear right to the information. And so it is not strange that newspapers sometimes evade the restrictions of a confidence—without damage to their consciences.

Case. A correspondent at the state capitol obtained a story in confidence. He was afraid it would "leak" to the other papers.

He wrote it under a date line from the other end of the state, injecting, "according to reliable information from the state capitol," and attaching a note to the state editor explaining the situation. It was printed.

Case. A reporter got a tip in confidence that a grand jury was to be called.

He reported to the city editor that the prosecutor had given him the information in confidence. Acting on the tip, the city editor was able to get the information from another source. Then he printed it.

Comment. The standing rule in newspaper offices to respect confidence is good policy as well as good ethics. Evasion or deception here, as anywhere else, can be justified only by the motive—the end. But reporters may well be cautioned against making any promises of suppression for their paper, if not for themselves. The man higher up is the only judge in such cases.

"DON'T BE A TOOL." A newspaper may be "used" sometimes in giving publicity to a story, sometimes in withholding it. All kinds of people try to use the newspaper to punish their private enemies or to promote their private interests. When known, they lose popularity with the editor.

Case. The day before an automobile show was open in a large city, a resolution was introduced into the city council calling for searching investigation by fire, police and building committees into the conditions at the exhibition hall. Speeches were made on the necessity for safety precautions of all kinds. The horrors of a recent disaster in another city were graphically painted. But the reporters knew that the whole rumpus grew out of what the members of the council regarded as a niggardly allowance to them of complimentary tickets. By frightening the people away from the show, they hoped to make the management of the hall "come across."

No paper printed a word of the story.

Comment. An excellent example of salutary suppression.

"DON'T ADD FUEL TO A FIRE." No greater responsibility rests on a newspaper than that of helping to maintain order and obedience to law, and to discourage class antagonism or race hatred.

Case. At a time when race prejudice in a southern city was threatening violent expression, a story was brought to a newspaper that a young white woman had been insulted by a negro as she stepped into the elevator which he operated in a downtown store. The editor knew that only an insignificent spark was needed to start a conflagration.

The story was suppressed.

Comment. This case invites comparison with another in which the bloody riots in a race war in a southern city were generally ascribed to the sensational and therefore inflammatory articles printed in one of the daily papers.

As an eastern metropolitan newspaper states the matter in its office rules: "Don't stress the fact that the villain of your story is a negro, or an Italian, or a Methodist, unless that fact is essential. It is injurious to the interests of the paper to indict a race, or a nationality, or a religion, for the misdoing of an individual."

"DON'T LEAVE THE FIELD TO RUMOR." The most primitive newspapers recognized and proclaimed their purpose to "discourage rumors."

Case. An automobile driven by a prominent business man and a member of one of the "first families" of the city was wrecked on the road from a neighboring town late at night. The man suffered broken legs and other injuries. With him was a married woman, also of a leading family in the city, who received severe injuries and was taken to a hospital in the city. The morning paper made no mention of there having been a woman in the accident. A brother of the injured man was quoted as saying he was alone in the car. Relatives interviewed the editor of the evening paper and asked him to save a scandal by suppressing the facts. Moreover, the father-in-law of the woman said that she had spent the previous day visiting friends in the neighboring town and while waiting to board an interurban car for her return had been offered a ride home by the young business man. He insisted that the meeting was entirely unpremeditated and innocent. The victims of the accident were old friends and had not been the subject of previous gossip.

The paper printed the entire story, including the father-in-law's explanation of the circumstances.

Comment. The newspaper is not a regulator of people's private lives, though the fear of publicity, like the fear of the police judge or the penitentiary, is a wholesome influence. But in this case the editor who mutilated the story in the morning paper made himself ridiculous. His only choice was between printing the whole story or suppressing the whole story. Moreover, suppression was ineffective. Rumor about the woman in the case spread quickly over the city. The explanation given by the father-in-law did not go along with them. The evening paper, in giving a full account of the affair, really did a kindness to all concerned—a fact that was later acknowledged by them.

"PUBLICITY AS A BIG STICK." The threat of publicity has been as a corrective influence, or, as in the following case, as a means of bringing about action desired by the editor.

Case. A judge of a state supreme court, according to evidence laid before the editor of a metropolitan newspaper, was guilty of questionable professional conduct. The judge said he was innocent but that he was an old man and "broke," and that the publication of the story would lead to tragedy. He agreed to resign from the court if the story was withheld.

The story was suppressed and the judge resigned.

Comment. The editor in this case sat as an extra-legal judge, heard the evidence, and passed sentence. The power of his authority came not from the law but from his engine of publicity. Neither can it be said that the threat of publicity would have been impotent if the law also had not been against the accused judge. Many an innocent man has been injured by ruthless publicity. The decision in the case seems highly questionable.

Canadian Newspapers Meet Nov. 14

The annual meeting of the Canadian National Newspapers' and Periodicals' Association takes place at the King Edward Hotel, Toronto, on Nov. 14.

JANUARY
5th
Release Date for the First of
HERMAN BERNSTEIN'S
100 Daily Close-Ups of Europe
The FEDERAL FEATURE SYNDICATE
160 Fifth Avenue
New York City

Ten Months' Lead

In ten months of this year The New York Times published 21,568,274 agate lines of advertising, a gain of 1,786,864 lines over the corresponding period of last year and an excess over the second New York newspaper of 7,548,298 lines.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News
Supreme in Texas

The
Pittsburgh Press
A Scripps-Howard Newspaper
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURGH
MEMBER A. B. C.
Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely By
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
(Both Members of ABC)
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

KANSAS
is an agricultural state. 1924 is its best crop year in a decade. The towns and cities share with the farmers in the new prosperity. Topeka, the capital city, is the buying center for the rich Kaw Valley.

Primary Distribution

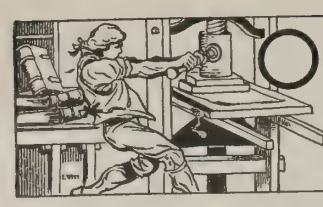
Owing to the class of its merchants, its strategic sales territory and the cooperation given by the CAPITAL, most national advertisers include Topeka in their primary distribution campaigns.

Topeka Daily Capital
Member A. B. C.
Arthur Capper, Publisher
Marco Morrow, Asst. Publisher

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination — thoroughly covered by one advertising medium—

The Milwaukee JOURNAL
FIRST - by Merit



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

AMERICAN journalism changed more during the administration of Andrew Jackson than during any other period in its history. Consequently, "Party Battles of the Jackson Period" by Claude G. Bowers (Houghton-Mifflin Company) contains much that both entertains and instructs the newspaper man of today in matters relating to press and politics.

The volume graphically describes the battle between Jackson and the opposition press, and the fight waged by the old United States Bank on certain newspapers of the time. Interesting glimpses are given of Mordecai Manuel Noah, Amos Kendall, James Watson Webb, Francis P. Blair, Duff Green, Isaac Hill, Moses Dawson, Major Henry Lee—half brother of Robert E. Lee, and other great editors of the period.

When Jackson sent his list of nominations to the Senate he certainly did include a "batch of editors"—mostly for comparatively minor positions. Even Schouler, as Mr. Bowers points out, was distressed to find so many mere "press writers on the list. But Mr. Bowers insists that the fact that they were mere editors is not sufficient to make them "infamous characters," and he adds that the "batch of editors" whose names Jackson sent to the Senate were men who had long been attached to the cause that Jackson personified.

The story that Mr. Bowers tells about this stirring period of American political history compares favorably, from the viewpoint of interest, with any political story of today that is marked by the chief editor, "First page, must."

John Farrar and Stephen Benet, both of whom are connected with *The Bookman,* recently produced a play entitled "That Awful Mrs. Eaton." For the details about how Mrs. Eaton wrecked Jackson's cabinet the reader is referred to "Party Battles of the Jackson Period." In making this comment I hope I am not following in the footsteps of a somewhat distinguished literary critic, who said in a department of one of the leading publications for women, "This is a book that no young lady ought to read." Up to that time the volume, though somewhat salacious, had not sold many copies. But after the remark made by the distinguished literary critic the presses could not print editions fast enough.

But to be more serious, "Party Battles of the Jackson Period" is a more interesting volume to me than any of the recent novels. Its accuracy of statement is unquestionable, and its character delineation is extremely well done.

* * *

THE attitude of Grover Cleveland toward the press was, in some particulars, similar to that of Andrew Jackson. This fact is well brought out in an article, "Grover Cleveland—Estimate of His Character and Work," by George F. Parker in *The Saturday Evening Post* for October 25. Cleveland's relation with the press may be found specifically mentioned on page 121 of that issue.

Mr. Parker says:

Cleveland's attitude toward the newspaper was clear. He did not believe that it fairly reflected the intelligence, the good will or the morals of our people. He had an unconquerable horror for exclusive news about his movements or opinions, and if he found that someone had obtained access to something of the sort, he would go out of his way to make it useless by insisting that it be given to another. He was as incorrigible in this respect with the greatest editors as with the humblest reporters.

* * *

THE A. S. Adell Company, publisher of the *Baltimore Sun,* has just issued a revised edition of "The Making of a Newspaper" by Henry Edward Warner. The new edition contains some very valuable historical matter about the contributions of the *Baltimore Sun* to American journalism. I refer specifically to the pony expresses, the use of pigeons to convey news, and the first use by a newspaper of the electric telegraph invented by Samuel F. B. Morse of New York University.

The revised edition contains an excellent portrait of Arunah Sheperdson Abell—the founder of the Sun. Other illustrations make this revised edition especially attractive. Copies of the booklet may be obtained from "Seeing The Sun" Department, Sun Square, Baltimore.

The story told by Mr. Warner is so entertaining that I am sure that if his booklet falls into the hands of a literary advisor of one of the book publishing houses it will not be long before Mr. Warner is asked to enlarge his pamphlet into a book for general distribution.

* * *

J. W. CUNLIFFE, director of the Pulitzer School of Journalism, in reviewing "Cobb of The World" (E. P. Dutton & Co.) for the *Journalism Bulletin* gives one of the best sketches of Cobb's career that has yet appeared in print. The same issue of the Bulletin contains a sketch of William Allen White by Helen O. Mahin, who is connected with the School of Journalism at the University of Kansas. The Journalism Bulletin is the official organ of the American Association of Teachers of Journalism.

* * *

THOMAS L. SIDLO, attorney for the Scripps-Howard Newspaper Alliance, is publishing a series of articles on libel for *The Service Paper*—a sort of house organ distributed by the Newspaper Enterprise Association of Cleveland, Ohio. This series of articles has more "guts" than anything I have seen in a long time on the subject of libel.

The future is unusually bright. We will not have to look at pictures of candidates milking cows and pitchforking hay up into the loft.—*J. R. W. in Milwaukee Journal.*

ABBOTT TO ADDRESS SIGMA DELTA CHI

Boston Editor Principal Speaker at National Convention of Journalistic Fraternity at Indiana University —Dailies to Entertain

Willis J. Abbot, editor of the *Christian Science Monitor,* will be the principal speaker at the national convention of Sigma Delta Chi, professional journalistic fraternity, at Indiana University, Bloomington, Ind., Nov. 17, 18 and 19. Delegates from all of the 38 active chapters at universities and colleges throughout the country will be in attendance.

In addition to the address by Mr. Abbot, the program includes an address by William Lowe Bryan, president of Indiana University; T. Hawley Tapping, national president of the fraternity; F. W. Beckman, past honorary president; Professor J. W. Piercy, head of the journalism department of the university, and other national officers and leaders in the organization. Members and delegates will journey to Indianapolis the third day of the convention, where a business session will be held at the Claypool Hotel in the morning. A lunch will be given by the *Indianapolis Star* at noon. Another business session will be held in the afternoon, and the *Indianapolis Times* and the Scripps-Howard Company will be host at a 6 o'clock dinner. The closing event of the day's program will be a theatre party given by the *Indianapolis News.* Tours of the Indianapolis newspaper plants will be on the program.

The convention was held at the University of Minnesota, Minneapolis, last year.

VANDERBILT CAPITAL INCREASED

Stockholders Vote $10,000,000 Additional Stock in His Newspapers

Stockholders of Vanderbilt Newspapers, Inc., voted to increase the capital stock of that organization from $5,000,000 to $15,000,000 at a meeting held in the plant of the *Los Angeles Illustrated Daily News,* Oct. 27. There were 33,751 votes favoring the increase and but 57 against.

Cornelius Vanderbilt, Jr., president of the Vanderbilt Newspapers, Inc., stated that the increased capitalization was desired for the enlargement of his present plants and for the construction of new plants and possibly for the construction of his own pulp and paper mills.

Sues for Ad Commission

Claiming that he procured advertising contracts worth $16,500 for the *South Norwalk* (Conn.) *Evening Sentinel* in the time when Emma L. Golden and Agnes L. Golden-Kelly, widow and daughter respectively of James L. Golden, founder of the publication, were still publishers, and that he was paid but $1,600 in commissions, Thomas J. McDonald, of New York City, has brought suit in the Superior Court of Fairfield county, Bridgeport, Connecticut, for the balance of his commission which he claims was to be $4,125. The case has not yet been assigned for trial.

A wife is a great comfort to her husband during those distressing times a single man never has.—*Miami* (Okla.) *News-Record.*

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post

MORNING AND SUNDAY

Daily Circulation.....130,891
Sunday Circulation....182,313

Member A. B. C.

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia and **GROWING!**

Do Something For the Community

Did you read in this space a week ago the suggested copy to stimulate church attendance, to be used on the Saturday preceding Thanksgiving?

Look up last week's Editor and Publisher.

Many publishers believe the use of such material will help the community, and thereby, their own paper. The material published last week is one of 52 advertisements which comprise Series No. 6. The series is sold for use to only one paper in a town at a cost of 3 cents per week per thousand circulation.

If you desire a full set of proofs, ask Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

Clubs of the World
New York City

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. Omansky

ONE of the hardest jobs circulators have is to get newsstand owners to take the handling of newspapers seriously and give the paper end of their business the attention it deserves.

We are referring to the owners of drug stores, confectioneries, groceries and the like who handle newspapers as a side-line and often consider them a necessary evil.

Waking dealers up to the big profit in selling papers and getting them to push your own paper can be done if some of the methods employed by mercantile houses are resorted to. When the "Cure-em-Quickly" man calls on a druggist he tells him what profit he can make on his product, gives him window displays and other selling helps, and the home office keeps the dealer interested with letters and bulletins from time to time.

In just the same way newspapers can show dealers that they make from 50 to 100 per cent profit on papers, that no investment is required, that there is practically no loss, and that most of the paper buyers are also customers for more expensive articles. District men should drive these thoughts home continually and the office should follow up with frequent letters that would call attention to the superior qualities of the paper, special features, new serial stories and the like. When you get the news dealers to read your paper regularly they will recommend it.

* * *

We were visiting recently with a man who was in the newspaper business for more than a score of years as reporter, editor, and manager of one of the largest syndicates in America. During his later years in the business he dealt largely with features and believed that they had more to do with getting and holding circulation than any other part of the paper. Now, after being only a newspaper reader for about a year he is convinced that people want news above all else and that the average paper must concentrate on giving all the news to be successful.

* * *

We mention this here because circulators are prone to pay more attention to features, to advertise them almost exclusively and often overlook the news departments. We catch ourself every once in a while stressing the importance of features when we should be checking the news columns to see that our paper has clear, concise, yet complete accounts of all events. Printing all the news first and using whatever space is left for features is the product circulators should try to get.

* * *

How about editorials? We don't care much what the editor says on his page just so he says it vigorously and keeps away from the news room.

* * *

About four years ago we quit using express altogether in favor of baggage. Almost all railroads are glad to handle papers and their rates average 50 per cent less than the rates charged by the express companies. We really believed that the switch from express to baggage was general throughout the country but we were surprised to learn the other day of several papers that are still using express service.

Another way to cut shipping costs is to eliminate as much as possible the sending of dealers' bundles by mail. It is so easy for dispatch clerks to slap bundles on the mail galley that it is necessary to go over the dealers' mail lists frequently and transfer as many bundles as possible to baggage or even express which is also cheaper than mail.

* * *

Interest in radio is picking up again. Papers with special radio sections or pages will, we believe, get an increase in sales from now until Spring. The pick up will probably not be as great as it was last year because radio fans do not seem to be building as many sets themselves but they are still intensely interested in the subject and read all the radio "dope" they can get.

Now is a good time to advertise your radio department with office ads and window cards in newsstands and radio stores.

* * *

James McKernan, veteran circulator of New York City, advocates frequent luncheons and meetings between competing circulators. We subscribe heartily to Mr. Kernan's plan and believe that its general adoption would tend to reduce much of the existing senseless and futile competition. When we break bread with a man or take a drink with him we are not so apt to throw bricks at him or take an unfair advantage of him in a situation of which we happen to be in temporary control.

This association and fostering of good will in the business is one of the most profitable accomplishments of the I. C. M. A. and the state organizations. Now it's about time for rival circulators to get together in an informal, friendly manner.

* * *

The tendency to kill out technical language from financial and sport stories and music and book reviews will be welcomed by every circulator in the land. We were past 20 before we knew the difference between "bull" and "bear" and even now we are often bewildered with the bourse lingo which financial writers inflict on us.

When a music critic writes that a soloists' tone was blurry or that the intonation was bad that means nothing to us. We want to read a criticism in our language and so do most concert goers.

Sport writers would also make more readers for their stuff if they would sacrifice some of their picturesque language for the sake of simplicity.

* * *

The *Richmond* (Va.) *Times Dispatch* is getting out an interesting carrier paper. The October issue had two pages of carriers' pictures, several columns of personality stories about boys, plenty of jokes and "wise cracks" and it had less propaganda than is found in most house organs. The paper would be much improved if it were printed more carefully and a bigger type used.

DIXIE CIRCULATORS ELECT CORBIN

Greensboro (N. C.) Daily News Man New President of Carolinas-Virginia Association—Greensboro Named 1925 Convention City

W. T. Corbin, of the *Greensboro* (N. C.) *Daily News,* was elected president of the Carolinas-Virginia Circulation Managers' Association in annual convention at Charleston, S. C., last week. Greensboro also was chosen as the convention city for next year.

A. F. Carrere, of the *Charleston News and Courier,* was named vice-president; H. F. Shaner, of the *Lynchburg* (Va.) *News,* second vice-president, and C. E. Ader, of the *Winston-Salem* (N. C.) *Journal,* secretary and treasurer.

V. L. T. Cooper, of the *Charleston Evening Post,* was chosen a director of the association, succeeding H. L. Strickland, of the *Charlotte* (N. C.) *Observer,* and Will X. Coley, of the *Raleigh* (N. C.) *News and Observer,* was named on the directorate in place of Mr. Shaner who was elevated to a vice-presidency.

Mayor Stoney formally welcomed the circulation managers from the principal cities of Virginia and the two Carolinas to Charleston when the convention opened at the Fort Sumter Hotel. A banquet Monday night tendered by the publishers of the *Charleston Evening Post* and the *Charleston News and Courier,* together with an inspection of the U. S. S. Arkansas in the harbor for Navy Day exercises were entertaining features of the convention.

At the business sessions experiences were exchanged and methods compared.

ISSUING FUR DICTIONARY

Will Carry Correct Trade Names and Rules for Advertising

The National Association of the Fur Industry, to curb misrepresentation in fur advertising, is issuing a "Dictionary of Fur Names," with rules for advertising. Dealers are being instructed to follow these suggestions in their public announcements.

In describing a fur, the correct name must be used, and if any dye or blend is used in imitating another fur, the word "dyed" or "blended" must be inserted between the true name of the fur, as "Seal-Dyed Muskrat" or "Mink-Dyed Marmot."

All furs shaded, blended, topped, dyed or pointed, must be described as such; as "Black-Dyed Fox," or "Pointed Fox."

Where the name of any country or district is used, it shall be the actual country of origin of the fur.

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

21 Spruce St., New York

again

ON THE

San Francisco Chronicle

Both in the methods we use and in the results we obtain, we please the publishers of great metropolitan dailies throughout the country. That is why we are constantly being invited to repeat our successes for the same papers, as we are now doing for The San Francisco Chronicle.

HOLLISTER

CIRCULATION ORGANIZATION

717-718 COM'L EXCHANGE BLDG.

LOS ANGELES, CAL.

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT

BUSINESS

If you don't it will COST YOU MONEY

John T. Flynn's Daily Business Reviews deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.

Write for Particulars to

Edward F. Roberts, Editorial Director

U. P. C. NEWS SERVICE, INC.

243 W. 39th St., New York City

a Commissioner writes of DOPE

Official revelations by the greatest living expert on narcotics—

DR. CARLETON SIMON

Actual stories more thrilling than any imagination could invent. 20 weekly articles including—"Between Whispering Curtains," "Women of the Shadow World," "The Decay of a Doctor," etc., under the general heading THE MENACE OF DOPE.

First release Sunday, November 16, 1924
Wire or write.

Readers' Syndicate, Inc.

799 Broadway New York City

AUTOMOBILE FEATURES

Touring — Camping—Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service

Home Life Bldg., Washington, D. C.

Our Features:

Irvin S. Cobb
Samuel G. Blythe
R. L. Goldberg
Roe Fulkerson
Don Herold
O. O. McIntyre
Nellie Revell
Will Rogers
H. J. Tuthill
Albert Payson Terhune
and others

The McNaught Syndicate, Inc.

Times Building, New York

NEWS EDITORS FILE:

Los Angeles and So. Calif. News Dispatches Filed to You Promptly Over W. U. or Postal at Regular Rates.

SOUTHLAND NEWS SERVICE
418 Lissner Bldg., Los Angeles

BARNARD RESIGNS AS VIGILANCE CHIEF

Director of A.A.C.W.'s Anti-Fraud Committee Takes Managership of Detroit Better Business Bureau—W. P. Green in Charge

Kenneth Barnard, director of the National Vigilance Committee of the Associated Advertising Clubs of the World resigned this week to become manager of the Better Business Bureau of Detroit. The managing committee has empowered William P. Green, an associate director of the Vigilance Committee with full responsibility for the direction of the department.



KENNETH BARNARD

Mr. Barnard, who has been one of the leaders in the "Truth in Advertising" movement, leaves national headquarters with the movement operating at its greatest efficiency. Under his administration, rapid strides have been made. Through the development of a Case Department to serve industries along specialized lines, more complaints involving advertising suspected of being deceptive are being successfully handled than at any time in the history of the movement. Better Business Bureaus have increased to 40 in number and one department at headquarters now devotes its entire attention to the gathering of information for them and other organizations engaged in curbing deceptive and fraudulent advertising practices.

During Mr. Barnard's administration, hundreds of federal indictments and prosecutions culminated the committee's drive against fake oil stock promoters in Texas and California.

In commenting on Barnard's resignation, Herbert S. Houston, chairman of the Vigilance Board of Trustees, said that it indicates the tremendous growth of the bureau movement, in that four former directors of the National Vigilance Committee are now at the head of strong local organizations.

When the Merchandise Section of the New York Bureau begins operations the first of December, the bureau will have a total budget for financial and retail work in excess of $100,000 a year. The Detroit Bureau has more than doubled its budget within the last three months and on the new basis will be expending around $40,000 a year. This latter figure is more than the National Vigilance Committee itself was spending six years ago.

Business Bureau Director Resigns

Walter B. R. Wright has resigned as managing director of the Better Business Bureau of the Baltimore Advertising Club to become executive secretary of the Maryland Motor Federation.

INSURANCE NEEDS ADVERTISING

Newspapers Lauded as Media at Pittsburgh Insurance Meet

Insurance companies are directly responsible for the large "mortality" or failures, among their agents because they have not given them the proper amount of advertising, Homer J. Buckley, president of Buckley, Dement & Co. told members of the Insurance Advertising Conference, an affiliation of the A. A. C. W. at its convention last week in Pittsburgh. Mr. Buckley, who is also chairman of the Postal Committee of the National Advertising Commission, was the chief speaker at the sessions. His subject was "Turning Cold Prospects Into Live Leads."

In connection with his remarks upon the failure of the large insurance companies to back their agents with advertising, Mr. Buckley, although a direct-by-mail enthusiast, paid tribute to the power of newspaper advertising. Others of the 150 life insurance company advertising managers, in general discussion, also put their stamp of approval upon newspaper advertising, many claiming it to be more valuable than any other medium.

The two day convention closed with a banquet at the William Penn Hotel.

Edward A. Collins of New York, president of the Insurance Advertising Conference, presided at the sessions.

Bill Permits State Advertising

A bill to provide for newspaper and magazine advertising of the State of North Carolina has been drawn up by the Legislative Advertising Committee of the North Carolina Real Estate Board in session at Raleigh. The bill will be submitted to the General Assembly for ratification in January. The committee also indorsed a bill authorizing cities and other municipal divisions to use funds derived from taxes for advertising purposes.

Heydon Heads New York B.B.B.

H. R. Heydon has been appointed manager of the merchandising section of the New York Better Business Bureau, which will start operation Nov. 15, with the purpose of eliminating untruthful and misleading advertising and to improve the confidence of the public in advertising and retail stores in general.

Chevrolet Offering Ad Service

The Chevrolet Motor Company, through it advertising department, recently established a dealer's advertising service to aid in raising the standard of Chevrolet newspaper advertisements placed in the local press and paid for by the dealers. The service consists of mats and stereos and advertisements prepared by skilled advertising writers.

Fire Damages Canadian Plant

The building occupied and owned by the *Glace Bay* (N. S.) *Maritime Labor Herald*, a weekly, was severely damaged by fire recently. Pending repairs the Labor Herald is being printed in Halifax.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
Nine Partlow mouth and throat unit heat controls for Intertypes, Linotypes, and Ludlow. Cost new $110.00. Used three months. Will sell for $85.00. Address Post Office Box 1131, Lancaster, Pa.

For Sale
Sixteen-page Potter web press, printing 4, 6, 8, 10, 12, 16 page papers, 22½ inches long, 7 columns 13 ems wide, extra color on four pages. Speed 10,000 per hour. Papers folded to half page. With stereotype machinery and motor. A good press at a low price. Send for details and price (our No. 589). Baker Sales Co., 200 Fifth Ave., New York. (Many other machines for sale, "Used but Good." Let us know your wants.)

For Sale.
Cox Duplex Flat Bed Web press, printing 4, 6 or 8 pages 7 col. 13 ems; or 8 col. 12 ems. Paper page 17½x22½ inches. Replaced by 16-page web press—must be moved quick—very low price. Price and sample of its work on application. Wire or write for details, referring to our No. 590. Baker Sales Co., 200 Fifth Ave., New York.

For Sale.
32 page Goss Straightline Press, full color equipment, immediate delivery; 48 page Goss Sextuple High Speed, full color deck, delivery January, 1925; 48 page Hoe Sextuple, delivery January, 1925. Consolidation of newspapers puts these presses on market at most attractive prices. Further information from Press-Telegram, Long Beach, California.

Printers' Outfitters
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 22¾ inches long, print 7 or 8 columns to the page.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.
PLAINFIELD, NEW JERSEY

441 Monadnock Block, CHICAGO
1457 Broadway, NEW YORK

N. Y. DAILY NEWS
HALF-TONES
Best in the World
Made by
POWERS
NEW PROCESS

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.
USED BY THE
MEMPHIS APPEAL
Memphis, Tenn.
We refer you to them for their opinion

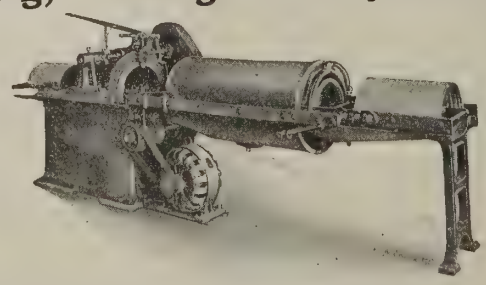
CLINE ELECTRIC MANF'G. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

MAIN OFFICE, Fisher Building, 343 S. Dearborn St., CHICAGO
EASTERN OFFICE, Marbridge Building, Broadway at 34th St., NEW YORK

GOSS
STEREOTYPING MACHINERY
The Goss Mat Roller rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Also supplied for wet mats only. Impressions accurate — both ends of cylinder are set at same time. Bed can be furnished long enough to roll a double page form. Write for complete catalog. The Goss Printing Press Company, Chicago.



Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO.
504-520 Grand Street, New York City
7 South Dearborn St., CHICAGO, ILL. 7 Water St., BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

3c per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

18c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

6c per word per insertion, cash with order, for advertisements under any other classification.

36c per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

SITUATIONS WANTED

Advertising Man.
Display, classified. Contracts. Features. New accounts. Copy writer, 11 years' experience. Large and small cities. Married. Family. Age 31. Permanent connection as solicitor or manager desired. Short trial will prove ability. Address B-933, Editor & Publisher.

Advertising Manager.
Advertising man, 8 years' experience, seeks advancement, preferably as Advertising Manager with a small but go ahead paper. Can handle entire work of Advertising Dept. efficiently, is conscientious worker, with plenty of modern ideas, ability to spot opportunities and make the most of them. Can control and produce 100% efficiency from a sales force. Also adaptable to circulation work, special features, contests, etc., and willing to include this work if needed. Willing to go anywhere. Married, age 28. Moderate salary to commence. Box 956, Editor & Publisher.

Advertising Manager—Solicitor.
Have you a place in your organization for a capable young advertising executive, copywriter and solicitor? All my working life has been spent in the newspaper business; have a working knowledge of every department including mechanical end. Pleasing, energetic, convincing personality; the ability to meet and talk to one or a hundred men, a thorough knowledge of advertising and merchandising methods, including the discernment as to the advertiseability of products and a good creative imagination that can dig up possibilities and develop them into space users. Available now for job as advertising manager—solicitor on strong small daily. Salary about $3,000 a year. Aged 31, family. Splendid recommendations. Address B-938, Editor & Publisher.

Cartoonist
Desires position that can offer better future than one he now holds. Experienced in all newspaper art. Address B-939, Editor & Publisher

Circulation and Promotion Manager.
Will promote and maintain staple circulation of all classifications at a moderate cost. Economist, keen executive. Salary $5,200. Contract after 3 months' employment. B-958, Editor & Publisher.

Circulation Manager,
, married, desires immediate connection with evening newspaper. Able executive; 20 years' experience in circulation and promotion. Highest references. Willing to go anywhere. Address Box B-960, Editor & Publisher.

Classified Manager,
employed, wants to make change soon. Excellent references. Prefer paper in city of 50,000, or more. Have made good. Can again. Second paper no objection. Write Box B-961, care Editor & Publisher.

Managing Editor.
Who plays ball with advertising and circulation departments, now in market for high-class connection. Nationally known publisher paid him as managing editor an annual bonus for phenomenal circulation building without premiums. Thoroughly conversant with all departments and fit of operating them. Long experienced. In the prime of life. Clean-cut, dynamic, versatile. At the top of his game now. Address Box 946, Editor & Publisher.

GETTING INTO PRINT

IF you build a new plant or put over a worth-while scheme you want everyone to know about it. So, you get it into print.

If you want a man to fill a vacancy; if you want a job; if you want capital or equipment; or if you want to sell your old equipment, why not

Get It Into Print

in

The Market Place of the Newspaper

Situations Wanted

Columnist.
Well known and popular columnist open for connection with newspaper or magazine. Writer of editorials, reviews, humorous articles, special articles, interviews, satire and poetry for best known papers and magazines. Box B-954, Editor & Publisher.

Deskman.
Last three years in Boston, rapid, accurate, absolutely dependable, American, 31, best of references, wants desk job on high-grade daily; size of paper or city immaterial; available immediately. B-959, care Editor & Publisher.

Financial Editor.
Young man, college educated, sound knowledge of business finance, investments, accounting and stock market, wants position as financial editor. Man who can make financial page interesting to small investor as well as to large capitalist. B-922, Editor & Publisher.

Managing or Executive Editor.
Can show record as circulation builder. Now employed city of 200,000. Box B-957, Editor & Publisher.

Managing Editor for Small Daily.
Widely trained news executive, business and circulation builder available for Eastern paper where future and part ownership in addition to salary are assured. Columbia graduate; 14 years' experience, including 5 years N. Y. Times as well as small cities. Now Army officer, recently handling Plattsburg Camp publicity. Lieut. C. E. Lovejoy, care Editor & Publisher.

News Editor.
Ten years' experience in South and Southwest. Know news, understand men. Will locate in East or Northwest where salary is liberal and authority is unhampered. Age 35, married, sober, and hard worker. B-952, Editor & Publisher.

Office Manager.
Seven years' experience in office routine, on newspaper 30,000, from clerk to bookkeeper, classified to display solicitant, wants position near New York. What have you to offer for a man of 30. Write Box B-948, care Editor & Publisher.

HELP WANTED

Experienced Bookkeeper
wanted by a suburban daily convenient to New York City; one familiar with newspaper accounting and office systems preferred; steady employment for right person; must have highest references as to character and ability and be willing to be bonded at employer's expense. Give full particulars, including salary expected, in first letter. Address Box B-951, Editor & Publisher.

High Type Salesman.
Newspaper syndicate located in New York City wants high type salesman to call on newspapers. Excellent opportunity for the right man. Replies treated confidential. B-947, Editor & Publisher.

CIRCULATION BUILDERS

100% Circulation Increase
for Daily Times, Kingsport, Tenn. Our campaign will give you the circulation you have longed for and we guarantee you satisfactory results. Make arrangements now for a campaign during the dull months of Jan. and Feb. Indiana Circulation and Advertising Co., Toney E. Flack, Shelbyville, Ind.

BUSINESS OPPORTUNITIES

Newspaper Brokerage and Appraisal Company
Will sell established concern. Large clientele. Responsible party. Might arrange terms. Substantial cash payment required. Exceptional opportunity. Address B-953, Editor & Publisher.

Newspapers Wanted.
Newspaper Publisher of years' experience wants to buy New England daily in good live city or would consider buying a substantial or controlling interest if proposition is right—ample capital. Address in strictest confidence for interview. Box B-950, Editor & Publisher.

One-Third Interest
in well equipped young advertising agency located in thriving section of country in city of 25,000 midway between New York and Chicago for $8,500.00. Unexcelled opportunity for man 30 to 40 that knows advertising and can sell it. Agency incorporated, virgin field, good salary and expenses. B-955, Editor & Publisher.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WEEKLY NEWSPAPER PAYING OVER 16% and $2,000 SALARY can be bought for $5,800—part deferred. Owner has opportunity to purchase job printing plant, which he prefers. Outlying towns swell advertising volume; job printing from two important educational institutions. Equipment includes Linotype, Miehle cylinder (recently installed) and two Gordons. Our No. 6830.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

SWOPE TO ADDRESS MICHIGAN EDITORS

Attendance of 225 Expected at Meeting of University of Michigan Press Club to Be Held in Ann Arbor, Nov. 20-22

Herbert Bayard Swope, executive editor of the *New York World,* will be the principal speaker at the sixth annual conference of the University of Michigan Press Club, No. 20 to 22, inclusive, at Ann Arbor.

Registration will begin Nov. 20, the first event being a luncheon meeting of the Associated Press, Michigan League of Home Dailies, Michigan Press Association and the League of Press Women.

In the afternoon President A. L. Miller, editor of the *Battle Creek Inquirer* and *News,* will appoint committees, after which Professor E. G. Burrows, of the university department of journalism, will speak on "Teaching Theory and Practice in Journalism." A round-table discussion of "The Plan of the Community Weekly in Modern Newspaper Development," will be held during the afternoon.

The evening of Nov. 20, the annual Press Club dinner will be held at the Michigan Union, presided over by Dean John R. Effinger of the literary college. Herbert Bayard Swope will speak on "Is the Newspaper Fulfilling Its Mission," after which Professor William A. Frayer, of the history department of the University, will tell of "The Historian Looking Over the Newspaper."

Friday morning Stuart H. Perry, editor and publisher of the *Adrian* (Mich.) *Daily Telegram,* will speak on "Contempt in Newspaper Libel Cases," upon which subject he recently delivered an address before the Inland Daily Press Association at its meeting in Chicago. Dean Henry M. Bates, of the University law school, will lead a discussion on "Libel and Its Penalties." Arthur R. Treanor, *Saginaw News Courier,* will speak on "Newspaper Features and Their Uses."

Friday afternoon Professor Jesse S. Reeves, of the political science department of the University will deliver an address on "Domestic Perspective in Foreign News," and Professor Joseph R. Haydon will tell of "News In and From the Philippine Islands."

Willis J. Abbott, editor of the *Christian Science Monitor,* and Dean Edmund E. day, of the University school of business administration will speak Friday evening. Election of officers and a business session Saturday morning, followed by a visit to the Iowa-Michigan football game will close the 1924 gathering.

OCEAN DAILIES MERGE JAN. 1

Chicago Tribune's Oceanic Edition Will Combine with Ocean Times

Definite arrangements have been concluded by the *Chicago Tribune* for consolidation of its *Oceanic Edition* with the *Ocean Times,* a daily paper published by the Wireless Press, a subsidiary of Marconi Limited, London.

The combine will become effective Jan. 1, when the new publication resulting will take the name *Chicago Tribune-Ocean Times.*

The Tribune's Oceanic Edition was established in May, 1923, for distribution on all passenger vessels operated by the United States Shipping Board upon the Atlantic. The Ocean Times is now being distributed on boats operated by the International Mercantile Marine and the Royal Mail Steam Packet Company.

Arrangements for the amalgamation were consummated [illegible] Col. R. R. McCormick [illegible] Paris early this

BARNJUM QUITS PULP EMBARGO FIGHT

Canadian Leader of Embargo Forces, Disgusted With Politicians, Offers His Mills and Timberlands For Sale

Frank J. D. Barnjum of Ottawa, one of the leaders in the endeavor to have an embargo imposed on the export of pulpwood from Canada, has given up the fight and is offering for sale all of his properties in Nova Scotia. In an unusual announcement of his decision, he states that governmental indifference concerning the country's diminishing forest resources has resulted in him becoming ashamed of his citizenship.

Barnjum has been a prominent figure in the pulp and paper industry for several years. He retired from active business three years ago, and since then has devoted his efforts and a considerable part of his wealth to the cause of forest conservation. His almost lone crusade has accomplished little, in his estimation, and in writing "30" to it he has not hesitated to say what he thinks of "the politicians and exploiters who can see nothing beyond their own petty interests, and to whom public welfare is a joke."

In offering his pulp mills, lands and other properties for sale, Barnjum declares he does so through sheer disgust "notwithstanding my conviction that timber lands will double in value in two years." He predicts a panic in timberland prices once the various interests concerned become fully aware just how small the remaining resources are.

Barnjum charges criminal deception concerning the extent of Canada's forests, and in support of this statement cites the fact that an aerial survey of a large Quebec area shows it to be 75 per cent burned. He also declares that between six and nine million acres were burned in that province in 1923, instead of the 3,000,000 reported by the provincial government.

Barnjum asserts that not a pulp company in Canada is operating at a profit, and contends that every paper company would be operating at a loss if a proper charge were made for depreciation of properties and loss through depletion of limits from various causes. The remaining stand of timber in Canada he says, is smaller than that of the United States, but withal the federal government displays no intention of trying to intelligently protect the remaining resources. He's through, and intends to become a U. S. citizen after disposing of his Canadian interests.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLER

PRE-ELECTION promises have never been regarded as negotiable paper, but the many postponements and other contingent declarations of business men during the past three months should be followed up.



Run over the local list for such names! Write to your "specials" to follow-up such prospects in the national field!

YOU can sell the photographers in your city some advertising right now! The Christmas rush for photographs will soon be on, and many photographers will not be able to handle their orders. However, if people started having their sittings now, it would mean more business. Perhaps some photographers would offer a discount for early sittings! You can get this advertising, and it will run until Christmas.—R. John Gibler, 2100 Pine St., St. Louis, Mo.

The *Santa Ana Register,* of Southern California, found it a good stunt to get ten of the independent filling stations of the city to come in on a weekly advertisement used for the purpose of getting the people of the territory to patronize the independent stations. The theme of these advertisements was that the filling station is a home town industry and so is worthy of home town patronage. All the names and addresses of all the filling stations which were in on the proposition appeared in each advertisement in the three months' campaign conducted by the independents.—Frank H. Williams, Santa Ana, Cal.

Cash in on your football games. One good stunt is to take a page using the top as a heading with appropriate football cuts of players in action, announcing the game and giving the details of the contest. For the remainder of the page, divide each column of the paper to represent a line on the football field, making the page look as if it were a football field laid out with only the eight lines. Each of the columns can be sold to some concern, sporting goods, restaurants, smoke shops, etc. It works.—Chas. H. Carson, Roanoke, Va.

Cross word puzzles are the rage just now and one Cleveland theatrical house found it got wonderful results from using a cross word puzzle for an advertisement. Keith's Palace theater ran a puzzle as a paid advertisement and offered six free tickets to the one who solved it and sent the answer in first. A total of 4,361 replies were received next day, most of them by special delivery. This ought to be a good dollar puller for business concerns in all lines and in all sections.—M. R. H.

The Market Basket Page pulls two full pages for a Middle West newspaper. Recipes and helpful hints are included under the heading. These are surrounded by special offerings of various merchants. A fine idea in so many towns where there is unusual competition among a group of grocers.—George C. Marcley.

Do you run a job press in connection with your newspaper? If you do, now is the time to get Christmas work from the merchants. Mailing folders, letterheads, pamphlets and letter inserts are needed now to help boost sales. Bright colored Christmas price tags on goods make them sell quicker. Get up a few ideas and go after this profitable business.—R. John Gibler, St. Louis, Mo.

Some Saturday or light day, get a restaurant proprietor to run his Sunday menu in the center of a page and around it run ads of buttermaker, dairy, ice man, baker, butcher, grocer, laundry, cigar-maker, etc. It's easy to get them in and tie up with a customer in this way. Donald O. Ross, Washington, Iowa.

Interesting and constructive of civic betterment are the suggestions printed *each* day by the *Washington (D. C.) Herald,* under the title "What is Wrong With Traffic Here." From society debutantes who drive motor cars, prominent professional and business men, city officials and taxi drivers these suggestions emanate.—C. M. Littlejohn, Washington, D. C.

Let editors have their reporters interview people in the public eye on matters pertaining to literature. What does President Coolidge read? Is Davis familiar with the verse of Edna Millay? What literary genius inspires Governor Bryan? What does La Follette think of Mencken? Such a galaxy of facts would not only interest the public, but it would also serve as a guide post to those Bohemians who judge a man by the books he reads, and perhaps influence them in their political choices. Anyway, let's try it!—Hyman Gershon.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

IF you want to build up your Letters From Readers department, use one communication each day in a box on the first page and invite other readers to submit their views on the subject of the first writer. It's a sure-fire way to get your readers' viewpoints.—R. C. Bolton, Jr.

"Where the *South Bend Tribune* May be Purchased by Travelers" was the subject of a half-page ad displayed in a recent issue of that newspaper, listing the news dealers in cities where the Tribune may be obtained. Your subscribers when away from home would like to know where they may obtain their favorite paper. Such an ad gives them just that information.—Robert L. Beard, Fort Wayne, Ind.

In every city there are especially dangerous corners which are as yet unguarded by traffic cops. A service to the public would be performed in pointing out the most dangerous ones and thus emphasizing the necessity for avoidance or precaution which may ultimately mean the establishment of a new traffic regulator.—C. M. Litteljohn, Washington, D. C.

Many city folks imagine all a farmer has to do in the winter time is to sit around the fire and take it easy. You can set them straight with a good feature that will please both the rural and urban reader.—B. A. T.

With winter almost here motorists have the tendency to perform repair work upon their automobiles within their private garages. Write up a story calling their attention to the accumulation of the poisonous carbonoxide gas, produced by allowing the motor to run. Many fatalities due to this careless practice occur yearly. In addition to a news story, it is a well given tip to mankind.—A. Sauers, Logansport, Ind.

Society features! Even if your town is a little town,, it has at least a dozen women's clubs. Many women belong to more than one club. Few women know much about those to which they do not belong. A series of very short features telling about the women's clubs in your town, decribing one each day, will make an interesting feature for your society page. Too, by listing the members of each club along with its description, you get people's names into the paper. And that's what they look for! You can put this feature over big. And it's new!—R. John Gibler, St. Louis, Mo.

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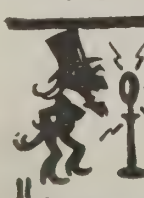
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New York State
MUST BUY ITS FOODSTUFFS

In New York State there are 8,589,844 people known as "city folks." These 8,589,844 people can eat a lot of food, which they must buy, since they cannot grow what they eat.

Besides these 8,589,844 food consumers, hundreds of thousands of people from all parts of the country—all parts of the world, in fact, come to New York State on frequent trips—and must also be fed.

The United States Census Statistics of Occupations show that 90.7 per cent of the people are engaged in various manufacturing, trading, professional, clerical and domestic pursuits.

IT IS HARD TO IMAGINE MORE IDEAL MARKET CONDITIONS FOR FOOD PRODUCTS OF ALL KINDS

In this market is represented nearly one-tenth of the total population of the United States.

There are 29,203 retail grocery and delicatessen stores in the State of New York. Of these retailers, 18,914 are in New York City, the others are scattered throughout the state.

The influence of the New York Daily Newspapers is one-tenth that of all other newspapers in the United States.

These daily newspapers represented in this list form a powerful combination for successful business building.

THE GREATEST MARKET PLACE ON EARTH

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	21,987	.08	.08
*Albany Knickerbocker Press	(M)	33,239	.10	.10
*Albany Knickerbocker Press	(S)	53,649	.13	.13
*Amsterdam Recorder-Democrat	(E)	7,502	.04	.04
†††Auburn Citizen	(E)	6,429	.04	.035
*Batavia Daily News	(E)	8,737	.04	.04
*Binghamton Press	(E)	32,006	.09	.09
*Brooklyn Daily Eagle	(E)	67,646	.22	.22
*Brooklyn Daily Eagle	(S)	77,839	.22	.22
***Buffalo Courier and Enquirer	(M&S)	78,058	.18	.13
***Buffalo Courier	(S)	118,603	.25	.22
†Buffalo Evening News	(E)	125,618	.25	.25
***Buffalo Evening Times	(E)	100,236	.18	.18
***Buffalo Sunday Times	(S)	100,005	.18	.18
*Buffalo Express	(M)	51,288	.14	.12
*Buffalo Express	(S)	53,362	.18	.14
†††Corning Evening Leader	(E)	8,307	.04	.04
*Elmira Star-Gazette Advertiser	(E&M)	33,102	.11	.11
**Geneva Daily Times	(E)	5,537	.04	.04
*Gloversville Leader Republican	(E)	6,852	.035	.035
***Ithaca Journal-News	(E)	7,308	.04	.04
*Jamestown Morning Post	(M)	11,112	.04	.035
*Middletown Times-Press	(E)	6,714	.03	.03
*Mount Vernon Daily Argus	(E)	9,293	.05	.05
*Newburgh Daily News	(E)	11,591	.05	.05
*New Rochelle Standard-Star	(E)	7,741	.04	.04
*The Sun, New York	(E)	253,763	.60	.54
†New York Times	(M)	352,100	.70	.686
†New York Times	(S)	563,623	.90	.882
*New York Herald-Tribune	(M)	270,159	.594	.576
*New York Herald-Tribune	(S)	316,585	.6435	.624
†New York World	(M)	378,807	.595	.58
†New York World	(S)	558,779	.595	.58
†New York Evening World	(E)	314,489	.595	.58
*Niagara Falls Gazette	(E)	18,103	.055	.055
*Port Chester Item	(E)	4,359	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,110	.05	.05
***Rochester Times-Union	(E)	66,574	.20	.13
†††Syracuse Journal-Union	(E)	42,103	.14	.14
*Troy Record Journal	(M&E)	22,621	.06	.06

*A. B. C. Statement, Sept. 30, 1924.
**A. B. C. Statement, Sept. 30, 1923.
***A. B. C. Statement, April 1, 1924.
†Government Statement, Sept. 30, 1924.
††Government Statement, April 1, 1924.

RIGHT AGAIN!

WHILE David Lawrence was the only correspondent to predict with accuracy the result of the close election in 1916, there were many writers who in 1920 and 1924 forecast as he did the Republican victory.

David Lawrence had the distinction this year however of being the first to announce definitely that the election would not be thrown into the House, that La Follette would not be a decisive factor in the West and that the third party would not get the electoral vote of more than one or two states.

On October 14th, fully three weeks before election, David Lawrence, after completing a personal investigation of the West, disclosed the emptiness of the La Follette claims and demonstrated that the election of Coolidge was inevitable.

On October 31st, summing up the results of a 9,000-mile journey from coast to coast, David Lawrence said President Coolidge would receive at least 333 votes and a possible 366. This was not guesswork but a reporter's feat in getting the facts from those who knew the situation in all the Northern and Western States.

Readers have confidence in David Lawrence's dispatches because he devotes himself every day to the task of interpreting national affairs, gathering his material first hand and without prejudice.

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